



# Dialogue

FALL 2001

ASSOCIATION OF CANADIAN SEARCH EMPLOYMENT & STAFFING SERVICES

## IN THIS ISSUE

- Chapter News
- Done Something Special?
- Employment Standards Act
- New Members
- Health and Safety Violations
- Conference 2001
- Ethics
- Media: Friend or Foe?
- Quebec Seminar
- Safety Group Pilot Program
- What Are They Probing For?

## ADVERTISING SUPPORTERS

- Clarica
- LMS ProLink
- Menutex
- Mindscope
- ProHunt
- Questek Systems
- Thisco/CCF
- Workplace Today

## EDITOR

Amanda Curtis, CAE

**ASSOCIATION OF CANADIAN SEARCH, EMPLOYMENT & STAFFING SERVICES**

2121 Argentia Road  
Suite 404

Mississauga ON L5N 2X4

Tel: 1.905.826.6869

Tel: 1.888.232.4962

Fax: 1.905.826.4873

E-mail: info@acsess.org

Web: www.acsess.org

## President's Message

SUMMER 2001 has come and gone in a whirlwind! I trust you are heading into the fall relaxed, refreshed and all charged up.



Your board has been busy these past three months working on your behalf,

with activities falling broadly into five main categories of strategic planning, membership growth, training/professional development, government relations and association PR.

On the *strategic planning* level, we have begun a formal

process of long-range planning, soliciting input from directors, chapters and the membership at large. A significant portion of our National Board meeting in October will be dedicated to beginning to build a plan to take us through the next decade, based on your feedback, vision and dreams.

Regarding *membership*, Kevin Dee is in the process of formulating an ambitious plan to grow our membership not only along traditional lines, but also into some of the niche markets where we have been under-represented in the past. He is currently ap-

proaching senior level executive search firms and IT recruiters.

On the *training/professional development* front, plans are being formalized for our fall 2001 – spring 2002 program, and we are even working on our 2003 annual conference. Highlights of our upcoming program include at least one major training event in one of our chapters every month from now until next spring's conference. Details will be following from your chapter. You will also notice the addition of an "Owner/Manager" track – no one is exempt from our professional development efforts!

Regarding *government relations*, our Public Affairs Manager, Mary McNinch, continues to do a great job representing our interests. Most recently she has been particularly involved in Quebec Pay Equity and Labour Code Reforms, communication at the Ministerial level regarding Alberta Workers' Compensation, and in Ontario on Employment Standards and Health & Safety programs. Specific government updates are included in this issue of *Dialogue* and regular communiques.

Touching briefly on our *As-*  
*continued on page 8*

## ACSESS in the News

SINCE THE COMPREHENSIVE *Media Relations Report* mailed to all ACSESS members in June (for additional copies e-mail info@acsess.org), we have continued to promote our industry and our Association to media contacts across North America.

Look out for upcoming articles in *Canadian HR Reporter* and *HR Professional*, with quotable quotes such as those shown below.

### Luring and Retaining Early Baby Boom Employees

"EARLY BOOMERS still have a 400-horsepower engine and a versatile steering wheel, in con-

trast to younger workers who have the horsepower but lack the finely-tuned steering wheel," says Rich Stoppler, CHRP, CPC, President of Executrade Consultants Ltd. in Edmonton, Alberta, and a National Director of the Association of Canadian Search, Employment & Staffing Services (ACSESS).

"It used to be unheard of for a CEO to leave early to coach their child's soccer game. Now it demonstrates the flexible work options many organizations must offer to attract and retain top-quality boomer talent," says Bill Fretz, CPC, ACSESS Ethics Chair and Director of the 500 Staffing Services Executive

*continued on page 14*

**PLEASE CIRCULATE**

- .....
- .....
- .....

# Chapter News

## National Capital

THANKS for the opportunity to provide some input from Ottawa for *Dialogue*.

We are just getting used to dealing with the high-tech downturn and now we are hit with rotating PSC strikes. Hopefully, it won't end up in a full-scale strike. It's a good thing we are a tough breed in the NCR.

Many of your readers may not be aware but over the past few years the NCR Chapter has not been as active as it once was – well, we plan on changing that.

We are lucky enough in our own backyard to have the national director tasked with the responsibility for Membership Development, Kevin Dee of Eagle Professional Resources Inc. With Kevin's help, a local committee has been struck to help revitalize the fortunes of the NCR Chapter.

We are looking forward to our first meeting of the new year when our guest speaker will be our new national President, Bruce McAlpine, CPC. I do believe this is Bruce's first visit to a chapter outside the GTA as national President and we

are looking forward to that. Accompanying Bruce will be our President Elect, Steve Jones, CPC, a very familiar and welcome face in the NCR.

With this initial meeting and a predetermined meeting schedule, we are confident that we can encourage participation and once again make the NCR Chapter one of the most active in ACSESS.

*Meredith Egan*

*President National Capital Chapter*

*Meredith@aim-personnel.com*

## British Columbia

BY THE TIME *Dialogue* reaches people's desks the re-launch of the BC Mainland Chapter of ACSESS will be underway.

On Thursday, September 20, National Directors Joan Page, CPC (Kelly Services, Vancouver) and Karen Watt, CPC (Excel Personnel Inc., Kamloops) will be hosting a Launch Luncheon on the 11th floor of Bentall Tower 2 in Vancouver. There will be no charge to attend, and the goal is to establish a new chapter board.

Joan and Karen are committed to mak-

ing things happen. They point out it is fun working together, building new relationships, and finding out firsthand what's happening on the legislative front across Canada. They note Ontario's recent repeal of the *Employment Agencies Act* and wonder whether this may set precedent for B.C. They plan to offer monthly meetings or events with speakers to educate and offer services to those who cannot attend ACSESS national conferences, or simply for those who just can't get enough education and want to know how to do things better.

Our new BC Chapter will be relying on ACSESS National Office for major support as well as members in Calgary and Edmonton who are always ready, willing and able to share great ideas and encouragement. It is hoped that a western seminar can be planned together.

If you reside in B.C., whether you attend the inaugural meeting on September 20 or not, please be sure to participate in upcoming events that will be planned for your benefit.

For more information, e-mail joan.page@kellyservices.com and cc: temphep@excel.bc.ca.

*ACSESS has two Chapters in British Columbia. The B.C. Vancouver Island Chapter, situated in the province's capital, Victoria, serves as a watchdog on local legislative issues as well as providing a forum for members operating in the immediate area. For information, contact Sheenah Beadell at taylor@vanisle.net.*

## Toronto/SouthWestern Ontario Chapter

Toronto Chapter is off to a great start. A half-day brainstorming session in August provided an enthusiastic kick-off for the coming program year. The Chapter will be focusing on several items this season. One of the most important is programming, and we're looking forward to a year full of informative and educational events concentrating on the sales and operations components of our businesses.

