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## Juneteenth - New Observed Holiday

Juneteenth is a federal holiday celebrated on June 19th to commemorate the emancipation of enslaved African Americans in the US. The holiday was first celebrated in Texas, where on that date in 1865, in the aftermath of the Civil War, slaves were declared free under the terms of the 1862 Emancipation Proclamation. It is also often observed for celebrating African-American culture.

We are proud to observe such a historic event. For those with curious minds and a thirst for knowledge, please visit the following link provided by the Smithsonian. It is quite an amazing and inspiring piece of history. <https://nmaahc.si.edu/explore/stories/historical-legacy-juneteenth>

## How to Reduce Recruitment and Hiring Costs (Without Losing Applicants)

### Efficient ways to find ideal candidates

When you're looking to expand your company's team with new hires, the process of recruitment can be quite daunting. According to career website Glassdoor, it costs \$4,000 to recruit a new employee in the U.S., on average. Here are some effective ways to reduce hiring and recruitment costs while still getting high-quality applicants.

#### Create a referral program

When conducting a recruitment metrics study in early 2021, hiring software company CareerPlug found that "one of the best sources of high-quality applicants for employers in all industries surveyed is referrals." After analyzing over 12,000 companies and more than 10 million applicants, the company discovered that 16.7% of applicants from referrals went on to become new hires compared to just 1.3% from job boards. These statistics come from a personal connection that someone has with their job. If they are excited about their position, they are more likely to come off as genuine and get another person excited about the possibility of working for the same company. There is a cost when creating an employee referral program, which typically is in the form of cash bonuses after an individual has been hired and works for the company for a set period of time. But if you are entrusting a talented employee to find like-minded people to work for your business, the benefit far outweighs the cost.



#### Avoid unnecessary paperwork

One of the more hidden costs of hiring comes from the time it takes to sift through paperwork or reaching out to applicants to have them complete additional forms. This lost time can be gained back through the use of software or technology that is built to handle tasks like that. Consider doing online video interviews to streamline the hiring process for both you and your applicants. Before getting to that point, though, you could also create a more extensive phone screening process that involves a script or set of questions from the recruiter. Just be sure that the answers to these questions are recorded and not used during the interview as well, as this is both tedious for the applicant and a waste of time for your business. An additional way to cut back on costs is to go paperless. As appealing as it is to have an applicant's resume in your hand as you speak to them, it is also costing you money. Think about how many applicants you interview and multiply that by however many resumes and forms you require them to fill out. Try using an applicant tracking system that automatically uploads their information in an easy-to-view application.

#### Reduce employee turnover

One of the most effective, but sometimes the most difficult, ways to cut hiring and recruitment costs is to eliminate the need for new hires altogether. Employee retention is a key factor in how a team works day to day and how your company's culture is perceived. If employees are continuously leaving for other opportunities, it is time to ask yourself why this is happening. Be sure to show appreciation for your associates in ways that they actually enjoy. Ask them how they like to be praised, whether it is publicly or in a one-on-one setting. Beyond that, offer your team more opportunities within the company. Provide them with continuous training so they can improve their skills or consider creating a position for an individual who has developed a more specialized role.

Recruiting individuals for your business is an arduous task that requires nuance. By considering these tips, you could be well on your way to finding your ideal candidate and save some money along the way.

## THE GREAT LAS VEGAS COFFEE SHOP GIVEAWAY - AND THE FINALISTS ARE....

After receiving nearly 90 entries for a chance to win a restaurant in "The Great Las Vegas Coffee Shop Giveaway," six finalists have been chosen and will continue in the competition by cooking for the public and the judges at Vegas Test Kitchen.

