

**Direct** Employers

# Annual MEETING 2008

LAS VEGAS, NEVADA

**October 8–10, 2008 • Planet Hollywood Resort**

## Conference Speakers

**Richard Berman** — Public Relations Specialist

**Matthew Camardella** — Partner, Jackson Lewis LLP

**Joel Cheesman** — Head Cheese, Cheezhead

**Cari Dominguez** — Former 12th Chair of the U.S. Equal Employment Opportunity Commission (EEOC)

**Heather Dougherty** — Director of Research, Hitwise

**LoriAnn Edinborough** — Program Director in the Career Center, University of Notre Dame

**Nancy Holland** — Director of Business Development, DirectEmployers Association

**Rich Karlgaard** — Publisher, *Forbes* Magazine

**Tory Johnson** — Founder and CEO, Women For Hire

**Tom Pauken** — Chairman, Texas Workforce Commission

**Dan Pink** — Best-selling author and an expert on innovation, competition, and the changing world of work

**Kurt Ronn** — Founder and President, HRworks

**J.W. Roth** — Chairman, CEO, and Co-Founder, Disaboom, Inc.

**Ray Schreyer** — Program Manager of Internet Recruiting Strategies, IBM Corporation

**Shally Steckerl** — Founder and CEO, JobMachine, Inc.

**Lee Svete** — Director of the Career Center, University of Notre Dame

**Sheridan Walker** — Founder and President, HirePotential, Inc.

**Jennifer Watson** — Account Manager, Hitwise

**Peter Weddle** — Founder and CEO, WEDDLE's LLC



**Wednesday, October 8, 2008 (Plenary)**

7:00 AM	Continental Breakfast	
8:00 AM	Welcome and Introduction	Bill Warren, Shelia Gray
8:20 AM	Board of Directors update	Dan Jordan
8:35 AM	JobCentral / VetCentral update	Chad Sowash
9:00 AM	<b>Make it Happen: Strategies for Successfully Managing Life (including Work!)</b> Recruiting and hiring women will be even more critical for employers as we move deeper into the labor shortage era. Learn what women want in an employer and what issues, such as work/life balance and career advancement, are important to them.	Tory Johnson
10:00 AM	Break	
10:15 AM	<b>Texas Veterans Leadership Program</b> Texas Veterans Leadership Program is a peer to peer approach to assist returning veterans acclimate back into civilian life. Under President Reagan, Tom Pauken ran a similar program that was very successful for returning Vietnam veterans. He is very employer-minded and his message is a powerful one. Important for both recruiting and compliance.	Tom Pauken
11:15 AM	<b>Overview of E-Verify Compliance</b>	Matthew Camardella
12:00 PM	Lunch	
1:15 PM	<b>Company and State Panel</b> Hear representatives from member companies and state workforce agencies discuss how they can work together to improve labor market efficiency and provide a very valuable resource for employers facing a national labor shortage.	Panelists
2:45 PM	Break	
3:00 PM	<b>KEYNOTE: The Boomer Workforce and the End of Retirement as We Know It</b> Dan Pink, who has advised start-up ventures and Fortune 100 companies on recruiting, innovation, and work practices, is a best-selling author and an expert on the changing world of work. How will your company be affected by our nation's aging workforce and entry of "Millennium" or "Generation Y" employees into the workplace?	Dan Pink
5:00 PM	Hospitality / Networking	
7:00 PM	Day 1 Adjournment	

**Thursday, October 9, 2008 (Plenary)**

7:00 AM	Continental Breakfast	
8:00 AM	<b>KEYNOTE: Relationship Building with Government Agencies</b> Find out how to establish and maintain appropriate relationships with state and federal regulatory agencies before problems exist from a corporate executive who has previously served as Chair of the EEOC and Director of the OFCCP.	Cari Dominguez
9:30 AM	Break	
9:45 AM	<b>Recruiting Web Metrics</b> The numbers tell the story! There have been dramatic price increases by major job boards while their effectiveness has been in constant decline. Metrics you will definitely want to consider at your next budget planning session.	Ray Schreyer, Jennifer Watson, Heather Daugherty
10:45 AM	<b>Disability Compliance</b> An estimated 54 million people in the U.S. have disabilities—and that segment of the population represents a tremendous – if underutilized – workforce asset. Find out how your company can take advantage of this valuable asset.	Sheridan Walker, J.W. Roth
11:45 AM	Lunch	

1:15 PM	<b>Recruiting and Managing the “Millenniums” or “Generation Y”</b> In the coming years, who will win the battle for the workforce? Those who understand the needs of the “Millenniums” or “Generation Y.” Notre Dame’s Career Center Director will present research to help you recruit, retain, and manage the new workforce.	Lee Svete, LoriAnn Edinborough
2:15 PM	<b>Public Relations is Critical to Your Success</b> A former News Editor for <i>NBC Nightly News</i> , Rich Berman, will discuss his role in promoting DirectEmployers Association and how your company and your recruiting program can benefit from his approach.	Richard Berman
3:00 PM	Break	
3:15 PM	<b>DirectEmployers Search Engine Optimization Project</b> Joel Cheesman, an evangelist of Search Engine Optimization (SEO) that helps employers drive targeted candidates to their job listings, has been retained by DirectEmployers to implement SEO for all member company jobs. Learn how it will improve your recruiting.	Joel Cheesman
4:00 PM	<b>Global Economy and Markets - Facts and Forecasts in 2008</b> The world’s “startup economies,” such as China’s, India’s and those of Eastern Europe, have leapfrogged legacy technologies and political systems to ignite faster rates of growth. Can American companies compete in this era of extreme, low-cost competition?	Rich Karlgaard
5:00 PM	Day 2 Adjournment	

