

Thanks for coming!



Founded in 1992, Colorado Technical Recruiters Network (CTRN) is a non-profit professional association dedicated to improving the skills of Colorado's recruiting professionals.

Our goal is to encourage integrity and professionalism of our members through cooperation, education and participation in various activities.

CTRN membership is open to anyone involved in the recruitment of personnel for companies. Membership is granted to any industry and category of recruiter and human resources professional.

Our membership is composed of corporate, staffing agency, independent and boutique recruiters, as well as Human Resources, workforce development and university career services professionals whose duties include recruiting and job placement.

Visit us at www.CTRN.org



Power Boost 2010
August 25, 2010



PPA Events Center
2105 Decatur Street
Denver, CO 80211

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.

**Exceptional Ideas for
Exceptional Results: What
the Best-In-Class
Recruiters Are Doing
Differently**

**For Recruiting / Staffing,
Sourcing and Human Resource
Professionals and Management**



We are the voice of HR in the broader Denver metro area, and our members influence business decision-making locally, nationally and internationally.

Founded in 1938 to meet the needs of human resource professionals in the metropolitan Denver area, CHRA has grown to 1,100 members, representing corporations of all sizes and service providers of all types.

CHRA delivers terrific value to members through:

- Professional development in Monthly Member Programs, conferences, seminars, and Professional Development Groups (PDG) focused on key issues and disciplines
- Networking at social and professional development events, as well as outside formal events using our member directory
- Skill development through volunteer leadership and committee work
- Access to current, topical information through our newsletter, The Advisor, our Web site and other evolving resources
- Certification study groups
- Job postings and career resources

<http://chra.org/>

Gerry Crispin, Principal and Co-Founder, CareerXroads

Candidate Experience: Engage Them or Enrage Them - It's Your Choice

Is the quality of your candidates improving, or are you just making the same mistakes faster now that your online presence is dominant? This session delves into the research and practices of firms that are changing their approach to interaction with arguably the most critical stakeholder- the candidate. The medium and the message are intertwined when it comes to creating a candidate experience. How you target, engage, inform and respect them is the key to empowering quality candidates to choose you. This challenging session is based on the presenter's mystery-shopping research conducted in part each year by applying to hundreds of corporations.



Gerry Crispin is a consultant, former HR practitioner, recognized thought leader in the HR profession and an author. His views on employment strategy, hiring process and staffing technology are sought by many of the world's most competitive corporations.

Acknowledged as one of the most influential leaders in the staffing industry, Gerry and his business partner, Mark Mehler, founded CareerXroads 15 years ago. Today their firm facilitates intense, small-group meetings with staffing leaders at more than 70 of the world's largest multi-nationals. They create experiences that probe cutting-edge employment issues, contrast staffing best practices, and contribute to the evolution of the recruiting function.

He has worked in nearly every facet of the staffing Industry and the HR profession – from Career Services at his alma mater, Stevens Institute of Technology, and HR leadership in major corporations like Johnson and Johnson to boutique search firms and recruitment advertising agencies.

In the mid-90's he anticipated the changes that the Internet would make on the staffing profession and, with Mark Mehler, began writing the first of his eight editions of CareerXroads, an annual review of emerging HR technology. His research and professional engagements have been acknowledged as instrumental in advancing new approaches to finding and engaging a future generation of talent.

Gerry is a long term volunteer leader with the Society for Human Resource Management. He is currently leading a Staffing Standards Task Force formed in April 2009 when SHRM was designated a Standards Development Organization (SDO) to develop American (ANSI) and, eventually, International (ISO - 9001) standards for Human Resources. Gerry has served on SHRM's national board (1999) as well as the SHRM Foundation and Staffing Management Association national boards. Gerry has also been a member of SHRM's special expertise panels since 2003.

Gerry still sees himself as a student. In the last several years, he interviewed and observed job seekers and employers in 20 countries including China, Canada, Japan, Australia, Russia, the UK and India to examine how cultural differences impact recruiting practices.

www.CareerXroads.com
www.linkedin.com/in/gerrycrispin
www.twitter.com/gerrycrispin

Guess who's not even looking?

Your ideal candidate.

As an HR Communications Consultancy Practice, we'll get your employment value proposition out in plain sight and build a brand that's true, powerful and visibly unique. We'll even help you build a relationship with passive job seekers. Visit nasrecruitment.com to learn how.



Recruitment Communications
 An agency of the McCann Worldgroup

Creating Demand. Delivering Talent.



