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“Achieve Great Results with Great People”

# CR Fletcher

ASSOCIATES INC

Professional and Temporary Staffing

## NEWSLETTER

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### who we are >>>

C.R. Fletcher Associates, Inc. specializes in the search and recruitment of superior talent for our customers. We fulfill our clients' needs by having knowledge of their company, products and industry. We actively recruit, thoroughly screen, and provide reference checks on potential candidates. Our goal is to help our customers grow and increase their competitive advantage by recruiting the highest caliber employees.

### our specialties >>>

We offer recruitment in a wide-variety of disciplines. Our areas of expertise include, but are not limited to:

- Accounting & Finance
- Sales & Marketing
- Information Technology
- Administrative & Clerical
- Human Resources
- Light Industrial
- Temporary/Contract Staffing

For more information go to  
[www.CRFletcher.com](http://www.CRFletcher.com)



## Uptick in Executive Jobs Seen For 2010

*Recruiters are bullish on the outlook for executive-level job hunters in 2010*

By Sarah E. Needleman

Slightly more than half of 153 recruiters surveyed earlier this month said they expect a 19% rise in executive-search assignments during the first half of 2010, reports ExecuNet, a networking organization for recruiters and executives. That's the largest percentage increase since early 2008.

Some 54% of recruiters also said they were confident the executive employment market—including assistant vice presidents, CEO and other executive team members, and board members—will improve in the next six months. That was up from 50% in November.

"The economy is recovering and companies that deferred hiring and froze work forces are

now searching for the talent they need to grow," says Mark Anderson, president and chief economist for ExecuNet based in Norwalk, Conn. Industries where recruiting activity is expected to be strongest in 2010 include health care, clean energy, pharmaceuticals and high technology, he adds.

### Economic Predictor

John Wood, vice chairman of Heidrick & Struggles International Inc., says the latest findings mirror activity occurring at the Chicago-based search firm. "We are definitely seeing a resurgence in board and CEO recruitment and would expect that to continue in 2010," he says.

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### from the president's desk >>>

C.R. Fletcher Associates celebrated our 20<sup>th</sup> anniversary in 2009. It was an important milestone for us and we closed our year with a "birthday bash." We would like to thank our customers for the support and confidence you have continually shown us.

I would like to share with you our perspective of the Central New York economy. As you know, 2009 was a difficult year for most. We are fortunate that in 2009 we met our goals and objectives. We are anticipating 2010 to be similar. There was some great success in Central New York including companies continuing to add staff and invest in their teams. Our community continues to benefit from the abundance of our colleges and universities. They provide us with strong highly educated talent.

At C.R. Fletcher, we follow national trends provided to us by the American Staffing Association (ASA). ASA regularly publishes a Staffing Index, showing estimated weekly changes in the number of temporary and contract employees, as a measure of staffing industry employment trends. Staffing employment in January 2010 was 4% higher than in the same month in 2009, according to the ASA Staffing Index. This is a positive step and signifies that we may be easing out of the recession. We continue to see solid demand from our clients for permanent placement situations and also see steady temporary hours, and are confident and optimistic as we look ahead to 2010.

Once again, I would like to say thank you for your business and support. We look forward to working together in 2010.

Carol Fletcher

### Small Firms See Increase

Small search firms also are seeing a boost in recruiting activity. "We currently have about 20% more jobs on our plate now compared with the beginning of the recession," says Willie Hochman, chief executive officer of New York-based Joel Paul Group, which specializes in the nonprofit sector.

Another possible indicator the executive job market is improving: There are roughly 2,500 executive-level jobs listed on ExecuNet's Web site today, 20% more than

in July, according to Mr. Anderson. ExecuNet's membership among recruiters has risen about the same percentage during that time, he adds. Membership among executives rose 10% during that period.

### Lower on the Ladder

Meanwhile, a newly released CareerBuilder.com survey of more than 2,700 hiring managers and human-resources professionals suggests recruiting activity for positions lower down the corporate ladder also is increasing. The survey's findings

indicate that 20% of employers plan to add full-time employees in 2010, up from 14% in 2009. Of the respondents, 61% don't plan to change staff levels and just 9% expect to trim their work forces, down from 16% last year.

Industries where hiring is expected to increase the most in 2010, according to CareerBuilder, are information technology, manufacturing, financial services, professional and business services and sales.

Original article can be found in  
The Wall Street Journal, Dec. 30, 2009

# Business Owners Try to Motivate Employees

*As recession lingers, managers hold meetings and change hiring practices to alleviate workers' stress*

By Sarah E. Needleman

Some business owners say their employees—after months of dealing with layoff worries, wage cuts or scaled-back hours—are stressed out and in need of extra attention.

As the recession lingers, business owners are finding it necessary to take extra steps to make employees feel valued. They say their efforts—many of which cost little or nothing—are critical for maintaining employee productivity, confidence and satisfaction.

"Your employees are being bombarded with doom and gloom," says Bert Martinez, a small-business adviser in Houston. "If there's anything you can do to make your employees feel secure and that they're important, they're going to work better."

What's more, making strides now could help reduce turnover when the job market recovers. A recent Conference Board survey of 5,000 U.S. households showed that just 45% of respondents are satisfied with their jobs, down from 61% in 1987, the first year the survey was conducted.

To show appreciation for her five employees, Elise Lelon, owner of The You Business LLC, a leadership-consulting firm in New York, says she upgraded their job titles. "It doesn't cost me anything and it makes them

feel good," she says. "You've got to think outside the money box when it comes to motivating your employees in this economic environment."

Ms. Lelon says workers tend to value senior titles like "director" and "manager" because these can make their résumés more robust. "I have two housewives who were high-powered women before they settled down and had families," she says. "We crafted titles and roles that offer them more continuity. As a result, they feel as if they haven't missed a beat with their careers."

Ms. Lelon pulled other levers as well. For example, she granted her staff the option to work remotely and at hours of their choosing, including nights and weekends.

"Autonomy is worth a lot to people," she says. "This creates an entrepreneurial environment for them."

Christopher Mills, co-owner of Prime Debt Services, a debt-management firm in Dallas, took another approach. Last spring, he began meeting privately with his 14 employees once a week to let them vent, share ideas or just shoot the breeze. "I found the more I listened, the better they pepped up," he says. "It takes time from me, but it's worth it."

Mr. Mills has also been showing his staff appreciation by preparing them a breakfast of waffles, bacon and coffee every Wednesday. "It's one less thing on their to-do list."

Original article can be found in  
The Wall Street Journal, Jan. 14, 2010

## ask the staffing experts >>>

**Q:** Do references really matter?

**A:** Especially in the current job market, references absolutely matter.

At C.R. Fletcher Associates, we provide professional reference checks on all placed candidates. Current and former supervisors and colleagues are the ones who will best be able to speak about a candidate's work abilities and past success.

**CRFletcher**  
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