



ECONOMIC SNAPSHOT: A LOOK BACK TO 1990

Twenty years ago, NSM Insurance Group established its oldest insurance program still in existence today—Staffing Lines. Since its inception in 1990, Staffing Lines has been providing worker's compensation insurance to temporary and permanent employment agencies, and outplacement and executive recruiting firms throughout the country. Today, it's NSM's most respected and mature insurance program with over 6,500 contracted agents.

What else was happening in the nation in 1990 when Staffing Lines began? Take a look at these economic highlights and see how they compare to today:

- Average home cost:
\$123,000 vs. \$187,000

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Staffing Industry Economic Analysis *Statistics from American Staffing Associations*

Businesses are hiring again—slowly. After 20 months in negative territory, June 2010 marked the second consecutive month of positive hiring plans by small businesses, according to the National Federation of Independent Businesses. And a June 2010 survey of small businesses by CareerBuilder found that one-third plan to hire in the second half of the year. In June 2010, the private sector added 83,000 jobs, of which 21,000 were in the staffing industry.

Because America's staffing companies offer businesses work force flexibility, they will play a key role in putting people back to work as the nation recovers from the Great Recession. Many of those jobs will start out as temporary. Many of those jobs will become permanent as businesses gain confidence in the economic expansion.

By helping businesses tap the talent they need when they need it, America's staffing companies improve the efficiency of the U.S. labor market. By quickly matching talent to work, America's staffing companies boost U.S. employment. By creating jobs, America's staffing companies strengthen the U.S. economy.

To view the complete analysis from American Staffing Associations, click here [<http://www.americanstaffing.net/statistics/economic2010.cfm>] to read *American Staffing 2010: Turning Point—Annual Economic Analysis Puzzles Through the Data and Explains the Trends*.



Staffing Lines Hires Industry Leader Michael Hayes

Geof McKernan, CEO of NSM Insurance Group, has announced that Michael Hayes, CIC, will join NSM Insurance Group as the Director of Staffing Lines. The Staffing Lines Program is one of NSM Insurance Group's most respected and mature programs serving the staffing industry in all 50 states for over 20 years.

"I am very pleased to announce that Michael has accepted the position of Director of Staffing Lines," said Geof McKernan. "Michael brings to NSM Insurance Group a special combination of innovation and experience in underwriting workers' compensation for the staffing industry. Michael has over 20 years experience with workers' compensation and staffing having served with AllRisks and World Wide Specialty Programs.



"We continue to grow in direct response to the needs of our over 6,500 contracted agents," said Geof McKernan. "Michael Hayes is a terrific addition to our senior management team because he already understands the need of our client agents and brokers."

This Time, Make Your New Year's Resolution a Reality

Let's face it. New Year's resolutions are easy to make and easy to break. Seems every year we make the same promise: *This year I'm going to lose weight, quit smoking, save money, travel, go back to school, volunteer, cut back on alcohol, eat healthier, whatever.* Why do we make the same resolution year after year? Simple—we failed to reach our goals last year. But don't give up! Keep these tips in mind and make your 2011 resolution a reality.

- **Set small, obtainable goals and reasonable deadlines.** If you want to lose 20 pounds, shoot for 5 per quarter. Losing 5 pounds is less stressful than 20. Plus, with each small success comes new motivation.
- **Visualize your goals.** What does achieving your goal mean? Maybe it's fitting into those 34s again, or losing the cover up at the beach. Whatever it is, a visual, daily reminder is a powerful tool. So hang those favorite jeans on your closet door so you see them every day.
- **Just do it!** You're not going to lose weight by eating pizza and cake. It's better to try and fall short, than to not try at all—that's the true failure—so give it all you got. You'll be surprised at what you can accomplish when you put your mind to it.



It's shocking what some employees will do

Have a funny employee story or a picture that tells a precarious tale? We'd love to see it! And if we choose your submission for publication in a future issue of *Staffing Connection*, we'll send you a \$25 gift card!

Send your submission to Staffing Lines Production Underwriter Jennifer Porter at JLPorter@nsminc.com.

The Shrinking Value of a Dollar

In 2008, it took \$21.57 to buy what \$1 bought in 1913. Do you know how many dollars in 1990 equaled \$1 in 1913?



Answer: \$13.20

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Economic Snapshot

- Average household income: \$28,970 vs. \$49,777
- Per capita personal income: \$19,188 vs. \$40,208 (2008)
- Average price for a gallon of gas: \$1.16 vs. \$2.95
- Average cost for a new car: \$16,000 vs. \$28,400
- National unemployment rate: 5.6% vs. 9.8%
- Federal minimum wage: \$3.80 vs. \$7.25
- Outstanding consumer credit: \$751.9 billion vs. \$2,399 billion
- Public debt: \$3,233,313,451,777 vs. \$9,289,427,992,748