

Stressed About Finding Quality Help?

Recruiting Firms Pave the Way To Relief

The ground has thawed, the trees are budding and vacationers are beginning to think about their summer travel plans. Does your establishment have a plan to fill those gaps in the staff for the upcoming summer season? Are there key positions you need to fill before the onslaught of summer travelers? For many business operators, this can be a source of stress at the beginning of a busy season. They madly begin to fight with their competitors for quality staff members... ads are placed in the local papers, marques are changed to "now hiring" type phrases and announcement on the radio may even be made. But does it have to be that maddening? Of course not! Four New Hampshire Lodging and Restaurant Association members have services to offer in times of need. These recruiting firms include Barclay Personnel, Goodwin & Associates, Harrison Business Group and Tidewater Hospitality Resource. "Hospitality recruitment is a driving force behind the successful operation of a hospitality business," said Jennifer R. Bernard, Principal of Harrison Business Group, LLC. Harrison Business Group, LLC's objective is to service hotel companies and resorts in the location of qualified hospitality professionals. The firm has contracted with over 100 hotel companies nation wide and over 40,000 hospitality professionals in the area of Operations, Sales, Culinary and MIS placement in 3, 4 and 5 diamond operations. The recruitment team spends 7 days per week recruiting men and women that are professional, driven and capable in the area of hotel operations, sales and rooms division. In addition to helping business managers, Tidewater Hospitality Resources also offers hospitality professionals at all levels of experience assistance in employment searches, career development, resume design and training. *The Tidewater Training Series* provides intimate training classes for hospitality professionals, presented by industry operations experts. "In a tight economy, everyone wants to be more "cutting edge", whether in the areas of menu development, retaining and motivating employees, service etiquette, interviewing skills, leadership and communication skills, strategic planning, inventory/cost control or the basics of supervision," said Keri Laman of Tidewater. "Typically if an establishment runs an ad, they will receive resumes from the 4% of New Hampshire's unemployed, therefore reducing the candidate pool to the less desirables," said Eric Goodwin of Goodwin and Associates. "We have the other 96% of "employed" as candidates. Don't limit your search to 4% of the wrong candidate pool when you can have access to the best people out there." Industry expert Goodwin says business owners set the hiring criteria and then let the recruiting firm do the rest of the work. Goodwin and Associates will match businesses with the best four or five candidates for the job, eliminating a lot of interview headaches for business owners and save time with the internet junk that happens. Personnel agents are put to good use when there is sense of urgency and timeliness. "Say a key manager, chef, or sales person gives you a two-week notice in the middle of your season. What do you do?" asks Goodwin. "You're in northern New Hampshire with little access to great candidates and you need someone now. Go to a recruiter you trust and let them search for you." If the recruiting agency has value, it's owners or managers are industry veterans

and know the business. Additionally, many recruiting firms offer a guarantee, meaning if the hired candidate does not work out for any reason, they will replace that candidate at no charge. “The smart folks know the competition is not for the guest, it’s for the best manager,” said Goodwin. “Without that there is no guest.” To find out more about any or all of NHLRA’s recruiting firms (at left), feel free to contact them.