

A Small Business' Guide To TALENT ATTRACTION

Tips and tales from & for employers on attracting talent and employees.

KEY RECOMMENDATIONS

Hire Direct – the game has changed

- All companies with hiring issues, hire almost exclusively through temporary agencies. Firms that state they hire direct don't usually have as significant of employment issues. Hire through multiple channels for best results.

Ask Employees

- Current employees will know exactly why or why not your firm can hire.

6-Month Paradox

- Most employment agencies screen out people who haven't worked in the last six months. This eliminates 35% of available applicants, most candidates do not know this rule exists. Again, hire through multiple channels for best results.

Website

- Keep it simple and easy to use. Allow applicants to upload resumes as alternative to re-writing all the info into a form

Attract Employees

- Firms are starting to advertise in northern Wisconsin. Some areas are providing transportation to attract workers out of Milwaukee.

Work with what you have, start by assessing your hiring process and how you can change it to work better

- There ARE people looking for work. Some companies are not having issues. If your firm is, you need to look at your process and how you can make your workplace more attractive for quality, dependable talent.

Use your local Job Center Resources

- Contact your local Job Center for additional access to resources through their services. Don't forget to post your job openings on the Wisconsin Jobs Site for free. <https://jobcenterofwisconsin.com/Presentation/Employers>

POSTING AND APPLICATION TIPS

Use simple job titles such as "general labor" or "general production"

- Job titles today are inflated to state value, but are so specific that they mean little to a candidate. Many job searchers believe jobs are more complicated than they really are – or no jobs show up in their search. Use Simple job titles to appeal to broader candidate pool.

Allow multiple options for how to apply.

- Companies often turn away walk-in applicants by either telling them to go to a website or a staffing agency. Instead, it should be suggested that these applicants complete an application at the company on the spot.

Using Employee Referrals

- Referrals can be a key source of hiring, but many employees give inaccurate referrals as they are not properly informed. Employees should be educated on how to apply, what jobs are available, and should be offered incentives for referrals.

Complete ALL Job Posting Information including wage scale or range

- Make sure to include all relevant information about a job when posting it. Many postings leave out work hours/days, full/part time, temporary/permanent, pay range, and benefits.

Underselling

- Many companies undersell their openings and fail to deliver the right message. Those people looking at your website and career center are interested in working for you. Show them their interests are in the right place.

WEBSITE MANAGEMENT TIPS

Ask for candidates to fill out an on-line application (with form) or upload resume.

- The average middle-aged applicant has never made a resume before. The term "application" is more formatted and easier to use. Many other applicants have resumes already prepared. Offer the option for either.

Stay on company website.

- Nearly all companies who reported hiring issues, push people to a 3rd party pre-built sites (with lots of bells and whistles) to apply for a position. The average non-savvy computer user is told to stay clear of 3rd party sites.

No "login" information. They are applying for a job, not on-line bill pay.

- Candidates are filling out dozens of resumes online. They can easily skip over your website if you make it hard. The way people respond and click through websites is a science and art.

The average person is not computer savvy.

- Ensure you can navigate to job area and apply with ease. If it gets too difficult to figure out, you will probably lose them. Be sure to provide clear instructions on how to apply.

Post entry-level jobs on your website.

- There are firms saying they need 20+ entry-level positions filled now. They do not have these positions "general production" positions on their website. Instead you can only find them on an employment agency website - be sure to post these openings on your site with an easy to apply link.

Staffing Agency Postings can be confusing

- Staffing agencies are out marketing your company. They are posting your positions on-line job boards, newspapers, thus complicating and confusing applicants on what they are applying to. Work with them to be sure their postings do not create confusion.

Keep websites up-to-date

- Make sure your website adapts with changing internet browsers and overall technology so as it is available and working for every possible applicant

AFTER HIRING

Training Managers

- Putting resources into training mid-managers to develop better skills and knowledge can help stifle employee turnover.

Integration

- When employees leave, discover the reasons and try to fix any moral issues in those departments with high turnover.

Expectation Gap

- Be clear when stating wages if a wage can only be reached after experience or training. Do not false advertise or trick advertise wages.

