

NISA

National Independent
Staffing Association

The NISA Messenger Monthly Special Edition

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UPCOMING MEETINGS AND EVENTS:

NISA 2018 OWNERS MEETING

FEBRUARY 21-22, 2018
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Happy New Year! Welcome to 2018! President's Message

Greetings NISA Members and Colleagues,

It has been a very productive year for the Association and I would like to thank all of the members and friends of the organization for your continued involvement and participation in NISA to improve the quality of your business. This is the time of year to reflect back and celebrate what we have accomplished and request that you continue to support our efforts through renewing your membership and contributing to the network.

Your membership has always been and will continue to be critical to our success. The website will also keep you up to date on the work that we have been doing throughout the course of the year and assist you with gaining valuable information about the health of your business and insights on how to improve to your success. Please also remember that we are always looking for new members and welcome your participation at all of our annual meetings and owner retreats.

We would also like to invite you and your colleagues to this year's Owners Retreat to be held from February 21-22, 2018 at the Crowne Plaza in Dallas, TX. We promise an informative program and a chance to get to know your NISA Board of Directors and learn more about the organization's efforts this past year.

In 2018 NISA will continue to offer you training programs such as the Leadership Group, led by Brian Kinahan, Alliance Advisory and Dan Mori, from Employment Solutions to bring out the best practices possible for your business' success!

Finally, if you have suggestions for projects or ideas that you would like us to work on in 2018, please let us know either at the Owners Retreat or communicate your thoughts with any of our board members. The NISA is your association and we seek to accommodate all those who use and appreciate the vast resource of knowledge the network provides to us all. Thanks again for your continued support and much success to your business in the new year.

Peter Romberg, NISA President

How to Cut Workers' Comp Costs

As your company grows, so will your workers' comp premiums. They've jumped 11 percent between 2011 and 2013—and then increased another 7 percent in 2014, according to the National Council on Compensation Insurance.

Understanding the factors that influence your cost can help you manage and reduce your expense for both the near term and in the long run.

1. Review your classifications.

More than 650 business and job codes are used to determine premiums, each with a corresponding rate per every \$100 of payroll. When they occur, "misclassifications can be costly," says Donna Childs, owner of Prisere. Companies often select the first classification that vaguely fits a job description rather than investigate their options, she says. Review the specifics of your current classification(s) and consider if lower-rated classes may be more appropriate.

2. Look into payroll reporting and limitations.

Most states limit the amount of payroll that can be used for officers of a corporation for premium calculation, while some allow for payroll limitations for partners of partnerships. Other payroll limitations also may apply. For example, overtime pay should be provided at the normal pay rate, not at the full overtime pay rate.

3. Cash in on carrier credits.

Many states allow carriers to discount their rates on a discretionary basis. These credits are typically based on favorable risk considerations such as formal safety programs, training programs, experienced management and low turnover rates.

4. Consider a deductible.

The allowable deductible amounts have been raised in some states. Many allow for optional medical deductibles in workers' comp policies as a cost-saving measure. A higher deductible typically translates to lower premiums. Speak with

a licensed agent to determine if this is an option for you.

5. Reap the rewards of a good track record.

Some carriers offer a safety or loss ratio dividend, which is a return of some of your premium dollars after policy expiration based on favorable claims experience. Businesses that qualify for dividend programs also may be eligible for upfront rate discounts as well.

6. Pursue state discounts.

Workers' comp is the largest insurance expense for many businesses—and "it's the one type of premium you can control through credits and other methods," says Dennis Slabaugh, CEO of The Risk Man.

Take advantage of any available jurisdictional pricing considerations if your company offers safety and loss control programs, drug-free workplace programs, and return-to-work and modified duty programs.



Submitted by National Federation of Independent Business

NFIB
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The New Workplace Epidemic

Stress. Anxiety. Mood swings. Lack of focus. Depression. Forgetfulness. Weight gain. Impaired judgement.

What's the hidden culprit behind all of these symptoms? Not enough shut-eye. Lack of sleep is quickly rising as one of the costliest health conditions an employer faces – not only through healthcare costs, but through productivity and absenteeism. It's reported that businesses lose close to \$63 billion in productivity each year due to sleepy workers. Not a huge surprise given that an estimated 60 million Americans suffer from chronic sleep disorders.

Employers are starting to notice this epidemic and take action. Educating employees on appropriate sleep requirements and proper sleep hygiene play an important role in an employer-sponsored wellness program. Some have even gone so far as building out nap rooms that their sleepy employees can take advantage of throughout the day.

Don't have the budget for nap rooms? Try out these other ideas and techniques to help your team get a good night's sleep:

- Bring in sleep professionals to educate on sleep hygiene and help diagnose sleep conditions such as insomnia and other disorders.
- Implement flexible work schedules and/or telecommuting options.
- Roll out a sleep "challenge" to raise awareness on the number of hours of sleep employees are getting vs. needing.
- Encourage employees to take breaks throughout the workday.
- Provide proper nutrition education that aides in getting a better night's sleep.

Know where to direct at-risk employees should they need 1:1 guidance and support. The National Sleep Foundation's [directory of sleep professionals](#) is a great resource.

And for yourself, check out www.sleep.org, powered by the National Sleep Foundation, for tips and resources on how you can feel better and start improving your sleep today. To obtain adequate

coverage, increased limits would need to be specifically scheduled and purchased, and in some cases, may only be obtained through a separate policy, depending on the location of the premises and the coverage desired.

