



HB STAFFING INSIGHT

Valuable Insights into
current local economic
and staffing issues

July – August 2010

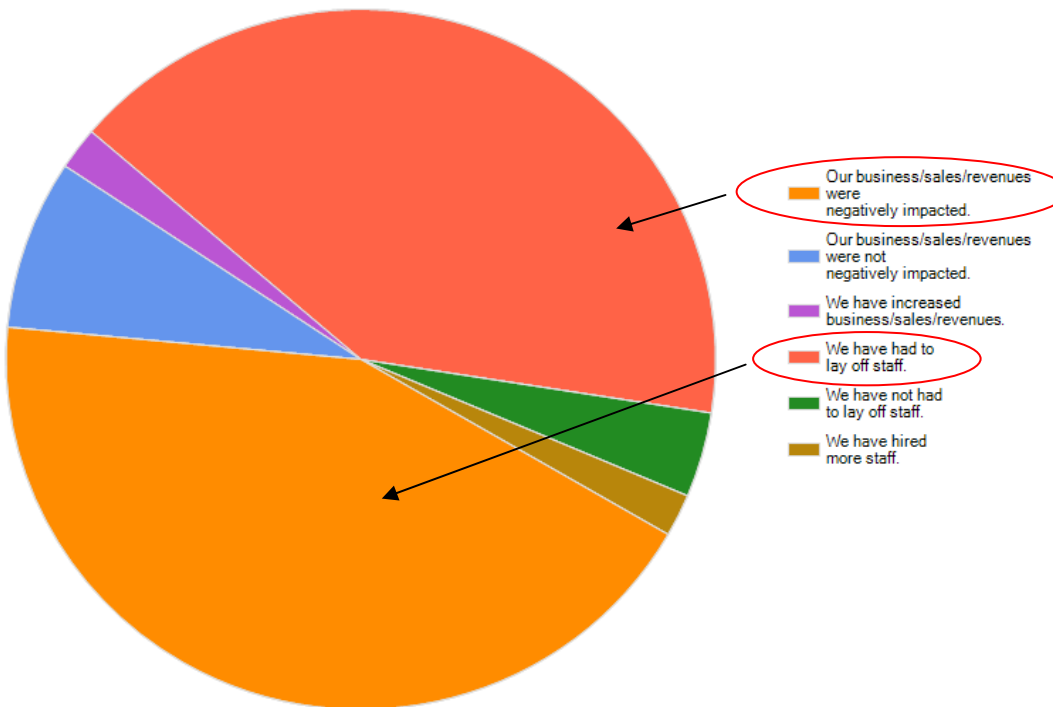
WHAT'S INSIDE?

- Results of the OC's State of Staffing Survey. Answers to the questions: what are you 'feeling' in the OC economy? If and when you use staffing what guides your thought process? What methods do you use to recruit? Why do you use staffing companies? Why use HB Staffing?

A newsletter from **HB Staffing**, serving OC since 2000.

RESULTS OF THE "STAFFING IN OC'S CURRENT ECONOMY" SURVEY by HB Staffing

What impact did the recession of 2008-2009 have on your business?



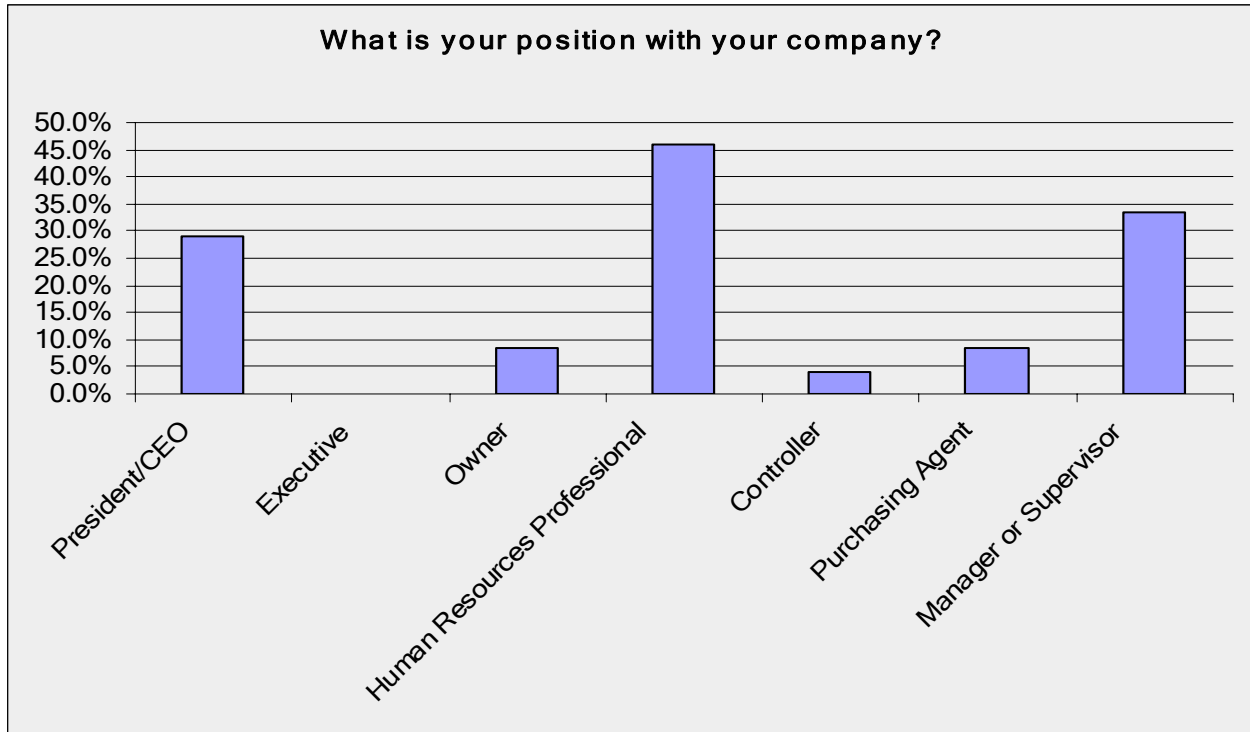
Quick Summary:

