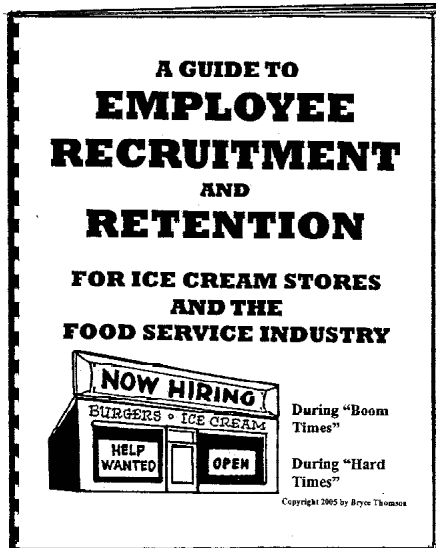


QUALIFIED WORKERS:

WHERE DO YOU FIND THEM?

HOW DO YOU HANG ONTO THEM?

THIS GUIDE HAS THE ANSWERS



AUTHOR'S EXPERIENCE includes marketing director, stores supervisor, sales manager, CEO and president of an ice cream manufacturer, wholesaler, retailer.

IDEAS FOR: Attracting new employees...Job Fairs...Writing attention-grabbing classified ads...Help Wanted posters...Keeping workers happy...Management techniques...Approaching workers in competitor's stores...Maintaining morale...store atmosphere...Employee input at store meetings...How two stores have great success with teenagers and keep them coming back year after year...Making recessions "periods of opportunity."

THE RECRUITMENT AND RETENTION GUIDE would be applicable for ice cream shops, restaurants, chains, even Fortune 500 companies.

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