



Inner View

The Bi-Monthly Newsletter of California Staffing Professionals

June/July 2004

From the CSP Boardroom



*Jeff Hindman, CPC
CSP State President*

As the year 2003-2004 comes to an end, it is always a good time to review the year's highlights. We had a very unique and successful conference on Royal Caribbean Cruise Line's "Monarch of the Seas." For those of you who attended the conference, I know you will agree that it was a ton of fun, as well as full of great sessions with valuable information. We

are also happy that it gave us an opportunity to get to know some of our key vendors in a more intimate setting.

Most of our businesses seem to be improving significantly. With this comes the hiring of new people, both within our own companies but, more importantly, by our clients. This is an opportune time to take advantage of the many training and educationally-oriented programs offered by CSP. Staffing 101 will once again be offered in the fall by many of our chapters. A new program (we are calling it Staffing 201 which is for more advanced recruiters) will also be kicked off in the fall. These programs will culminate with our CAC exam on October 30. We should also make you aware that ASA now has a certification that is being rolled out nationally called CSP, Certified Staffing Professional. Our CAC California is part of their continuing education requirement. We are seeing a huge increase in the number of people being CAC accredited within the state which confirms that people are realizing the value of training and education of our industry.

We are looking forward to the Owners Only Retreat, which

is coming up at the beginning of October. As of this writing we are still finalizing the location, but it will be held in the San Francisco Bay area. We are in the process of signing a contract now for the Burlingame Marriott which is the location of our 2005 conference. As many of you will remember, we had a very successful conference there a number of years ago. We look forward to an even more successful conference in Burlingame in 2005.

Through the efforts of Joe Mackey, in conjunction with our lobbyist firm Edelstein and Gilbert, we are making a significant impact in donations for our PAC fund. Our PAC is now becoming meaningful and through your contributions, we are being recognized by the various legislatures throughout the state. Please remember that without your contributions to PAC, none of this would be possible. Please don't stop here!! We need to continue building PAC so that we are prepared when a major issue comes up in Sacramento that we need to either help defeat or get behind.

Deborah Banks has been working very hard trying to kick off the CSP Health Insurance program. We still need many of the surveys to be returned. Once this is in place it will be one of the most important benefits offered by CSP to its members. Whether you intend to use the health insurance or not, please send in your census so we can begin getting quotations from various carriers.

I would like to thank all of our members for their strong participation in CSP. We cannot forget our hard working volunteers throughout the state that serve on our various Chapter and State Boards. Without this selfless hard work, the association would never be as strong and successful. Please accept my thanks for your support and friendship. I look forward to continued growth within the association in this coming year and for many years to come.

Jeff J. Hindman, CPC

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*Incoming State Board Officers
for Fiscal Year 2004-2005*



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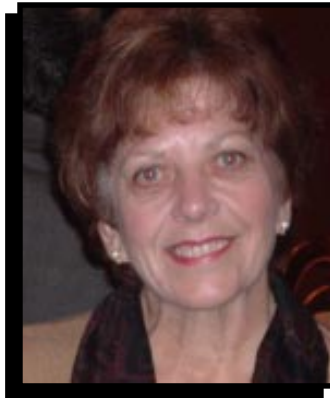
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Vendor Relations/Associate Membership Charlie Fountain
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CSP Honors Its Stars

KATHRYN SHEPHERD

James R. Pierce Award

Recognizes lifetime achievement and is the highest honor of merit given to any member in our association.



ROSE MARY BORDWELL

State Staffing Professional of the Year

Recognizes excellence in production, education and accreditation, leadership and business development.

Chapter Staffing Professionals of the Year

Yesenia Contreras

Sundance Personnel Solutions
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Credit Fraud

By Wilson Cole

Credit fraud is on the rise and it has already put two of my clients out of business. One client resides in Denver and the other one in Atlanta. They may have been miles apart, but the story was the same.

This is how the scam worked: the phone rang and the person on the phone was a salesman's dream come true. He was a successful owner of a small but well connected IT firm that had contracts with the government. He had two employees he wanted to have on our client's payroll. This was easy money. Our clients took the employee information and one had him fill out a credit application. Then they started billing the customer. They were so excited and could not believe their luck that this low maintenance, high profit customer just fell into their lap.



Two to three weeks went by and neither client had received payment. They were concerned and called their customer and scheduled a meeting at the customer's office. They drove out to the customer's high rent office — small but impeccably decorated. Their customer was a very well dressed, clear spoken, 30 something executive, and he reassured them they would be paid. They had been doing a lot of work with the government, he said, and they were waiting on a very large payment. Once their payment was received then they would be able to get caught up. Our client left feeling better and assumed he would have payment within a week two at the most.




