

# SPREAD the WORD

## Companies Exercise Care in Hiring Process

By Charlee Beasor

Excellent hiring is no doubt one of the most important factors in a company’s success. Poor hiring can reduce productivity, lower employee morale and eventually end up costing money when the process starts over again to find a replacement.

Honed and refined recruiting strategies and screening tools can, however, assist in uncovering the best potential match and finding the right employee for the job.

**AssuredPartners is a risk management and insurance company that employs 81 people in Indiana and almost 900 across the country. Formerly Neace Lukens, this is the second time the company has been named to the Best Places to Work in Indiana list.**

COO Todd Stocksdale says via email that employees are asked to meet with prospective hires during the interview process.

“We call it the ‘Thanksgiving test;’ if you wouldn’t want to have Thanksgiving dinner with them, it is probably not a good fit,” he asserts.

Current employees tend to recruit new ones as well.

“We have a ‘constantly recruit’ mantra and pay substantial recruiting referral bonuses to our employees. We have also embraced social media outlets, such as LinkedIn, and

are beginning to realize greater awareness and applicant traffic,” Stocksdale adds.

**Community First Bank of Indiana employs 64 people and has been named to the Best Places to Work in Indiana list three times.**

It’s right there in the name: community. The company giving back – raising money for non-profit organizations or working with local high school students on entrepreneurship – has people taking notice.

“When we get contacted a lot, even when we don’t have openings, they say, ‘I love seeing you in the community,’” offers President and CEO Robert Blume. “That attracts people to us. We just have a great group of people who love to give back.”

Blume mentions another outlet for recruiting is utilizing the Best Places to Work

*BizVoice*® asked representatives from eight of the 100 companies named to the 2017 Best Places to Work in Indiana list to share some of their strategies for finding the best and the brightest employees:

- AssuredPartners NL, multiple Indiana locations, [www.assuredptrnl.com](http://www.assuredptrnl.com)
- Community First Bank in Kokomo, [www.cfbindiana.com](http://www.cfbindiana.com)
- Delivra, Inc. in Indianapolis, [www.delivra.com](http://www.delivra.com)
- J.C. Hart Company, Inc. in Carmel, [homeisjchart.com](http://homeisjchart.com)
- mAccounting in Indianapolis, [maccounting.com](http://maccounting.com)
- Monarch Beverage in Indianapolis, [www.monarch-beverage.com](http://www.monarch-beverage.com)
- Salesforce in Indianapolis, [www.salesforce.com](http://www.salesforce.com)
- T&W Corporation in Indianapolis, [www.tw-corp.com](http://www.tw-corp.com)

in Indiana designation to its advantage.

“Our philosophy is to try and hire the best people, pay them well and expect a lot out of them. We give people responsibility and expect them to perform at a high level. In exchange for that, we treat everybody with respect and everybody is valuable to the organization,” he remarks.

**Delivra is an email marketing software company that employs 40 people; the company has been named to the Best Places to Work in Indiana list seven times.**

John Klein, director of client services, knows the value of being named one of the Best Places to Work in Indiana. It is one of the most effective hiring tools the company has, with prospective employees pointing to the designation in their interviews.

“That is a critical piece and those are the



Companies named to the Best Places to Work in Indiana list, such as AssuredPartners (left) and Delivra, emphasize bringing in the best and the brightest through strategic recruiting and hiring practices.



Internal promotion is a priority for J.C. Hart Company (top). Best Places to Work newcomer mAccounting is using its first-time designation to entice potential employees.



candidates we want,” he explains. “We want those that want and deserve to work at a Best Place to Work. They’re looking at the whole picture: ‘Where do I want to spend my time?’”

The culture of Delivra is a key element.

“We’re going to bring in lunch (as a perk, but the cultural piece is) you’re sitting down with peers on a regular basis and you’ll be able to catch up with them, brainstorm some solutions to problems ... perks are just surface level stuff. You’ve got to dig deeper to know what’s important to the company and leadership there,” he adds.