<100 Respondents

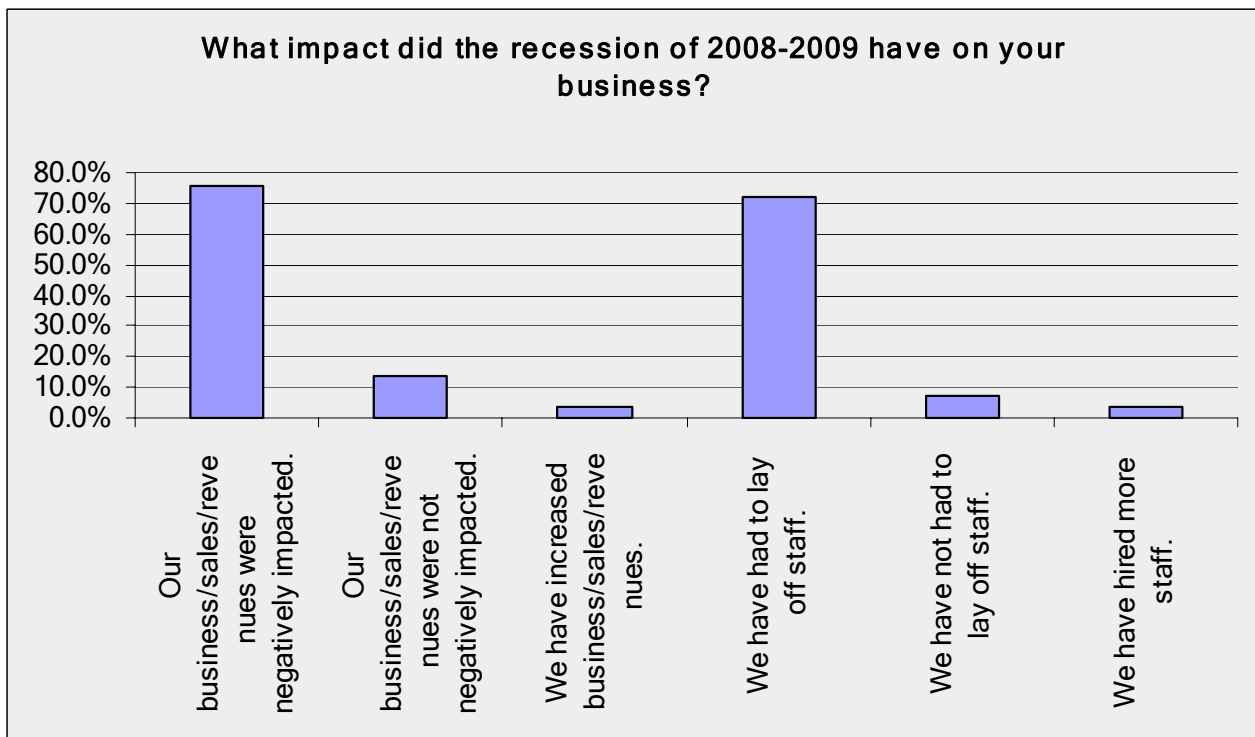
- 2008-2009 Recession Impact: 80% business/sales/ revenues were negatively impacted.
- 59% of Respondents have improved in 2010; 40% have not improved.
- 55% of OC Respondents are not hiring today
- To hire "permanent" staff 65% use job boards, 73% also rely on referrals from employees and 39% use Staffing companies
- 68% use Staffing co. when they need "temporary" staff

- 65% prefer using "local" Staffing suppliers. To the rest, it "doesn't matter."
- 37% say "Local is better;" 3.7% say "national staffing companies" are better.
- In answer to the question why 'local' is better, respondents say: "We like to support...", "We get better service," "We get better prices," "We think they are more flexible."
- The single most important service feature of Staffing services: providing a "Qualified Candidate."
- Respondents say the two most important reasons to work with Staffing companies: "They do a good job of pre-screening candidates making our selection more efficient and faster," "They help us bring on staff only when we need them."

