

March 2014

Study Addresses Recruitment and Retention Strategy

“North American oil, gas, mining, and construction operations are facing an unprecedented shortage of professionals and skilled tradespeople this decade and beyond,” says Dr. Graham Chandler, a specialist in the business and technological aspects of oil, gas and mining industries. “Several strategies can be implemented to face these labor challenges; one is to address the ‘other 12 hours’ when workers are off-duty by offering top-quality housing to attract and retain these valuable employees.”

Chandler’s findings are now the subject of a white paper by Target Logistics, a global provider of workforce housing and the largest operator of turnkey solutions in the United States. Target Logistics has released “Workforce Housing as a Recruitment and Retention Strategy in Oil, Gas, Mining, and Construction Operations,” which can be downloaded for free at targetlogistics.net/white_papers.php. The study addresses workforce housing as one solution to labor challenges in remote locations.



Target Logistics Pecos Lodge Pool

According to Target Logistics CEO Brian Lash, “Resolving current and future workforce shortages is crucial to long-term profitability and sustainability. Offering high-quality accommodations is an effective strategy because it helps retain workers who may struggle with the challenges of living in a remote location, away from home or family. Likewise, it can substantially increase profitability, boost productivity, enhance morale, reduce turnover and improve safety.”

Target Logistics currently operates 16 properties in the United States and Canada with more than 5,300 total beds.

Dr. Chandler specializes in the business and technological aspects of oil, gas and mining industries. His research and articles have been published in several hundred magazines, including *Oilsands Review*, *Alberta Oil*, *Earth Explorer*, *Far North Oil & Gas*, and *New Technology*. He holds a B.Sc. in physics, an MBA in finance and a Ph.D. in archaeology and can be reached at www.grahamchandler.ca.

Target Logistics, an Algeco Scotsman company, operates in some of the world's most remote environments supporting oil, gas, mining and construction operations, government agencies, disaster relief, and large-scale events with temporary workforce lodging, mobile crew camps, and extended-stay hotels. Visit www.TargetLogistics.net or call (800) 832-4242.