

Direct Employers Association 2009 Annual Meeting & Conference

presentations and speakers subject to change

October 7th

Welcome & Direct Employers Association Update

Keynote Speaker — Jim Abbott

Keynote: ADAPT – Overcoming Challenges

Major League pitcher Jim Abbott was born with only one hand, but he adapted, overcame adversity and found excellence in his 10-year professional pitching career. Abbott knows that in order to continue moving toward our goals we must be willing to adapt, change, and mold ourselves in order to meet the obstacles in our own way. Using ADAPT as an acronym, Abbott strings together a powerful set of words that provide five incredible strategies to help audiences reach their fullest potential.

A - Adjustability

D - Determination

A - Accountability

P - Perseverance

T - Trust

The Four A's of Recruitment Advertising *

How can you make the most of your recruitment advertising budget? How do you maximize the return on investment from your advertising campaigns? We'll help you meet these goals using the "Four A's" – Indeed's step-by-step approach to effective recruitment advertising. Illustrated with real-world case studies, this session gives you the nuts and bolts for improving the performance of your recruitment ad campaigns.

Presenter: Paul Forster, CEO, Indeed.com



Speeding Toward the Future with Social Media

First there was MySpace and Facebook – now there is Twitter. Are these truly good tools to use for recruiting new talent? What about LinkedIn and all of the latest reports stating that managers prefer to recruit here rather than a major job board?

Presenter: Shannon Seery Gude, Vice President, Digital at Bernard Hodes Group

How to Recruit with YouTube

In this presentation, Jim Stroud will discuss his experience in using YouTube (and other free video hosting sites) as a recruiting tool during his tenure with Microsoft. Topics covered include: Keyword Research Tools, Search Engine Optimization (SEO), YouTube Channel Optimization and Strategic Competitive Practices. If you do not have YouTube factored into your overall Recruitment Strategy, you will by the end of this presentation.

Presenter: Jim Stroud, Social Media Development Manager, EnglishCafe



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For more information visit www.meeting09.directemployers.org

.jobs From Labs to Universe and What it all Means for ME

Direct Employers Association's alliance with .jobs has created an entirely new universe for the online recruitment industry. Top Level Domains (TLD) will be created for virtually every keyword available, thus creating a brand new way for companies to effectively reach candidates.

Panelists: Tom Embrescia, Chairman & CEO, Ray Fassett, Executive VP & Founder and Sandy Harsanyi, VP of Marketing and Design, .jobs; Bill Warren, Executive Director, Rick Wehrle, VP of Product Development and Jason Sole, Interaction Designer, Direct Employers Association; Ray Schreyer, Program Manager, Internet Recruiting Strategies, IBM; Rhonda Stickley, Sr. Director, Talent Acquisition, Providence Health & Services

Moderator: Chad Sowash, VP of Business Development, Direct Employers Association



Hospitality/Networking Reception

October 8th

Understanding Direct Employers Association Products & Services

Receiving information about the amount of traffic to a major job board has been an unreliable way to tracked return on investment for spending a recruitment budget. Now there is technology available with detailed reports showing traffic from sites like Indeed, Simply Hired, Disaboom, Ju Ju and many others.

Presenters: Rick Wehrle, VP of Product Development, Chad Sowash, VP of Business Development, Tom Eckhart, VP of Membership Development and Nancy Holland, VP of Marketing, Direct Employers Association

Adverse Impact and the OFCCP's New Enforcement Strategy *

The OFCCP is transforming itself into a true race and gender equal employment agency. The OFCCP is no longer concerned only about adverse employment and compensation trends against minorities and females, but also against non-minorities and males. In addition, the OFCCP is also running sub-minority adverse impact analyses to identify trends against various sub-minority groups. Given the number of analyses the OFCCP is running in audits, employers are more likely to see "red flags" of adverse impact trends emerging in the applicant-to-hire process. Now, more than ever, it is important for employers to ensure they are strategically and properly using disposition codes to explain what happened and why each and every applicant was not selected. In addition, strategic use of disposition codes can assist employers to put their best foot forward in OFCCP audits. In this session, learn about these OFCCP trends and how employers can strategically use disposition codes to better understand what happened and defend themselves in OFCCP audits.