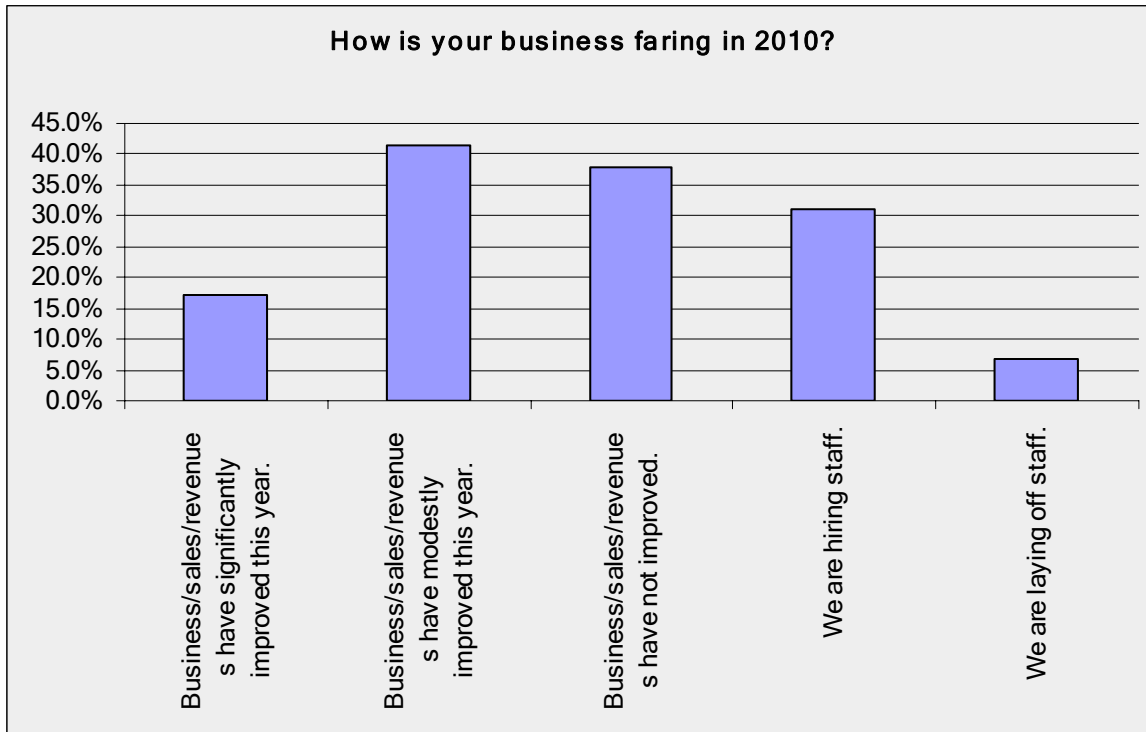
1. Most Respondents: HR, President/CEO, Manager/Supervisor.



2. 75.9%: Our business/sales/revenues were negatively impacted.
72.4%: We have had to lay off staff.



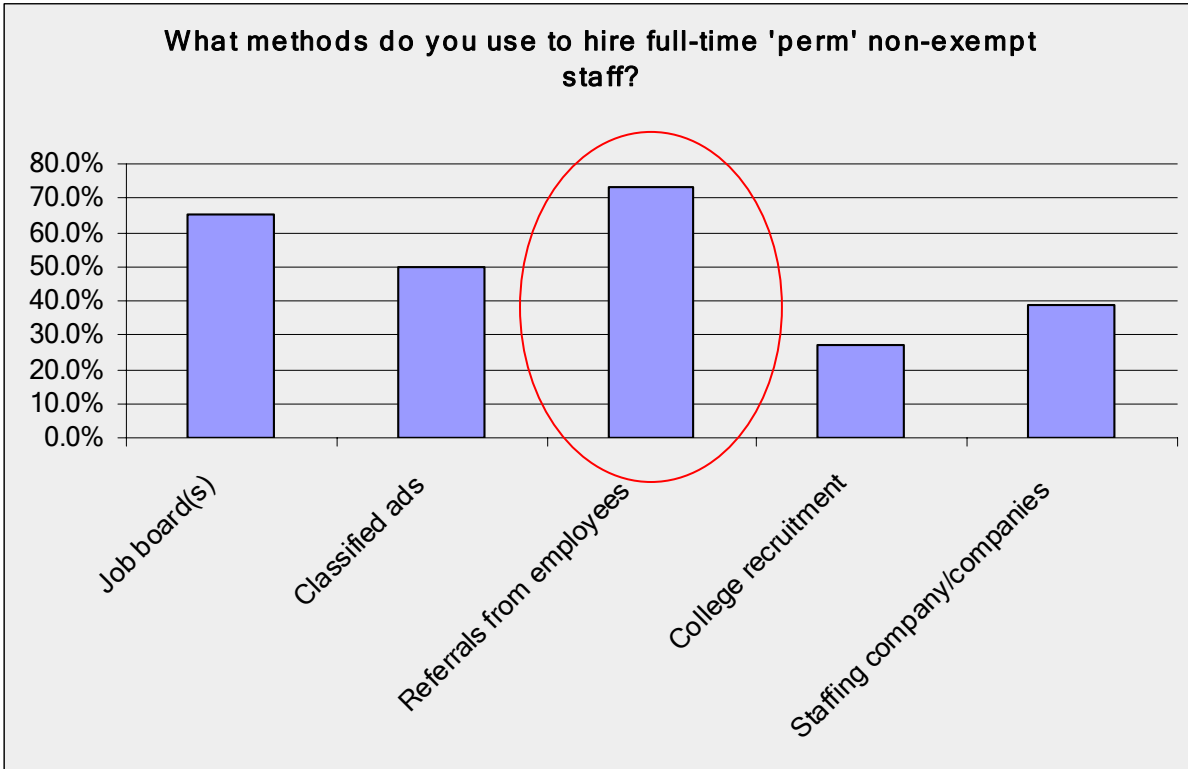
**3. 58.6% Business/sales/revenues have improved (17.2% “significantly”).
39.9% Business/sales/revenues have not improved.**



