

Alternative to overcome the employee shortage

Over the last couple of years, employers have noticed a significant talent shortage. All across America, companies are struggling to hire and retain new employees. We've had many conversations about how we hire someone and they leave within a couple of days or sometimes even hours. Imagine adding another layer of complexity to our challenge, a small town. Companies in small towns have an even bigger limitation in the number of candidates they can hire. So, what can we do? We can write attractive job offers. We can improve our benefit package. We can improve our work culture. Companies are trying to be more inclusive; they are trying to treat everyone the very best they can. After rolling out the red carpet, we are still left understaffed and in need to find the right person.

In 2015 I decided to change my life and the lives of thousands of people forever. I became a recruiter. I left my job in Construction and Real Estate for a new challenge. Recruiting was attractive for two reasons: I could travel internationally and help people find a great job. Little did I know the learning experience and humbling appreciation life would usher in. I started recruiting exclusively for Dairy Farms. You are right! How can a construction guy recruit for dairies? See, that is exactly where it all began. I went through a lengthy learning process, farming is not exactly easy. I had to learn about Mastitis, Nutrition, Artificial Insemination, Milk Fever, Maternity, and most importantly Cow Comfort. All this before I could go out and hire Veterinarians and Agronomists. We had great success and we built an incredible team. We did so well that other farms were lining up so we could replicate our process and results. 2015 was a great year! For the years to come what I learn the most is emotional intelligence. Our clients needed people to do the job, get along, and improve their work culture.

Recruiting is an art.

One of the greatest lessons I learned was looking for the right characteristics in people. I look for 4 non-negotiable traits. One is family values; So much of who we are comes from our parents and how we foresee our family. Two: Goals; We need to have a purpose in life. I have to know what motivates you. Three: Humbleness; A humble person always moves forward and can control the biggest problem, in my opinion, their Ego. Four: Discipline; the hardest thing to do is to show up. Keep moving forward and work hard knowing you will have ups and downs. These four characteristics are the key to success.

Today I've had the pleasure of working with hundreds of companies and have interviewed and placed thousands of people. We've built many teams that stand together after many years.

More importantly, we have solved staffing problems and developed a recruiting program for our clients. Today we introduce American Dream LLC. The name itself says what we are about. Tim Runge, a former client and now business partner, gave me a call on a Friday morning and said “Byron Ramirez, let's grow this business”. I was excited and with his guidance, we have grown, simplified, and improved our process. We recruit using the USMCA formally known as The North American Free Trade Agreement (NAFTA). The TN visa, otherwise known as the NAFTA visa, allows Canadian and Mexican citizens to work in the United States temporarily. From 2006 to 2020, the U.S. Department of State issued 731,496 TN visas, including 485,948 in 2020. The TN visa has helped fill workforce gaps in the U.S. and benefited businesses and industries. The process itself is straightforward. Our candidates need a four-year degree from a university in Mexico, a valid passport, and a job offer from an employer in the United States. The process takes about 2-3 months from interviews to embassy visits to visa approval. Businesses do not have a limit on the number of employees they can recruit. This program has saved businesses from closing due to the lack of personnel.

American Dream LLC. Truly is the American dream job. We are located in Stanley, Wisconsin. We work with all industries and demographics. Building productive teams is what we do best. Matching like-minded people together in a competitive and goal-oriented culture. American Dream LLC is the perfect alternative to our companies' growing shortage of talented workers.

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