

CROWN *Chronicle*

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American Staffing Association



STAFFING SPECIALIST

"Your Quarterly Guide To Personnel News Update"

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PRESIDENT'S MESSAGE

Dear Valued Client,

Our primary objective is to create a successful alliance where we focus our considerable resources on understanding your company's business goals and providing only performance-oriented candidate referrals. As your human resources partner, our objectives are the same as yours: the best candidate matched to every new opening so you can minimize your interview and evaluation time and maximize your new hire success ratio.

Sincerely,
R. W. Diana
CEO/President



MANAGING-UP PROMOTES SUCCESS



Managing-up involves focusing at least some portion of your attention to the task of understanding exactly what your boss, and his or her boss, etc., really want from you. You need to discover what they value, what they dislike, what their short- and long-term goals are, and how your actions can help them achieve their goals. You need to figure out what it is that wakes your boss up at 2:00 AM—and what you can do to help him or her resolve that issue.

The old adage, *KNOWLEDGE IS POWER*, is absolutely true. You can gain it by constantly observing your boss, and his or her boss. Gathering this observational knowledge, as well as doing your own job to the very best of your ability, can help you to determine ways you can add value to your job function—even if it means applying your talents in somewhat different functions. This attention to the details in a managing-up approach may lead to new opportunities for you and your career. When your boss is offered a better position, you could rise in the ranks as well. ❖

Security Measures For Business Travelers

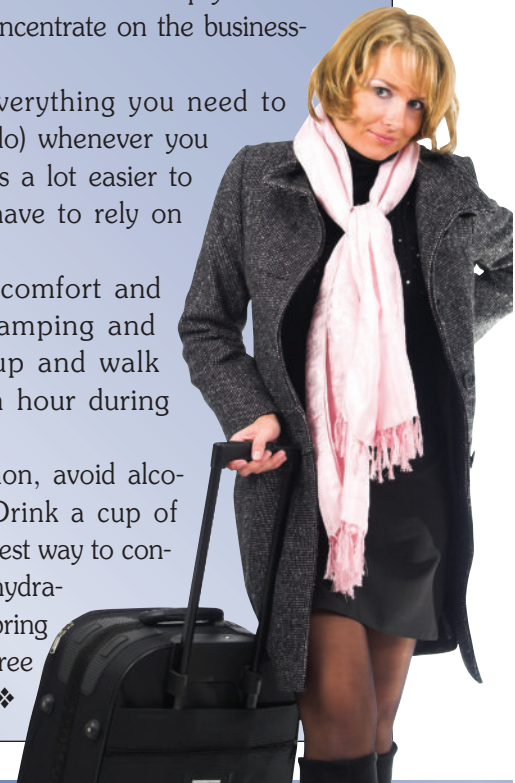
If you travel on business, you already know there is little glamour involved. According to the Transportation Security Administration, here are some common-sense guidelines to help you keep things moving smoothly during travel:

- Choose your in-flight wardrobe and accessories with *metal detection* in mind. Try to avoid heavy metal jewelry, metal belt buckles, clothing with metal studs and steel-tipped shoes.
- Having to empty your pockets at check-in slows everything down. Place loose change, key rings, cell phones, pagers and PDAs in your carry-on bag until you clear security.
- Since all checked luggage is subject to inspection, use clear plastic bags to pack those things you don't want strangers handling. Placing your toiletries in zip-sealed plastic bags can help to prevent a major mess during inspection. Place items with metal (belts, etc.) and electronics (electric razors, portable radios, etc.) on top so they can be identified and inspected quickly.
- Don't lock your checked luggage. If security selects it for inspection, they'll break the lock.
- Pack any item that might be considered a weapon

(scissors, penknives, etc.) in your checked luggage, not in your carry-on bag.

Here are some more ideas that can help you reduce travel-stress so you can concentrate on the business-of-business:

- Make a list of everything you need to remember to pack (and do) whenever you need to go on a trip. It's a lot easier to check-off a list than to have to rely on your memory every time.
- To avoid the discomfort and problems caused by cramping and poor circulation: Get up and walk around at least once an hour during long flights.
- To fight dehydration, avoid alcohol, caffeine and salt. Drink a cup of water every hour. The easiest way to control hunger and avoid dehydration on a long flight is to bring your own water and salt-free snacks on-board with you. ❖



ON-SITE DAY CARE BENEFITS

Mention the idea of establishing an on-site day care center to upper management executives and there's a distinct possibility you'll see them visibly *cringe*. Their first thought will probably be to visualize youngsters racing up and down the corridors of their company.

