



Full Desk Staffing and Employment Agency



Robin L Fischer - President

CEO CFO: Ms. Fischer, what is the focus at Action Staffing Solutions?

Ms. Fischer: We are a full desk staffing and employment agency, with a focus on long term relationships and making a difference in lives every day! Our focus is to provide jobs for people and people for jobs.

CEOCFO: What does “Making a difference every Day” mean to you and your team?

Ms. Fischer: It means making a difference in the lives of our employees, clients and the community. There is not a day that goes by that we haven't achieved our goal. It represents assisting job seekers in obtaining gainful employment, assisting in career change transitions and providing the right employee to our clients. We are mindful of community support and paying it forward. We work closely with multiple non-profit organizations and have made quite a positive impact in the lives of many. The first focus on our Value Proposition is “Constant Care”, which is clearly supported through “Making a difference every Day”.

CEOCFO: What is “Constant Care”?

Ms. Fischer: Our definition of “Constant Care”- *Human capital is the most crucial investment of any organization. We partner with our clients to provide the right personnel to accomplish the objective of our customers. We take great care to provide exceptional service through quality relationships with our clients, associates and employees. We don't want to just look good to our associates, clients and employees; we want to be good. We ensure 200% customer service to all of our relationships because our focus is long-term relationships with all!*

CEOCFO: How do you know when you work with a company (client), that they have the same mindset?

Ms. Fischer: When our business development team first meets with a perspective client, it is our duty to completely understand their values, culture and environment prior to building a relationship. We are interviewing the company just as they are interviewing ours. A good match is of the utmost importance to ensure open communication between both companies and a solid partnership. We are focused on building relationships with other companies that operate with integrity and strong ethical standards, live their “Value Proposition or Mission Statement”, and value a positive relationship with Action Staffing Solutions and its team.

CEOCFO: What types of positions do you typically staff?

Ms. Fischer: Action Staffing Solutions is a very diverse agency that operates in most professions. Our pool of associates are 60% professional and 40% manufacturing. Within the 60% professional positions we have approximately 25% of these employees working through our State or Federal contracts. We have or have staffed CFO's, Controllers, CPA's, Bookkeepers, Procurement Technicians, Contract Specialists, Safety Specialists and Managers, Sales Directors, Administrative Personnel, Medical Professionals, Human Resource Managers, Engineers, Marketing Professionals and Project Managers. Our manufacturing business placement has varied from Machining Programmers, Plant Managers to entry level laborers.

CEOCFO: What is the employment market like today?

Ms. Fischer: It is definitely an employee's market, and not an employer's market. This is due to the unemployment rate of roughly 3% in Northern Colorado and the Front Range, which is the lowest it has been in about 8 years. However, this is why it is so important to ensure you are providing “Constant Care”. Our candidate pool consists of 80% passive candidates that currently are employed looking for better opportunities for professional growth. The passive candidates

are generally referrals from our current associates whom we have worked with and have provided amazing service to. Our goal is to make our clients jobs easier, and provide them with the candidate that has the required skills and the right fit for their culture. Our clients range from small to medium companies. Some of our small clients do not have an HR department, so we not only provide staff but also provide Human Resource Solutions and Payroll Support. Our medium sized clients have HR departments, generally with one individual who is responsible for the plethora of HR duties. We fill that gap by assisting them with their recruiting needs so they can focus on training, annual reviews, promotions and benefit enrollment. The ACA Mandate (Affordable Health Care Act) is the latest update and one of the most crucial updates for all employers. This is another area we support our clients in and provide tracking and fee schedules to help make their job easier. We are the catalyst in providing quality and skilled employees to our clients, with the market being as tight as it is, our clients welcome our support and services. This is what we do all day every day of the year, which allows our clients to focus on what they do best and source their staff augmentation, HR and training needs to Action Staffing Solutions for their desired results.

CEOCFO: How do you keep up with the regulatory issues that seem to be ever changing?

Ms. Fischer: Regulatory issues around employment are ever changing so you must have resources that provide you with the correct updates whether that be minimum wage or the new ACA (Affordable Care Act). We are members of the American Staffing Association, which provides updates through its legal team on all of the regulatory changes. We require our recruiters to become “Certified Staffing Professionals” (CSP) within their first year of employment. We have a leg up by getting our recruiters their CSP Certification through the ASA. The certification requires in depth knowledge of local, state and federal regulations. The certification and the legal staff of ASA provide the needed information to stay abreast of all regulatory changes.

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CEOCFO: What are some of the services you offer other than staffing?

Ms. Fischer: Action Staffing Solutions is a full desk agency that offers additional services that include; payroll support, Human Resource solutions, sales consulting and planning, business model assistance for start-ups, assessment training, Lean consulting and Color Code training. My father and I are Certified Color Code trainers in the State of Colorado. This training assessment is based off of “EI”; Emotional Intelligence where most personality assessments are based on “IQ”; Intelligence Quotient. Emotional Intelligence has become a determining factor in success in the workplace and in relationships. Your core values never change, your personality never changes and this helps in determining where you will achieve success. It focuses on whether one will be good at their job and what culture is the best fit. We at Action Staffing Solutions believe “Fit is First”, skills are second because you can’t teach someone how to be a certain personality type, but we do know that giving the right personality traits you can teach anyone anything regarding skills.

CEOCFO: Is Color Code training a big part of your business, and is it fun? Is this a growing part?

Ms. Fischer: It is fun! It is always fun to help someone find their inner self and recognize the strength they bring to the table. It is a small part of our business as staffing is our primary focus. The area of growth for Action Staffing Solutions is the Federal Government arena. We hold 8a, WOSB (woman owned small business), and EDWOSB (economically disadvantaged woman owned business) Federal Certifications which enable us to market our services to a larger audience, the Federal Governmental Agencies.

CEOCFO: What is the biggest challenge in the Federal arena, and how do you overcome them?

Ms. Fischer: The biggest challenge is planting your roots. It isn’t an easy task to be awarded a Federal contract. It takes diligence, persistence, relationship building and educating yourself on Federal Acquisition Regulations Codes (FAR). Once you are awarded a contract, your opportunity grows as long as your performance rating remains in the green; a pass is green and red is a fail. Green means that you provided the services or products you guaranteed to provide in the time frame and as requested in your contract. The Federal Government allots a percentage of contracts and revenue to Small, Disadvantaged, Veteran Owned and Women Owned businesses to support the backbone of our economy. In order to overcome being awarded Federal contracts you must get help from your local US Small Business Administration, network with the agency decision makers and build rapport and solid relationships.

CEOCFO: Is working with the Federal Government difficult?

Ms. Fischer: There really isn’t any difference from working with the private sector to the government sector, other than the proposals and the contracting process. I enjoy working with the Federal Government and have worked with some

pretty amazing people! We have a presence with DOD and DOE, and we continue to grow our presence with other agencies. I am currently working on getting our GSA (general services administration) Schedule, which would allow Federal agencies to contract our services through a government portal at a contracted rate schedule that is competitive and marketable.

CEOCFO: Why use Action Staffing Solutions?

Ms. Fischer: We are a family owned agency that truly focuses on “Constant Care” and proven results for our associates, clients and employees. We believe that some things should not be carried into tech world and that is our application process. We do not allow online applications to be completed, we are looking for the serious job seekers that will come directly to our office to complete the application and interview in person. This ensures our client a screened candidate, not someone who landed in the database and automatically sent to their location because of a skill match. Call me a little old fashioned, but I believe in personal service and human interaction. This gives us the opportunity to really get to know the candidate so we can make a good associate and client match!

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



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