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Social Networks Unleashed

by Kevin Prow

Get the most bang for your buck! Yes, I know. Social Networking is free by definition. But, you still have the buck that you spend on your time fully utilizing any social networking platform. While there are truckloads of solutions available for you to capitalize on, I am only going to touch on a few of the main ones here.

	Twitter	LinkedIn	Blogger	YouTube	Facebook
Status Feeds					
Article Postings					
Supports Gadgets/Apps					
Supports Multimedia					
Paid Advertising Options					
"Group" Networking					
Viral Content					
Second-Tier Networking					
Primary Market	Business	Business	Both	Consumer	Consumer

Now, before you jump on me about how the platform you love is either not listed, or is listed but is missing a checkmark, let me point out my caveat to the chart. While most of the platforms support most of the options above, they don't necessarily make them part of their overall strategy in the marketplace, so if it isn't a primary function of the site, it's not listed. Here are the key points I am trying to make:

1. Social networking platforms have a target audience, so make sure you know what audience you are hitting. Facebook is for the people market, LinkedIn is for the professional market. Does that mean you won't find business executives on Facebook? No. But the primary audience is your high school child.

2. Viral content makes or breaks any networking platform, in my opinion. If you cannot easily reproduce or send content from someone else to your network of contacts, then you're missing a big piece of the networking puzzle. Why are viral videos, re-tweets, and application invites so popular if they don't work? Twitter doesn't have the options some of the other, more feature-filled networks do, but their content is viral, so it works.

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3. Facebook is the only social networking platform of size that offers free second-tier networking. What I mean by this is that your comments on your network also flow to the people in the network of your network. When you comment on a person's status, that

comment is seen by all of their friends too, not just yours.

4. To get the audience you want, you need to use multiple networks, such as blogging (like I am doing

now), [Twitter](#)/Facebook status updates about your blog (which I will be doing in a minute), and, if you're the type that likes to do so, making a YouTube video about your topic (like Staffing Software CEO Gregg Dourgarian does frequently).

CEO's Commentary



By [Gregg Dourgarian](#), CEO, TempWorks Software

2009 Trends in VMS Software Part II

There are a lot of companies out there looking for the next "Killer App" to help transform their staffing function. Unfortunately, the only true Killer App seems to be the venerable Craig's List, where one can not only post an opening for a LINUX administrator, but set up a deadly liaison with an exotic masseuse (and find a free Ikea end table, to boot!).

It's no stretch to say that this constitutes the kind of one stop shopping that staffing firms are seeking in terms of functionality of their vendor management systems; unfortunately, when selecting a vendor, many firms have a tendency to focus on the possibilities a software offers (templated YouTube videos tied to job orders on the push of a button!) rather than concentrating on a scalable solution that can best be tailored to their immediate business needs.

continued from September newsletter...

2. Green is Good: [VMS](#) Enables Corporate Responsibility

Wal-Mart, long held as a case study for adhering to often draconian standards for suppliers, recently announced that they would begin paying their domestic associates electronically (although, joked Jay Leno, they will still be paying them in pesos).

If any truism exists about the Bentonville behemoth, it is that their operating model is wildly successful in generating revenues, while their public positioning as a

good corporate citizen is a little less so.

Despite its many PR black eyes, however, Wal-Mart has long held that their business solutions are driven by being able to keep their prices low to the consumer, and it is in this that they have achieved a competitive advantage.

One can deduce that Wal-Mart, like so many other businesses, has learned the emerging truism of environmentalism: what's good for the environment is also good for the bottom line (as well as a firm's image). The company that can capture both an opportunity for savings while lessening their environmental impact finds itself in a true win-win situation.

Although businesses' desire to go green is nothing new, the emphasis being placed on environmental standards for vendors is emerging as a dramatic shift for companies. As multinational firms increase ongoing vendor accountability (witnessed in point one), vendors are being held to the same standards as their clients.

Diversity criteria and the importance on female and minority owned businesses in the vendor selection process, driven both by policy mandate on the federal and state levels within the last few months, are becoming, like price, increasingly deemphasized in the selection process. This means that companies are less likely to focus on "supplier diversity," but as recently adopted scorecards and procurement best practices literature suggests, on environmental impact.