There are a number of extremely sound business reasons, and some unexpected benefits, reported by employers who do provide on-site day care services for their employees—not the least of which are:

- Most companies report an increased ability to attract top talent.
- Most companies report significantly lower rates of absenteeism.
- Most companies report a marked improvement in employees' attitudes toward work.
- Most companies report favorable public relations opportunities for the company.
- Most companies report lower turnover rates.
- Most companies report increased productivity.

There are also some tax benefits to offering an on-site day care facility. Your company's payments to a day care center for employees' pre-school-age children are tax deductible as ordinary and necessary business expenses.

Due to legislation that was passed in 2002, employers can claim a new tax credit for childcare expenses. The credit was created by the *Economic Growth and Tax Relief Reconciliation Act of 2001* (EGTRRA) as an incentive for employers to provide childcare for their employees. The credit amount is equal to the sum of twenty-five percent of the qualified childcare expenses plus ten percent of the qualified childcare resources and referral expenditures—with an annual credit cap for any given year of \$150,000.

On-site day care for most employers and employees is a win-win situation. If your employees could benefit from an on-site childcare program, perhaps these tangible company benefits would be enough to convince upper management that it's a project worth serious consideration. ❖



TEMPORARY STAFFING SHIFTS TO MEET YOUR NEEDS

Today's clerical support staff is more "partnering" than simply secretarial, functioning as administrative associates to management. They are computer literate and experienced in the business procedures in today's global marketplace, making them a valuable resource for management at every level.

Finding the right match for temporary administrative support is one of the key ways today's companies can stay lean and remain competitive. The advantages are many: workers who will stay on the job as long as you need them—so, when the project or peak-time is over, we handle the downsizing for you; there are no taxes to be withheld; no payroll costs; no benefit costs; no unemployment taxes.

Our professional temporary administrative staffers are now filling core positions in the variable staffing strategies adopted by some of America's leading corporations. The most successful integration of temps into the workforce occurs when a company, like yours, forms a partnership with a temporary staffing agency, like ours. We understand your culture and needs and can recruit "perfect match" workers that fit your criteria. We can provide background checks as well as specialized pre-employment training that may be required.

It's expected that the business community will turn to temporary administrative staffers even more over the next five years as the economy shifts. These workers allow you to react quickly and efficiently to both short- and long-term trends. Shifts in the economy, shifts

in productivity, shifts in the workforce dynamic will always be

there. And, so will we,

to help you cover all of the contingencies with temporary staffing services that will help you keep your business lean and competitive. ❖





STAFFING SPECIALIST

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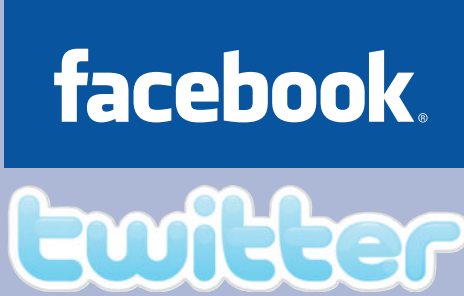
New and exciting things are happening at Crown Services! Our accessibility now reaches beyond the traditional channels of brick and mortar buildings and website presence. You can now find Crown Services on Facebook and Twitter! We're expanding our reach to better serve our clients. By embracing social media, we are better able to recruit the talent of today and tomorrow!

Social media is growing at lightning fast speed. Facebook, after surpassing Google in August 2010, has become the Internet's most-visited site. It is utilized across all demographics and seems to be here to stay. How many people do you know who have Facebook or Twitter account? The number is probably growing. As millions go online to engage socially, many are job seekers both passive and active, looking for information about their next position. A recent Career Builder survey on Job Seekers' Perceptions of Social Media 2010 found that 50% of job seekers use social media at least once a week! Additionally, the study revealed that 54% of active and passive job seekers are more likely to apply for a job to a company after following it through social media. The recruitment opportunities available through social media are immense! By utilizing social media, we are able to foster deeper relationships

with our talent pool, ultimately leading to higher quality and quantity of applicants, and a lower time-to-fill for each position.

The beauty of social media is that it allows us to communicate with our ever-growing fan base on a regular basis. The conversation is an ongoing two-way street. We share open positions, industry news and trends, job search tips, and much more! Our fans read, like, comment, re-tweet, question and share their own thoughts and insights with us. With social media growing at such a rapid rate, the impact and reach of our sites and fan base will only continue to grow.

Be sure to visit us online at www.facebook.com/CrownServices and <http://twitter.com/CrownServices>. Become a Crown Services Fan today and join in the conversation!



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