### The six finalists (in no particular order) are:

Dinette (Nick A. Della Penna, Trent Jones, Jerad Howard)

Winnie & Ethels Downtown Diner (Aaron Lee, Mallory Gott)

Simple Diner (Chef Stacey Dougan, Uniquea Taylor, Maribel Alvarez, Jen Falcione, Jenn Tramaglino)

Savage Fine Diner & Tavern (Christopher Jones, Chuck Fromer)

The Topsy Buffalo (Kevin Kwan, Richie Liu)

Random Act Diner (Chef Khai Vu, Luis De Santos, Dia Young, Freddie Paloma)

See their concepts and sample menus at <https://www.lasvegascoffeeshopcontest.com/>

Located in the historic Huntridge Shopping Center on Charleston Blvd (1120 S. Maryland Parkway, Las Vegas, NV 89104). in Downtown Las Vegas, Dapper Companies is turning over to one lucky chef or restaurateur, a brand new nearly 3,000-square-foot custom-designed restaurant fully built out with furniture, fixtures and equipment, branding, signage and marketing plan, making it ready to open for business. The estimate to build out and brand the endeavor is more than \$950,000 in goods and services.

"We were stunned at how many entries we received, including several from out of state," said owner J Dapper. "At the last minute we chose six finalists instead of five, as it was difficult to eliminate some of the presentations. It came down to the concept, the menus and the background of the teams that many put together. At the end of the day, we need a team who can run a restaurant on their own and who understand the operations and financials for such an endeavor. Now comes the fun part of tasting their food!"

Winners were notified on February 24 and will now showcase their culinary talents for both the public and judges J Dapper, Cory Harwell (Carson Kitchen, Butcher & Thief), John Simmons (Firefly, Tacos & Beer, Graze) and Marc Marrone (Nice Hospitality --Graffiti Bao, skinnyFATS).

Each finalist will be open for business at Vegas Test Kitchen as follows:

Random Act Diner

Cooks for public April 1-2 and for judges April 5

Savage Fine Diner & Tavern

Cooks for public April 8-9 and for judges April 12

The Topsy Buffalo

Cooks for public April 15-16 and for judges April 19

Dinette

Cooks for public April 22-23 and for judges April 26

Simple Diner

Cooks for public April 29-30 and for judges May 3

Winnie & Ethel's Downtown Diner

Cooks for public May 6 & 7 and for judges May 10

Finalists will cook and serve 3-5 selections to represent their concept. Just as with other concepts at Vegas Test Kitchen, the teams will determine the hours they are open, what they serve and prices for food. Each team will be able to change up their menus to help test various items and determine which selections they want to serve to the judges the following Tuesday. Full responsibilities and expectations for using VTK will be provided by Founder, Jolene Mannina.

Details on times of service will be updated at [lasvegascoffeeshopcontest.com](https://www.lasvegascoffeeshopcontest.com) in the next few weeks.

The winning restaurant will be designed, built, furnished and equipped with goods and services from incredibly dedicated partners who are the tops in their industry. Partners include: Dapper Companies, YESCO, Hydro Studios, AAA Restaurant Supply, Meadows Bank, RAD Studio, National Technology Associates, Ava Rose Agency, Design Concepts, The Humblewood Company, Dollar Loan Center, Core Advisory Partners, Sysco, Signature Management and VVCard Merchant Services, Signature Management, Misko Art and Vegas Chamber, with more coming onboard.

## Is it Really Meadows Bank Calling?

In this article, we address a growing trend that involves a phone call, a one-time text code and theft. A fraud scheme that is prevalent right now has its foundation in creating a false sense of trust. It is referred to as Vishing (Voice Phishing). This particular type of fraud is especially insidious because the fraudster preys upon our natural inclination to trust established institutions. They try to exploit that trust in an attempt to gain access to your bank account. The scheme works like this. You receive a phone call with the caller ID showing 'Meadows Bank'. The caller claims to be an employee of the Bank and wants to verify transactions on your account. Next, they attempt to log in to your account online with the user name and password they previously stole. Knowing that the bank uses multi-factor authentication, they tell you that a one-time code was sent via text message and ask you to give it to them. With these simple steps, they hope to establish trust; the caller ID says Meadows Bank; they identify themselves as a Bank employee and the one-time text code comes from Meadows Bank.

With access to your bank account they will attempt to transfer money out, may completely lock you out and steal valuable information from your spending habits, check images, deposits, etc.