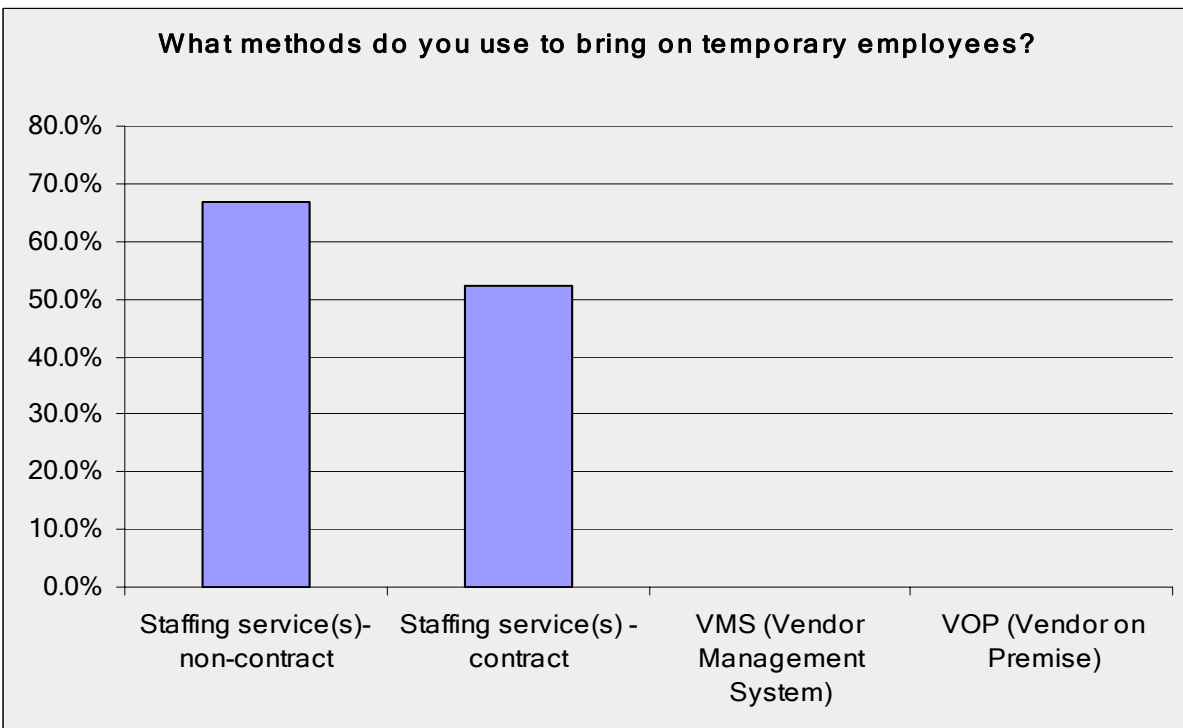
**4. We are hiring more "permanent" full-time employees. 20.7%
We are hiring more temporary workers - for short or long term projects. 10.3%
We are hiring temporary workers - with the possibility of hiring some "permanently." 17.2%
We are not hiring at this time. 55.2%**



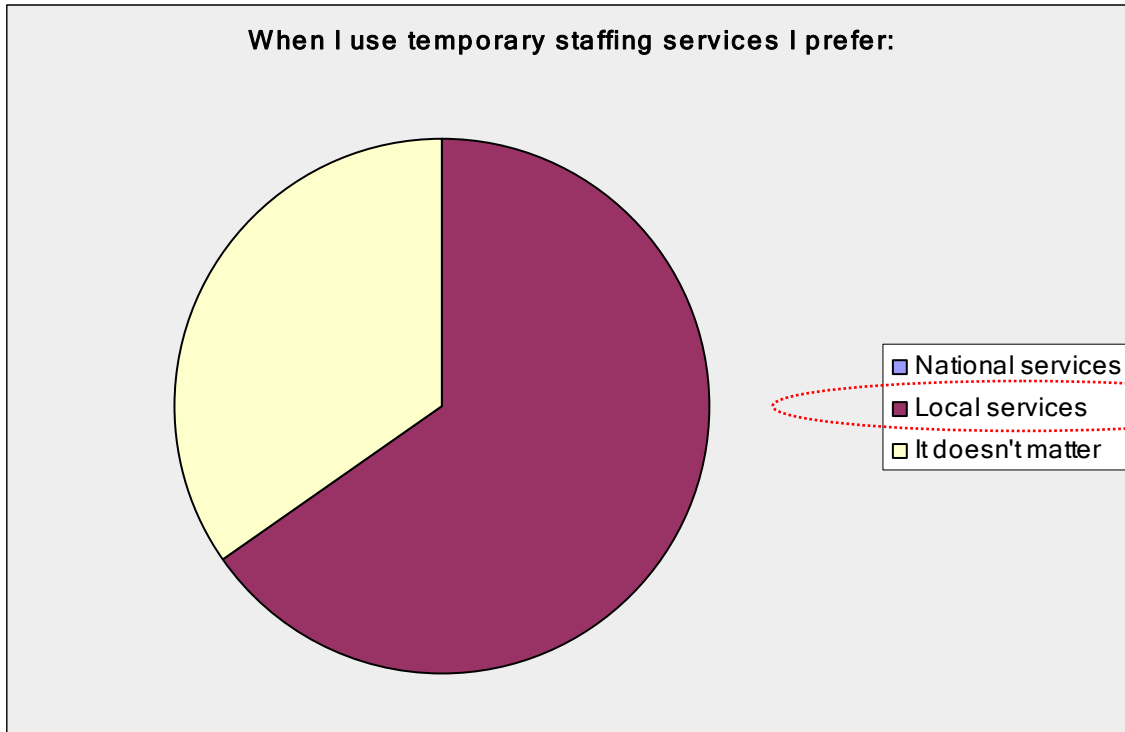
5. Job board(s)	65.4%
Classified ads	50.0%
Referrals from employees	73.1%
College recruitment	26.9%
Staffing company/companies	38.5%



