

BUILDING THE BAKKEN

Recruit and Retain Workforce Housing in the Bakken

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Target Logistics, a global provider of workforce housing and the largest operator of turnkey solutions in the United States, has just released a white paper titled “Workforce Housing as a Recruitment and Retention Strategy in Oil, Gas, Mining and Construction Operations,” by Graham Chandler, Ph.D. It can be downloaded for free at http://www.targetlogistics.net/white_papers.php.

“North American oil, gas, mining and construction operations are facing an unprecedented shortage of professionals and skilled tradespeople this decade and beyond,” Chandler writes. “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.”

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.

“Resolving current and future workforce shortages is crucial to long-term profitability and sustainability,” says Target Logistics Founder and CEO Brian Lash. “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.