Meadows Bank uses sophisticated technological tools, skilled people and proven processes to protect your account from fraud. One method is the one-time text code sent to your personal device. Please treat these as PERSONAL AND HIGHLY CONFIDENTIAL and NEVER GIVE THE CODES TO ANYONE ELSE.

MEADOWS BANK WILL NEVER ASK YOU FOR YOUR PASSWORD OR ONE-TIME TEXT CODE. A genuine Bank employee has access to view your account without needing your personal and confidential information, such as passwords or one-time text codes. At times, we will call you to discuss your bank account. The Caller ID will indicate Meadows Bank and our employees will identify themselves. But we will not ask you to provide information that we can access. If you suspect a call is fraudulent, or are uncomfortable with supplying information being requested, simply hang up and call us directly at 702.471.BANK (2265). Our trained professional staff will assist you with all your banking needs.

So, when a call comes in from us, take a moment to stop and ask yourself; Is it Really Meadows Bank Calling?

## Protect Yourself From Scammers!

In 2020 Americans lost 3.3 billion dollars to phishing and other forms of electronic fraud. That number is up 200% from 2019, and is expected to double again once the numbers for 2021 are available. The most common forms of fraud, as it relates to your bank account, are below:

**Phishing:** Phishing is currently the most common form of Social Engineering. A Phishing attack occurs when a fraudulent email is sent in an attempt to harvest your online credentials such as your user name and password, credit card information or answers to your security questions. The most popular example of phishing relies on deceiving the intended target by mimicking an email from a trusted company such as your bank, credit card company or an online shopping site such as Amazon or eBay. The goal of these very realistic looking emails is normally to convince the recipient to click on a fraudulent link that will then ask for your login information or billing information. In some instances, simply clicking on the link in the email will download malicious software otherwise known as malware onto your computer or mobile device. If you receive an email like this and are unsure of the legitimacy of that email, delete the questionable email and call a verified phone number for that company to discuss the situation, or open a trusted app or website and log in to your account from there. DO NOT click on the link or call the phone number contained within the fraudulent email.

**Smishing:** Smishing is quickly catching up with Phishing as the most common form of Social Engineering. It is anticipated that Smishing will soon surpass Phishing. In Smishing, fraudsters send a text message purporting to be from a reputable company with a goal of inducing the recipient to reveal personal information such as passwords and credit card information. Like Phishing, simply clicking on the unknown link could potentially result in malicious software being downloaded to your mobile device.

Recently there has been an influx of scams which involve the fraudster masking their phone number so that it appears to be a trusted source such as your bank. The caller then identifies themselves as being from the fraud prevention group at the recipients' bank. The fraudster states that your account has been compromised and they need to verify some suspicious transactions with you. Before discussing your account, they will ask you to provide your user name and password for verification purposes. Once they receive that information, the caller will state that they've just sent you a text to confirm your identity and will ask you to read it back to them. In actuality what just happened was the victim's user name, password and security code to access their online banking has just been given to the fraudster. As they keep you on the phone, they are cleaning out your bank account by transferring your funds to their accounts. By the time the victim figures out that they have been scammed, the damage has been done.

**BANKS WILL NOT ASK YOU FOR YOUR PASSWORD OR TEXT AUTHENTICATION CODES!!** If you receive a call from someone claiming to be from your bank or credit card company asking you for personal security information, hang up immediately and dial your bank at a trusted number.

When receiving calls, text messages or emails from suspicious sources, please be on the lookout for the following red flags:

- High-pressure or urgent language
- Scare tactics or threats
- Incorrect grammar
- Spelling errors or typos
- Requests for sensitive account information
- Requests for your passwords
- Requests for a code that has been texted to you
- Requests to call a number different than the one you're familiar with

When in doubt hang up the phone, delete the email, ignore the text and reach out to your bank, credit card company, or other merchant directly through the phone number provided on their home page, the back of your card, or on your billing statements.

If you believe you have fallen victim to a scam, immediately alert the necessary companies so that they can take the appropriate steps to assist you in protecting your account information.