Three weeks later when our client had not received the promised payment they called me. They told me their story. I asked them to send me all of the credit information they had on the company and let me check them out. I called the references. One reference was a rent-to-own furniture store. They had done business with them for six months. The other reference was a COD. Their bank tracked only six months and they had less than \$1,000 in their checking account. We did a public record search and found they were being sued by other staffing firms for failing to pay for "payroll." Then we started to have inquiries from other staffing firms that were either being contacted by this company or had a collection problem with this company.

So how can you keep this from happening to you? It is really a lot easier than you think if you practice good basics. Check their bank. Never give more credit than they have in their account. Check their trade references. Never give them more credit than their average high balance. If a stranger called you and asked for \$30,000 you would say "no," but when a stranger calls and asks for \$30,000 credit you say "yes" without even getting a personal guarantee of the owner.

These clients of mine were not as much credit fraud victims and they were credit fraud volunteers. In general, people are honest, but there are people out there who will steal you blind. Don't be paranoid, but do set up a system that is easy to follow and is effective when it comes to your credit check.

If you would like to receive a free Credit Screen with Credit Score please email Wilson@aercollections.com and reference the free credit Screen Code 4456Y



CSP Associate Member Wilson Cole is President and founder of Adams, Evens & Ross. Serving over 450 staffing firms and recruiters, Adams, Evens & Ross has grown to become the nation's largest credit and collection firm exclusively for the employment industry. Wilson has authored "*The Complete Credit and Collection System for the Staffing Industry*" and has taught Credit Risk classes to thousands of recruiters and staffing firms. Over the past decade he has personally collected millions of dollars for hundreds of clients in the employment industry. Wilson also holds a Black Belt in Ho Shin Do Karate and a B.S. in Business Law. His phone number is 800-452-5287.

News from the National Associations

Recognize Your Local Star at the National Level



Tell the American Staffing Association (ASA) about the extraordinary temporary or contract employee who works through your staffing firm, and he or she could become the **2004 National Staffing Employee of the Year**. If your nominee exhibits at least one of the industry's five key messages—jobs, flexibility, bridge, choice, training—he or she will have the opportunity to represent the over 2 million talented temporary and contract employees who contribute to America's workforce everyday.

Nominations are open to ASA member headquarters and branch offices. Nominees must have been employed as temporary or contract employees for some period between August 1, 2003, and the present. Visit the NSEW page on the “memberserv” section of ASA's website (www.staffingtoday.net) to submit your nomination.

THE DEADLINE FOR ENTRIES IS AUGUST 13

Download free items for National Staffing Employee Week—September 27-October 3. These include thank-you stuffers, a recognition certificate, the Staffing Facts/FAQs sheet, and NSEW logos. You can also spread the word about NSEW by using the sample news release, or invite a local journalist to spend a day as a temporary employee with your firm with the sample invitation.

Questions? Contact Reem El-Khatib, ASA's public relations coordinator, at 703-253-2047 or relkhatib@staffingtoday.net.

Is a CSP(tm) Opportunity Slipping Away?

Do you already meet the qualifications to be designated by ASA as a certified staffing professional? If you are a graduate of the ASA Employment Law Accreditation Course (ELAC), a CAC professional in California, or a CTS or CPC professional, you have until June 30 to be grandfathered into the Certified Staffing Professional(tm) program.

This means you can earn the CSP designation without having to take the exam. Simply demonstrate your existing approved certification/accreditation, complete the application form and you automatically qualify for the new designation.

The grandfathering opportunity ends on June 30 — don't let this chance slip away. Visit the Certification Programs page in the “memberserv” section of www.staffingtoday.net to check your eligibility and apply today.



Comply with Current I-9 Requirements

By Stephen Dwyer

As most staffing firms are aware, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), employers are prohibited from hiring anyone who is not authorized to work in the United States. Therefore, in order to verify work eligibility, staffing firms and employees must complete Forms I-9, and employees must submit documentation, to employers, from three categories of documents — List A, which includes documents that provide proof of both identity and work authorization; List B, which includes documents that are acceptable only to prove identity; and List C, which includes documents that are acceptable only to establish work authorization.

According to the website of the Bureau of Citizenship and Immigration Services (BCIS), to which the Immigration and Naturalization Service's (INS) immigration enforcement authority was transferred with the creation of the Department of Homeland Security, certain documents are no longer acceptable to prove identity/work authorization.

