



PowerBoost 2012

**Exceptional Ideas for Exceptional Results:
What the Best-In-Class Talent Acquisition
Pros Are Doing Differently**

August 22, 2012

PPA Event Center, 2105 Decatur Street, Denver, Colorado

TODAY'S SCHEDULE

7:30 a.m. Registration

8:30 a.m. Brian Johanson
Performance Based Hiring

10:00 a.m. Break

10:15 a.m. Laura Stoker The Art of
Seductive Sourcing

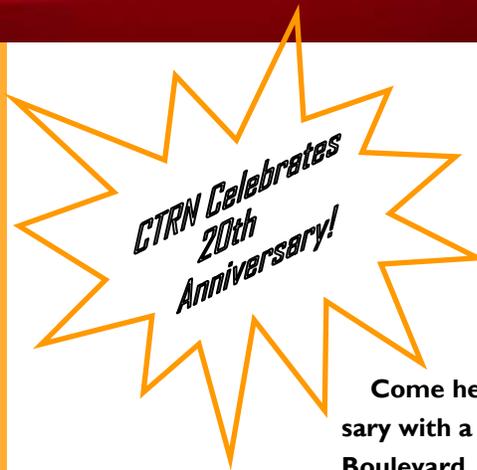
11:45 a.m. Lunch

12:45 p.m. Tom Steele Web 2.0
Talent Acquisition

2:15 p.m. Break

2:30 p.m. Tony Blake Inside The
Numbers: Recruiting Metrics
That Even Your COO Will
Love

4:00 p.m. Social Hour Sponsored by
Hire IQ



Come help us celebrate CTRN's 20th Anniversary with a party at Dave and Busters, Colorado Boulevard, on Tuesday, September 18th.

For more information, and to make reservations, go to www.CTRN.org. Friends, family, co-workers — all are invited.

Reservations Required.

Join HireIQ for Happy Hour from 4:00 – 6:00 p.m.

Employees hired using HireIQ's suite of talent performance optimization products demonstrate increased speed to competency, reduced attrition and improved sales and service performance. See inside for more information.



Bryan Johanson
COO
The Adler Group
www.adlerconcepts.com

Performance Based Hiring: Reinventing the Recruiting Process to Deliver Top Talent



Workplace Application: This session will provide specific ideas on how corporate recruiting departments can improve their performance by shifting their approach to sourcing and attracting top people.

We estimate that 60-70% of corporate recruiting budgets and recruiter's time is wasted on average or lower candidates. Over the last year most corporate recruiting departments have trimmed their recruiting staff, cut budgets to the bone with management believing talent is easy to find.

While finding people is easier, finding good people is not! In this session we will explore how corpo-

rate recruiting departments can restructure and retool to find outstanding candidates for any position, without going back to the post and pray methodologies of the past.

Bryan Johanson is the Chief Operating Officer of The Adler Group, a consulting and training company specializing in hiring process reengineering and recruiter and hiring manager training. He has been consulting and training for the last 11 years with companies as diverse as Bank of New York Mellon, Royal Canadian Bank, Wells Fargo, Arby's Restaurants, Panda Restaurant Group, REI, and the YMCA of the USA. His previous ca-

reer includes over 15 years experience in management, the majority of which has been in high technology sales and marketing. His leadership experience in start-up companies and Fortune 500 companies has provided him with a unique perspective on the issues of hiring top talent.

Prior to The Adler Group, Mr. Johanson held positions including Executive VP of POWER Hiring, VP of Sales and Marketing for Enfish Technology, Senior Director of Channel Programs and Services for Novell Inc., and Director of Channel Programs and Strategies for WordPerfect Corporation.



Laura Stoker
Executive Director of
Global Training
AIRS
www.airstraining.com

The Art of Seductive Sourcing: Leveraging Social Media, Mobile Recruiting Tools



Attracting and holding a candidate's affections in this age of social media hedonism can be challenging for even the most beguiling recruiters. During this session we will explore how to leverage best in class websites and employ effective techniques for reaching the right candidates and keeping their attention. Learn how social media and mobile recruiting tools can make your jobs and your company alluring to the right candidates.

- Harness latest trends in social media

- Make the latest changes at Google, Twitter, Facebook and other sites work for you
- Leverage mobile recruiting tools
- Cloud recruiting best practices
- Useful advice for contacting and communicating with candidates

Laura Stoker has an extensive and diversified global recruiting career. She initially joined the industry as a researcher for executive search firms working on international and domestic projects. She then moved on to J.D. Edwards in

Denver, Colorado as a Recruiting Researcher and eventually stepped into a role as a sourcing expert for EMDS in Brussels, Belgium. Originally introduced to AIRS search techniques in 1997, Laura joined AIRS as a Trainer in 2000. Now an Executive Director of Global Training, Laura is an international search expert and leads course development. Laura is a frequent presenter at national and international industry conferences and has made appearances at Onrec, AESC, ERE and Kennedy Information.



Tom Steele
Job2Web
www.jobs2web.com

Web 2.0 Talent Acquisition: Finding the Right Talent for the Right Job in 2012



Finding the right candidate for the right position **STARTS** with the right sourcing strategy. This presentation will show how to **initiate** relationships and **maintain** contact in a systematic fashion with new tools, methods, and automated processes fit for the Web 2.0 environment.