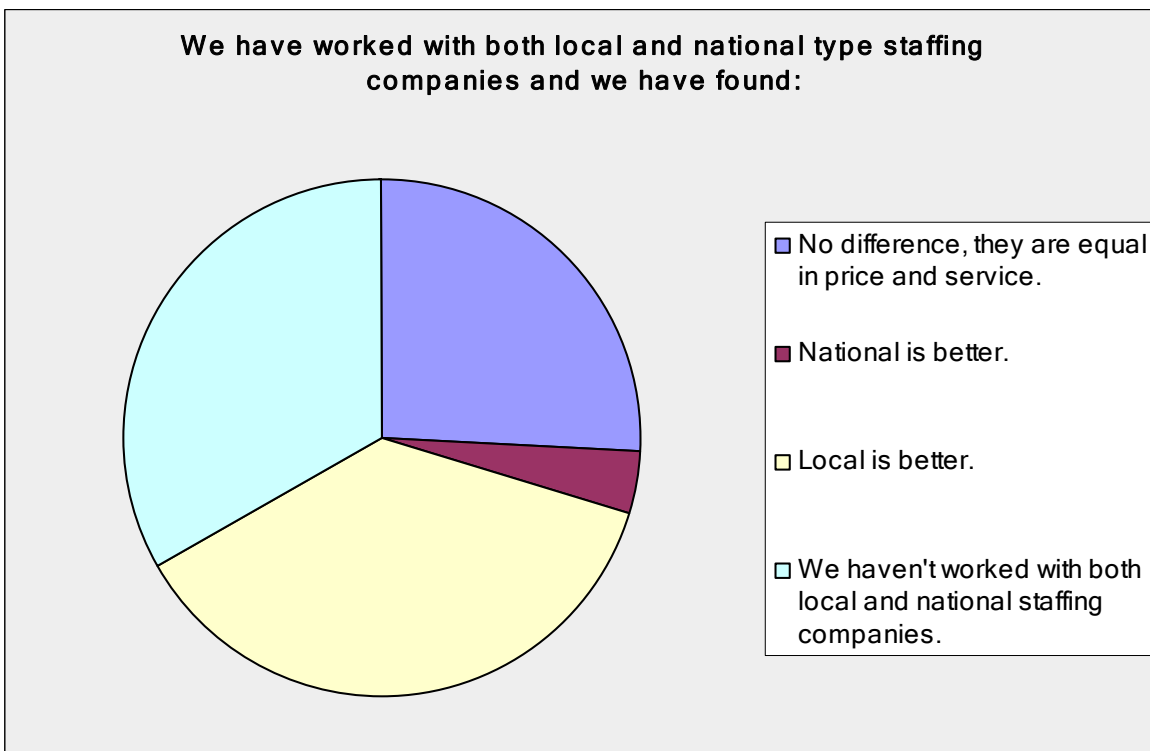
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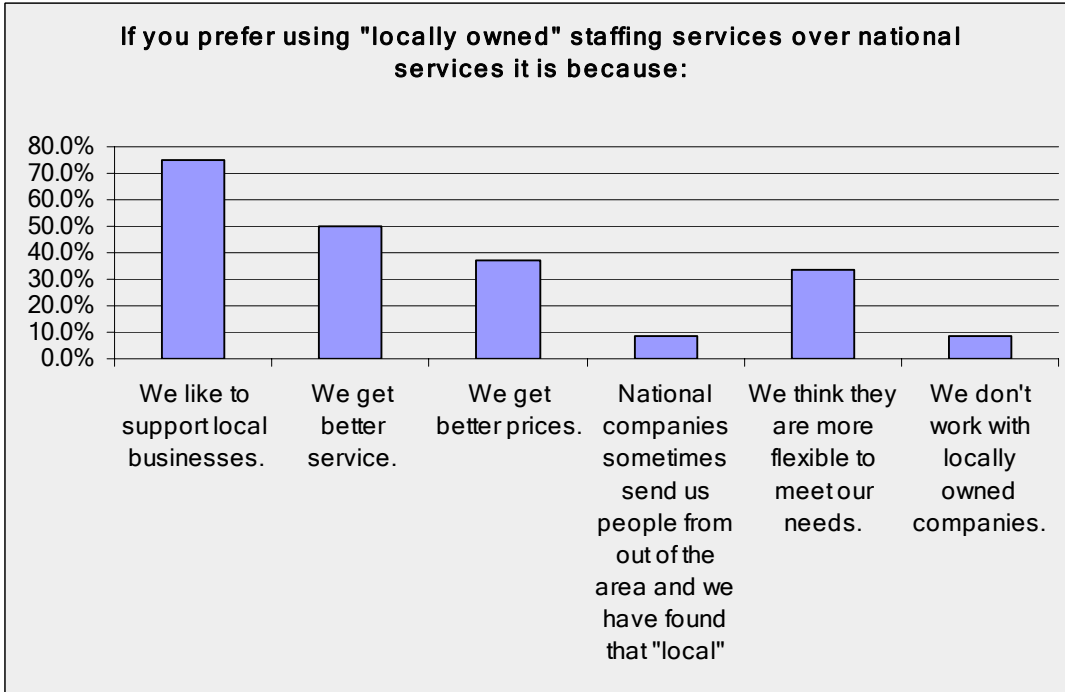
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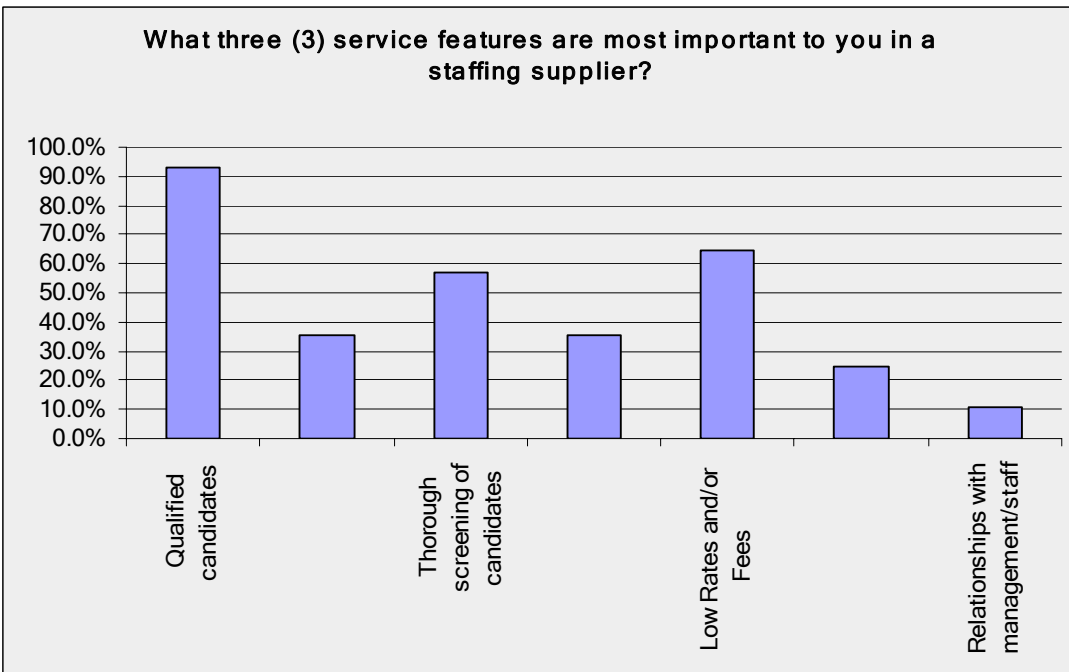
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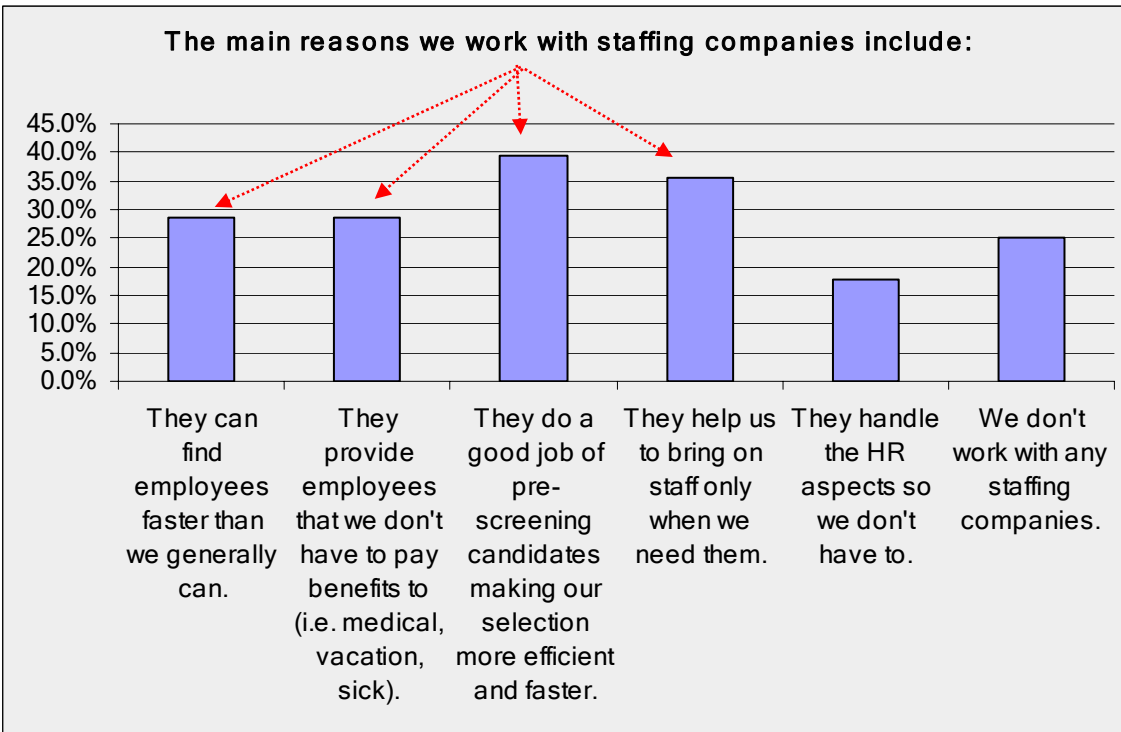
9. We like to support local businesses.	75.0%
We get better service.	50.0%
We get better prices.	37.5%
National companies sometimes send us people from out of the area and we have found that "local" employees work out better.	8.3%
We think they are more flexible to meet our needs.	33.3%



