



August 21, 2013

PPA Event Center, 2105 Decatur Street, Denver, Colorado

# PowerBoost 2013

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

## TODAY'S SCHEDULE

- 7:30-8:30am Registration
- 8:30-9:30am Ben Gotkin
- 9:30-9:45am Break
- 9:45-10:45am Conni LaDouceur
- 10:45-11am Break
- 11:00-Noon Nancy Parks
- Noon-1:00pm Lunch
- 1:00-2:00pm Meredith Soleau
- 2:00-2:15pm Break
- 2:15-3:15pm Angela Heyroth
- 3:15-3:30pm Break



### 6 HRCI Credits

This conference has been approved for 6.0 (General ) re-certification credit hours toward PHR, SPHR and GPHR re-certification through the HR Certification Institute.

"The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for re-certification credit."



## The Top Ten Do's and Don'ts of Recruiting Technology



Over the past 20 years, the recruiting industry has changed drastically, from relying on print ads and faxed/mailed resumes to job boards and ATSs to social media, advanced sourcing tools, mobile apps and more. The pace of change when it comes to recruiting technology can be dizzying, how does one make sense of it all? Join Ben Gotkin, a corporate recruiting veteran with over 18 years of tactical and strategic leadership experience, as he guides you through the key considerations to keep in mind when evaluating and/or implementing new recruiting technology. Ben will describe why he believes that technology is an enabler, not a replacement for most recruiting functions, how to most effectively optimize your social media channels, what talent communities are and are not, what landmines to avoid when implementing applicant tracking and candidate management systems,

and more.

Ben Gotkin draws from over 18 years of recruiting experience in tactical and strategic leadership roles at organizations including Marriott International, McGladrey, The MITRE Corporation, Intelsat and BAE Systems. In each of these roles, Ben has been a leader in promoting the applications of technology in recruiting, advocating collaboration and community building, utilizing metrics to improve performance, providing interviewing training to management and staff, and developing out-of-the-box tactics and strategies to identify and engage talent. He also has had significant experience in building referral and social media programs, the implementation of Applicant Tracking Systems, technology evaluation, and the development of sourcing, employment branding and college recruiting strategies.

Ben is also the Founder and President of recruitDC, Inc., a non-profit organization devoted to producing conference-style events that attract national speakers and highlights local best practices, which has offered unequalled learning and networking opportunities to the members of the Washington, DC recruiting community. Ben has also served a board member of WTPF (a DC-based HR organization) from 2006-07, and was an Expert Advisor with the Human Capital Institute.

He is also has been the author of a recruiting blog and articles for ERE, has been quoted in numerous national publications, and has been a featured speaker and panelist at the ERE Expo, Kennedy Recruiting Trends Conference, SourceCon, Social Recruiting Summit and WTPF.



### Ben Gotkin

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## The One Best Practice to Best Leverage LinkedIn



Recognized as the best speaker at the 2012 Sourcecon in Atlanta, Conni will demonstrate the "how-to" of successful, quality-first talent sourcing, and the steps to identify, in organization chart form, the qualified talent you most want to hire. You will learn how to:

- Prioritize research and diminish information overload
- Identify the qualified talent you seek from the targeted companies
- Efficiently obtain the names, titles, direct dial numbers of the entire group/department/team
- Build competitive intelligence and make each call count
- Reel in truly passive talent

- Measure your Yield for Sourcing Investment/ YFSI
- Add value to your business beyond presenting candidates, improve your individual ROI in your firm and build your personal brand as the "Deliverer of Results"!

There is no substitute for finding the on-target talent you seek via LinkedIn, calling into a company, identifying the individual who heads your business' competing organization, and obtaining that person's entire team. You'll hear actual recorded calls, demonstrating the strategic and ethical approach that has propelled many corporate recruiting, sourcing and search professionals to excel via this critical talent pipeline.

ing skill. Effective in all industries, all functions and at all levels worldwide, The One Best Practice to Best Leverage LinkedIn delivers the added ROI your company seeks. Discover the lost art of telephone research, the industry's newest and oldest sourcing channel!

Conni LaDouceur, Founder and Chief Sourcing Strategist of ExecuQuest Corp., delivers unsurpassed ROI for recruiting solutions via research, sourcing, training and consulting to companies and executive search firms large and small, in the US and abroad. Her passion for the hunt has led EQC and its valued clients to top-notch hiring through multiple years of challenging labor and financial market conditions for over 25 years.



