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ON THE GO - HR NEWS 2 TALK ABOUT

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www.go2hr.ca

Message From go2.

Are Zoomers a Part of your Recruitment Plan?

Zoomers or 'boomers with zip' are more or less those aged 45-plus. They may be current workers, retirees or stay-at-home parents and in BC, they account for close to 40 per cent of our population. The good news is that many are actively seeking work and may be the perfect candidate for your next job opening.

This group is a good fit for our industry because many zoomers prefer part-time or seasonal work. Zoomers can also offer your company a myriad of skills and attributes such as excellent problem-solving abilities, great work ethic, reliability and strong commitment.

Be sure to check out the new section on our website that contains information to help your company attract, recruit and retain zoomers. We are also rolling out a marketing plan to raise awareness among zoomers about the many great job opportunities in our industry. Happy recruiting!

Arlene Keis
CEO

HR to Help Your Bottom Line.

What is a zoomer? Boomer-centric media mogul, Moses Znaimer, coined the name zoomers – or boomers with zip. He is quoted on his website saying, "They were a dominant generation [30 years ago] ... they remain a dominant generation today. Zoomers are a growing, vibrant and affluent community."

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Recruiting Zoomers. They are a growing pool of under-utilized workers in BC who bring experience, technical knowledge, interpersonal skills and leadership capabilities to the workplace. Learn more about them, and how to attract them.

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Tips for when hiring new immigrants - part II and III.

NEWS & EVENTS

go2 turns to recruiting 2.0 to help employers: By utilizing social media marketing, go2 has launched two Facebook pages as a way to increase the interest and awareness of BC's tourism industry. See how you can also leverage web 2.0. [More...](#)

go2 partners with MindField on Campus Recruitment Webinar: Are college and university students a part of your recruitment strategy? Join us in this informative webinar on September 24! [More...](#)

Recruiting opportunity at European job fairs: Help ease recruiting difficulties by attending upcoming jobs fairs in Germany, France and Belgium this November. [More...](#)

Cook apprentices need sponsorship: What are you waiting for? Sponsorship is simple and flexible. Learn more about becoming a sponsor, including how your company can benefit. [More...](#)

go2 to attend WYSTC Conference : This month go2 will be in the Big Apple attending the World Youth and Student Travel Conference (WYSTC) in New York. [More...](#)

Only a few spots left at CAVE's hiring fair! Showcase your organization

Here are some tips that might help you assist newcomers to Canada be more successful in your workplace.

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Canadian Tourism College wins DIVERSECity Award:

The college was recently awarded for their outstanding commitment to making the celebration of diversity an integral part of student experience. [More...](#)

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Employers Guide to Hiring Foreign Workers: A quick-link guide designed to assist small- and medium-sized BC businesses interested in hiring new immigrants.

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Honda v Keays: Supreme Court quashes the largest amount of punitive damages in a wrong dismissal case.

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BC Success Stories.

Custom House: Attracting back-to-work mothers and mature, experience workers. After receiving an email suggestion from a customer, Custom House tested the idea of targeted recruiting to a specific demographic they have never attempted to reach before. Read their story and advertisements.

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Stay Tuned.

Incentives and Retention. What is the real cost of employee turnover? Find out how the CEO of Contact Centre Canada pegged down her own numbers - then we do the math for a housekeeper's real turnover cost. Then check out some tips on how to improve your retention practices, along with how one BC golf club's 'greening' initiatives have improved their recruitment and retention strategies.

to over 2,000 career seekers on September 16 and 17. [More...](#)

Legislative Amendments to Compassionate Care Leave. [More...](#)



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FOREIGN WORKER Q&A

Question: I operate a small tourism business and am currently filling out a Labour Market Opinion (LMO) application for a position I call Housekeeper/ Groundskeeper. I understand that the government looks at the National Occupation Classification System (NOC) to determine what the position is and from there, determines what the prevailing wage should be. I cannot find a position in the NOC that covers the breadth of duties required in this job. How do I proceed?

[Answer...](#)

FEATURED SUPPLIER



[Click here to visit go2's Marketplace for more suppliers to BC's tourism industry](#)



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go2 The resource for people in Tourism
Suite 450, One Bentall Centre, 505 Burrard Street, Vancouver, BC V7X 1M3
Tel 604 633 9787 Fax 604 633 9796 Web www.go2hr.ca