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## News from TRICOM

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### The Labor Shortage Is Real — What States Are Doing About It

By Julie Ann Bittner, President / CEO, TRICOM

Over the past several months, staffing owners have indicated an overwhelming increase in open orders but are struggling to find candidates to fill them.

This trend has not only been impacting staffing companies — employers all over the U.S. are having trouble finding staff to fill open positions. This lack of workers is hurting small businesses and impacting their ability to survive. Small businesses are being forced to turn down business due to staff shortages. In the past few weeks, I have seen countless signs in restaurants and coffee shop windows indicating adjusted hours or additional days they are closed due to staff shortages.

Employers are having trouble competing with the federal government's unemployment payments, which are paying individuals more to stay home and not work rather than find a job.

In a recent podcast with David Searns of Haley Marketing, David noted that, "Demand for talent is through the roof but supply is really low."

Why is the labor market so tight recently? "Literally to the day, we watch data on people applying to our client's websites. We read the data from Indeed. We are on top of what is happening out there, and it was March 11, 2021 that we noticed a shift."

**[CLICK HERE](#) TO READ WHICH STATES ARE ENDING THE EXPANDED FEDERAL UNEMPLOYMENT BENEFITS, AND WHAT SOME ARE OFFERING IN THEIR PLACE.**

### This Month's Webinar: Amplify Your Recruiting Efforts by Riding the Digital Wave



Duration: 1 hour  
Cost: Complimentary

[Click to View! »](#)

Struggling to make placements quickly? Need help finding the RIGHT candidates? It is time to be efficient and leverage digital technology as much as possible. Join TRICOM and Digi-Me for our May *Industry Insider* webinar to see how automating your job postings including automating a video to accompany your postings (in 48 hours or less), can help narrow your target quickly during the recruiting process. This will reduce time to fill even with an increase of applications.

One-minute of video is worth 1.8 million words, giving job seekers a better understanding of your roles and allowing them to better self-select prior to applying. Virtual Career Fairs can help bring large groups of job seekers to one virtual location, offering one day of chats with your recruiters. These can also serve as round one of interviews, while the day after the fair you can schedule round two. Efficiency is the name of today's virtual game. Learn more in this presentation with real-life case studies.

Learning Objectives:

- How to use digital technology to find the right talent.
- How to automate your recruitment process.
- Why video helps show and tell your employer brand.
- Why video helps attract the best fit for the role.
- How to leverage virtual career fairs in order to be efficient for recruiting in a high volume.

By the end of this session, you'll know how to amplify your recruiting efforts.

### Did You Know? TRICOM's Insights with Insiders Podcast features the 2nd PPP loan and Employee Retention Credit

This month on our Insights with Insiders podcast, Julie Ann visits with Jerry Grady, Ann Arbor Office Managing Partner for UHY LLP and board member of UHY Advisors, Inc., which provides tax and business consulting services. Jerry has been instrumental in presenting and consulting on the Paycheck Protection Program (PPP) Loan as well as PPP Loan forgiveness for the staffing industry. The latest legislative updates related to COVID relief have brought a host of changes and prompted many questions.

What confusion exists around the latest PPP loans and what does that mean for staffing owners?

What staffing businesses will be eligible for a second PPP loan?

What changes occurred to the Employee Retention Credit and why is this important for staffing owners?

They will be discussing important issues staffing company owners are wrestling with today, as well as the expert advice he's giving to staffing clients right now.

[Click to listen!](#)

Also available on our Spotify channel, Julie Ann sits down with David Searns, CEO of Haley Marketing, a marketing firm that focuses exclusively on serving the staffing industry with innovative strategies and award-winning solutions. David discusses changes, challenges, and trends in the industry that have emerged in recent years and have been amplified by the COVID-19 pandemic. He shares data on how unemployment benefits and stimulus checks have affected the workforce and how staffing companies can use the four pillars of recruitment marketing to expand the talent pool and recruit quality candidates.



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### This Month's Webinar:

Amplify Your Recruiting Efforts by Riding the Digital Wave

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### Events:

**May 31** — TRICOM office closed for Memorial Day

### New On TRICOM.com!

April's *Industry Insider* webinar, *5 Benefit Realities Guaranteed to Impact Your Bottom Line in 2021*, is now online! Over the past decade, the Affordable Care Act (ACA) has transformed hourly-worker benefits from an afterthought to a complicated-but-necessary reality. As if that were not enough, the Coronavirus has introduced further upheaval as it has exacerbated financial worries and increased worker demand for access to valuable, usable benefits. Essential StaffCARE, the largest provider of health benefits to the staffing industry, has worked tirelessly to educate staffing companies on which emerging benefit trends will have the biggest impact on their bottom line. In this webinar, ESC Senior Analyst Marco Nunez will discuss the 5 most important benefit trends in staffing for 2021, including: financial and benefit realities for hourly workers, virtual-forward voluntary benefits, mobile/integrated benefits enrollment, benefit and tax-fraud schemes, and compliance, compliance! By the end of this session, you'll know the five benefit realities guaranteed to impact your bottom line in 2021. [Click here](#) to view the webinar presentation.

**PLUS.... Check out our podcast section on our homepage at TRICOM.com! Watch for our new monthly podcast series, "Insights with Insiders," with new podcasts being added the second Thursday of each month (and sometimes even sooner!).**

You can also pop over to [Spotify](#) to follow us and listen to terrific conversations!

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