



## What's "Our" Story? - Part IX

### Supplemental Staffing – Malcolm Richards - One Member's Story

This year, we've been celebrating the 60<sup>th</sup> Anniversary of The Employers' Association (EA) through a series of articles titled 'What's "Our" Story? Malcolm Richards, of member company **Supplemental Staffing** and current Chairperson of the Employers' Association (EA) Board of Directors shared a few of his thoughts about his experiences as a long-time member. Active with the Association for over twenty years, Malcolm is currently serving his fourth, three-year term on the board. Malcolm is very busy in the Northwest Ohio community, now participating on the Toledo Opera and recently on the Adopt America board.

**Jack: What do you think a business or organization must do to be successful over a long period of time?**

Malcolm: There are three things that I feel are of utmost importance. First, a company must deliver VALUE to its stakeholders: customers, employees, suppliers and owners. Second, it must be profitable, plain and simple. Third, it must continually grow through innovation and improvement.

**Why do you believe the EA has been able to serve the companies of Northwest Ohio and Southwest Michigan successfully for sixty years?**

Malcolm: The Employers' Association has a well-defined mission and has made it the principle focus of business activities. In addition, I believe the EA has also adhered to the three success factors I just mentioned. It seems to me a special emphasis has been placed on number three. The EA always seems to be working to be on the front edge of what is happening in Human Resources and Training.

**Jack: What service of the EA has been of most value to you and your company over the years?**

Malcolm: We have used several services of the EA over the years with great success and satisfaction. Most recently, we used the new Limited Legal Hotline. We had a rather sensitive issue to address. We had the need to separate an employee in a protected class. We were very concerned to do this correctly and we utilized the Legal Hotline to make sure very we did everything just right.

**Jack: What changes in The Employers' Association have you seen over the years?**

Malcolm: I feel the EA has become much more involved in the greater business community. There seems to be a greater effort to serve employers of every type now than in the past. I also think the EA works hard to increase member value on a consistent basis.

**Jack: Do you have a memorable experience with the EA you could share?**

Malcolm: There are several that come to mind but I'll mention just two. First, I've met some great folks and received some very good ideas from the CEO Roundtable. This has really helped me lead my company better. Second, the EA staff and Jack in particular, have helped us on a consulting basis to make some very important progress in succession planning. We are a family business and the EA was very sensitive to our particular challenges yet still very focused on helping us get the results we needed.

**Jack: What do you think is the most important thing the EA can do to be successful for sixty more years?**

Malcolm: Continue to add member value and be thinking outside the box.