

Electronics manufacturing company finds “eye-opening” success with Insperity

Number of employees: 812 | **Headquarters:** Maple Grove, MN

Nortech Systems was founded in 1990 and is a full-service electronics manufacturing services provider of wire and cable assemblies, printed circuit board assemblies and higher-level complete box build assemblies. Their primary markets served are industrial, medical and defense/aerospace.



They are headquartered in the Upper Midwest but also have international facilities in Mexico and China. In 2010, during an acquisition, Nortech partnered with Insperity to help smooth the process while bringing Nortech’s HR “into the 21st century quickly,” according to President and CEO Rich Wasielewski.

“Insperity was a game-changer for us,” Wasielewski said. “When you get into the maturity stage, you need a game-changer and Insperity was, from an HR standpoint. We’re a contract manufacturer – people are our product – so we need good people.”

A “seamless” transition

Wasielewski says the transition to Insperity was smooth for him and Nortech’s HR department. Since partnering with Insperity, Nortech has acquired two more companies without a problem.

“Not only does Insperity do a great job of integrating an acquisition, they do great job now of integrating our HR department with theirs. It’s seamless to our employees, who feel very comfortable getting a check with Insperity’s name on it.”

– Rich Wasielewski

He also says Insperity has gotten “better and better every year” in the larger-company-oriented middle market segment. Both Wasielewski and CFO Paula Graff frequently rave about all the helpful people on their account.

Since the transition was completed, Nortech and Insperity have had ongoing discussions about human capital strategy. Graff appreciates the strong relationship with aligned values. She says that their Insperity representative works with them on Nortech’s organizational culture.

“She comes in and does strategic planning with us, helping open our eyes to really look at what we’re doing from an organizational structure point of view,” Graff said. “I think she’s outstanding and understands our culture. She’s very practical. Excellent.”

Nortech Systems has worked on creating a new, collaborative “One Nortech” culture and not individual locations with their own “siloes” environments. Graff believes Nortech wasn’t doing enough to help the work environment. They were focusing on command-and-control instead of collaboration, something they’re striving to alter alongside Insperity.

The “sweet spot”

Back in 2010, Nortech was looking for “something different” according to Wasielewski. He says that after looking at the potential partnership, Nortech and Insperity aligned well.

“When you looked at it, we actually were really in Insperity’s sweet spot,” he said. “We’re in small towns, seven locations, 50-100 employees each. Insperity was perfect for that scenario.”

He also says there were two HR areas where Nortech was struggling, and Insperity provided solutions for both.

“We took advantage of two pieces we wanted to strengthen,” Wasielewski said. “One is the HR management; we had no software for that. We were still doing things with paper.”

They were looking for a system that could pull everything HR together with compliance help, services Insperity offers its partners. In the last couple years, he thinks the service has strengthened for businesses Nortech’s size.

He says the benefits packages Insperity is able to offer are “good and competitive,” and the service has improved with time. He even wonders what Nortech would do without Insperity at this point.

“You’ve gotten better and better every year in the middle-market segment with that service,” Wasielewski said. “You’re not plowing new territory anymore.”

On-location safety training

Graff was quick to praise Insperity’s safety training program, which she thinks saves Nortech time and money.

“We have someone from Insperity here (in Minneapolis),” she said. “He does all of our safety training for all our plants. That’s incredible. That’s a big saver.”

An Insperity safety representative visits Nortech’s facilities and teaches employees and managers safety lessons. For example, he has led seminars on eye-wash station safety and how to make sure locked cabinets and items are only accessible to employees who need potentially dangerous materials.

“That, to me, is probably one of the biggest things we save on. We’re very fortunate for that.”

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