Other priorities for the year include a membership drive, educating our members on managing legislative change and executing an exciting and high-profile Staffing for Canada Week, 2002.

**QUESTar**  
staffing software

powerful.  
fast.  
easy to use.

**QUESTar** makes it easy to automate your recruitment activities. A powerful relational database system provides very fast search and data retrieval. It is compliant with standard Windows conventions making it very easy to learn and use. Highly user-definable, it can be configured to suit your exact requirements. **QUESTar** is Internet enabled for easy data entry from your website.

- Applicant Tracking
- Applicant Self-Entry
- Résumé Management
- Client Contact Management
- Job Order Module
- Activity Management
- Word Processing Interface
- Testing Software Interface
- Day Planner
- Report Writer
- Web Site Links
- Palm Synchronization
- Integrated Accounting with Canadian Payroll

Visit our web site or contact us by phone for more information or to request your free 30-day demo CD!

Questek Systems Inc.  
14 Fordham Place  
Toronto, ON  
M3B 1K2  
Canada

Toll Free: (800) 246-8526  
Local: (416) 385-1407  
Fax: (416) 385-1408  
E-mail: sales@questekinc.com  
Web: www.questekinc.com

I am confident that I speak for the entire Chapter Board when I say there is no time like the present to find out more about ACSESS. There are many ways to get involved including attending Chapter meetings, participating on a committee or attending special ACSESS events.

Regardless of how little or how much time you are able to invest, I guarantee that both you and your company will benefit. We look forward to seeing and hearing from you in the months to come!

*Chris Roach, CPC*

*President, Toronto/SouthWestern Ontario  
chrisr@tes.net*

### Atlantic Canada

Due to career changes, there has been something of a hiatus in ACSESS leadership in Atlantic Canada. All this is about to change. Our Association is fortunate to have had two enthusiastic members step forward. Both these individuals take volunteerism very seriously and both believe it is possible to build support and interest at the grass roots level. Over the next few months expect to hear more from Laurie Fisher who is based in Halifax (fishell@kellyservices.com) and Susan Wright-Boucher who is based in Moncton (susan.wright-boucher@manpower.com).

### Chapter of the Year – Edmonton

The excitement in Edmonton, upon selection as Chapter of the Year, was palpable. This was a most deserved award, and the way in which it was received underscores the enthusiasm that has led to the Chapter's success. Witness the following e-mail, reproduced with kind permission of current Chapter President Dian Paziuk, CPC.

"I have just returned from Toronto where I attended the ACSESS 2001 Conference which, by the way, was excellent.

"At the awards ceremony on Friday night, awards were presented in three categories: Chapter of the Year, Community Service Award and Excellence Service Award.

"Edmonton did it, Edmonton did it!!!!!! Richard Stoppler was presented with the Chapter of the Year Award. I have the award with me and at our next Executive meeting, I propose that we discuss how this award will be rotated to member agencies. Congratulations to all of us – as members, we are really taking a great interest in our Association and providing



*Rich Stoppler, CPC, proudly displays Edmonton's plaque*

value-added service to our own people in our industry as well as providing good quality community service work. Because of this achievement, I would like to very seriously ask our Chapter to support inter-

est in having the 2003 ACSESS Conference in Edmonton and will be discussing this at great length at our next Executive meeting.

"The award for Community Service went to Manpower Services Canada Limited and the Industry Achievement Award went to Johanne Berry, CPC, Tele-Resources Staffing Services in Montreal."

And not stopping there, our Edmonton members made sure that local press was also aware of their achievement. The result a little extra exposure for our industry in the *Edmontonians*.

*Excerpt from Business Bouquets Section:* "The Edmonton Chapter of the Association of Canadian Search, Employment & Staffing Services (ACSESS) won a national award for outstanding commitment to the delivery of innovative quality member services. Congratulations to Mike Russnak, Manager Advanced Technology partner and 2000/01 Chapter President and his ACSESS Executive." □

## Has Your Company Done Something Special that You Would Like to Share?

### Congratulations to ACSESS Member Express Personnel Services

One company and one great effort. In celebration of Staffing for Canada Week, June 4 to 9, Express Personnel Services in London hosted the following activities:

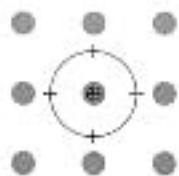
- The office building was decorated to promote Staffing for Canada Week to neighbouring businesses and passers-by.
- Open House, Monday, June 4 with lunch, cake and other treats, celebrating Staffing for Canada Week with both current associates and incoming applicants.
- The local radio station, Q97.5 FM, performed a live broadcast from Express Personnel Offices during the Open House and gave prizes to company associates.
- The new PL TV business news anchor came into Express Offices to interview associates regarding their experience with

temporary work and featured Staffing for Canada Week. The segment aired Tuesday, June 5 under the Business News, recognizing the contribution of temporary workers and the industry to the Canadian economy.

- Prizes were given to associates throughout the week.
- Express held a Job Fair, Thursday, June 7 at a local shopping mall, accepting résumés and assisting job-seekers with employment information.
- Express was interviewed for a special feature appearing in *The Globe and Mail*, in partnership with ACSESS, Friday, June 8.

Well done, this effort is a credit to our industry. □





A GOOD MIND IS HARD TO

**FIND**

mindSCOPE™ Precision  
Recruiting Findware

Dynamic database software that is flexible,  
easy to use and easy to implement. Bring  
the right candidates into focus with  
mindSCOPE™.

UNITED STATES

15165 Ventura Blvd.  
Suite 405  
Sherman Oaks, CA  
91403

CANADA

100 Wingold Avenue  
Suite 1  
Toronto, Ontario  
M6B 1A5

ONE ON ONE Staffing Software Ltd.

Toronto • Los Angeles

1.866.243.2987

[www.mindscope.com](http://www.mindscope.com)

# The Employment Standards Act: It Works for Us All

AN IMPORTANT new law that affects almost every employee and employer in Ontario came into effect September 4, 2001.

The *Employment Standards Act, 2000* (ESA) sets out the basic rules for working in the province and details rights and responsibilities in the workplace.

It's been more than 20 years since Ontario's employment standards legislation has had a major overhaul. Both employers and employees are ready for updated rules for working in Ontario that reflect the business and personal needs of today's workforce.

Because the nature of work in Ontario is changing, one set of rules doesn't work for everyone anymore. The ESA contains important provisions that reflect Ontario's many and diverse workplaces.