### Conni LaDouceur

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## Sales Skills for Recruiters—3 Practical Sales Skills You Must Use Immediately

Whether you are an experienced recruiter or just beginning, this session is for you. Designed to be interactive, practical, and fun, this session should challenge you, excite you, and equip you. The time will fly as you pick up practical tools as well as a proven method for building sales skills into your recruiting process. You will return to the workplace with specific, actionable tools and techniques that will help you either begin your sales skills training -- or build upon your current recruiting/sales skills efforts. Don't have time for research? Just want to know what works? No problem. We've built this session on the key learnings (and successes) that have resulted from working directly with corporate recruiters -- including 4 years of recording and debriefing over 900 recruiter calls.

Nancy Parks is the founder of HRPartnersplus, a consulting practice specializing in human resource and organizational development

services -- including instructional design and delivery, e-learning analysis, sales training, performance analysis, employee surveys, and program evaluation.

For the past four years, Nancy has been focused exclusively on developing a unique model of sales skill training for corporate recruiters. Logging thousands of hours of training and over 900 call recordings (of actual recruiter calls), the results of this unique approach to sales training have been impressive. Recruiters who participated in the sales training demonstrated a 91% improvement in sales skills (as measured by pre and post testing). They also reported that they were sending better qualified candidates to hiring managers and were conducting more productive calls. In addition, recruiters who learned how to manage salary objections (during the training) reported a savings of almost

\$150,000.

With 40 years of experience in business, education and non-profit environments, Nancy brings a wealth of practical experience and technical competencies to her clients. As a top sales person, she was consistently recognized and rewarded for her ability to exceed sales quota -- receiving the prestigious "Account Executive of the Month" award three times in a single year. While at the AT&T National Sales Training School, she developed a performance diagnostic tool for Sales Managers that received high marks as a method for helping reduce training costs and improve job performance.

With deep roots in education, she has taught all levels -- from elementary through graduate school. A tracking of the evaluations of her recent training and educational offerings showed a consistent overall client satisfaction rating of 4.5 or



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To your success



## Meredith Soleau

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Work Smart! Work Schmidt!

Only contact Meredith for networking and

## "I'm stealing your top talent. I find them on Facebook. I find them on Twitter, and I spend less money on recruiting than you."

Meredith Soleau is the Human Resources Director of Ed Schmidt Auto, Inc. (Perrysburg, Ohio), and she is an expert on all things social media. She holds a Bachelor of Science from the University of Toledo with a Major in Human Resources Management. With absolutely zero HR budget after the fallout of the automotive industry in 2009, Meredith had to learn to be resourceful. She used her social media prowess and turned to Facebook to recruit top talent for one of the least attractive industries in the nation.

Besides managing a car dealership, Meredith is a Staff Writer for Workforce Magazine's *Fistful of Talent*, Relationships Editor for *Curvy Girl Guide*, and runs a popular humor

blog. She has managed social media campaigns for brands such as Lands' End, Schick, K-Y Brand, Care.com, Callaway Golf, Tide, Hewlett Packard, 1-800-FLOWERS, Crystal Light, and Rumor Hotel Las Vegas. Her Klout score is a 68 (which is 13 points higher than Matt Damon's Klout score, so she considers this a really big deal).

### Meredith spoke at the following conferences in 2012:

- Findlye, OH. **Findley Area Human Resources Association: Social Recruiting.**
- Maumee, OH. **ITT Technical Institute: How to Land Your Big Boy (or Girl) Job.**
- **BranchOut to a Broader Network: Recruiting**

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### Trends Webinar.

- Sandusky, OH. **Ohio SHRM Conference: Social Recruiting.**
- Las Vegas, NV. **TrendSetters Talk: Sourcing a Dying Breed – Skilled Tradesmen.**
- Las Vegas, NV. **The Recruiting Conference: Social Recruiting.**
- Toledo, OH. **Toledo HR Associations' Conference: BranchOut & Recruiting on Facebook.**

## Leading Edge Outreach, Research, and Talent Pipelining

*charles* SCHWAB

Charles Schwab's Talent Attraction & Outreach (TAO) department has the unique mission to deliver leading edge outreach, research, and talent pipelining programs to support the broad Talent Acquisition organization. Schwab's TAO group is so unique and forward thinking that it has been case studied twice by the Corporate Leadership Council (CLC).

Angela Heyroth, who created and leads TAO at Schwab, will walk through the case studies, showcasing how the group was devised and organized, and how they effectively "go to where the talent is," through search engine optimization, community integration, competitive intelligence, and other proactive pipelining programs.

