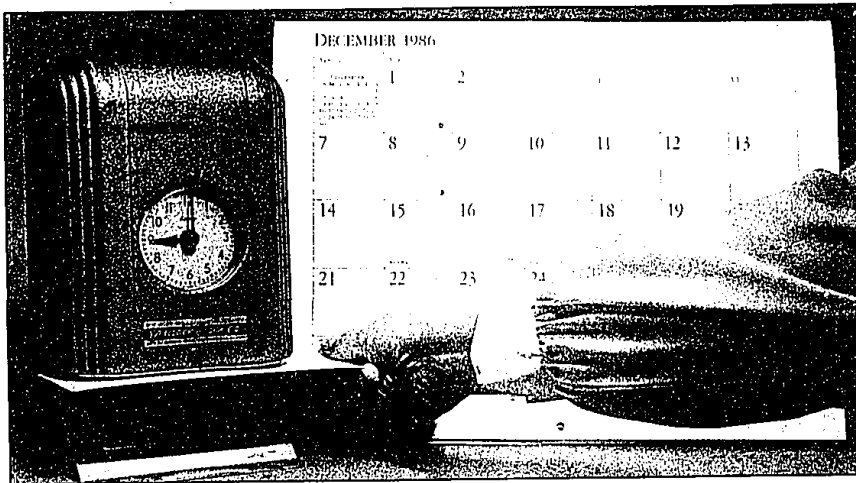


classifieds inside

Marilyn Fitchett editor/591-2300

Thursday, December 18, 1986 O&E

(F1C)



# Temporary help turns to specialization

By Pat Walsh  
special writer

If your image of a temporary worker is that of a woman clutching a steno pad, think again. Not only are some of today's "temps" unable to type, some of them are men.

The malnourish of the industry still is clerical workers. Light industrial workers and marketing services workers are next in demand. But there is a growing trend toward agencies specializing in supplying temporary workers who are trained in one area of expertise.

Engineers, accountants, medical billing personnel and technical workers are finding their way to temporary help agencies.

Livonia-based Acro Service Corp. specializes in engineers for the auto industry. Ron Shabani, Acro president, sees several benefits for companies to enlist in temporary help in the engineering field.

He describes his engineers as "experts, not interested in corporate politics."

"They like to be considered consultants. They can become very experienced very quickly. In a corporation, an engineer advances himself by becoming a supervisor. While the company gains a supervisor, it loses a highly trained engineer. We offer engineers greater engineering challenges."

He also sees some accounting benefits.

Particularly in an economic downturn, "companies have to find a way to reduce fixed cost or convert fixed cost to variable cost. Temporary workers are a variable cost."

GALE COUSINS incorporated Temporary Professionals of Southfield in 1984. The former director of patient accounts at Sinai Hospital, she now provides supervisors and clerical workers experienced in medical billing for hospitals, clinics, HMOs, doctors' offices and home health care agencies.

"We provide trained individuals to come in and clean up a backlog, cover vacations or supervise a staff in

implementing a new type of billing format," Cousins said.

She offers her employees training classes in medical billing which includes information on medical terminology, procedures, insurance benefits and claim filing, and computerized billing.

"Our staff needs to be able to pick up a diagnosis and recognize procedure discrepancies," Cousins said. "They need to know, for example, if a patient has a hysterectomy she isn't going to have a local anesthetic."

Accountants One in Southfield supplies bookkeepers and accountants to smaller firms as well as Ford and General Motors. Office manager Carolyn Howard says her greatest demand is for degreed junior accountants with one to two years of experience.

"Often men take advantage of the exposure, wide range of duties, and time off to build up their own businesses or just pursue their own interests," Howard said.

Her experience is echoed by Judy James, manager of

Accountemps.

"We have a lot of people who do other things on the side but need some fairly steady work for fewer hours over the year."

Accountemps has a number of semi-retired workers and has the most call for bookkeepers with computer experience.

"NUCLEAR physicists to fixture builders" are what Lawrence Winnie supplies as president of Diversified Technical Services in Livonia. He finds work for people in the auto companies, in the petroleum chemical field and in computer systems.

They build "army tanks, cars, aircraft and industrial plants" and work on "nuclear power plants, rocket propulsion systems and moon shots."

He says his employees like "varied experience, quicker experience, and lots of overtime." His greatest need is for draftsmen who are CAD (computer assisted drafting) operators.

## Trend is toward 'temps'

Revenues in the temporary help industry have been growing at the annual rate of 20 percent in recent years, making it the third fastest growing industry in the country.

Nora Schroeder, regional manager for Kelly Services, calls the use of temporaries a way for companies to manage better.

"Temporary help is budgeted into their strategic plans to accommodate business surges," Schroeder said. She called temporary workers the new "margin of safety" against unforeseen economic conditions."

The advantages of temporary help are many: no administrative headaches to recruit, screen and evaluate; savings in the benefits cost of a permanent employee; no complications in dismissing a temporary worker; the availability of skilled workers during peak business cycles; and a try-before-you-buy advantage should the employer decide to make the temporary employee a permanent one.

Companies vary in how they compensate their temporary employees. Some companies offer only an hourly wage. Others offer the option of buying into a benefit package. Acro Service Corp. offers its employees the chance to "move their dollars around cafeteria style" between wages and benefits. Kelly Services offers benefits and paid vacations. All companies charge clients a base wage that includes taxes, workers compensation, Social Security, unemployment insurance and a profit.