With this new Act, both employers and employees will have greater flexibility on the job – in everything from hours of work and overtime to vacations and public holidays. There are more provisions to support family life.

For example, one of the new provisions means a person working in a company with 50 or more employees can take up to 10 days of unpaid, job-protected leave each year to deal with a family

emergency. New minimum daily and weekly rest periods are protected by law for the first time, and employers and employees will be able to agree to time off instead of receiving overtime pay.

More part-time employees will be eligible for public holiday time off with pay, there will be more flexibility in scheduling vacations, and the length of parental leave has been extended.

And the ESA enhances enforcement, with escalating monetary penalties and increased fines for employers with repeat violations. Employment standards officers also gain more authority to issue orders to employers who do not comply with employment standards.

The ultimate goal of the new legislation is to allow employers and employees to become more productive and ensure the

fair treatment of all. This should help Ontario attract more jobs and investment, and stimulate growth.

**Do You Want to Know More?** It's important that every employer and employee in Ontario is aware of his or her rights under the new ESA. There are several ways you can obtain further information:

- Call the Employment Standards Information Centre at 1-800-531-5551.
- Visit the *Employment Standards Act* section of the Ministry of Labour's Website, at [www.gov.on.ca/lab/main.htm](http://www.gov.on.ca/lab/main.htm).
- Order copies of the Act and related information, when they become available, from the Ministry of Labour's Publication Sales Unit, toll free in Ontario at 1-800-809-4731, or Publications Ontario, toll free in Ontario at 1-800-668-9938 or hearing impaired, toll free in Ontario at 1-800-268-7095. □

## Welcome, New Members

ACSESS is delighted to welcome the following new members:

Digital Talent Solutions, Toronto  
Direct Staffing Solutions Inc., Toronto  
Global Human Resource Centre,  
Scarborough

Integrity Technology Consultants,  
Toronto

Maingate Personnel Services, Mississauga  
The Staffing Edge Inc., Brampton  
Winters Technical Staffing, Willowdale  
Wirtz Group Personnel, Mississauga

And new Affiliate supplier members:

Daugharty Group Inc., London  
MITE Inc., Mississauga  
Njoyn Software Inc., Toronto

## Toronto Companies Fined for Health and Safety Violations

*You may have read the following Canada News Wire release, which is posted on the ACSESS Website ([www.acsess.org](http://www.acsess.org)). While ACSESS is greatly concerned about any accident causing serious injury or even death, the release also serves to underscore the importance of our leadership in the whole health and safety arena. Refer also to Heath & Safety Pilot Project (page 14).*

TORONTO, June 26, CNW – Excell Employment Tempo Inc. (not an ACSESS member), a Toronto employment agency, was fined \$50,000, and Olympic Coaters Inc., a Toronto industrial plating company, which used Excell's services, was fined \$60,000 on June 22, 2001, for one violation each of the *Occupational Health and Safety Act* that resulted in serious chemical burns to a worker.

On February 12, 2000, a worker was in the process of taking a bag of nickel anodes (nickel pieces) from another worker to add to the centre of a plating tank when he fell off a wooden board into a hot chemical solution in the tank below. The wooden board had been placed over the solution to enable access to parts of the tank where the nickel

pieces were being placed. The worker fell into the chemical solution. He suffered third degree burns. The accident occurred at Olympic Coaters Inc.'s plant on Humberline Drive in Toronto. The worker had been sent by Excell Employment Tempo Inc. to work at Olympic Coaters.

Excell Employment Tempo Inc. pleaded guilty to failing, as an employer, to provide information, instruction and supervision to the worker regarding the dangers in the use of, and precautions to be followed while, using chemicals that the worker would be exposed to when working at the workplace where he was placed, contrary to section 25(2)(a) of the Act.

Olympic Coaters Inc. pleaded guilty to failing as an employer, to take every reasonable precaution for the protection of a worker by ensuring that the worker was protected from falling into a plating tank and by providing him with a safe work surface from which to add nickel to the plating tank, contrary to 25(2)(h) of the Act.

The fines were imposed by Justice of the Peace Suzanne Haddad of the Ontario Court of Justice at Old City Hall in Toronto. □

# Conference 2001

HERE'S WHAT THEY SAID and what we learned.

On the whole, Conference 2001 was a great success.

Peter Leffkowitz was a star and his promise of take-home value was more than realized. Using an evaluation scale of 5 high and 1 low, Peter scored a resounding average of 5.0 for Manner and Style and 4.9 for Knowledge of Subject.

Other speakers were also rated highly with averages of well over the 4 mark.

From the stand point of education, the

need to offer streams for those with a lot of experience and newer industry members was reinforced in attendee comments.

Social functions and the hotel were all rated in the Good to Very Good range with fewer than 5% scoring anything lower.

The biggest area for improvement surrounds the exhibits. ACSESS firmly believes that the Conference should be a forum for suppliers to meet and communicate with industry members. Yet it is apparent that our numbers and the format used in recent years do not allow for great interaction via the traditional exhibit format. In 2002, we will look at more innovative ways in which to address this important aspect of the Conference.

For those of you who joined us at the Toronto Marriott Eaton Centre, *thank you for your support. We hope you enjoyed yourself and went back to work invigorated.* For those who couldn't make it in 2001, we urge you to look carefully at the 2002 program, which will be released later this year (May 9–11, 2001, Toronto Colony Hotel).

The following letter is so refreshing we thought it should be shared with everyone – particularly those of us who may be in danger of become slightly jaded after



*LEFT: Steve Walker, Vice-President and General Manager, Manpower, and Mary Johnston, CPC, accept community service award.*



*RIGHT: Johanne Berry, CPC, accepts the outstanding industry achievement award, held by Mary McIninch*



years of exposure to association events.

"The conference was super for a newcomer like myself. It has put me at least a year ahead. Coincidentally, I had just formed a new staffing company when I hit ACSESS accidentally after making 21 calls to various associations. I was at the crossroads waiting for good guidance and direction.

"This conference was a stroke of good luck for me to meet so many in the industry and attend lectures on how to run the business from the best trainers of America. I could not have asked for anything better.

My thanks go to Sheri at the ACSESS office who really guided me and coerced me to attend as I had no idea about this conference. In fact, I bought a package in Peter's seminar for marketing and interviewing skills, etc., and a script book to read from in Telemarketing.

"Nothing will keep me away from attending the 2002 conference and I am looking forward to it. I have learned so much about the industry. Every topic was new to me and it gave ideas and incentives and above all motivation to run my own business. Although I am a profes-

sional accountant operating two businesses for the past many years, this experience was no match to all that came in the conference within a few days. ACSESS is right to have a question on the evaluation asking if you are new or is this your first conference. It will give you a good feedback.