**Friday, October 10, 2008 (Concurrent)**

8:00 AM	<b>Optimizing the Candidate Experience</b> Since 1996, WEDDLE’s has conducted ground-breaking surveys of recruiters, job seekers and Web-sites providing employment-related services on the Internet. Founder and CEO Peter Weddle brings you up to date on important events, trends and strategies in Internet recruiting with a focus on what companies can do to optimize the applicant’s experience at your web site.	Peter Weddle
8:00 AM	<b>Compliant Recruitment: You Have Heard From The Lawyers; Now Hear From Recruiters</b> The workshop will discuss compliant recruitment from the front lines, how the OFCCP and EEOC changed the recruitment landscape and compliant recruitment and recruiter accountability. It will also include a Lightning Round: “Answers to your questions and best practice sharing”.	Kurt Ronn
9:45 AM	Break	
10:00 AM	<b>Latest Techniques in Sourcing</b> Shally Steckerl is a talent acquisition consultant, strategist, and speaker. He is the Founder and “Chief CyberSleuth” of JobMachine, the premier provider of sourcing consulting services and workforce development. Things happen fast on the Internet and Shally is on top of the latest in recruitment sourcing techniques.	Shally Steckerl
10:00 AM	<b>DirectEmployers Compliance Advisory Council Meeting</b> The Compliance Advisory Council’s purpose is to advise DirectEmployers Association’s President, Board of Directors, and Executive Director on matters relating to the Association’s Affirmative Action and OFCCP compliance programs and services.	Nancy Holland
11:45 AM	Day 3 Adjournment	

**Keynote Speakers**



**DAN PINK**

Daniel Pink is a best-selling author and an expert on innovation, competition, and the changing world of work.

Presentation:

**The Boomer Workforce and the End of Retirement as We Know It**



**CARI DOMINGUEZ**

Cari M. Dominguez recently completed a five-year term (2001-2006) as the Nation’s 12th Chair of the U.S. Equal Employment Opportunity Commission (EEOC).

Presentation:

**Relationship Building with Government Agencies**

## About the DirectEmployers 2008 Annual Meeting & Conference

If you could choose only one conference in 2008 to attend, the DirectEmployers Association Annual Meeting & Conference should be your choice! This meeting is FREE for member companies and is designed to provide an opportunity for you to meet industry experts, hear industry-leading speakers, and to network, learn and share innovative ideas concerning Internet recruiting and compliance with your professional peers from other companies.

The 2008 Annual Membership Meeting will be held October 8-10 at the Planet Hollywood Resort in Las Vegas, NV. The only cost to you for attendance, as an Association member, is your hotel and travel expenses. There are no meeting/registration fees charged to attend.

Why you should attend the 2008 Annual Meeting and Conference:

*Network with your peers from other companies and other industries about problems and issues you confront every day.*

*A best-selling author and expert on the changing world of work will give a presentation about our nation's aging workforce and entry of today's generation of employees into the workplace.*

*Then you will hear about new research that will help you recruit, retain, and manage tomorrow's workforce by better understanding the needs of the "Millenniums" or "Generation Y."*

*From a corporate executive who has previously served as Chair of the EEOC and Director of the OFCCP, you will find out how to establish and maintain appropriate relationships with state and federal regulatory agencies before problems exist.*

*Learn how your company's jobs will be Search Engine Optimized by JobCentral to help you better reach the labor market and reduce recruiting costs.*

*Hear industry-leading speakers on recruiting, sourcing, compliance and managing today's workforce in a tough economic environment.*

*From experts, you can learn how to recruit and more effectively manage hard-to-reach, underutilized groups, such as veterans, women and people with disabilities.*

*There have been dramatic price increases by major job boards while their effectiveness has been in constant decline. Metrics you will definitely want to consider at your next budget planning session.*

*Hear up-to-date important events, trends and strategies in Internet recruiting and learn what you can do to optimize applicants' experience on your web site.*

*Participate in the Compliance Advisory Council to advise DirectEmployers Association's President, Board of Directors, and Executive Director on matters relating to the Association's Affirmative Action and OFCCP compliance programs and services.*

### Registration

The 2008 Annual Membership Meeting will be held October 8-10 at the Planet Hollywood Resort in Las Vegas, NV. The only cost to you for attendance, as an Association member, is your hotel and travel expenses. There are no meeting/registration fees charged to attend. Register online at:

**[www.jobcentral.com/meeting08](http://www.jobcentral.com/meeting08)**

### Conference Venue



#### Planet Hollywood Resort

3667 Las Vegas Boulevard South  
Las Vegas, NV 89109

(877) 244-9474 or (702) 785-9455

[www.planethollywoodresort.com](http://www.planethollywoodresort.com)

### Accommodations

A limited block of rooms is available at Planet Hollywood Resort. The registration deadline is September 7th, 2008. In order to receive the special group rate of \$159.00, call (877) 244-9474 or (702) 785-9455 and identify yourself with DirectEmployers Association (group code: ADEA) when making your reservation.

### Contact DirectEmployers Association

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