AS THE COMPETITION increases to attract qualified workers, benefits are expected to improve. But there are concerns about employees being taken advantage of in temporary help situations.

Pat Berkepe is division manager of Myriad in Southfield, a subsidiary of AMC Renault. Myriad was launched five years ago primarily to handle AMC's temporary clerical staffing needs. Berkepe is moving to reactivate the Michigan chapter of the National Association of Temporary Services.

"Currently two out of 200 employees are temporary employees," Berkepe said. "In five years, those numbers are expected to jump to one in 40." She recognizes the possibility that as temporary work force grows, "people may be taken advantage of and forced into a type of employment that offers little or no benefits."

NATS is pushing for a universal benefit program for all temporary workers. By regulating itself, the temporary help industry hopes to maintain a professional image rather than an exploitive one requiring federal legislation.

— Pat Walsh

...out of 200  
...temporary  
...years,  
...to one

## Kelly Services turns 40

By Pat Walsh  
special writer

It was 40 years ago that William Russell Kelly began to supply temporary office personnel to businesses in the Detroit area. Today, the Troy-based company has 650 branch offices here and abroad.

It employs 430,000 people in 120 job classifications to service 170,000 accounts and paid \$6 billion in wages to its temporary employees in 1985. Kelly Services had record earnings of \$33 million in 1985. Its growth reflects the growth of the temporary workforce.

The Kelly Girls Division still represents the majority of Kelly's employees. But in the '60s, the company began to offer technical, light industrial and marketing services, broadening the base of its business, according to group director Cathy Bannas.

The health care operation offers assistance to the elderly, enabling them to remain in their homes. Medical care is supplied by registered nurses, nursing aides or orderlies. Domestic chores are handled by persons who provide extended family type services such as companionship, shopping and meal planning.

Marketing is one of Kelly's fastest growing fields. A typical task includes "settling up pharmaceutical display in 300 cities across the country," according to Bannas, or "mailing out 1,000 free samples a day, 24 hours a day,

for a promotion that lasted 19 days."

Another job: "The manufacturer of a linoleum product enlisted Kelly people to reward floor covering sales people with \$50 in cash if they cited three of five special qualities when presenting the manufacturer's product."

MARKETING PEOPLE are mystery shoppers, billboard checkers. They offer you sausage or ginger ale at your local supermarket; they register guests at seminars and do surveys at malls.

Kelly trains its workers in approach and interviewing skills to make a positive contact with potential customers. Not all telemarketing consists of interrupting the dinner hour to offer lawn spraying services or window installations. Many manufacturers use telemarketers to interview customers who have expressed previous interest in a product and are looking for more detailed information.

Light industrial workers assemble jewelry, pick and package mail orders, count inventories, do binding and product line assembly. The diversity of jobs draws a diversity of people.

"One warehouse worker is a high school coach who likes to stay in shape during the summer months," Bannas said. "Another worker is a retired purchasing director who sometimes takes assignments on a receiving dock."

## Help wanted; training provided

While temporary agencies have been expanding their scopes, office workers are still the mainstay of the field.

But the introduction of the personal computer has changed the way many offices operate, resulting in an explosive demand for word processors and data entry personnel.

"In Detroit, we need temporary workers. Regardless of skill, we welcome them all. We will train them to the PC level," says Judy Allen, senior director of Kelly Girl Division of Kelly Service.

Pat Gray, owner of Uniforce in Birmingham, says typing skills of 40 to 50 words per minute and four to six weeks of on-the-job training will put you into a high-tech office serving one of Uniforce's 200 accounts, which include IBM and Comshare.

"Good secretaries are much in demand," Gray said. An executive secretary with shorthand, typing and word processing skills can make up to \$25,000 annually. The hourly pay range for skilled clerical personnel in data entry and word processing is \$7.50 to \$11 at Uniforce.

Temporary staffing companies do extensive testing of their personnel. Kelly's KEE Tutor/WP is a computer simulator imitating the operation of different word processing equipment. The simulator can be used in three modes: prompting, guiding and test. Operators work at their own pace learning to input, format and edit. Training packages for word processing, spread sheet and database software include IBM DisplayWrite, MultiMate, Wordstar, WordPerfect and Easy Writer II.

Training is backed by what Kelly refers to as PCAS or Personal Computer Administrative Support. PCAS includes take-along reference guides for the most popular word processing software and an 800 hotline number staffed by experts to assure temporaries on the job.

MANPOWER'S Skillware consists of a diskette and a training guide designed to teach word processing in eight to 12 hours. Packages are available for Wang, IBM DisplayWrite and Lotus 1-2-3.

— Pat Walsh



**Mobiltronics, Inc.**

**Presents The**



**an authorized  
CELLNET  
agent**

**PRICE BUSTER SALE**

**\$795.00\***

For A GE CARPHONE

**625\***

CELLULAR AIRTIME MINUTES

✓ GE QUALITY  
✓ MANY FEATURES  
✓ FULL WARRANTY



**585-4520**

**FINANCE IT\***

**\$19.20** per month

w/approved credit

\*Restrictions Apply