"Please convey my very best compliments to the Executive for bringing such a great conference to benefit the people within the industry."

*Qamar Sadiq, QAS Corporate Placements, Inc.* □



*PRESIDENT from page 1*

sociation PR efforts, our visibility as an association has been raised significantly by the efforts of our PR consultant, Leslie Hetherington. You may have noticed our profile in *The Globe and Mail*, *Toronto Sun*, *Canadian HR Reporter*, *Toronto Business Press*, *Workplace News*, *Workplace Today*, *Staff Digest*, and the list continues. We are also planning to run a display ad in the September issue of *HR Reporter*. We all benefit from this kind of exposure.

As I mentioned in my last column, I am committed to meeting as many of you as possible during my presidency. I have already been invited to speak at the Toronto and National Capital Chapters in September, and am eagerly awaiting invitations from the rest of you.

On the business front, the summer has been slower, with vacations and the uncertainty of the U.S. economy. My own belief is that we have now seen the depth of the downturn, if not the breadth. Our company has chosen not to participate in the "recession," and I trust yours has as well. Best wishes for a busy, prosperous and happy fall!

*Sincerely,*

*Bruce McAlpine, CPC*

## INTERNATIONAL CONFEDERATION OF PERSONNEL SERVICES ASSOCIATION

August 22, 2001

Dear Member,

"Lets get together in Chicago"



We would like to invite you all to join us October 24–27 in Chicago. Our meeting this year will coincide with the "2001 Fresh Perspectives Conference" where we will join NAPS to help them celebrate their 40th Anniversary.

The '90s saw the recruitment industry enjoy substantial prosperity. However, today we are seeing an environment where we need to work harder and smarter and this year's meeting offers an important opportunity to have discussions with members from around the world. As experience has shown us, when the market becomes tough, we need to equip ourselves with the most up-to-date knowledge and techniques available.

I hope to meet you in Chicago.

Regards,

*Sylvia Moreno, CIPC, FRCSA (Life)*

Secretary-General

smoreno@vicnet.net.au

# Critical Illness.

It sounds scarier if you are not prepared.

Critical Illness Insurance lets you spend more time recovering and less time worrying about the bills. Talk to your Clarica agent about planning for the unexpected.



*Lawrence Foerster*

*Bus 416 366-8771 ext 262*

*Fax 416 366-4661*

*lawrence.foerster@clarica.com*

*1 University Ave., Suite 201*

*Toronto, ON M5J 2P1*



**CLARICA™**

*Investment and insurance solutions - Since 1870*

*life, health & disability insurance, savings and retirement plans,  
employee benefits, mortgage & business insurance, & mutual funds\**

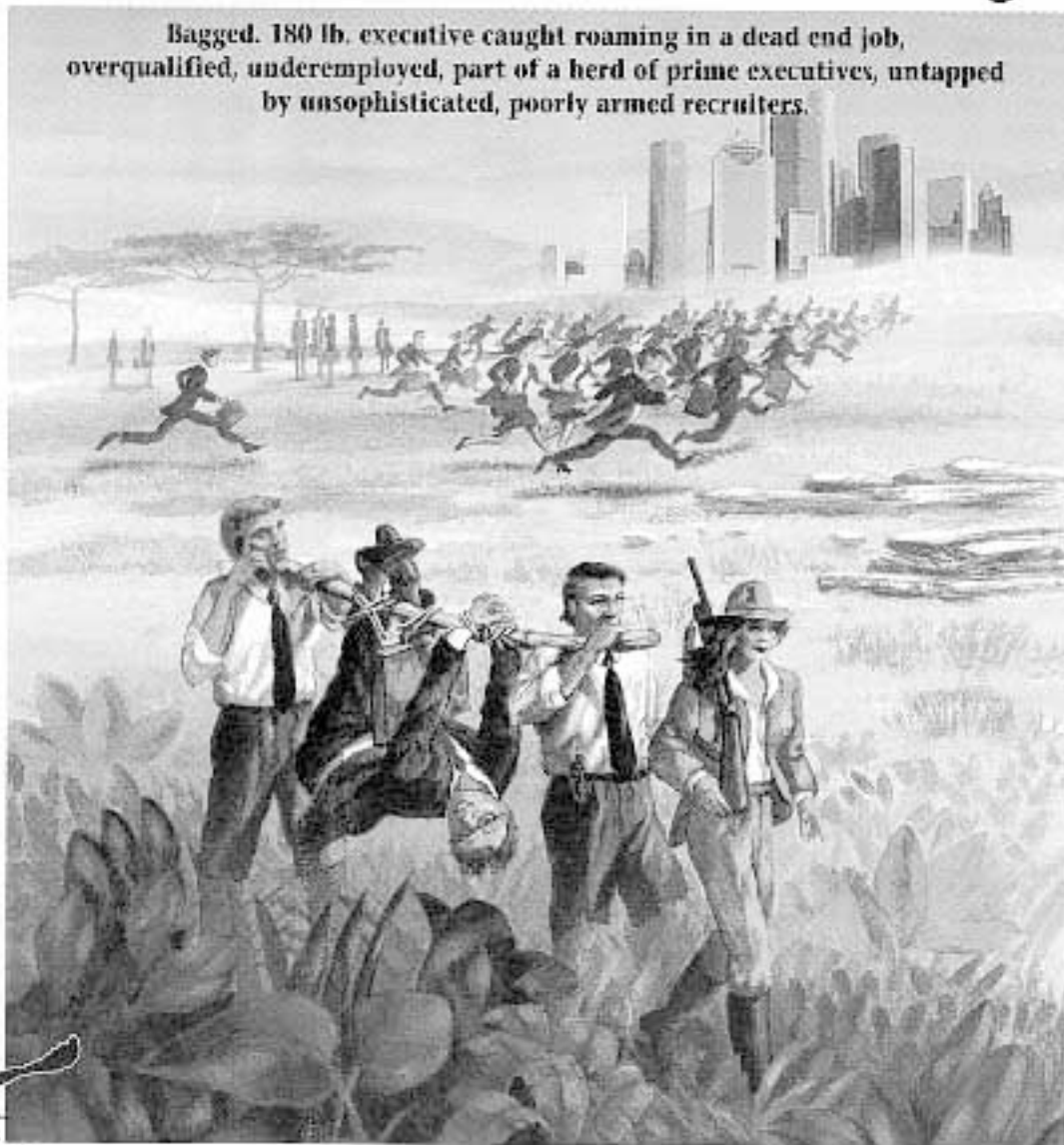
Representing Clarica Life Insurance Company and \*Clarica Investco Inc.

