Premier Staffing Solutions, a local minority and woman owned business, was started in Las Vegas, has thrived in the local community for over ten years, and has emerged from the economic challenges in Southern Nevada with a renewed commitment to service and quality. Premier Staffing offers staffing solutions and services to meet any hiring need including short or long term employment, or project related staffing.

UNLV Purchasing recently sat down with Premier Staffing owner Marie Coger along with Danielle Coger Ellis to discuss the company’s history, Premier Staffing’s current status, and their desire to provide UNLV departments with staffing solutions.

(Q1) Share with us Premier Staffing Solutions’ story. How did you get started? Years in business? Local/Small/WBE/MBE? What products and/or services do you provide?

Premier Staffing Solutions was incorporated in Nevada on October 31, 2001. Marie and Danielle both worked for many years in the staffing industry before opening Premier Staffing Solutions, so they truly understand the challenges and importance of finding the right staffing agency. Marie has lived in Las Vegas for over 30 years and Danielle is a Las Vegas native. “Premier Staffing is locally owned and not just another branch office operating in the Las Vegas marketplace,” stated Danielle. “Las Vegas is our home office and we specialize in staffing solutions for Las Vegas businesses and public agencies.” Premier Staffing can meet any staffing need but specializes in hospitality, light industrial, clerical, and event staffing job placements.

(Q2) How did you become familiar with business opportunities with UNLV?

Premier Staffing participated in a university wide RFP for staffing services and was awarded a contract as a result. Award and contact information can be located on UNLV’s campus contracts website: http://www.unlv.edu/purchasing/agreements5846.

Marie explains that “even before the RFP bidding process, I was aware of UNLV’s commitment to the community through attending sporting and other university sponsored events.” Premier Staffing provided staffing services for Mandalay Bay Event Center and was encouraged by associates to register in UNLV’s Supplier Registration system in order to receive notice of bidding opportunities. That led to the current contract between UNLV and Premier Staffing.
(Q3) To better help the UNLV campus departments understand what Premier Staffing Solutions offers, can you offer a few reasons why they should consider doing business with Premier Staffing Solutions? What sets Premier Staffing apart?

In one word “customer service.” Danielle explained that the approach Premier Staffing takes is to listen to their customers instead of just suggesting solutions that are not a fit. “We know our market and will help make staffing recommendations to the customer that match their need, at the appropriate payrate, and for the correct duration.” Marie recounted a recent interaction with one of her clients in which she advised him that for the amount of work that was expected the pay for the position had to be increased. This guidance was based on Marie’s exposure to the industries and competition in the Las Vegas workforce and was intended to help remedy a high rate of turnover. The result, as Marie concluded, was that the “client was able to locate the appropriate hiring fit at the right rate for his business and become more productive overall.”

Additionally, the Premier Staffing team has a strong continuity in their main office with no employee having been with the company for less than 3 years. And the decades old ties to the Las Vegas community nurtures a passion to continually strengthen and renew the local economy.

(Q4) How does Premier Staffing Solutions interact with UNLV campus department to assess staffing needs?

The process, Danielle and Marie explains, involves steps. “First, we inquire of the hiring department/manager if they have ever used a staffing agency before. If so, we try to focus on how that experience can be improved upon with Premier Staffing Solutions and what expectations the client has of us. Next, an in-person meeting is conducted to ascertain need, conditions of the job, duties, and appropriate attire.” After an order is processed and an employee is scheduled to begin employment with a campus department, an inside staff member from Premier will walk the new hire to the office for the first day of employment and provide whatever support is requested.

Danielle expounded on the experience a UNLV campus department can expect to have when using Premier Staffing, “We employ a skill match approach to finding a qualified candidate to fill a position. We don’t just set a warm body in a chair. The overall theme is support, service, and making a good match.”

After the employee is in place, Premier will then perform weekly or bi-weekly service visits to ensure the client is happy and to discuss any concerns they may have.
(Q5) What is Premier Staffing Solutions’ commitment to identifying quality candidates, best pricing, and meeting the departments staffing needs?

In terms of quality, Premier Staffing can have candidates take a competency test prior to employment. They also provide background and employment checks upon request. Marie added that, “Premier can focus the questioning during the interview process beyond the standard questions one would expect to be asked. The idea is to create a relationship with the candidate by listening intently during the interview to screen those that may not be the best match.” Premier also does their homework. They research the company or institution they are providing staff to so that they understand the core mission of their client.

Pricing information has already been negotiated and can be viewed at http://www.unlv.edu/sites/default/files/32/TemporaryStaffingAllContracts.pdf.

(Q6) In your opinion, what are the major obstacles for small and disadvantaged businesses in Las Vegas and how can UNLV be a part of the solution?

As Marie and Danielle jointly responded, “Educating our customers is key. If they understand that spending money with a locally owned business ensures that those dollars stays home, then that may motivate them to make a decision that will benefit local and small firms in Las Vegas. This is our home and this business is our livelihood. Premier Staffing is not a national franchise. We are a solution driven firm that cares deeply about the emerging economy in Las Vegas and we want to help businesses and universities focus on their core mission. By letting Premier Staffing provide staffing services, that decision takes a burden off the client and allows them to focus on their competencies.”

Marie added that “there is a real opportunity to enhance communication between UNLV and small, local businesses in the valley that are willing and capable to provide employment opportunities to students. Vendor fairs and job fairs which allow local companies to participate are key to improving visibility. Similarly, UNLV should consider focusing educational opportunities for small business owners who want to return to college to enhance their understanding of certain subjects or to start over in a new career field.” This synergy between UNLV and the local business community can help stimulate growth and improve the economic outlook for many people.

(Q7) The Nevada System of Education has recently published a Supplier Inclusion statement. I know you have had an opportunity to review it. What does it mean to you and how would you like to see it impact the business community serving UNLV?

The Nevada System of Higher Education supports equal opportunity for minority owned,
women-owned, and other small disadvantaged business concerns (MWDBE) to compete for contracts awarded by NSHE. NSHE also supports efforts to encourage local businesses to compete for NSHE contracts. In some situations, MWDBE and local business concerns may not have the depth or full capability to meet all the requirements of large contracts. Nevertheless, NSHE supports finding opportunities for such MWDBE and local business concerns to participate as subcontractors or Tier 2 suppliers in large contracts.

“We are encouraged by this statement as it shows the university is trying to promote business opportunities for MWBE, small, and local businesses.” Marie added, “UNLV needs to continue to get the word out, to recognize local companies, and to promote and encourage a strong local economic base.”

(Q8) What one word or phrase best describes Premier Staffing Solutions?

“Dedication to the Las Vegas Valley” answers Danielle. “We will work 12 hours a day to complete a job and to service a client.”