Angela Heyroth is a Senior Manager in Talent Management at Charles Schwab & Co. In her current role, she leads a gifted team of sourcing experts and coordinators, builds the overall talent sourcing framework for Schwab, and manages talent

outreach channels across the organization. She also facilitates select employee and leadership development courses.

Throughout her career, Angela's strengths have centered on designing, transforming and optimizing strategies and programs related to attracting, acquiring and developing talent. Prior to Schwab, Angela held recruiting leadership roles with three other Fortune 1000 companies as well as employer relations roles at two college career centers.

Angela has shared her knowledge as a speaker at several conferences and has served in various leadership capacities in the profession, including: Board of Directors for the National Association of Colleges and Employers (NACE) and a founding member of the Talent Leaders of Colorado. Angela's credentials include a BSBA in human resource management; an MBA in organizational management; and a "Recruitment Leader"

certification from the Human Capital Institute.

With deep roots in education, she has taught all levels -- from elementary through graduate school. A tracking of the evaluations of her recent training and educational offerings showed a consistent overall client satisfaction rating of 4.5 or above (rating scale: 5=very satisfied). As a master teacher, she brings a passion for learning and teaching -- and a love of people -- into all of her work.



**Angela Heyroth**

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Only contact Angela for networking and questions. No

## The AIRS® Sourcing Survival Guide

The AIRS Sourcing Survival Guide will provide workshop attendees the opportunity to learn skills and obtain the tools needed to navigate the new recruiting landscape. The past few years have been characterized by a primary focus on social media sites for recruiting. This session will help clear-cut a path through the massive forest of information from these sites to find the best candidates for your openings.

The session will help attendees learn how to use the pocket knife of Internet recruiting -- Boolean logic. Understanding how to pull out the right tools for each specific search will keep smart recruiters ahead of their competition by finding resumes and lists of names that are elusive to others. The session will focus on utilizing creative and advanced Boolean techniques to pinpoint exact results.

The AIRS® Sourcing Survival Guide session will also help lead recruiters to a fresh pool of talent

by presenting best practices for utilizing the web to market and brand themselves, their jobs and their company to attract specific candidates.

With a little extra preparedness, you can survive anything that a changeable recruiting environment throws your way!

The Sourcing Survival Guide will include:

- Understanding how social media is impacting the recruiting landscape and how sites other than "the big three" can be leveraged to find the best candidates
- Exploring recruitment branding best practices using search engines, mobile tools and other candidate-friendly tools
- Learning proven tactics for extracting resumes, profiles, attendee lists, membership directories and more from a wide array of search engines



to build your candidate pool and increase recruitment success

- Exploring the most increasingly popular frontiers in passive candidate recruitment, mobile based recruitment tools, techniques and best practices
- Utilizing time-saving and organizational tools to help manage and target searches to focus on finding candidate information that can help lead to more cost effective hires.

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Laura Stoker has an extensive and diversified global recruiting career. 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



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## **Mistress of Ceremonies**



Vicki Steere is Director of Talent Acquisition Marketing at TeleTechJobs.com

Her Twitter profile touts her as a social media maven, talent acquisition marketer and all around recruiting geek. She is a fun HR pro who can leap tall soap boxes in a single bound, all while being the conductor at TeleTechJobs.com. Vicki's current role has her doing a little of everything!

In addition, Vicki has built and is orchestrating a global talent acquisition marketing team. This team supports media planning and buying to source can-

Vicki also manages the content and design of TeleTech as well as their new talent community. Her social media team members are the faces behind the curtain for TeleTech's Human Capital social media channels worldwide.

A big "Thank You" to **Your Neighborhood Recording Studio** for their video highlights and interviews of today's program. Please stop by and see them in the hallway. Record what you think of today's speakers, presentations and net working opportunities.

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## ***CTRN Officer and CTRN Event Planners***

*All CTRN events are brought to you out of the efforts of the following people. If you would like to help plan future events, or have any suggestions for additional topics to be covered, do not hesitate to contact Tony or Denise. All suggestions are*



### **Tony Bengtson, SPHR**

Founder and President Precision Recruiting, Inc.  
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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.**

### **CTRN**

Founder and President  
[www.ctrn.org](http://www.ctrn.org)

## **Your Castle Real Estate: Your Relocation Specialist**

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- » 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](http://www.Wambsganss.blogspot.com)



### **Denise Wambsganss**

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(CTRN)**

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