Laura Stoker, Senior Director of Training, AIRS

Talent Sourcing on the New Internet



Following the adage that the best candidates are those already employed, passive candidate sourcing allows employers to mine the Internet looking for individuals that might be open to a job change even if they haven't applied for a particular opening. This can be a very time intensive process. Fortunately, technology now exists to simplify the process. Laura will be sharing winning tips and strategies to make passive candidate sourcing as quick, easy and painless as possible.

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 as AIRS Senior Director of 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. She trains all AIRS classes and conducts corporate trainings for clients from a variety of industries. Laura has presented AIRS courses to attendees in the UK, Europe, Asia, India and Australia. Her educational background includes attendance at the University of Tübingen in Germany and a degree from Colorado State University - Pueblo.

AIRS - A Company of The RightThing, LLC

Laura.Stoker@rightthinginc.com

Connect with Laura on LinkedIn - Twitter - Facebook and at www.airstraining.com

The RightThing is the #1 Enterprise RPO Provider as published by HRO Today.

AIRS™
A Company of The RightThing

The Most Respected Leader in Recruitment Training

With unrivaled research and insight, AIRS has the perspective to see what's ahead and bring it to you first. Providing game changing tools and internet recruitment strategies to find top talent, AIRS has delivered training solutions to over 150,000 professionals across the globe. Visit us at www.airstraining.com or call us at 800-466-4010 for more information.

Follow us on Twitter: [AIRSTraining](#) or Facebook: [AIRS Training](#)

search engine mobile web social media video

Founded as a local employment website over ten years ago, Jobing has emerged as a fully integrated employment marketing and technology services provider. Our company helps connect local employers and local job seekers by using technology to distribute your company's employment marketing content to a targeted audience. We do this through our core products, Jobing.com, a local job board, and Jobing Technology Services, a Software as a Service (SaaS) suite of technology applications and services for web, mobile, social media, search and video recruiting.

Jobing is more than just a job board. We deliver the results you need to build, implement and manage an effective employment marketing strategy for your organization.

Contact us today at **866.376.9651** to find out how the new Jobing can help your organization build your employment brand, your talent network and ultimately provide you the comprehensive tools to help you hire great local people.

[JobingTech](#) [@jobingtech](#) [jobing](#) strategies@jobing.com **866.376.9651**

Jobing Technology Services
jobingtech.com



Precision Recruiting, Inc.
EXECUTIVE & PROFESSIONAL SEARCH

Founder and President: Tony Bengtson, SPHR of Precision Recruiting, Inc. www.pri.jobs established in 1997.

Personally completed over 1000 specific search assignments

2009 Executive Search Award, US Commerce Association

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

Founded the non-profit Colorado Technical Recruiters Network (CTRN) in 1992

Glen Cathey, VP, Recruiting Kforce, Author of www.booleanblackbelt.com

Sourcing and Matching: Man vs. Machine

In this session, Glen will explore the pros, cons, capabilities, limitations, and appropriate use of semantic search applications for candidate sourcing, such as Monster's Power Resume Search and TalentSpring. You'll gain insight as to why sourcers who are curious, creative, and analytical thinkers never have to fear being replaced by sourcing software.



Glen Cathey has over 13 years of experience in the recruiting and staffing industry and currently serves as the Vice President of Recruiting for Kforce, a large publicly traded staffing firm.

When not working a recruiting desk, Glen has recruited, trained and managed highly productive teams of up to 24 recruiters responsible for 700 – 900 hires per year. In his current role, Glen trains hundreds of Information Technology, Finance and Accounting, Clinical Research, and Health Information Management recruiters nationally that are responsible for over 10,000 hires annually.

In addition to training recruiters, Glen also presents at conferences (SourceCon 2010 keynote, 2009 PDS Technology Conference) and to companies (AstraZeneca, Humana, Continental Airlines, Booz Allen Hamilton) on how to effectively leverage technology and social media in recruiting.

Glen is extremely passionate about leveraging technology (applicant tracking systems, social networks, job board resume databases, and the Internet) for talent identification and acquisition, and is considered a thought leader in Boolean and semantic search techniques.

In his personal time, Glen is the author of www.booleanblackbelt.com where he shares his thoughts, experience, and theories.



Your Real Estate Relocation Specialist.