EMPLOYEE TRANSPORTATION ISSUE?

Provide Transportation - vRide

- vRide is a company that offers convenient transportation for employees who do not possess it. Milwaukee to Sheboygan Van Service or Brown County to Billion
- Some workers in Milwaukee have access to van rides to their jobs in Sheboygan thanks to the Sheboygan County Economic Development Corporation
- Employers offer buses from Metro centers (Green Bay, Milwaukee) find it easier to recruit from these areas.

ADDITIONAL CONSIDERATIONS

<i>What some companies are SAYING</i>	<i>What some companies are DOING</i>
We need more people interested in manufacturing careers.	Manufacturing candidates screened out due to lack of experience. (Including people under 25).
New employees are no longer loyal, many just stop reporting for work.	Bulk of hiring through "temp" agencies, firms are initiating the non-loyal relationship.
We need pipelines of trained talent.	Limited preferential hiring treatment for candidates who went through employer sanctioned training.
Can't find skilled workers that are "ready" to work.	Ordering custom production equipment that no one could have experience running.

SHARE THE QUALITY OF LIFE IN THE NEW NORTH

Guide to information about benefits of living in the New North region.

- On-line guide and **area quality of life video** at <http://thenewnorth.com/life-in-the-new-north/>
- Hard copies of the Life in the New North guide are also available, by contacting the New North Office





SMART BUSINESSES KNOW THAT EXPORTING LEADS TO GROWTH.

READY
TO GET
STARTED?

WE CAN
HELP.

See the reverse side
for a list of export
readiness and
growth programs and
resources available
for your company.

If you're not yet convinced that exporting is a good idea for your company, consider these facts:

- 95 percent of world consumers live outside the United States.
- One billion people are expected to join the global middle class in the next decade, with purchasing power that spells strong demand.
- Companies that export enjoy higher average revenue per employee—\$281 per employee for companies that export, versus \$163 per employee for those that don't, according to a 2010 study by the U.S. International Trade Commission.
- Businesses that export grow faster: exporters grew an average of 37 percent from 2005 to 2009, while non-exporters shrank by 7 percent, the same study found.
- Exporters hold seven patents for every one patent held by non-exporters, and achieve product innovations at four times the rate of non-exporters, according to the study.
- Companies that export enjoy higher valuations on average.
- Because they are more profitable and tend to pay better, companies that export have access to better talent.
- Companies that export diversify their risk: if one national economy slows down, the company's other export markets may remain strong and buffer the company against the downturn's effects.



PROGRAMS AND RESOURCES

accelerate your company's growth

EXPORT READINESS ASSESSMENT

The Export Readiness Assessment is designed to determine your company's strengths and opportunities when it comes to exporting. The assessment will gauge your readiness to export based on four criteria:

- Export resources
- Marketing methods
- Management commitment
- Product potential

EXPORT COUNSELING

Export counseling is a one-on-one, personalized service including basic exporting information and tools, your product's Schedule B and HS numbers, preliminary export market planning and development, identification of potential overseas buyers, selection of target markets for your products and services, market research and market entry assistance, information on channels of distribution in target markets, referrals to options for grant assistance, referrals to other export promotion services/organizations, and other resources to guide you along the way.

EXPORTING WORKSHOPS AND SEMINARS

The **ExporTech™ Program** helps your company create a comprehensive export strategy, including selecting markets to focus on entering first, and research to help you understand factors specific to those markets, thus maximizing your chances of success. The program is guided by mentors experienced in helping businesses start exporting, and includes input from businesses that have successfully implemented export strategies.