Specifically, according to the BCIS, the following are no longer acceptable: List A documents to prove identity and work authorization even though they are listed on the 11/91 version of the Form I-9: Certificate of United States Citizenship, Certificate of Naturalization, Alien Registration Receipt Card (INS Form I-151 or "green card"), Unexpired Re-entry Permit (INS Form I-327), and Unexpired Refugee Travel Document (INS Form I-571). (see the BCIS's website at <http://www.immigration.gov/graphics/formsfee/forms/i-9.htm>)

However, the BCIS has noted that, although not listed on the Form I-9, the Employment Authorization Document (INS Form I-766) is an acceptable List A document. These changes were made pursuant to an interim INS rule that was enacted in 1997 (see 62 FR 51001). The INS found that, among other things, certain documents were particularly susceptible to counterfeiting. Therefore, the agency determined that they should no longer be used for I-9 purposes.

The INS also took the position, however, that it would not seek civil penalties against employers who continued to use and rely upon the forms, because the agency had given inadequate notice to employers of the INS's policy change.

Although the INS previously refrained from seeking enforcement against employers, the BCIS continues to maintain that such documents are not acceptable proofs of identity and work authorization. Therefore, in light of this, as well as the government's heightened security concerns in the post September 11 environment, employers should, if necessary, consider modifying their practices to comply with current I-9 verification procedures.

Stephen Dwyer is assistant general counsel for the American Staffing Association.
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New Member Benefit



We continually look for valuable services that will assist you in developing or expanding your business. TrueAdvantage offers an online, proprietary database to help you: maximize revenues by focusing on high-probability prospects, identify hidden job opportunities within your target industry, and most importantly, exceed your sales goals. Current customers include TriNet, Robelle, Hot Jobs, EMC, HP and many more.

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Research detailed information on over two million companies and millions of contacts. TrueAdvantage is a low-cost, high-value tool for your business.

Join TrueAdvantage as a CSP member and receive a minimum 20% discount along with an additional 3 months free if you subscribe for 1 year. For complete information on special CSP member pricing, contact CSP Executive Director Lynn Ebro at 800-799-9725 or email lynn@cspnet.org.

- First 24 members to sign up receive 1 month added to end of subscription
- Sign up for 1 year and receive 3 months FREE at end of subscription
- CSP will charge a monthly administration fee of \$15

For more information or to view a free online demo

Call Andy Page
508-329-2134 or email
apage@trueadvantage.com

California Accredited Consultants

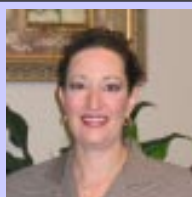


Seventy eight (78) recruiters registered to take the California Accredited Consultants (CAC) exam on May 22, 2004. Congratulations to those who passed the rigorous exam and who can now add the acronym CAC following their name on their business cards! You have all made a terrific commitment to your industry!

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| <ul style="list-style-type: none"> • Marcel Abandonato MJA & Associates • Amanda Andrade A-Star Staffing • Daniel Barnes A-Star Staffing • Aaron Bilsky Taub & Associates • Dana Lynn Blake TLC Staffing • Brian Boyer Job Training Center • Colleen Brunet TLC Staffing • Rebecca Burgess Job Training Center • Felisa Cassidy ORB Staffing • Priscilla Chavez A-Star Staffing • Elizabeth Coco Helm Technical Services • Cheryl Copp A-Star Staffing • Ken Cordrey Alliance for Workforce Development • Sheba Daniel American Healthcare Staffing, Inc. • Amber Decker Taub & Associates • Michelle Diaz River City Staffing • Lee Dorman Lee Dorman & Associates • Shalyn Dwyer A-Star Staffing • Shannon Erdell TLC Staffing • Margaret Fernandez The Plus Group, Inc. • Jeff Finch Alliance for Workforce Development • Carmen Flores Scott-Thaler Associates • Georgia Galindez Georgia Galindez • John Grafman Allegro • Nancy Gregg Alliance for Workforce Development • Allison Hart Aunt Ann's In-House Staffing • Peter Hayward Lander International • Jo Hennessy Alpha Staffing • Elaine Hocking Private Industry Council • Traci Holt Alliance for Workforce Development • Gary Hopkins J. Boragine & Associates • Lisa Jones Job Training Center • Keri Keeler The Plus Group, Inc. • Kenneth Klein CKM Staffing, Inc. • Kasey Klemm ABA Staffing, Inc. • Craig Knudson BANKtemps | <ul style="list-style-type: none"> • Alexander Koba ORB Staffing • Rosemary Laney Private Industry Council • Judy Lawton TLC Staffing • Brian Lee A Team Staffing • Paul Lenaburg Sharp Staffing • Maria London TLC Staffing • Jeannette Lyons TLC Staffing • Remedios Magallanes Tech-Finders Co., LLC • Deborah McClure Alliance for Workforce Development • Kristen Messier The Plus Group, Inc. • Gerald Miller Lander International • Geraldine Morales Scott-Thaler Associates • Gerard Morales J. Boragine & Associates • Linda Morecraft Trinity Occupational Training, Inc. • Katie Novak Whalen Bryan, Inc. • Patrick O'Donnell The Plus Group, Inc. • Mindy Plavin-Dominick Taub & Associates • Marcia Pokraka Private Industry Council • Steven Prakash American Healthcare Staffing, Inc. • Laura Pulido CKM Staffing, Inc. • Rebecca Queen The Bennett Group • Pamela Rader Aunt Ann's In-House Staffing • Marcus Ronaldi PegaStaff • Holly Schirmer Alliance for Workforce Development • Patricia Simpson Private Industry Council • Trenesa Smith Taub & Associates • Leslie Solberg Alliance for Workforce Development • Irene Taylor Alper & Associates • Cheryl Titus The Plus Group, Inc. • Janis Trueblood Alliance for Workforce Development • Loring Turrell Alpha Staffing • Laurie Wann Alliance for Workforce Development • Josephine Wyatt Siskiyou Training & Employment Program, Inc. • Joan Zarzynski Siskiyou Training & Employment Program, Inc. • Simonne Zavala River City Staffing |
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**Highest Score
in the State • May 2004**