™Trademark of Clarica Life Insurance Company.



# Catch<sup>of</sup> the Day

Bagged. 180 lb. executive caught roaming in a dead end job, overqualified, underemployed, part of a herd of prime executives, untapped by unsophisticated, poorly armed recruiters.



**proHUNT™ ...for the professional headhunter.**

Oh, if only they knew the joys of having a trusty sharpshooting program like **ProHunt™**.

**ProHunt™** leads you right to the prey, like a purebred hunting dog. With **ProHunt™** the entire recruiting life cycle, start to finish is tracked, monitored and maintained from initial contact to final kill.

*Whether you're a large or small recruiting firm, isn't it time you investigated ProHunt™ by Microtrends for all your software needs ...*

**The following is just a sampling of the easy-to-use tools for your next executive hunt...**

- Résumé Scan / Powerful search capability
- Internet Job Posting and Résumé retrieval
- Email, Fax & Word processing integration
- Fully integrated contact manager
- Permanent & Temporary Staffing
- Back Office Systems integration
- Windows NT/95/98/2000, Novell
- Windows Terminal Services & Citrix

**ProHunt™** has made companies like yours more profitable, efficient and competitive for over 13 years. Contact us for a free multimedia product demo of our powerful and versatile recruiting management software.

Get **ProHunt™** working for you today by calling 1-800-730-4414. [sales@prohunt.net](mailto:sales@prohunt.net)

ProHunt™ Recruiting Software, 30 East Beaver Creek Rd., #204, Richmond Hill, ON L4B 1J2

# Ethics: The Cornerstone of Every Successful Industry

Submitted by Amanda Curtis, CAE,  
ACSESS Executive Director

AS A NATIONAL Association, ACSESS has always endorsed and upheld the need for the highest professional ethics within our industry in Canada. Since its inception ACSESS has published a Code of Ethics and Standards (visit [www.acsess.org](http://www.acsess.org)). Members pledge to uphold this Code upon joining the Association, and annually receive a certificate confirming their mem-

bership and again publishing the Code.

ACSESS has also always served as a conduit to receive, respond to, and resolve issues concerning the ethics of a member firm. Complaints – varying in complexity and severity – are received from candidates, temporary workers, industry clients and other staffing services. We are fortunate to be able to report that approximately 99% of all complaints received result from a misunderstanding or lack of awareness on the part of one individual. In the majority of cases, these can be quickly and effectively handled by a con-

fidential telephone call, which may then be supported by the provision of written resource materials. For the remaining estimated 1%, ACSESS takes its role very seriously.

Triggered by the 2001 repeal of the Ontario *Employment Agencies Act*, ACSESS has recently reviewed and revised its Complaints Procedure. Indeed, it is becoming increasingly critical that our Association's role in industry self-management is clearly understood by all our audiences.

The complaints process itself establishes a series of steps that may be fol-

## Bits and Pieces

### Carswell Publishing

Carswell and ACSESS have a mutual interest in serving the needs of employment and staffing professionals in Canada. An agreement is currently in the making that will give a formal structure to our efforts to work together. Both organizations are excited about a reciprocal working relationship that will provide value-added tools for ACSESS members in Canada.

### ASA

**American Staffing Association Annual Convention**, October 3 to 6 at The Hilton New York. For details on this program, "There's no business like the Staffing Business," visit [www.staffingtoday.net](http://www.staffingtoday.net).

### NAPS

**National Association of Personnel Services Annual Conference & Exposition**, October 24 to 27 at the Hyatt Regency, Chicago. For details, visit [www.napsweb.org](http://www.napsweb.org).

### ACSESS Education & Training

ACSESS has established a goal for 2001•2002 to have one National function every month commencing in October 2001. The provisional outline includes topics on management and business operation, hands-on training for recruiters, and top-flight speakers. Events will be scheduled in cities across Canada and designed to complement the excellent programming already offered by regional chapters. For information on our progress, contact ACSESS Executive Director Amanda Curtis at [info@acsess.org](mailto:info@acsess.org). □



## Carswell and the Association of Canadian Search Employment & Staffing Services Partner to Deliver YOU Exceptional Value!

Dear ACSESS member,

Carswell, Canada's oldest and largest professional publisher, is pleased to be forming a partnership with ACSESS in order to deliver legal compliance and best practice information solutions in the areas of Human Resources Management, Payroll Administration, and Compensation and Benefits to ACSESS members. This partnership is a clear step towards furthering the ACSESS goal to provide value added services to its members.

Save 15% off titles hand-picked by ACSESS  
as being of great use to its members!

Plus, take advantage of a special trial offer!

You can now obtain some of the most widely-used and respected reference titles in Canada, for less! And, as a special bonus to mark the start of this partnership, Carswell is offering ACSESS members a FREE trial subscription to Canadian HR Reporter, the most frequent and current source of news and information in human resources management in Canada.

Carswell is well known for delivering complete, easy-to-use and effective management tools designed specifically for the overall staffing and H.R. industry. A complete list of titles that can help you and your company succeed will be forwarded in the very near future!

Sincerely,

Ben Wentzell  
Director, Human Resources Market  
Carswell

Amanda Curtis, CAE  
Executive Director  
ACSESS

lowed by an ACSESS Chapter Complaints Committee or at the National level. In both cases, regardless of their nature or severity, all complaints must be submitted in writing if further action is to be taken.

A number of frequently asked questions, relate to who can file a complaint, who do they complain against, what areas might be covered, and just how far can ACSESS go? The answers are as follows:

1. A complaint may be lodged by any individual or organization regardless of membership in ACSESS.

2. Since membership in ACSESS is limited to organizations, complaints may be lodged only against a member organization. A complaint may not be filed against an individual employee (although the actions of an individual may be incorporated in supportive documentation). While ACSESS does not have any formal jurisdiction over non-member companies, the validity of a complaint against a non-member will be considered, and solutions will be sought whenever possible.

3. Complaints brought before the Ethics Committees must relate to a company's activities as an employment agency/supplier of staffing services, and not to any other business endeavour in which the organization may be engaged.

4. If the complaint appears to contravene labour laws, human rights codes or is of a similar nature, and if it is determined that there are grounds for the complaint, ACSESS may refer the complaint to the appropriate government body or adjudicator.

Once a complaint is filed, the formal process is activated. In a nutshell:

- A brief summary of the action or omission being complained of is filed, *in confidence*, with the Chapter Ethics Chairperson or with ACSESS National Office, attention of the Executive Director who in turn notifies the National Ethics Chair.