Presenter: Mickey Silberman, Attorney at Law, Jackson Lewis



Making Sense of Web 2.0: Online Recruiting Tools That Don't Break the Bank *

Social networks, niche sites, blogs, and videos – all hot trends in recruitment, but where do you start? It all seems confusing. In this session, you will learn about the latest online recruiting trends and how you can apply them to your efforts without blowing your budget. Leveraging the new technologies can be a cost-effective way to reach the right candidates in a more targeted way.

Presenter: Gautam Godhwani, CEO & Co-founder, Simply Hired



Reaching Your Audience: Maximizing the ROI on Your Recruitment Videos

So you've made a fantastic recruitment video...now what? You need your future employees to watch it! Unfortunately, simply posting it on your career site isn't going to cut it. Video sharing sites are a step up, but there's too much clutter.

That's when you need to push your video out. Well-placed ads are a very cost effective way of getting in front of the brightest minds out there. We'll walk you through everything you need to know to utilize advertising mediums to get the most from your videos.

Presenter: Ryan Caldwell, CEO, Enticelabs, Inc.

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Keynote Speaker — Bill Strickland

The Art of Leadership

For thirty years, Bill Strickland has transformed thousands of lives, restored our faith in ethical leadership, and reshaped the business of social change. Creator of the Manchester Bidwell Corporation, an extraordinary jobs training center and community arts program — he and his staff work with corporations, community leaders, and schools to give disadvantaged kids and adults the opportunities they need to build a better future. (Centers are already running in Pittsburgh, Cincinnati and San Francisco; many more are planned.) And for years now, in front of enraptured audiences, this MacArthur Genius has shared his unshakable message of leadership, self-worth and the intrinsic ability in all of us to achieve remarkable transformation in our lives. "Bill Strickland is a genius," says Jeff Skoll, "because he sees the inherent genius in everyone."



A Successful Diversity Plan Has Many Diverse Parts *

What does diversity mean to you? Are diversity race, gender and ethnicity your definition? What about disability, military and underrepresented new pools of talent; are they part of the plan? Discuss real world strategic and tactical aspects of diversity, including business objectives, champions, education, outreach and the scorecard.

Presenters: Kurt Ronn, CEO, HRWorks; Jeff Spratlin, Director, Associate Relations and Government Compliance, The Home Depot



Sharing of Best Practices

Rob Burris

National Recruiting Operations Manager, Nestlé USA

Rob will introduce how Nestle is recruiting top candidates by building a qualified applicant database, including job skills, interests, location and salary requirement, before the job requisition is even open. Find out how your organization can adopt these best practices, including the use of social networking sites, to be ahead of the recruitment game!

Catherine DaGrossa

Recruitment Account Manager, ABB, Inc.

College Recruitment Strategy: Do you have the key components in place for a successful program? Have you discovered and capitalized on the business relationships that already exist between your business leaders and academia? How are you leveraging your current employees and Web 2.0 technology to build your brand on campus? How did you determine your targeted list of schools? Is it the "right" list to meet your workforce planning objectives?

Randy Goldberg

VP of Recruiting, Hyatt Hotels & Resorts

The use of social networking tools is all the rage at the moment. Do these tools really work and what do you need to do to get started? Randy Goldberg, VP of Recruiting at Hyatt Hotels & Resorts reviews Hyatt's use of these tools and their results.

Laura Harlos, PHR

Manager, EEO & QA, Alaska Airlines and Horizon Air

Laura will explain how she has gone above and beyond the call of duty to recruit and retain veterans within her organization. She will discuss what she did to receive the first round of Good Faith Initiative for Veterans Employment (G-FIVE) award. She will share how veterans are valued in her company and why she pursued the G-FIVE award from the Office of Federal Contract Compliance (OFCCP).

Jason Leonard

Director of Field & College Recruiting, JCPenney

Jason will share best practices specific to developing comprehensive and sustainable diversity recruiting strategies for JCPenney, one of America's leading retailers, operating 1,101 department stores and employing 145,000 associates throughout the United States and Puerto Rico.



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