

### Trivia Question

What American industry introduced the 5-day, 40-hour work week?

*The first one to respond will receive a gift.*



### Member Spotlight

Snake River Pool & Spa was founded in Twin Falls in 1978. Over the years, due to popularity and the benefits of home comfort products such as spas, pools, pool tables, saunas, etc., the business expanded. In October, 1989, their second location opened on Milwaukee Street in Boise. In November, 2003, they acquired, remodeled and moved the showroom/customer service center into a 12,000 square-foot state of art facility on S. Orchard.

Jim Paxton is the founder/owner, as well as general manager. He has devoted his career, along with the rest of the Spa Team™, to serve their thousands of customers. They are most grateful for the relationships and business they have established, and are committed to serving their customers/friends, with integrity and dedication. Our workforce is strong and experienced, and our motto is "We Make It Easy...To Take It Easy"™.

### Equal Employment Opportunity is the Law A New Free Poster



The Equal Employment Opportunity Commission (EEOC) has just published a notice that will require employers to either supplement or replace their current "Equal Employment Opportunity is the Law" poster relating to federal laws prohibiting job discrimination.

The poster should have been replaced by November 21, 2009. The new version reflects current federal employment discrimination law (including the Americans with Disabilities Act Amendments Act of 2008). The poster was revised to add information about the Genetic Information Nondiscrimination Act of 2008. The revised poster also includes updates from the Department of Labor.

The new poster can be found at <http://www.eeoc.gov/posterform.html>. The site also contains a supplement that can be posted alongside your current EEOC poster. You will not need to purchase a new poster, as it is free on the EEOC website.

### Family Medical Leave Act (FMLA) Amendment New Definitions of Service Members to include Armed Forces and Armed Forces Reserves

The Family and Medical Leave Act (FMLA) was amended on October 28, 2009. The act amends the definitions of service members for whom employees can take "qualifying exigency leave" and "military caregiver leave".

"Qualifying exigency leave" is intended to help families manage a service members' affairs while they are called to active duty status. Originally, the act applied only to National Guard and Reserve personnel. It's been expanded to include service members of the Armed Forces and to members of the Armed Forces reserves during deployment to a foreign country under a certain call or order to active duty.

"Qualifying exigency leave" includes such activities as: short-notice deployment, military events and related activities, child care and school activities, financial and legal arrangements, counseling, rest and recuperation, post-deployment activities, and any additional activities agreed to by the employer and the employee.

Family members may use any part of the regular 12 week allotment of FMLA.

Military caregiver leave has been extended to include family members of veterans for up to five (5) years after a veteran leaves service if he or she develops a service-related injury or illness that was incurred or aggravated while on active duty.

Additional details and the complete amendment can be found at <http://www.dol.gov/esa/whd/fmla>

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### Mission Statement

To provide quality business resources and training while fostering cooperation between private, nonprofit, and government organizations.

## What If There Was A Recession and Noone Came?

### 3 Tips to Increase Your Biz Right Now

WestPark Printing

If you remember nothing else in this article, remember this: even during the great depression, people still bought things. And not just food and necessities – lipstick and entertainment were hot sellers.

Why are we starting here? Because we know it's easy to get caught up in a cycle of negativity right now, but if you want to succeed you absolutely MUST rise above it. People are still going to buy no matter what the economy is doing. It's YOUR job to position your products and services as the ones they buy.

*So, how do you do that? Here are three tips to get you started.*

1. Dance with the one who brought you. In other words, now is not the time to abandon the marketing strategies that got you here. A lot of business owners will be tempted to cut back on marketing efforts. If anything, you should increase your marketing now.

However, by increasing your marketing we don't necessarily mean increasing how much you spend. It's perfectly acceptable to find low-cost or no-cost marketing methods to still keep the momentum going. One word of warning – there's no such thing as a free lunch. Chances are you're going to pay somewhere, and that

payment could very well be your time. Before you rush into doing something you end up regretting, take a hard look at the real cost. Would you be better off doing something that might cost more but doesn't suck up time you could be using to make money?

Here are some tactics you can do right now to increase your exposure without necessarily costing you much (if anything):

- a. Start an email newsletter, or if you already publish one, increase the frequency you send it out.
  - b. Hold a free teleclass. Make sure you come up with a special offer to turn you listeners into customers.
  - c. Buy a new outfit and hang out on the social networking scene. If you aren't making the social networking rounds, you're missing major business opportunities.
2. Do a little marketing each day. We know marketing isn't your "thing." Why would you want to do something each day? But the reality is successful businesses are built upon small marketing steps consistently done, not necessarily the big launch.

So what can you do today? Write your article for your newsletter? Contact a potential joint venture

partner? Write a thank you note to someone who sent you a referral? Do something, even if it's only a 15-minute task, and you'll be amazed at how fast you'll start seeing results.

3. Systemize your marketing tasks. If you're like a lot of service professionals, when business is slow, you jump in feet first and do a whole bunch of marketing. Things pick up, you get busy, and the marketing stops. Eventually the work also stops because you stopped the marketing and you're sucked into the feast-famine vortex.

So rather than repeat that cycle, why not do something a little different this time around? This time, while you're frantically marketing and looking under every stone for your work, why don't you also systemize your marketing? Write down everything you do, so when you're busy, you can hand that list off to a virtual assistant who can keep your marketing going for you? Now maybe you won't eliminate that feast-or-famine cycle but you'll definitely soften it.

To sum it up, if business is slow right now and you're nervous about the economy, we want you to take a deep breath and stop it. Use this time to transform how you handle your marketing in your business, which will transform your business.

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*The Department of Labor Employer Association is comprised of community and business leaders serving voluntarily to represent the needs of employers as they relate to the agency's programs and services. The views and opinions expressed in this newsletter may not necessarily represent those of the Idaho Department of Labor.*

*If you have feedback about our newsletter please do not hesitate to contact us.*