**J.C. Hart Company is a property management company that employs 123 people. This is the sixth time the company has made the Best Places to Work in Indiana list.**

Retaining and recruiting associates in specific demographics, such as Spanish-speaking employees or those over age 65, is a strategy for J.C. Hart Company.

Vice president of human resources Sheila Wolter (herself over age 65) is getting ready to take advantage of the company’s part-time schedule for older employees and explains the company appreciates the value of keeping an experienced staff.

Recruiting from within is also a priority. J.C. Hart Company saw 75% internal promotion in 2016. Wolter points to continuing education and training programs as keys to that number, as well as unique offerings such as the company’s version of *Shark Tank*.

“In the first quarter, we were targeting 140 ideas, and (employees) turned in 400. There will be a winner of the month and a winner of the quarter. We are very open to innovation. That is a core value,” she asserts. “We don’t just talk the talk; we walk the walk.”

**mAccounting has 32 employees and is an accounting firm that is new to the Best Places to Work in Indiana list.**

It’s a time of firsts at mAccounting, according to associate director Brenna Whitaker. A new hire pointed to the Best Places designation in the interview process.

“It was a bit tongue in cheek, but knowing we put a lot of effort into creating a positive culture and really going to help retain employees, that is something that spoke to him,” she conveys.

Another new hire sought out the company specifically and knew of mAccounting’s progressive use of technology and its unique consulting approach.

“That’s a really big step for a small company, to recognize our name and want to come here,” Whitaker adds.

She also thinks a furry friend in the office – Oreo, a golden lab that is training to be a service dog – helps in the recruiting process.

**Monarch Beverage is a beverage distribution company with 697 employees; it has been named to the Best Places to Work in Indiana list seven times.**

Helping employees keep their bodies in good shape is important in a physically-demanding workplace. Two free gyms for employees and families, a fully-staffed health clinic with psychologist, nutritionist and physical trainers are part of that mission of keeping people healthy at Monarch Beverage.

Human resources manager Kate Pangallo explains the mission is to show employees – current and prospective – that the company cares about them.

“We want them to be healthy, want them to have financial wellness and their emotional needs to be met. The perks and benefits just fall in line with actually proving (we care),” she asserts.

Pangallo also recommends being forthcoming in the interview about the demands of the job.

“You have to take an honest approach because the job is going to be physical and tough, and our busiest days are when the rest of the world is on vacation and holiday break,” she offers.

**Salesforce is a technology company with more than 1,400 employees in Indiana, and over 15,000 around the U.S. This is the 10th year the company has been named a Best Place to Work in Indiana.**

Meghann York, director, product marketing for Salesforce Marketing Cloud, notes via email that “Ohana” (the Hawaiian word for family) is part of the company’s DNA.

“Meaningful work, in a positive environment, enables us to attract the best employees and keep them engaged,” she offers.

One draw is community service: every employee is given seven

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Core values at Salesforce are trust, equality, growth and innovation. The company ensures its customers, partners and employees (though far-flung throughout the world) are bound together and responsible for one another.

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days of paid time off per year to volunteer. Another focus is equality. Efforts include continuous monitoring for pay gaps and standing against potentially discriminatory legislation.

“We want to ensure that the people that we care about – all of our employees in Indiana and customers who visit there – are being protected when laws are discriminatory. Standing up for what we believe in is in line with our values,” York adds.

### **T&W Corporation employs 36 in the construction industry. This is the first year the company has applied for and been selected as a Best Place to Work in Indiana.**

Longevity is one of the greatest recruiting tools for T&W Corporation, says executive vice president Steve Shehorn.

“Tenure is a pretty loud statement to most potential hires that are looking for a place to stay. We’re a very family-oriented company and flexible with our employees,” he relates.

T&W Corporation is also celebrating 50 years in business next year. Shehorn calls the anniversary and the Best Places to Work designation a “double positive.”

Ensuring collaboration between multiple generations is critical for the company’s continued success.

“More of us are getting older and see retirement on the horizon. We’ve got a great company with a great reputation, and we have to build some sustainability in this company. We’ve got to be highly intentional about getting young people in here, or we’ll run out of time,” he concludes.