

# Recruiting Ideas for Your Company

Today's lumber and building material industry is filled with businesses like yours handling thousands of products and providing a wide array of services to contractors and homeowners. But our industry struggles to "stand out" in most communities, so attracting qualified, hard working employees can be difficult.

Here are some ideas you can use to make sure your business is standing out in your community.



## Stand out in your community and to job seekers.

### Host "learning" events

Many businesses offer customer appreciation days but consider adding "How to Seminars" for do-it-yourselfers and ladies night where your community can learn home improvement tricks and design ideas.

### Sponsor local teams or clubs

Have your name posted on the fence at the local ballpark or on the uniforms of your local team. Support your local veterans group.

### Offer scholarships

Scholarships don't have to be large sums of money. By offering a scholarship, not only does it help students achieve their education goals it brings loyalty from their family. It also shows your employees you support team members who are seeking a higher education.

### Visit your local schools

Visit your local schools (at all levels) and talk to teachers, counselors and students about the LBM industry, the skills you look for and the careers available. Invite them to visit your yard to learn about retail lumber businesses.

### Offer mentor program or internships

Work with your local schools to develop a mentor or internship program that will provide the opportunity for young people to experience the LBM industry while going to school.

### Be on Social Media

Social media is one of the most influential ways consumers learn and make purchasing decisions today. Make sure you have a great website. Use your Facebook page to post not only store information but pictures of projects, special events, and show off the good things you are doing in your community.

### Other ideas:

- Work with the local workforce center to provide an on-the-job-training program for youth and dislocated workers.
- Provide tours for groups like the boys or girl scouts.
- Post open job positions on college/tech school job boards.
- Ask local media to cover special events at your business.
- Make product donations to charity building projects and school programs.



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