



Meet Lee Silfen, QT's Marketing Intern



Lee Silfen

Lee Silfen, a senior at the University of Rhode Island is interning with Quality Transitions, Inc. this semester to assist in our marketing efforts. Lee will graduate this May with a Bachelors of Arts in Communication

Studies specializing in Marketing and Advertising and a double minor in Business and Leadership. Originally from New York, Lee a very outgoing and diligent individual as he is taking four classes to finish college along with his internship at Quality Transitions.

A former student at Fox Lane High School in Bedford, New York, Lee was a stand out member of the men's varsity football and golf teams.

Sports is still a great passion in Lee's life as he has now found himself starting to box along with his daily exercise routine.

Lee's background in marketing and advertising include many outstanding experiences. In January of 2007 to May 2007 Lee interned in Rhode Island at Radio Disney Providence 550am. While there he learned the radio business and how advertising worked for a company as successful as Disney. During that same semester he served as the Director of Marketing for the University of Rhode Island's Public Relations Society where he made this organization a well known club at URI. This past summer Lee returned home to New York and interned in the big city at TeleRep Inc. an advertising agency where he was trained to sell and plan media spots with stations such as CBS, NBC, ABC, and FOX.

We are very excited to have Lee with us for this semester.

THE BENEFITS OF AN UPDATED EMPLOYEE HANDBOOK

The employee handbook is a tool that allows employers the ability to communicate workplace policies and information to their employees. A handbook describes information about the company's employment practices, benefits, equal opportunity commitments, attendance guidelines, pay practices, leave of absence procedures, safety issues, labor relations matters and sanctions for misconduct. It also serves as an important tool to orient new employees. It answers questions that may arise during employment and serves as a guide to employment actions to comply with applicable federal and state laws.

With over six years in human relations consulting, Quality Transitions, Inc. has provided support to various companies in the RI, CT and MA areas completing approximately 100 handbooks. Each handbook is specifically tailored to the company using the company-specific terminology, logos, policies and procedures. Below are some of the topics that a handbook includes.

- ⇒ **Employer information.**
- ⇒ **Employment policies.**
- ⇒ **Attendance and working hours.**
- ⇒ **Leave of absence.**
- ⇒ **Benefits information.**
- ⇒ **Operational issues.**
- ⇒ **Safety, security or sanitation.**

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HANDBOOK BENEFITS *(continued)*

Keeping handbooks updated

The employment arena is continually changing. Each year, new federal and state laws affect the workplace. A company is expected to stay current on issues and guide their organization by implementing new employment policies addressing the evolving trends and changing laws. Employers that fail to adapt their policies and workplace practices may be subject to costly lessons after a problem has occurred. The handbook, once written and distributed, must be **reviewed periodically** and **revised accordingly** to reflect new laws and trends.

Here is a list of a few reasons to update your employee handbook, or to create a handbook if your company operates without one.

1. **Protect Employment-at-Will Prerogatives.**
2. **Electronic Communication.**
3. **Cell Phone Usage.**
4. **Driver's License Checks.**
5. **Wage-Hour Changes.**
6. **Medical Privacy.**
7. **New USERRA Notice Requirements.**
8. **Workplace Privacy.**
9. **Antiharassment Policies.**
10. **Equipment Use and Return.**

Marketing Your Business

by Lee Silfen

What does the New Year have in store for your business?

At this time, businesses are trying to generate new clients and take in more profit. A great tool to help accomplish these goals is marketing. Analyze your business from a marketing view and see if you are taking the necessary procedures to keep your company flourishing.

What does your business mean to others?

When people think of your business you want it to be a pleasant thought. You want them to envision how nice you were when you took care of a certain customer or when your company offered a discount for returning business. These kinds of actions are what people remember and



are the key to generating a positive image of your company and encourage your present clients to give recommendations (referrals) to others through mouth to mouth marketing.

What will separate your business from its competitors?

Your company's people and actions are what separate you from competitors. You can not have attitudes with the people who hire your services because there is always someone else who can provide the same services. Also, you usually can separate yourself by the cost you charge or what specialties you can provide. For example brand/attach yourself to a specific segment of your market. You also want to analyze

past business and determine what seems to keep drawing business. What specific item or service you provide is most successful for your business and use it as your competitive advantage. Create a plan to draw new clients to your business by promoting this service.

Are you trying to fill a position for your company?

Do you need help? Let Quality Transitions do the sourcing for you. It is cost-effective with our 24/7 access to CareerBuilder.com. It's that easy. Call (401) 213-6260 for information

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www.qualitytransitions.net

