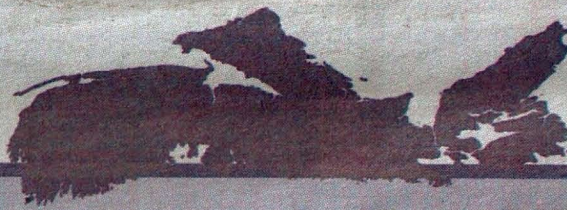
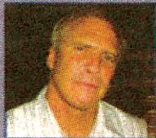


# View from the corner office



## THE QUESTION: Will your organization be hiring over the next 12 months? If so, why? If not, why not?

Compiled by Stephen Clare



### Mike Campbell

Co-owner and operator of the Carleton Restaurant in Halifax

"The bar - restaurant business is a seasonal roller-coaster, so we are constantly adjusting our staff size to accommodate demand. So, given that summer is rumoured to be coming, we will be hiring but we'll be cautious about it. With any luck, the aforementioned weather will cooperate and the downtown area will benefit from whatever tourist trade

materializes over the course of the season. It'll be a tough thing to anticipate given the current economic climate. The question asks about the next 12 month period though, so necessarily at least a few of those hires will disappear as we move into the winter months. Our business is still a new one - we're only just finishing up our first year of operations - which makes it doubly difficult to predict what will happen and the hospitality biz is notoriously volatile. I think we've done a good job of quietly carving out our own little niche in the Halifax market and are sufficiently different from the overall competition to say that I remain cautiously optimistic about the prospects for the next year."



### Omar Roach

Vice-president of ADI for Nova Scotia

"ADI's Nova Scotia offices are cautiously increasing staff levels to meet the needs of our expanding customer base. With economic turmoil in much of North America, we are quite privileged to have a strong and stable customer base and our outlook remains positive. Our mission of focusing

on our customers' priorities requires a broad range of skill sets and experience. As the largest A&E firm owned and based in Atlantic Canada, we have offices in 11 Atlantic Canada locations focused on architectural, engineering, planning, and environmental services. Our primary asset is our staff, therefore employee recruitment and retention is a priority. Our industry is facing the looming demographic challenge of losing our baby boomers at a faster pace than we would like. We pride ourselves in a low turnover rate which we feel is testament to our employee retention efforts.



### Brian Urquhart

Vice-president of Business Operations for the Halifax Mooseheads

"We are currently in the process of filling a position within the Mooseheads organization, but do not have any plans for hiring beyond that for the upcoming season. We are conscious of the downturn in the economy and how it affects our business, but it is by no means the determining factor in our hiring decisions. We base our hiring decisions primarily on the needs for the business moving forward. If we feel there is an area of our business that needs a push over the next year, we'll look at bringing in the right person to fill that role."



### Gary Murrey

Regional vice-president of Casino Nova Scotia

"Our casinos in both Halifax and Sydney have recently adjusted their staffing levels to accommodate the uncertainty that's impacting the entire economy. However, the eco-

nomie downturn also means that tourists are bargain hunting. We thus expect an increase in American visitors this summer, as they're currently enjoying a very favourable exchange rate. As a result, we will be conducting some seasonal hiring. We have positions to fill across our business - from table game dealers to guest services representatives to security positions. These are great opportunities for students seeking exciting seasonal employment, especially those interested in the entertainment industry."



### Ronda Degaust

Co-owner of Halifax-based Life Potential Developments.

"Life Potential Developments has had a steady increase in business since it origin in 2001. Every year we hire, or contract out

work, so the next 12 months will not be any different. According to Robert Half Management Resources, 65 % of chief financial officers say they would be willing to hire someone with fewer technical skills if the candidate had stronger soft skills such as communication and interpersonal abilities. Being the experts in soft skills development, we expect business to increase not only for ourselves over the next 12 months but for our customers too. And that means a lot of hiring."



### Pernille Fischer-Boulter

President of Halifax-based Kisserup Trade Roots International.

"We remain positive about our company's ability to withstand the current economic challenges, heck we are standing tall and hoping to increase business, hire more people and maybe one day gets a corner office for our office! In tough economic times, many companies scale back on hiring outside expertise. Many try to utilize internal expertise and to limited paid-for professional third party advice - unless it is lawyers or tax specialists. However, we see a clear trend emerging: The larger companies scale back, the small and medium size companies look to new markets, new horizons, and new opportunities. Perhaps the

smaller companies are just more flexible than the larger companies, it takes fewer resources to re-focus, to turn the organisation to new adventures and it takes less cash if you are really innovative about it. The smaller companies are looking to diversify, to expand into new markets and they have a strong motivation in reading about all the large corporations in trouble - they don't want to follow in the footsteps of the big guys anymore.....they want to lead, get ahead of the pack, survive and survive well. Global commerce is achievable for all, and more small companies than ever are Going Global. When they do, many turn to professional export development help. That's us. We used to get the majority of our work internationally; we now see a trend of many local and national companies asking for assistance. "Will our organisation be hiring over the next 12 months?" Yes - and hopefully more than just one person - when exports are up, we'll all benefit in Nova Scotia!"