

## NEW BUSINESSES

# Find a need – and fill it

BY ANN BARTGIS

Two years ago, Steven Williams found himself looking for a job. What he couldn't find were job sites that spoke to him, that were personal, that gave a potential employee a feel for the company, thus were born the twin websites, [www.columbiacountyjobs.com](http://www.columbiacountyjobs.com) and [www.greencountycareers.com](http://www.greencountycareers.com)

Using some basic reasoning Williams determined that he didn't need line after line, page after page, of monotone listings. He taught himself basic HTML (computer programming language) and set out to create a job listing site that was not just user-friendly, but employer friendly as well. All of his listings are on one "page"—there is no page 7, everything is on one scroll-down page. The sites contain "40-50 listings" at any time, and while most postings originate from one county or the other, for a very small additional fee employers can post on both

sites.

Companies use their own logos, preserving their identity. Owing to his personal reasons for creating the sites and his interest in people in general, Williams is constantly looking for feedback thus he has developed "key contacts" with many of the employers on his site. He knows what they are looking for and who might be a good fit, and on occasion he has been able to do direct referrals of potential employees to employers and vice versa.

Williams feels that "large jobs sites aren't relevant to the (Columbia-Greene) area", yet his sites show an amazing diversity of openings. You won't find pages of "administrative assistant" openings; the offerings on his sites range

from draftsman to truck driver. He is particularly proud of a current project recruiting managers and management trainees for area Mc Donald's restaurants.



"Training is such an investment," said Williams "that is difficult-yet-important to find people who are willing to stick it out through all of the training required, such as 'Hamburger University' and ongoing seminars."

He adds that recruiting "is a new dimension" to his business venture.

In addition to developing the websites under his business, Steven E. Williams and Associates LTD, Williams also holds a part-time job, helping people with disabilities find work; this fills his own need to interact with people and to help them directly. His websites are now linked to the NYS Department of Labor's job offerings, and he has gotten encouragement

from them as well as from many local human resources departments.

The concept of being an entrepreneur is new to Williams, but it is one that clearly has him "hooked". He is amazed at what he terms the "grassroots success" of his venture and marvels at what he has been able to accomplish, yet says he is grateful his ideas have been so well received. He adds, "The satisfaction I get from helping job seekers is an added benefit of my work."

The pages are now getting "about 1000 visitors per week" and 600-700 people have opted to receive email alerts. The man with a non-technical background is both amazed and impressed that he has utilized so many cutting edge techniques and products. There's a "sliding mouse" that follows along the right hand side of the page as you scroll down, but it no longer blinks ("someone told me that was too much!") but Williams believes that the "auto-responder" reflects the kind of service he wants to provide. When someone makes an inquiry through the website they are sent an immediate "thank you" and told they will receive a response later; at the same time, Williams is notified of the inquiry thus he is able to know if a new offering is generating immediate interest.

Williams took his own need for a job and a true desire to help people, and taught himself how to accomplish both. The steady growth of his websites is proof he is succeeding. For more information, visit: [www.columbiacountyjobs.com](http://www.columbiacountyjobs.com) or [www.greencountycareers.com](http://www.greencountycareers.com)

*To learn more, please contact:  
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