If you give a potential new employee a real estate agent's card, wouldn't it be nice to know you had a true partner helping you land and transition that person? Denise has:

A Real Estate Track Record

Very highly recommended by both buyers and sellers
In-depth knowledge of the Metro Denver Real Estate market.
Past career of 20+ years of Talent Acquisition Expertise
Blends recruiting and Real Estate knowledge to help Denver area companies deliver a great impression and a smooth transition.
Expertise in helping people understand the buying and selling process which, like the hiring process, is not something people go through every day.
A "Partner" in keeping candidate's nerves steady and removing personal relocation obstacles that inhibit candidates from saying, 'Yes' to taking the job because of relocation fears.

Professional Organizations and Activities:

Denise is one of the original founders, a former Board of Director and presently the Membership Chair of CTRN (the Colorado Technical Recruiters Network.)

Contact

Denise Wambsganss
303-880-8771
dwambs@msn.com

Website:

www.dwambsganss.yourcastle.org

Blog:

www.Wambsganss.blogspot.com

Best Practices in Sourcing Strategies for Recruiters



This session is for those who never tweet, blog, or update their status. Eric will show how you can still be very effective at finding and engaging talent for your clients. Expect lots of practical ideas for sourcing teams to integrate and optimize the many free or affordable tools available. You'll learn lots of sneaky tricks and a few security tips for daily uses, as well as valuable information for mobile-device users and virtual sourcers.

Eric Jaquith brings more than 12 years of progressive recruiting project experience to his clients. He offers a unique brand of highly effective and efficient recruiting processes designed to deliver top-quality technology candidates quickly, producing impressive bottom-line results. He has become a sought-after strategic outsourcing business partner and consultant by both clients and peers. His client list includes such well-known companies as The Coca-Cola Company, IBM, HP, Microsoft, BT, McKesson, Home Depot, SAP America, Google, Lockheed Martin, Siebel, & several Internet security startups. With dozens of successfully completed projects, and a network of hundreds of recruiting professionals, he continues to innovate and offers practical, affordable solutions for his clients and friends.

Jaquith & Company, Inc.
eric@ericjaquith.com
770-598-2751 mobile

Best Social Recruiting Practices



This is a unique session for recruiting and human resources professionals who would like to increase their professional network, employer brand and influence online using social media networks like LinkedIn, Twitter and Facebook. Jenny will highlight real world examples and how to determine the ROI by using social media tools. She will also share proper social recruiting etiquette, including pitfalls and timewasters to avoid.

Jenny DeVaughn is the Director, Social Strategy at Bernard HODES Group focusing on the Central and Southeastern regions. She is responsible for developing and overseeing the implementation of social recruiting strategies for clients, including ongoing training.

Jenny's scope of experience is focused on creating customized social media webinars, presentations and social recruiting training. Jenny's clients include small-to-medium sized growing companies to large corporations that want to leverage social media tools to enhance their employer brand, increase revenue, gain a competitive recruiting advantage, genuinely connect with ideal candidates and monitor their brand online.

Prior to joining Hodes, Jenny was Chief Enthusiast Officer (CEO) of Social Precision, which specializes in strategic corporate and professional growth via social media consulting. Jenny continues to discuss innovative social recruiting ideas at her Social Precision blog, <http://socialprecision.com>.

Prior to starting her own consulting company, Jenny gained vast experience using social media as an executive recruiter. Her primary focus was to increase business and contacts via social media initiatives. Jenny's pay-it-forward approach has afforded great opportunities to work with non-profit organizations. She is the Executive Vice President of Marketing & PR for the Society for Human Resource Management - Atlanta Chapter (SHRM-Atlanta) and a member of the National Association of Asian American Professionals (NAAAP Atlanta). Additionally, Jenny participates in the Recruiting Society of the Technology Association of Georgia (TAG).

Jenny is a frequent speaker at professional seminars on a variety of topics around using social media in the workplace. She attended the Social Recruiting Summit at Google and the ERE Fall Expo (September 2009). Jenny presented at RecruitFest 2009 in Toronto and at the 19th Annual SHRM-Atlanta HR Conference (October 2009). She attended the Social Recruiting Summit in NYC where she organized a networking event with Monster.com (November 2009). Jenny spoke at the TAG Recruiting Society and at SoCon10 at Kennesaw State University (January 2010). She is presenting at the Social Recruiting Summit at Best Buy's Global HQ (May 2010).

Jenny is also known as a NASCAR fan and her favorite driver is Dale Earnhardt Jr. She lives in Peachtree City, GA with her husband, Roger, and their two children.

<http://socialprecision.com>
jenny@socialprecision.com