Contingent Business Income Loss

For staffing firms, natural disasters can compound the damage incurred if client locations are affected. While a staffing firm may be able to sustain operations if their corporate location is damaged or inaccessible, revenue can be significantly reduced by an interruption in operations at one or more client locations; however, Business Income & Extra Expense coverage only applies when the staffing firm's own premises are damaged by a covered cause of loss. To cover a loss of net income from damage to a client location, **Contingent** or **Dependent** Business Income & Extra Expense coverage is needed.

Further, while a staffing firm's property policy may include a coverage extension for utility services interruption or water damage, that coverage is most likely restricted to damages that take place at their location only, or locations specifically scheduled on the policy, even if they do have contingent Business Income & Extra Expense coverage. To truly be prepared for a nature disaster, staffing firms may need to purchase extensions of these coverages to contingent or dependent properties, or consider specifically scheduling larger client locations under their policies to ensure a large loss in income would be covered.



Credit Jill Micklow, Wellness Consultant

Digital Era Marketing is Still About the Fundamentals

The goal of a staffing agency is to find qualified people to work for clients who are willing to pay for the service. While this sounds simple, we all know it can be a significant challenge. The logistics of managing such an operation is daunting, but just like diners to a restaurant, or drivers to a car dealership, ultimately there has to be an awareness that your business exists by both sides of the labor market. Creating awareness is more than just existing. It is about breaking through the noise, standing out, and getting attention.

Thus enters the social media dilemma.



Twenty years ago, promoting your staffing firm might have included an ad in the newspaper, a listing in the phone book, or a promotion on a park bench. Now, you're concerned about SEO, tweets, posts, engagement measurements, and email opens and click-throughs as tools to ensure you're gaining the attention of the top talent that you want to source.

The explosion of digital marketing can seem maddening, but even more maddening is losing opportunity and business, simply because you are unable, or even worse, unwilling to accept that this is the how business is done.

Google started in 1998. Facebook was founded in 2004. YouTube, 2005. Twitter, 2006. And the list keeps growing, including LinkedIn, Google+, and visual powerhouses like Pinterest, Snapchat, and Instagram. Not to mention the number of job boards that staffing also uses, like LinkedIn, Glassdoor, Indeed, CareerBuilder, Monster, ZipRecruiter, and more. And many of us think that we have to Use. Them. All.

With these new platforms have come new terms, techniques, and processes. And just staying current as a user – and becoming proficient – can become all-consuming. It can be overwhelming trying to create and track original content tailored for each of these platforms or, better still, trying to manage your online reputation.

But never fear. Take a deep breath. You can always contract the services of a marketing firm to handle all this for you or you can keep it in-house and use tried and true methods.

First, use **the principles of the marketing funnel** – awareness,

interest, consideration, conversion, and advocacy.

The marketing funnel is as true today as it was years ago. The goal is for people to know you exist, buy your product, and eventually sing your praises. From these principles, everything else follows.

Second, **identify your market audience.**

Who are you trying to communicate with? What message are you trying to send them? You can probably assume that the fifty-year-old-male industrial worker is not likely hanging out on Snapchat. Of course, do your research first to determine exactly where your audience is located and how to reach them. Never assume.

Third, **plan your content.**

Are you going to use visual imagery? Are you going to “boost” the messaging? How should your content “read”?

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As an example, consider this recent campaign from a staffing firm in Virginia. The agency was having a difficult time attracting assembly line candidates until they did three simple things:

1. They changed the job description to “if you are interested in a dependable job, steady income, and predictable hours, then consider applying at our branch office for assembly line work.”
2. They created an image that best represented the work.
3. They ordered up on Facebook an ad for \$200 to run over the course of a week targeted at ages 18-65 living within twenty miles of their branch location. This simple investment, combined with visual appeal, a defined audience, and precise language yielded a strong group of applicants to select from for the client.

Of course, this same game plan could work for a myriad of possibilities (including traditional media). But while many platforms are certainly willing to accept your hard-earned dollar; don't feel compelled to choose them all. Choose the one(s) that make the most sense and will yield the best results.

Fourth, **evaluate campaign effectiveness** through measurement.

Almost every social media platform has some form of analytics. Facebook offers “Insight”, Twitter and LinkedIn have back-end analytics, and all of these inbound sources can be tracked through Google Analytics if installed on your website. You can also use helpful tools like Bit.ly or Hootsuite to track campaign clicks. Or it can even be as simple as asking a client upon conversion “how did you hear about us”?

What matters is not how you get the data, but that you get the data.

Tracking is fundamentally important for the entirety of a campaign otherwise you might as well be evaluating how many stars are in the sky through a fog. By tracking, you're able to determine how people are moving through the funnel. Where are the drop-off points? You will be able to see the ROI and make effective course adjustments to your marketing campaigns with precision, as opposed to trying to do everything with hopes of something working. (As an aside, Hootsuite has the added bonus of being able to post to multiple social media platforms simultaneously.)

Finally, all of this matters very little if your company does not **provide value**. If the client and applicants don't see your service as genuine, helpful, and effective, then be prepared for your efforts in marketing to be unsuccessful.

The bottom-line is that it's easy to get caught up in the social media arms race, and there is plenty to consider in the process, but standing firm on fundamental principles of business and communication will bring your marketing into focus.



Submitted by James Hoefft,

Coats Staffing Software

This n' That Prospective Members



New Members Are Joining

If you know of an agency who is interested in joining NISA, please contact our office. We would be happy to assist them through the membership process.



Every here at NISA wishes all of members
business success and growth in 2018!!

See you in Dallas in February for the Owners Retreat!

Your Network, Your Resource!



Check out our blog
Nuzzles on LinkedIn!

**“Seek Answers.
Find Solutions.
Gain Knowledge”**

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