SIMONNE ZAVALA
River City Staffing



**“Education is not the filling of a
bucket but the lighting of a fire.”**

— W.B. Yeats

If you aren't accredited, register for a future CAC exam

October 30, 2004 • April 16, 2005

2004 Conference In Review



If you missed the CSP Annual Conference aboard the “*Monarch of the Seas*” last April/May, you probably won’t do that again! Never has our group had such a good time at a conference. Do you think that’s why the attendance at the sessions was a little light??

Departing on Friday afternoon and returning Monday morning, our 3 day event was packed with so many opportunities that sleep was often not an option. Attendees could gamble, eat all day, swim, climb a rock wall, shop, sightsee, drink, attend an auction, go to a nightclub, get some sun, play golf, listen to mariachis, jog or go to the gym, explore a 74,000 ton mega ship — oh, and go to a couple of great keynotes and choose from 12 outstanding breakout sessions and visit with our wonderful and supportive exhibitors!

A new twist in 2004, and something we intend to continue into 2005 and beyond, was our “ultimate” raffle. Grand prize was a \$2,000 cruise aboard a future cruise. Below are the “ultimate raffle” winners and a review of the conference in pictures!

Winner	Company	Prize	Compliments of
Dennis & Gilda Sebenick	DGCC.com, LLC	\$2,000 Royal Caribbean cruise	California Staffing Professionals
Gwen Gordon	Source One Staffing	Diamond ring	Adams, Evens & Ross
Sue Stockwell	Bordwell & Associates	Diamond ring	Adams, Evens & Ross
Terri Tiemann	Annandale & Associates	NAPS conference registration	National Association of Personnel Consultants
Michael Schulman	XEC Solutions	CSP conference 2005	California Staffing Professionals
Steve Capper	Flexible Funding	Certification (CPC) registration	National Association of Personnel Consultants
Fernando Ortiz	Barbachano International	\$50 Starbucks gift card	Careerbuilder



*Cruise winners
Dennis & Gilda Sebenick*



*Conference Co-chairs
Kathryn Shepherd & Todd Witkin*



Keynoters Danny Cahill and Cynthia Kersey rose to the occasion!



It was a family affair. Todd Witkin’s son Spencer was our #1 helper — until the rock climbing wall captured his imagination.



2004 Conference In Review



Melissa Taub, Pam DeVito, Danny Cahill, Monica Witkin and Gina Hindman



Charlie Fountain, left, presents the winners of all of the chapter staffing professionals of the year, the state staffing professional of the year, and the recipient of the James R. Pierce Award. Below, PAC chair Joe Mackey acknowledges the contributions of Jim Stielow, Industrial Services Company.



Melanie Reiten, Melissa Taub and Steve Rogers posing for the camera. And the folks at the right — we don't remember seeing them at any of the sessions! Hmmmm...



Save the Date

APRIL 28-30, 2005

CSP ANNUAL CONFERENCE

MARRIOTT SAN FRANCISCO

California Staffing Professionals would like to extend our thanks to our exhibitors and our sponsors. Your support is very much appreciated!

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