With tighter controls on emissions and capitalization of carbon credits, staffing vendors will also need to comply with corporate governance and policies as they relate to what the

Continued from page 2

Walt Disney Company refers to as “environmentality,” (which is weighted, in their vendor score carding, as being equally important to compliance with international labor law).

While the concept of a paper time card for associates may seem anachronistic for a multi-national corporation, as most have long ago switched to centralized electronic systems as a way to increase accuracy while reducing human error, it seems that other back office functionalities are quickly catching up. VMS solutions need to follow, and need to incorporate functionalities that anticipate further shifts in clients’ green initiatives, such as paperless invoicing and

embedded disbursement processes. In the course of the next year, companies will be completing their paperless office initiatives. The vendor that can’t comply with these client demands will find their business deteriorating quicker than the polar ice caps.

has also enabled candidates as well as clients to easily access information on the manifold vendors attempting to engage them within this space, which means: Your brand is your business. Period.

Entire white paper available upon [request](#).

TempWorks Team

Shannon Barger

Meet Shannon Barger, a bubbly, high-spirited member of the TempWorks team since June of 2008.



Shannon is our Account Administrator here at TempWorks and also assists with our internal billing. Her main duty is testing our new software to make sure that it’s 100% for our clients! Shannon came to TempWorks with no experience with SQL, and picked it up right away, enabling her to handle our internal billing efficiently and to test all of our new products.

Attending college in Omaha, NE, Shannon learned many of her wonderful customer service skills through interaction with her professors and classmates. Before coming to TempWorks, Shannon was a nanny for 12 years, which explains her kind-hearted nature and patience! She also worked as a Loan Originator/ Mortgage Processor for HomeSmartz. Shannon also spent some time as an Office Manager, where she learned many of her organizational skills.

Currently residing in Saint Paul, Shannon likes to read, write and paint. She loves trying new things. Recently she and another TempWorks employee took a stained glass art class, “It was very interesting and definitely a lot more challenging than I expected”, Shannon informed me.

When asked what makes her happy to call TempWorks home, Shannon commented, “Having the opportunity to learn new things each day and definitely my co-workers-we have a great staff and I enjoy working with them daily!”

TempWorks Twitter Stream

TempWorks recently added a twitter stream to their home page. Be sure to [check it out](#) to see all the latest happenings at TempWorks Software!



Funding Source or Funding Partner?

By Jack Terrana

With the start of Q3, a few signs indicate that the staffing industry is due for a rebound, and typically it is the harbinger of things to come.

At TempWorks, we are full steam ahead, constantly fine-tuning and sharpening the ways we can serve our customers better. Specifically, we have made a myriad of changes to our [Tempworks Venture](#) program, which we refer to as Paperless Staffing. Implicit in the name is a whole new philosophy of how staffing companies can and should do business.

I host a weekly webinar titled, "How to Start a Staffing Company". Naturally, you would think that the attendees are eager first time entrepreneurs chasing the American dream not, because they have been laid off, downsized, or fired. Call it what you want, but they are out of work and out of luck if they intend to replace their position or income within the staffing industry. So what is the option? Start their own staffing company. We are hearing from many existing staffing company owners looking for new relationships with proven industry winners, like TempWorks.

TempWorks Venture is the end product of an amalgam of experienced staffing minds. TempWorks ownership and leadership might be the largest cumulative collection of experience of all staffing industry vendors. For my part, I came here to help start the funding operation with almost 15 years of experience. Our immediate focus was on eliminating the shortcomings of the existing funding choices. Having a great technology platform helped eliminate much of the wasted time and lack of fluidity. Great people using the technology provided the engine for speed and simplicity. Great ideas and new approaches to old problems is what keep us ahead.

It's hard to believe that when we launched in 2007, few funding and back office competitors used electronic billing. It's been here since our first account signed up and over the months and years and customers, we have seen amazing benefits. Yes, the debtor has an invoice immediately and the payment is made earlier (reducing DSO and saving our clients money), but that's just the tip of the iceberg. Every temp industry lender will tell you they go to bed and wake up concerned about fraud. Dishonest clients and debtors are the bane of every lender's existence.