Other workshops cover topics including:

- Country of origin determining/marketing
- Customs valuation essentials
- ECCN classification (learn how)
- Trade problems
- Export compliance
- International Traffic in Arms Regulations
- Trade agreements
- Trade finance and insurance
- Tariff classification (import and export)
- Effective use of Incoterms in international trade
- Documentation and product
- Export webinars



FOR MORE INFORMATION, PLEASE CONTACT:

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Green Bay, WI 54307
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920-336-3860



GLOBAL EXPORT EXPERTS

a target growth division of the new north region

your global link www.thenewnorth.com/global

Connie Loden cloden@thenewnorth.com

A Small Business' Guide to Export Assistance Resources

Getting Started: MARKET RESEARCH

New North Exporting Market Research

- Global Strategy Report on export market opportunities for the New North prepared by Newmark Knight Frank. <http://www.thenewnorth.com/business-intelligence/target-industries-and-directories/global-new-north/global-strategy-study/>

A Basic Guide to Exporting

- The nuts-and-bolts information a company needs to meet the challenges of the global economy. Includes real-life principles of exporting: www.export.gov/basicguide
- www.USPTO.gov and www.STOPfakes.gov have information about protecting intellectual property, in the U.S. and abroad. A good place to start is the Online Intellectual Property Training Module on the STOPfakes.gov website, under "Business Tools"

Wisconsin Economic Development Corporation (WEDC) Market Research

- WEDC's Global Network of International Trade Representatives and the In-Market Services provided will help to provide market intelligence and partner contacts: <http://inwisconsin.com/export/market-intelligence>
More WEDC resources <http://inwisconsin.com/export/assistance/global-network>

Country Commercial Guides

- Get free access to reports on countries, industries, and commercial developments written by our Commercial Service officers in country: <http://www.export.gov/ccg/>

Trade Statistics

- USA Trade Online can help manufacturers and other businesses identify new markets and create customized reports: <https://usatrade.census.gov>
- Trade Stats Express <http://tse.export.gov>
- State & Metro-Level Trade Data: www.trade.gov/mas/ian/statereports www.trade.gov/mas/ianmetroreport

FTA Tariff Tool

- Find out the tariff (or tax at the border) with our trading partners on specific products and create reports and charts of trends under different agreements: www.export.gov/fta/ftatarifftool

In-Person Assistance

- Small Business Development Centers-help to get started: www.americassbdc.org/home/find-your-sbdc/
- Ready to export? (To assess your readiness: www.export.gov/begin/assessment)
 - There are U.S. Export Assistance Centers (USEACs) - sometimes known as U.S. Commercial Service (staff of the U.S. Department of Commerce, International Trade Administration) Located in over 100 cities that have specialists to help small businesses export: www.export.gov/usoffices

FINDING BUYERS AND MAKING CONTACTS

Market Intelligence

- Conduct analysis of market potential and foreign competition, complete background checks on companies, and get help from USEAC/U.S. Commercial Service staff on navigating any cultural differences
- State Department Commercial and Business Affairs: www.state.gov/e/eb/cba/tools

Trade Counseling

- Develop a market entry strategy, find the best export finance options, navigate export controls and complete the required trade documentation (USEAC) <http://www.export.gov/wisconsin/>
- **ExporTech®** program delivers a process to build your strategic international business development plan to determine your best markets to focus people, time and financial resources: <http://inwisconsin.com/export/assistance/exportech>

Business Matchmaking & "Gold Key" Services

- Get connected with pre-screened foreign buyers, participate in trade events, and set up meetings with government officials in your target markets - USEACs provide a "Gold Key" suite of services including: customized matchmaking meetings scheduled overseas to find business partners and customers, pre-screened appointments arranged before travelling, market and industry briefings with trade specialists, post-meeting debriefings and assistance in developing appropriate follow-up strategies, and help with travel, accommodations, interpreter service, and clerical support. <http://www.export.gov/wisconsin/>

Trade Missions

- **Wisconsin Global Trade Ventures** offer opportunities to conduct a market assessment, partner search and one to one business match meetings several cities of one country, or in two or three countries in a specific region, with other Wisconsin companies benefiting from programed and peer learning experiences: <http://inwisconsin.com/export/qoglobal/>
- Participate in overseas trips with U.S. government personnel to meet with potential business partners and explore potential market opportunities: <http://export.gov/trademissions/> - Dept. of Commerce can also certify EDO-led missions

Reverse Trade Missions

- Meet foreign delegates coming to see U.S. products and technologies.
- The U.S. Trade and Development Agency connects international buyers with U.S. manufacturers and service providers in order to open new export markets and commercial opportunities world-wide | Find a public list of delegations coming to U.S. cities at: www.ustda.gov