- Specific steps are then followed to assemble pertinent materials, inform the respondent, and provide for full review and response. Every case is treated on its individual merit, and meetings and discussions may be held with both the complainant and/or the respondent. Where necessary, such discussions may be chaired by an individual specifically appointed as arbitrator.

- In the very rare occasions where the Ethics Committee is unable to satisfactorily resolve a complaint, a written report and recommendation is submitted to the ACSESS National Board for acceptance. In such cases, the complainant and respondent are informed of the process and may receive copies of the report and recom-

mendation upon Board acceptance.

- While the complaints process can potentially result in suspension or expulsion of [ACSESS] membership rights, it is very important to note that no such action can be taken without the respondent being provided with an opportunity to appear before the National Board. This is legally known as *Audi Alteram Partem* or the "Right to be Heard." Further, such action can only be taken at the National level, and at no time can a Chapter expel a company from membership or withhold the provision of service to a member company.

This is an overview only. It is designed to underscore that there is a sound process in place and that ACSESS will continue to work to protect and enhance the image of our industry. The mandate of ACSESS Ethics Committees at the Chapter and National levels is crucial – at the same time the less they are called upon, the greater our success. □

## SHARED RESPONSIBILITY FOR HEALTH AND SAFETY

By Mary McIninch, LL.B., Manager, Public Affairs

THE TEMPORARY help firm, as the employer of record, pays the workers WSIB premiums even though the temporary help firm has less knowledge of the work, and similarly, more of an arm's length control over their employee's health and safety experience than does the workplace employer (client). This unique tripartite relationship requires both parties to play a role in the prevention of workplace accidents. The ACSESS Safety Group is developing tools and best practices to ensure that agencies are meeting their occupational health and safety obligations. Our members continue to work together on this important initiative with a common goal of providing a safe workplace for all workers in the industry.

**LMS PROLINK Ltd.**  
480 University Ave., Suite 600  
Toronto: (416) 595-7484  
info@lms.ca

• FREE Home Security System  
• FREE Legal Assistance Program  
• 24 Hour Automated Systems  
\* call for details

**Group Insurance Discounts for ACSESS Members:**

- CORPORATE LIFE PLANS
- GROUP HOME & AUTO INSURANCE
- DISABILITY & CRITICAL ILLNESS INSURANCE PLANS
- BUSINESS LIABILITY & PROPERTY INSURANCE
- HEALTH & DENTAL BENEFIT PLANS

*"putting the pieces together"*

CALL: 1 (800) NO DOUBT (663-6828) • QUOTES ON LINE [www.lms.ca](http://www.lms.ca)



**THISCO**<sup>®</sup>  
THE Staffing Industry Funding Company

## **CELEBRATING OUR THIRD ANNIVERSARY IN CANADA AND THE OPENING OF OUR TORONTO OFFICE**



As the **largest** and **longest** established specialized staffing industry funding company in **North America**, THISCO/CCFC has the resources and staffing industry expertise to assist you in building your **SALES, PROFIT and EQUITY!**

**RATES OF LESS THAN 2%**

**400-20 Adelaide Street East  
Toronto, Ontario M5C 2T6**

Call me in strict confidence:

**Carl Szamosvari**, Regional Director  
416.703.6175    [money@staffunding.com](mailto:money@staffunding.com)

## Media: Friend or Foe?

YOU NEVER KNOW when the media might come knocking on your door. And if they do, how you conduct yourself will have an impact on your company and your industry. The following are general media interview tips that will help you minimize the risks and maximize the benefits of a media exposure opportunity. Remember also that if time permits, it may be beneficial to consult a media relations specialist before an interview to help you formulate key messages and prepare for any contentious angles a reporter may throw at you.

### Media Interview Tips

- Have your written key messages and response statements in front of you and, ideally, memorized. (Sometimes it helps to highlight key points/words to be emphasized for easy reference.)
- If possible, have other pertinent documents and statistics nearby so that you can make reference to them, if required.
- Review recent news coverage on the interview subject so you are as informed as possible.
- Stick to your key messages and response statements (even though you may feel like you sound boring and repetitive).
- Never say anything “off-the-record” and be wary of providing “background” information.
- Never say “No comment.” Instead say something like, “Let me look into this and when I have more information, I will be in a better position to respond.”
- If you don’t know the answer, admit it. Promise to get back to the journalist later with the answer and make sure that you do.
- If a question is too personal, say so and don’t answer it.
- If the question is phrased in a negative way, re-phrase it in a positive way when you answer it.
- Correct any erroneous or misleading information in a question without repeating the negative information before you answer the question.
- Stay calm, even if the reporter tries to provoke you.
- Listen carefully to the reporter. If you do not understand or hear the question, ask to have it repeated.
- Keep your answers as short as possible.
- As long as the interview is not a live broadcast, take your time before answering questions and use pauses to your advantage.

One last piece of advice. Generally, there is more to be gained by responding to a media call rather than trying to avoid what you believe may be a difficult issue.□

*(Prepared for ACSESS by Leslie Hetherington, LASH Communications)*

## Quebec Pay Equity and Labour Code Reforms Seminar

ACSESS HELD a seminar on August 22 at the Hotel Omni in Montreal on pay equity and labour code reforms in the province. The event was a great success with more than 65 members in attendance. The consulting firm Arthur Andersen provided all members with valuable tools to assist them in complying with new pay equity legislation in the province. Membership in the province continues to grow strong,

with three new members in attendance at the seminar. The Quebec Chapter and National hope to plan another seminar on proposed changes to employment standards in Quebec (new legislation expected to be tabled this fall). Details to follow. To obtain documentation distributed at the August 22 seminar, please contact Mary McNinch, Manager of Public Affairs, ACSESS, at 888-232-4962.□

# Menuflex™

## BENEFITS PROGRAM



### Keeping your staff:

1. healthy,
2. happy,
3. with you.

It's simple. Protect your people and you protect your business. And once you've found good people, you can't afford to lose them, whether its to illness or accident, or another employer. With the Menuflex™ Benefits Program, you can offer your staff flexible, easy-to-understand Life, Health, Dental & Disability Benefits normally only available in large group programs.

Designed to meet the needs of a wide variety of individuals, contract staff, temporary & casual employees, and small employer groups, the Menuflex™ Benefits Program delivers real-world, needs related coverage and comprehensive insurance protection.

Staffing firms may offer the program on a voluntary, employee-paid basis, or on a cost-shared basis. Those wishing to offer temporary employees benefits protection (with flexibility of personal choice and controlled cost) can adopt the Individual Program with a defined employer contribution, regardless of marital status. This approach fixes employer cost while providing internal equity to all staff.