Reducing the impulse to commit fraud and eliminating

the ways it can be perpetrated are critical to survival and success. An electronic invoice with immediate confirmation goes a long way toward heading off malfeasance. Gone are the days of "The wrong address", "In the mail" and "I never got it". Gone, too, are the days of good clients paying for sins of the bad apples- often the result of antiquated procedures and a severe lack of an air-tight process.

This is one example of many. If your funding source is not a partner, the question is not if but when their archaic processes will damage your business.

Recent News



TempWorks Releases Twitter-Integrated Social Media Suite

Enterprise software company TempWorks introduces web 2.0 based social media suite that integrates the best of lead generation, web analytics, CRM, Twitter, email marketing and content management systems. The suite has underscored success for both TempWorks own marketing and sales and that of key clients.

In 2007, TempWorks Software CEO Gregg Dourgarian saw rapid changes in how buyers were making decisions. Trade show booths and industry journal ads were becoming less effective each year. Telemarketing, cold-calling and direct mailing were suffering the same fate.

"The writing was on the wall. Interruptive selling no longer worked," says Dourgarian. "Prospects didn't want to listen when sales people wanted to talk. And, sales people didn't know when prospects were ready to talk."

Now, instead of cold calling, the sales staff wakes up each morning with a stack of sales-ready leads harvested off of the Social Media Suite.

[Read more](#)



TempWorks W-2 Administration

TempWorks Software is pleased to announce that we will be offering W-2 printing to our clients for 2009 payroll.

Outsourcing your W-2 printing gives your company immediate relief from endless paperwork and compliance hassles. During the hectic year end, focus on revenue-generating tasks, rather than worrying about tedious tasks such as printing thousands of W-2s. Our professionals here at TempWorks will print them and send them via Fed-ex to your office, or mail them to your employees, in a timely and efficient manner to ensure that you meet all the deadlines.

Please let us know by December 1, 2009 if you would like to take advantage of this offer! Call us today if you are interested in finding out more about our W-2 printing or payroll services.



Members of the TempWorks team recently returned from the Staffing World annual convention in Orlando, FL.

They had a great time conversing with clients and prospects, as well as meeting new faces

Staffing Firm Wins Big by Paying Faster

Paying quickly helps attract and retain top-quality temporary workers, and one staffing company has emerged with a digitized time card system that makes that process faster than ever before. Employees get paid faster and clients invoiced sooner with digitized time cards attached, thus reducing errors and expense, saving time and avoiding lost time cards!

St. Paul, MN (PRWEB) September 23, 2009 -- Link Staffing has built an impressive track record over its three decades, emerging as one of the nation's top providers of temporary staffing solutions, something of an anomaly in an industry where seemingly few firms survive longer than the candidates whom they place.

Founded in 1980 as a single branch office in Houston, Texas, Link Staffing quickly found a niche in a city just emerging as an industrial and manufacturing powerhouse. Today the city ranks behind only New York City for the number of Fortune 500 companies headquartered within city limits.

Specializing in industrial, skilled labor and general administrative positions, Link Staffing's spectacular growth mirrored that of the city it calls home, becoming Houston's temporary labor solution of choice. While Houston's largest employer, Enron, imploded due to its pervading lack of ethics, Link, by contrast, has grown in large part due to its focus on core values, succeeding in its stated mission of "making each client an advocate."

[Read more](#)

Support Center



Our Technical Support Center is available to help customers **24/7!**

If you need assistance outside of our regular business hours, our on-call representative will address your needs.

Call TempWorks at 651-452-0366, and select option #2 from the voice menu.



TempWorks Software incorporated in Minnesota in 1997 and provides large and small staffing clients with solutions and services designed to cut costs, stimulate growth and make them more money through increased efficiency.

Our Enterprise system fully-integrates the front and back-office, and houses: resume parsing, CRM, business intelligence, email, and task planning. Add-on solutions (web portals for clients, employees and applicants, a mobile phone interface, and our Time Clock software) enhance customer service and keep your company at the top.

TempWorks invoice funding and payroll processing services open our clients up to new opportunities and lessen internal burdens. It's our goal to offer clients a complete package of solutions that improves productivity so they can focus on their core business.

From recruiting to payroll and everything in between, TempWorks Software puts technology to work for staffing firms and their clients.

 need more info?

Want More Info On TempWorks?
Request it Now!

To receive more information on TempWorks products for your staffing company, simply submit a request form online. [Click here](#) to request more info.

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