

## Temporary Personnel: The Ideal Staffing Strategy In An Uncertain Economy

By Amparo M. Connors

**W**ith daily economic volatility and increased unemployment, vigilant companies continue to take a strategic approach to evaluating expenses. This adage can apply to any aspect of a business. With regard to its most valuable asset – human resources – contracting temporary personnel offers tactical economic benefits in an uncertain market.

Extensive on-going research by the American Staffing Association (ASA), the leading national employment industry trade group, identifies workforce flexibility and access to talent as key reasons why companies utilize Temporary Staff.

The U.S. Department of Labor reported that employers who exhibit “flexibility in adjusting labor requirements to meet product and service demands have a competitive edge over those with less flexible human resource policies.”

All businesses have key personnel performing critical job functions. When such personnel are out for extended periods, like a maternity leave, by not replacing a key position lost productivity and potential overtime can end up costing more in the end.

In a poor economy, when the long-term need for staff is difficult to gauge, attracting experienced, trained personnel on an as needed basis is more imperative than ever. Urgent personnel needs are more difficult to fill when a staff is over-stressed and already diluted.

From HR managers, to ‘do-it-all’ small business owners, trusting the screening to staffing professionals can save valuable time and recruiting expenses. Job board responses, a myriad of resumes, can take weeks to sort through. Applicants are often unqualified, worked in

unrelated industries and are looking for ‘a job,’ not a career opportunity. When the need for efficiency is the greatest, screened temporary staff companies eliminate unproductive time spent searching for the elusive ‘right person.’

Temporary personnel additionally identified as potential permanent employees represent a greater value proposition should short term needs evolve into a permanent hire. ASA estimates that 30 to 40 percent of Temporary workers “bridge” to Permanent positions.

These pre-qualified workers are employment eligible according to Federal I-9 citizenship and immigration requirements. The staffing company, as the employer of record, assumes all costs associated with new employees during the critical evaluation period. Taxes such as SSI, Unemployment Insurance and possible claims, are fully the responsibility of the staffing company.

Given an opportunity to ‘try before you buy’ with ‘no risk,’ by contracting temporary staff, companies can assess varying talent. While the temporary is contracted, time for medical and other benefits eligibility does not begin to accrue. Predetermined Temp to Hire agreements allow for built-in flexibility if the temporary is converted to a permanent position.

A shrinking economy and growing unemployment lead companies to exercise budgetary restraint and increased vigilance of bottom lines. A Staffing Professional can bridge the gap created by fluctuating personnel needs. Staffing flexibility afforded by Temporary or Contingency workers efficiently alleviates the staffing challenges in an unstable economy.

*Amparo M. Connors is the President of Allied Personnel Services*

## Long Island City Needs Green Roofs

By Marni Horwitz

**W**ith an increasing amount of attention being paid to sustainable practices and design, green roofs are quickly becoming the norm for new construction and renovation projects. Green roofs conserve energy, improve air and water quality, reduce urban heat island effect and CO2 emissions and create natural habitat.

Places like Long Island City need green roofs the most. Once one of the most industrially productive cities in America, the area is filled with industrial-sized buildings that can sustain the weight of green roofs and reap the greatest energy savings from them. These projects will rejuvenate Long Island City, improve the health of its residents and create green collar jobs for architects, certified green roof installers, engineers, landscape designers and educators.

In comparison to a standard black tar roof, a green roof saves 33.5 KWH of energy per sq. ft., resulting in a savings of \$4.37 per sq ft. With a roof measuring 8,000 sq ft,

building owners could see an annual savings of \$35,000.

In addition to the savings buildings would accrue through energy conservation, PlaNYC’s green roof tax incentive provides building owners with a 30 percent property tax deduction upon installation of a green roof.

In the following years, New York City will begin measuring the amount of storm water runoff created by each property and will tax accordingly. A green roof will minimize your concrete footprint and save you thousands of dollars in taxes. Green roofs significantly reduce sewer system loads – for example: a green roof can absorb 75 percent of the water from an inch of rainfall.

Green roofs illustrate our commitment to the environment and to the healthy future of New York City. Multi-functional systems act as roof gardens, insulation layers, and storm water retainers, providing both immediate and long-term benefits. So the question quickly becomes: What will your building be worth in the future, if it’s not green?

*Marni Horwitz is the founder of Alive Structures.*

# Top Ten Reasons Why YOU Should Invest In the Queens Chamber Of Commerce

**New Business Contacts** - From Business Card Exchanges to Business Information seminars, members gain access to hundreds of prospective customers. Business to Business opportunities abound for companies who become involved in the Chamber’s variety of special events including: Queens Business Day (annual business trade show/expo), annual Building Awards Banquet, Golf Classic, Day at the Races, Businessperson of the Year Awards, Economic Outlook Breakfast, and many more!

**Referrals/Member Benefits** - The Chamber receives hundreds of inquiries each year, and we seize every opportunity to refer our Chamber members. Chamber membership entitles you to discounts in everything from office supplies to shipping and transportation, from web design to legal services, and much, much more.

**Promote Your Business** - and educate the community on the services you provide

by taking full advantage of Business Card Exchanges, Ribbon Cutting and Ground Breaking services at your place of business.

**Publications** - Take advantage of the low cost advertising in the Chamber’s Queensborough Magazine, Membership Directory & Buyer’s Guide, Business Expo and Building Awards journals and our Website.

**Website** - Take advantage of our new and improved website to familiarize yourself with the Chamber news, our events, community calendar, online registration, as well as access to our entire membership base!

**Publicity & Exposure** - Through promotion in the Chamber’s Queensborough magazine, ribbon cutting photos in area newspapers, email and fax advertising opportunities, Queens Day Expo, Golf Classic, Day at the Races,

Businessperson of the Year and Building Awards Celebrations and various other program and project sponsorships, you will gain exposure to more than 1,700 chamber business members, as well as the community at large.

**Legislative Action** - Business receives a voice in Queens, New York City, New York State, and Washington. The Chamber provides this voice through open lines of communication will those elected to lead us on all levels. You can be a part of this initiative by joining the Public Affairs, Governmental Relations or Legislative Advocacy Committees.

**Continuing Education for Business Professionals** - Build your business acumen, advance yourself professionally, and elevate the status and professionalism of your business, with the help of classes offered at the Queens Chamber through such programs as Business Information Seminars, Leadership Training Events,

Zoning Forums, Economic Outlook Breakfast, etc.

**Community Leadership** - Chamber Alliances provide members the opportunity to become educated on the business and economic climate of all Queens County, and to shine as key leaders in the community. Other opportunities to participate are available through Chamber Committees, such as Business & Industry, Information Technology, Public Health, Safety & Environment, Governmental Relations, Cultural Affairs & Tourism, etc.

**Commitment to Community** - The Queens Chamber of Commerce is committed to community and economic development, the success of businesses, and the improvement of the quality of life for you, and all those who live or work in and around the Borough of Queens. A Better Queens is our Business.