If you are negotiating a new contract that requires you to provide benefits for staff, Menuflex™ can help! Coverage is available on a Canada wide basis.

**Sending contractors abroad?** Call us for Odyssey™ Expatriate Benefits information.

Also available: Commercial General Liability and Errors & Omissions Insurance for IT Professionals.

For more information or a custom quote, please contact:

Employee Benefit Specialists / Insurance Brokers



**E. S. MACLAGAN & ASSOCIATES INC.**  
65 Cedar Pointe Drive, Suite 114  
Barrie, Ontario L4N 9R3  
Tel: (705) 726-4192  
Toll-free: 1-877-359-6368  
Fax: (705) 726-0176  
e-mail: [esmaclagan@sympatico.ca](mailto:esmaclagan@sympatico.ca)

[www.menuflex.com](http://www.menuflex.com)

Search Practice out of Oakville, Ontario.

"ACSESS President Bruce McAlpine believes "today's workforce will continue to shrink as the first wave of baby boomers hits retirement in the next 10 years and when their supply of seasoned managers dries up, Canadian organizations will feel the pinch." He recommends human resource professionals spend the interim period focusing on attracting and retaining best-of-breed boomers."□

(Submitted by Leslie Hetherington to Canadian HR Reporter – Sept. 2001 Staffing Supplement)

## COMMUNICATIONS A KEY GOAL

SEVERAL YEARS AGO, ACSESS identified communication as a key goal to its success. This means communication with members, clients, government specialists, job seekers, and all others who are in some way touched by – or work with – our industry.

Since the last issue of *Dialogue* was mailed in late April, ACSESS National Office has released a National Legislative Watch Bulletin, specific updates and bulletins to members in B.C., Alberta, Ontario and Quebec, a Media Relations Report, a Planning Questionnaire, Virus Alert Warnings, a July Management Report, and Conference highlights. In addition, our Chapters are publishing terrific newsletters and materials of their own.

Many of these documents are posted on the ACSESS Website ([www.acsess.org](http://www.acsess.org)). If you see a title that piques your interest and that you do not remember receiving, e-mail [info@acsess.org](mailto:info@acsess.org) to receive another copy. Let's keep in touch!

## Hiring Still Steady After the IT Meltdown

"IN SPITE OF the recent information technology (IT) meltdown, which sent tremors through various parts of the country, staffing specialists in more than 800 of our member offices across Canada are working at a steady pace," said ACSESS President Bruce McAlpine in his article introduction.

"Since the NDP's recession-ridden reign ended, there has been a significant and steady increase in business across all sec-

tors," says Karen Watt, CPC, President of Excel Personnel Inc. in Kamloops, British Columbia, and a National Director of ACSESS.

"Business is steady and we have escaped the IT meltdown because the Maritimes did not have fiber optic giants or surging dot-coms to bring us up or down," explains Jill Peapell, CPC, CHRP, President and Owner, Peapell and Associates.□

(Submitted by Bruce McAlpine, CPC, President, ACSESS, to Canadian HR Reporter)

## Notice to ACSESS Members, July 16, 2001

ON JULY 16, ACSESS circulated a Special Notice to all Ontario Members regarding the new *Employment Standards Act*. At that time we were delighted to confirm the successful conclusion of our lobbying efforts as they related to public holidays. As a direct result of ACSESS advocacy efforts, an exemption for elect-to-work employees is now provided for in section 9(a) of the new regulations in the Act.

While this is a terrific win that will save employers in the staffing industry literally millions of dollars, we must also ensure that we all use this exemption in a fair and equitable manner. It is critical that our industry not be perceived to be taking advantage of workers. With this in mind, the ACSESS Employment Issues

Committee is now meeting to discuss strategy on how to ensure proper compliance of the elect-to-work exemption. This committee will also prepare recommended industry guidelines for the fair and equitable compensation of temporary workers who have been on assignment for an extended period leading up to a public holiday.

When this initiative is concluded a positive news release will be issued, and the guidelines will be posted on the ACSESS site.

Readers should also note the new regulations do provide that, if an elect-to-work employee works on a public holiday, the employer shall pay the employee at least one and a half times his or her regular rate.□

## Safety Group Pilot Program

THE AIM of the program is to reward firms with outstanding safety awareness and accident prevention occurrences via direct financial incentives tied to their OH&S performance.

ACSESS, as the Safety Group sponsor, will report regularly to the WSIB regarding their groups' progress.

The last meeting of the ACSESS Safety Group was held on June 19 at WSIB Downsview, and included workshops on Return to Work obligations for employers as well as an IAPA presentation on performing Workplace Inspections.

Our Safety Group will meet again on September 25, 2001. ACSESS members con-

tinue to benefit from this exciting initiative, and a recent WSIB mid-year audit has demonstrated that most have achieved a 70–80% improvement in existing health and safety elements. Firms participating are expected to implement and improve the prevention programs in their workplaces. In each year of participation in the Safety Group Program, each firm is required to complete at least five elements from the Achievement List. It is anticipated that ACSESS will continue to participate in 2002, and new firms are encouraged to sign on prior to January 2002.□

# What Are They Probing For?

By David Daugharty

I AM STRUCK by the June 4, 2001, *Time* Essay “What Are They Probing For” by Barbara Ehrenreich. Ms. Ehrenreich criticizes the testing of prospective employees. She wonders why Winn-Dixie has to drug test people who stack Triscuit boxes or why Wal-Mart has to test its people greeters. “You may have a brilliant résumé and a unique set of skills,” she states, “but all these can be trumped by your pee.”

She has a point. In Canada, provincial and federal rulings have generally supported her position. Ms. Ehrenreich goes on to question the rise in personality testing and states there are 2,500 tests on the market that supply a \$400 million-a-year personality assessment industry.

Her article gives pause for reflection. “What are they probing for?” “Is there a need for personality testing?”

## What are they probing for?

Organizations have goals. Obviously, this creates jobs and the need for people to staff these jobs. A job should not be seen simply as a “robotic” task to be performed. It must be seen in the context of being part of “the whole.” It interacts with other parts of “the whole.” It contributes to “the whole.” If this is true, then the organization must go the extra mile and beyond what Ms. Ehrenreich implies in order to ensure that there is a good “job fit” between candidate and job. In going the extra mile, an organization should assess a candidate’s “job fit” from various perspectives, including technical skills, cognitive abilities, personality (behavioral and emotional) and cultural compatibility. This “job fit” assessment is applicable to all, from those packing boxes and greeting to those managing the overall direction of the organization. A real synergy occurs when all of the jobs (the sum of the parts) are working – and working together. It isn’t just that legal entity called an organization that benefits, it is all of the stakeholders – investors, fellow employees, customers, suppliers, government and society. In reply to Barbara’s question, organizations are probing for a good “job fit.”

