

## Hang Your “Help Wanted” Sign Online for a Loyal Workforce

*– Eastern Iowa road builder finds best laborers by narrowing search –*

Forty-seven-year old Cedar Falls Construction – a family business specializing in road construction throughout the state of Iowa – has 50 employees during the peak season. According to Vice President Luke Budke, finding loyal, hard-working employees that have the right mix of experience and interest is a challenge come springtime each year.

“Early-season turnover requires us to fill some of the same positions two or three times,” said Budke. “But we can decrease turnover by narrowing our applicant search to those people who are most qualified and most attracted to the work we’re offering.”

To narrow his laborer search, Budke has added niche job boards to his open-positions marketing mix. By posting open positions on AGCiajobs.com – a career site targeting professionals in the highway, bridge and underground construction industry – Budke ensures he will receive resumes only from those with the right job experience and the up-front understanding of the work Cedar Falls Construction is offering.

Applicants who call in to the office based on a newspaper ad or the “Now Hiring” sign Budke posts outside the headquarters are less likely to be suitable hires. “Once we get to talking about the specifics of the work or the travel required, it’s not uncommon for the newspaper and drop-in applicants to decide the position is not for them.”

“By focusing our recruitment efforts on niche job boards, we increase our chances of finding the most appropriate applicants up front – saving everyone time,” said Budke. “With AGCiajobs.com, our applicants are essentially prescreened because they’ve stated an interest in our field simply by seeking out a job board dedicated to road and bridge work.”

Budke understands that retaining employees is about more than finding applicants with the right experience.

“We’re a good-size company, but we’re still small enough to have an open-door policy,” said Budke, who attributes the longevity of Cedar Falls Construction’s best employees to the family-like environment of the firm. In addition, the company offers competitive wages and above-par benefits, such as 401K access and excellent family healthcare plans.

As stimulus dollars continue to roll in to Iowa, Budke anticipates more work and an increased need for quality, long-term employees. He anticipates AGCiajobs.com will be an invaluable partner in Cedar Fall’s Construction’s quest to staff their jobs with the most qualified, loyal and hard-working employees available.