10. Qualified candidates	92.9%
Local candidates	35.7%
Thorough screening of candidates	57.1%
Responsive and professional-level services	35.7%
Low Rates and/or Fees	64.3%
Flexibility - Customizable terms (i.e. temp-to-hire policy)	25.0%



11.



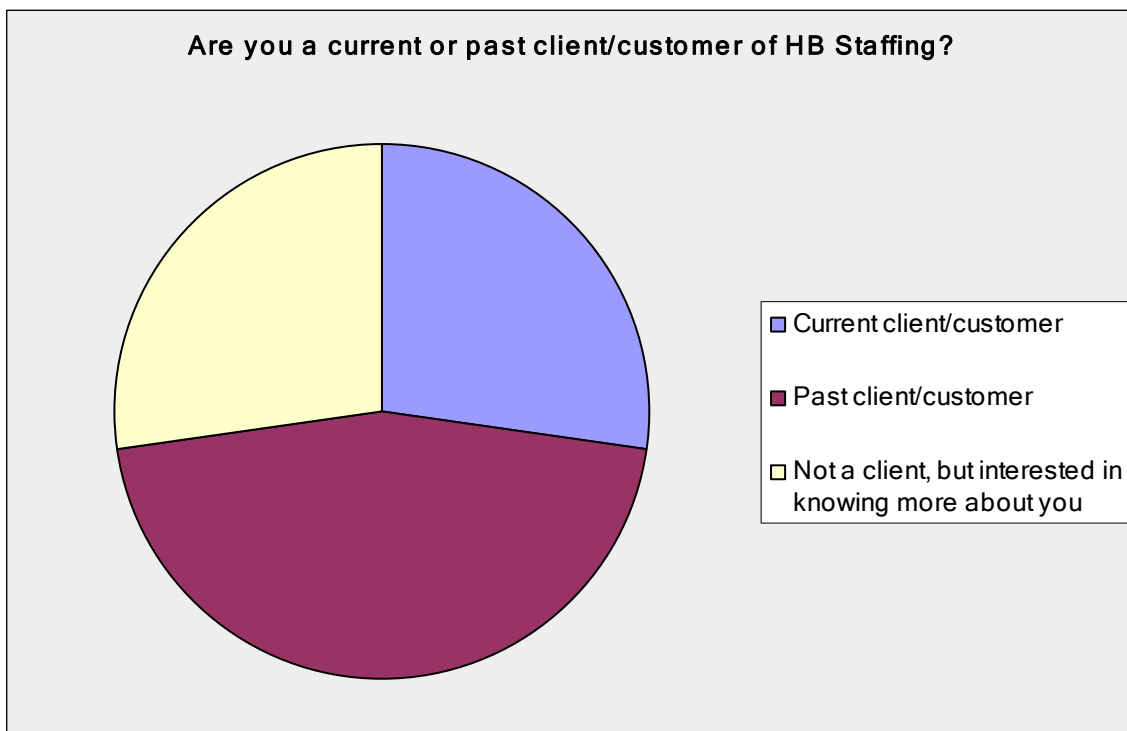
12. We hesitate to work with staffing companies because:

We had a bad experience.	14.8%
We don't like spending the money or cannot afford to.	25.9%
We really don't need temporary or "try before you buy" staffing services.	11.1%
We don't really have short projects/peaks other companies have.	14.8%
None of the above.	51.9%

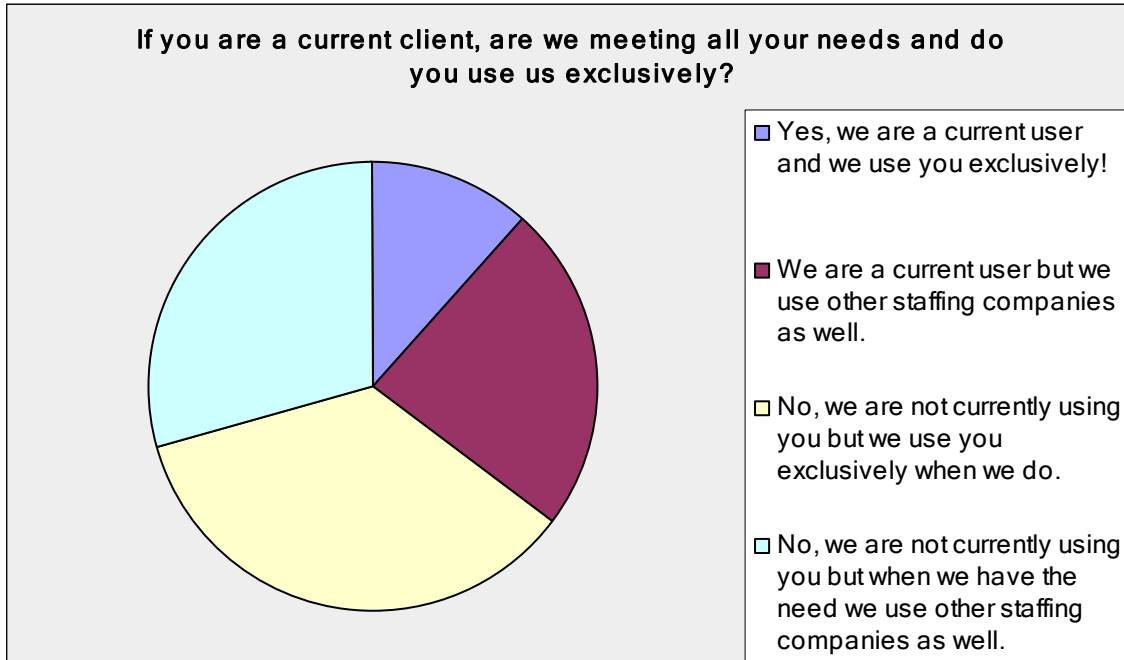
13. What features about **HB Staffing** are most appealing to you?