## Is there a need for personality testing?

Yes. If it is a case of hiring, the difficulty with assessing personality – in the absence of testing – is that the process often relies too heavily on the interviewer’s skill, the candidate’s immediate responses and the references. If it is a case of coaching or training, there are still difficulties in the absence of testing. The coaching or training program may not be “employee specific,” take too much time before issues are understood, and be sidetracked by mistaken perceptions. What testing does is complement the existing process: it brings additional information, objectivity, clarity and efficiencies.

## Personality testing, what is it?

There are tests available to measure interest, intelligence, skills and personality. For the purposes of this article, the focus is on the personality test. These tests are de-

signed to assess habitual behavior (e.g., assertiveness) as well as how an individual deals with situations. Such personality tests fall into two distinct types – ipsative and normative. It is essential that an organization understands the differences between these test types because the improper application of either type not only negates its worth but also exposes the organization to potential litigation.

Ipsative tests are based on forced choice responses. Each choice is scored. These scores can only represent the relative strengths of the person being tested and cannot be compared to any other individuals. Such tests can typically be identified in the marketplace by the test asking the person to “describe himself or herself.” Ipsative tests are normally used by consultants as developmental or coaching tools.

Normative tests measure quantifiable characteristics on individual scales. These scales can vary independently. Also, the

# You don't have to recruit and hire in a vacuum

Read the workplace news, high-profile interviews, case law and do research with our extensive libraries.

We put everything together for you under one URL ...

[www.workplace.ca](http://www.workplace.ca)

scores can measure such characteristics of an individual against confirmed patterns of statistical normality (e.g., bell curve). Such testing allows people to be compared to particular groups, populations or jobs. These tests can also be used as developmental and training tools. For more information on the benefits of the normative type of test, see *Psychological Testing* by Paul Kline.

### What to Consider

If you are looking to use a personality test, consider the following questions: What type of test is it? Is it ipsative or nor-

mative based? Does it meet your needs? Is the test supported by a technical manual (you may need it!)? Is there training and on-going support for the test? If it is software-based and you plan to purchase the system, what are the front-end and hidden costs? □

*David Daugharty is President of Daugharty Group Inc., a consulting firm*

*focusing on human resource and labour relations issues. Daugharty Group Inc. is an authorized dealer for Prevue Assessment™, a software based psychometric assessment tool measuring cognitive abilities, motivation/interest and personality traits. Visit David at [www.daugharty.ca](http://www.daugharty.ca).*

*The Daugharty Group Inc. is an Affiliate Member of ACSESS.*

## Trivia

*The following e-mail currently "doing the rounds" gives a message of value to us all.*

1. Name the five wealthiest people in the world.
2. Name the last five Heisman trophy winners.
3. Name the last five winners of the Miss America contest.
4. Name ten people who have won the Nobel or Pulitzer prize.
5. Name the last half dozen Academy Award winners for Best Actor and Actress.
6. Name the last decade's worth of World Series Winners.

How did you do?

The point is, none of us remembers the headlines of yesterday. They are the best in their fields, yet the applause quickly dies. Awards tarnish. Achievements are forgotten. Accolades and certificates are buried with their owners.

Here's a second quiz.

1. List a few teachers who aided your journey through school.
2. Name three friends who have helped you through a difficult time.
3. Name five people who have taught you something worthwhile.
4. Think of a few people who have made you feel appreciated and special.
5. Think of five people you enjoy spending time with.
6. Name a half dozen heroes whose stories have inspired you.

The lesson, of course?

The people who make the difference in our lives aren't the ones with the most credentials, the most money, or the most awards. They are the ones who care. □

## Did You Know?

### In Ontario the WSIB has Launched a New Program to Get More Businesses Registered.

The Workplace Safety and Insurance Board (WSIB) has launched a new program designed to get unregistered companies registered. The time-limited program offers incentives to all compulsorily covered companies that are not registered to sign up.

"The Voluntary Registration Program is based on the need for fairness," says Glen Wright, WSIB Chair. "The majority of employers are registered with the WSIB. They pay their premiums and take responsibility for safety in the workplace. However, there are a number of employers who are not registered. This places an unfair burden on those who follow the rules."

Most businesses in Ontario employing workers (including family members and sub-contractors) must register with the WSIB. It is the law. Registration provides certainty to workers and their families that in the event of injury they will receive benefits. When employers fail to register, they place their workers at risk.

The *Workplace Safety and Insurance Act* requires that employers in compulsorily covered industry sectors must contact the WSIB to register within 10 days of hiring a full or part-time employee. Not all employers do this. Employers who follow the rules, pay their premiums and take responsibility for safety in the workplace are concerned about those employers who are not registered. The WSIB is implementing the Voluntary Registration Program in response to these concerns.

Under this new program, any employer who contacts the WSIB to register voluntarily will pay premiums retroactive only to January 1, 2001, instead of being charged back to the date the first employee was hired. The WSIB will not charge for previ-

ous years and will not pursue any provincial offence charges for non-registration. By taking advantage of the voluntary Registration Program, employers comply with the law and avoid higher back premium payments.

Employers who are registered with the WSIB receive insurance benefits for their employees for work-related injury and illness. Those benefits cover lost wages, payment for healthcare costs, and help for early and safe return to work. Registered companies also have access to safety programs run by the WSIB and its partner agencies, which help prevent injuries in the workplace.

Injuries and illnesses have a major impact on people and business. Last year, 301 Ontario workers died from workplace injuries or illnesses. On an average working day in Ontario, three people suffer amputations, 30 are permanently disabled and 400 are injured seriously enough to require time away from work. Safer workplaces benefit both the employers and employees through increased productivity, efficiency and morale.

"The Voluntary Registration Program is in response to the need to ensure there is fairness for employers, certainty of coverage for workers and their families, and prevention programs in every workplace in Ontario," says Mr. Wright. "If you are unsure whether you are required to register with the WSIB, *now* is the time to find out."

Non-registered employers are invited to contact the nearest WSIB office and ask to speak to a Customer Service Representative. Offices are located in Toronto, Hamilton, St. Catharines, Guelph, Kitchener, London, Windsor, Kingston, Ottawa, North Bay, Sault Ste. Marie, Sudbury, Thunder Bay and Timmins. Information is also available on the WSIB Website at [www.wsib.on.ca](http://www.wsib.on.ca). □