Foreign Buyer Delegations

- Exhibit your products to vetted potential foreign buyers at trade shows in the United States: <http://export.gov/ibp/>

Major Foreign Trade Shows

- Showcase your products and services in U.S. pavilions at overseas trade shows: <http://export.gov/tradeevents/>

Advocacy

- The Advocacy Center coordinates U.S. government efforts to advocate on behalf of U.S. exporters bidding on public-sector contracts with foreign governments and government agencies: www.export.gov/advocacy

Agricultural products

- The U.S. Department of Agriculture provides several of the aforementioned services through the Foreign Agricultural Service and partner State-Region I Trade Groups: www.fas.usda.gov/getting-started and www.fas.usda.gov/programs/market-access-program-map/state-regional-trade-groups

FEDERAL EXPORT FINANCING AND INSURANCE OPTIONS

Export Financing and Insurance

- Federal export financing options can make your company more competitive by helping you offer a potential buyer more attractive payment terms

The Small Business Administration (SBA)

- Take advantage of a wide range of financing options for small businesses, including the Export Express Program, Export Working Capital Program, and International Trade Loan: www.sba.gov

Export-Import Bank (Ex-1m Bank)

- Use federally-backed export financing credit insurance to take on the risk associated with selling to overseas buyers. Products include Global Credit Express, Working Capital Guarantee Program, Export Credit Insurance, and Foreign Buyer Guarantees: www.exim.gov

COMPLIANCE WITH FEDERAL LAWS AND REGULATIONS

Export Licenses (BIS)

- Obtain information on exports requiring a license before shipping: www.bis.doc.gov

Economic and Trade Sanctions (Treasury)

- Find out the countries, entities, and individuals with whom U.S. firms cannot do business: <https://www.treasury.gov/resource-center/sanctions/Pages/default.aspx>

Electronic Export Information (Census)

- Upon exporting any goods value at over \$2500, information must be submitted to the Automated Export System. Get help on filing AES, classifying merchandise, regulations and trade data: 1-800-549-0595

FUNDING ASSISTANCE FOR MARKET STRATEGIES - WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)

- The International Market Access Grant will support product and trademark registrations, market entry and expansion activities: <http://inwisconsin.com/export/assistance/global-business-development-program>
- Scholarships for **ExporTech**® program: <http://inwisconsin.com/export/assistance/exportech>

You will find additional Wisconsin exporting information & resources at: www.thenewnorth.com/global



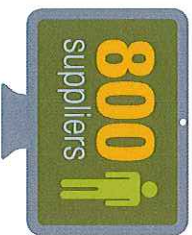
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categories
OF ENERGY TO
CHOOSE FROM



search via targeted...

- Keywords
- Capabilities
- Certifications
- Industry Sectors
- Ownership
- Location
- And more!

Top Energy Categories

Companies

• Manufacturer/Service	205
• Professional and Business Services	187
• Manufacturing: Machining, Fabrication/Tooling	182
• Components, Parts and Hardware	155
• Construction and Installation (incl. construction materials)	144
• Manufacturing: Machinery and Equipment	139
• Engineering, Scientific and Technical Services	119
• Manufacturing: Metals — Foundries and Forges, Steel	84
• Distribution of Materials and Hardware — Wholesale	83
• Transportation, Logistics, Warehousing	81

BOLDT



visit

www.wisupplychainmarketplace.com
and find your Wisconsin energy supplier today!





SUPPLIERS



BUYERS

FIND NEW CUSTOMERS REACH NEW MARKETS

Explore new market opportunities and diversify into new growing industries by joining the Supply Chain Marketplace! It's FREE!

- Highlight company capabilities.
- Be found via keywords and category of business.
- Connect companies for business-to-business transactions.
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- Easily update and edit your profile often.

FIND SUPPLIERS FIND SOLUTIONS

Make locating suppliers as easy as entering a few key strokes.

- [Search](#) for suppliers or potential customers via targeted industry sectors, business capabilities, certifications and ownership.
- [Post an RFP or Call for Innovation today!](#) The marketplace automatically notifies companies that fit the capabilities you are seeking.
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