Answer Options	Response Percent
HB Staffing is a small business enterprise, woman-owned company	60.9%
Cathy Vee, President, has 34 years experience in staffing	17.4%
Jonathan Paul, VP/GM, has been with the company 10 years	4.3%
Elaine Blum, Manager, has been with the company 9 years	47.8%
In a Dun&Bradstreet independent survey, clients rated HB Staffing 96% in Customer Satisfaction putting HB Staffing in top 5% of staffing firms rated nationwide by D&B	21.7%
90+% of HB Staffing temp associates work exclusively for HB Staffing	13.0%
HB Staffing hires only about 10% of applicants who want to work for us	13.0%
HB Staffing uses strict hiring criteria includes: behavioral testing, reference checks, criminal background screens and a battery of Provelt! Skills Tests	60.9%
To be 'hired' and placed, applicants must have 5-Star Qualities: Aptitude, Attitude, Ability, Commitment & Integrity	52.2%
HB Staffing service guarantee: Whatever It Takes!	52.2%
HB Staffing offers a flexible staffing solution	43.5%
With client requests, HB Staffing team members don't say "NO" - they "Negotiate"	26.1%

14.



15.



16. Bonus Question

What type of 'leave behind', corporate gift, lunch meeting, employee incentive or other sales incentive would you prefer to receive from a prospective or existing staffing supplier?

Answer Options	Response Percent
Candy jar	18.8%
Letter opener	18.8%
Memo pads	25.0%
Lunch meeting with HB Staffing Manager or sales rep	6.3%
Movie Passes to be used for employee incentives ie. picnics	62.5%
Frequent User Award Program - usage = gifts/employee incentives	25.0%
Other (please specify)	

#	Response Date	Other (please specify)
1	Jun 10, 2010 4:08 PM	Not allowed we are a Federal Govt Contractor
2	Jun 10, 2010 10:42 PM	Stress reliever items, i.e. balls or stars or something similar with your name on them.
3	Jun 10, 2010 11:04 PM	These won't work
4	Jun 16, 2010 9:30 PM	Prefer consistently low rates.
5	Jul 7, 2010 6:59 PM	These are all great ideas.
6	Jul 20, 2010 7:08 PM	At this time no gift is necessary.
7	Jul 20, 2010 10:39 PM	Old fashion, good service and quality. Cut the modern day &^%#@!.
8	Jul 21, 2010 4:36 PM	Unimpressed with "leave behinds", it's quality and results that will keep customers loyal. It is genuine knowledge of the new customers business interest in their needs that will peak their interest in trying you out.

Summary:

We have recently experienced a very difficult economic period felt broadly throughout Orange County. **Significant revenue retreat and job loss was experienced by over 70% of those responding to this Survey.** While today many express some improvement over 2008-09, many still have *not* improved their sales revenues. A clear reflection of this is the fact that 55% of respondents continue not to hire.

When hiring is happening (and we all hope that this will be sooner than later), the primary means for hiring 'permanent' staff include referrals (73%), job boards (65%), and 39% use staffing companies.

Organizations recognize the need for "temporary" staff (68% use temporary staff) and, of that number, 65% expressly use "local" suppliers; while the remaining 35% say that it doesn't really matter whether they use local or national staffing providers.

When compared with local suppliers of temporary staff less than 4% indicated that national staffing companies perform better. **In answer to the question, why they prefer local staffing suppliers, respondents say they like to support local companies; 'local' provides better service, prices and more flexibility.**

Organizations most value 1) qualified candidates, 2) thorough screening and 3) low rates from their staffing suppliers. And in answer to the main reasons why they work with staffing companies, they say: prescreening process makes selection more efficient and faster, staff is provided "on demand" - only when needed; the cost of benefits are eliminated, they find employees faster through staffing companies, and HR services are provided which eliminate the time/cost burden of managing their own HR.

Some companies do hesitate to work with staffing companies because they do not like spending the money, they don't have peak needs or they have had a bad experience.

Many respondents have worked with **HB Staffing** and some of the key reasons indicated for their loyalty include: HB Staffing is a local staffing supplier company; key staff have been with the company for many years; HB Staffing uses strict hiring criteria including candidate conformance to 5-Star Qualifies (Aptitude, Attitude, Ability, Commitment and Integrity), thorough reference checks, criminal background checks, and skills' assessments; HB Staffing is "flexible," and lastly, provides a rich array of benefits classified under the general heading of client "ease of use."

As we come out of this downturn, utilize **HB Staffing** services to grow your staff as production needs escalate. The efficient prescreening, quick(er) recruiting results, "try before you buy" feature of temp-to-hire, and savings in company benefits that result from using HB Staffing can save you time and money over the short and long term.