

## Employee Recruitment, Retention Booklets Offer Helpful Tips During Labor Shortage

Finding and keeping workers is easier with these 220 ideas that include onsite day care centers, espresso bars, employee nap rooms

PORT WASHINGTON, Wis. -- July 1, 2006 -- Employers struggling with the worst labor shortage in three decades can find dozens of ideas for finding and keeping workers in the booklets "113 Tips for Finding Valuable Employees" and "107 Tips for Keeping Valuable Employees."

The two 16-page booklets were written by Joan Stewart, a publicity expert and management consultant who is also known as The Publicity Hound at <http://PublicityHound.com>.

"Every tip in these two booklets is being used by savvy recruiters to find employees, and by smart companies and nonprofits that want to keep exceptional workers," Stewart said.

Proactive organizations that want to keep valuable employees and lure other qualified workers away from the competition are using recruiting and retention strategies that would have been unheard of 20 years ago. They include offering employees flexible work schedules, career counseling, onsite day care centers, espresso bars in the company cafeteria, and employee nap rooms.

The booklets are \$5 each. Order at <http://PublicityHound.com/> or by sending your business card and a check (U.S. funds only) payable to The Publicity Hound to Box 437, Port Washington, WI 53074. Or call 262-284-7451. Discounts are available for bulk purchases.

Stewart publishes a free ezine of publicity tips twice a week. [Subscribe at http://PublicityHound.com/tips](http://PublicityHound.com/tips).

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### Permission to Reprint:

You may reprint any 10 tips of your choice from each of the two booklets as long as you include ordering information. Email me at [JStewart@PublicityHound.com](mailto:JStewart@PublicityHound.com) for all the tips. Need a photo? GIF images of both booklets are available at (insert link here.)

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