- Find Better: Put the Marketing of Your Jobs on Steroids. Talent abounds in a mindboggling array of channels in the online universe. Learn how to get exposure to better candidates and increase your brand awareness.
- Engage Better: How to Get Candidates to Take Action. En-

hance your career site and candidate experience to increase your capture and conversion rate, and transform your career site into a recruiting engine.

- Know Better: How to Measure Everything. Utilize talent centric metrics engine to give you visibility to what's working (and not working) in your talent acquisition strategy.

For the past 5 years, Tom has been helping companies Recruit Better™ by transforming their recruiting strategies from Web 1.0 to Web 2.0. These strategies radically shorten the commute be-

tween your jobs and the people you want to hire. You hire better people, faster, for a fraction of the cost. Tom will show how to leverage the latest innovations in technology to make recruiting more strategic, efficient, and accountable - and more enjoyable. Tom regularly delivers presentations with plenty of audience participation, discussing how attendees recruit, the results they have, how they would like to improve this process, the challenges in doing so, and the desired results and benefits of updating their talent acquisition strategies.

Inside The Numbers: Recruiting Metrics That Even Your COO Will Love



Recruiting metrics are often discussed in theoretical terms, but seldom do you experience real transparency on the topic. Tony's presentation will be different! You'll take away ideas for measuring and driving recruiter performance, identifying operational staffing priorities, building business cases, and quantifying business impacts. Business leaders use a language that includes cost, time and quality. Do you? Come prepared for one of the most robust recruiting metrics presentations you'll ever see, from an award-winning recruiting team and leader. And, yes, you'll get to see

LOTS of real numbers, too.

Tony is currently Vice President of People Services (HR) at DaVita, a Fortune 500 company that provides world-class dialysis services and kidney care to nearly 150,000 patients across the nation (and soon to be expanding across the globe). He's been a Recruiting and HRIS leader for 15 years in the healthcare, financial services, and telecommunications industries. In the Denver-area he has worked for ICG Communications, Exempla St. Joseph Hospital and Great-West Life in an "HR" capacity.

Tony is both an "architect" and "teacher" at heart, and enjoys sharing his real-world leadership experiences in

the hope that others can learn from his mistakes! He frequently speaks at professional conferences across the country.

His recruiting team at DaVita has won several awards, including ERE's Recruiting Team of the Year (2009), and Best Corporate Careers Site (2010). Additionally, the team was recognized by Workforce Magazine, winning an "Optimas Award" for creating competitive advantage (2009). They are also the only three-time winner of Taleo's annual Innovation Awards ('08, '09, '10).



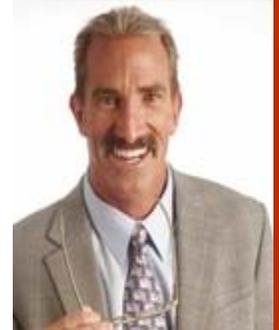
Tony Blake
VP People Services
DaVita

www.davita.com

PowerBoost 2012 Master of Ceremonies

Peter has been recruiting for over 20 years. He has been a member of CTRN since 1995. He has been a board member several times 1996-2000 & 2002-2006, Committee member of Tech Connect Job Fairs, and educational seminar and active participant and volunteer when needed. He has worked with the State of Colorado Dept. of Labor and Employment, he has worked for the Federal Government - TSA; he has worked as a staffing manager with a software company, and as a

Sr. Technical Recruiter with USWEST/Qwest Advanced Technology, to name a few. For the last 10+ years Peter has run his own Recruiting Consulting firm PIH CONSULTING, working in the Aerospace/DOD, Telecom, Oil & Gas, Accounting/Finance, High Tech and Healthcare Industries. His passion and mission is to assist companies with Staffing, Recruitment and HR issues associated with the mine field that is Talent Acquisition.



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Tony Bengtson, SPHR
Precision Recruiting, Inc.
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CTRN
 Founder and President
www.ctrn.org



Tony founded the non-profit Colorado Technical Recruiters Network (CTRN) in 1992. Celebrating its 20th Year Anniversary in 2012!

After 10 years of working in Corporate America, Tony started his own company, Precision Recruiting, that is celebrating its 15th Anniversary in 2012.

Tony was the 2003 Coors Gold Suppliers Award winner – 1st time this award was ever presented to a staffing firm by Coors Brewing Company in Golden, CO

Tony has personally completed over 1000 specific search assignments.

Your Castle Real Estate: Your Relocation Specialist

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- » Blends recruiting and Real Estate knowledge.
- » Delivers a great impression of the metro area.
- » Helps removes relocation obstacles that inhibit candidates from saying "Yes" to taking the job.

Denise is one of the original founders of CTRN, a former Board of Director and presently CTRN's Membership Chair. She also coordinates all the CTRN Brown Bag Networking meetings.

If you want to brainstorm about Real Estate, recruiting or CTRN, contact Denise at 303-880-8771.

Be sure to check out her Blog at www.Wambsganss.blogspot.com



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