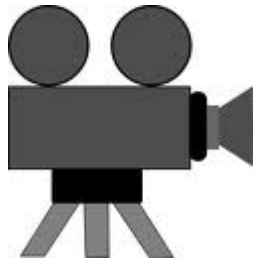


## Use of Video for Business Applications

May 19, 2010



### **Cindy Bowen, Obsidian Custom Video**

Providing video services to North Country residents and businesses since 2001, we have observed increasing opportunities to use video applications for business purposes.

Video clips can enliven a website, provide product demos or information regarding services, and bring communications to a new and productive level. Online or on DVD, training videos are great for employee safety and development and essential for compliance with State and Federal regulations.

Video services are available to everyone, cost is no longer an issue. Choices can be made ranging from doing your own video applications, to the hiring of high end production companies, and everything in between. YouTube services are completely free and are widely used.

Resources:

Obsidian Custom Video – [www.obsidiancustomvideo.com](http://www.obsidiancustomvideo.com)

Seaway Web Design – [www.seawaywebdesign.com](http://www.seawaywebdesign.com)

Travoltron.com Web Services – [www.travoltron.com](http://www.travoltron.com)

Time Warner Cable

[www.dropbox.com](http://www.dropbox.com)

### **Ruth Fishbeck, St. Lawrence Health Initiative**

The St. Lawrence Health Initiative made use of services from Time Warner to produce a series of TV Commercials which are now incorporated into the website – [www.getthehealthyslc.org](http://www.getthehealthyslc.org) Ruth has also produced other video segments incorporated into the website.

The St, Lawrence Health Initiative makes extensive use of Skype services for communications in the Worksite Wellness program, providing real time face to face communications.

## **Bob Penski, Penski Personnel Services**

Penski Staffing has been providing staffing services to hundreds of large and small North Country employers for thirty years. In recent decades our Placement Specialists have been putting over a thousand workers in jobs annually.

Information technology has played a critical role in our growth, starting with a 20 MEG PC that expanded our payrolling capacity, then a local network that expanded our placement ability in our first office in Potsdam, then a Wide Area Network that enabled us to expand geographically to Ogdensburg and Massena, and now a web-based accounting and customer/applicant database that enables us to serve employers and job seekers almost anywhere.

We migrated our web interfaces to Ruby on Rails recently and are now incorporating photos and video on our recruiting job posts. These job posts appear on our and other job boards. Our job boards include [www.penski.com](http://www.penski.com) and these websites under development - [www.WhyWorkHere.com](http://www.WhyWorkHere.com), [www.WhyHireMe.com](http://www.WhyHireMe.com), and several community job boards, such as [www.JobsinSLC.com](http://www.JobsinSLC.com).

We are finding that video of incumbent workers talking about why they like working in a job for a specific employers generates more interest among job seekers than text only. Increasingly job seekers are less likely to read text that is "top-down" and more likely to be swayed by video of peers.

We are also using video for staff development -- for brief training posted on our intranet and for live-streaming video conferencing. Both efforts are reducing time and costs of travel by staff to one location.

We are just beginning to use video for applicant training, but have already seen the value of prehire orientations to reduce Workers Compensation costs and better prepare workers for new assignments.

For new entrants to the workforce, we believe video and other Web 3.0 technologies will be the primary way we must communicate, train, and motivate workers. It affords a great opportunity for us in the North Country to overcome the traditional competitive disadvantages of being scattered, isolated, and under-utilized.

Links to resources:

[www.rubyonrails.org](http://www.rubyonrails.org)  
[www.penski.com](http://www.penski.com)  
[www.WhyWorkHere.com](http://www.WhyWorkHere.com) -> model ID => HW8777  
[www.WhyHireMe.com](http://www.WhyHireMe.com)  
[www.JobsinSLC.com](http://www.JobsinSLC.com)

## **Jennifer Stevenson, Blue Heron Realty**

Stevenson, a REALTOR® for 21 years, is the broker and owner of Blue Heron Realty in Ogdensburg, NY. Today the firm, which Stevenson started in 1999, has seven licensed agents.

Stevenson is a member of the St. Lawrence County Board of REALTORS® (SLCBOR), where she served four terms as its president and seven years as the chair of the local association's MLS committee. Since 1994, Stevenson has served as instructor of SLCBOR's new member orientation class, and was honored by the board for her dedication and service.

She is an active member of NYSAR, serving on its Board of Directors for the past 18 years. Currently she is serving as a Regional Vice-President of the Adirondack Region. In addition, Stevenson serves on numerous committees including housing opportunities and fair housing/cultural diversity and Housing Opportunities Foundation.

Active in her community, Stevenson has served as president of the Ogdensburg Rotary Club and the Ogdensburg Chamber of Commerce. She is a member of the Board of Directors for both the St. Lawrence County Housing Council and the St Lawrence Valley SPCA. Since 2004, she has served as founder, coordinator and major sponsor of SNOLF for the Society for the Prevention of Cruelty to Animals (SPCA), a golf tournament in the snow benefiting the local SPCA. In addition, Stevenson regularly sponsors Little League baseball and softball teams.

Stevenson will present alternative marketing options for Real Estate, including how to use social networks such as Facebook and Craig's List. She will also cover the use of Video and the challenges of e-mailing large files. She will discuss the value of online sources for virtual tours and webhosting.