

MEMBERS ONLY

Keynote Speaker



Joel Cheesman, HRSEO
Optimize and Conquer

In the War for Talent, today's recruiting leaders must take advantage of what the big job sites already know - search engines are the best way to reach job seekers. Progressive companies are learning how to reduce costs while reaching out to relevant candidates and leveraging brand equity.

Joel Cheesman will present the major advantages of recruitment through the Internet using the power of search engines.

Learn about jobseeker tendencies and how to connect with relevant candidates first!

Joel is an evangelist of search engine optimization (SEO), Internet marketing and other emerging technologies that help employers and like-businesses drive targeted candidates to vacancies.

Visit his blog at www.cheezhead.com.

**The War For Talent:
Solutions and Strategies**

- Sharing Best Practices
- Addressing Challenges
- Identifying Issues
- Defining Programs
- Networking

October 19-20, 2006
Treasure Island Hotel
Las Vegas, NV

Presentations By:

	Mickey Silberman OFCCP's Aggressive New Approach
	Ginger Barnes Technology War for Talent
	Paul White Driving Staffing Efficiencies
	Randy Shute Internap

	Jolene Jefferies Innovative Recruiting Programs
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Industry Showcase

	Web 2.0
	Rise of the Vertical Search
	Pay Per Click Advantages

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DirectEmployers

Join Us for the 2006 Annual Meeting

FACE the Issues, FIND the Answers

- OFCCP Broad Discrimination Trends
- Talent Shortage/Changing Workforce
- Reducing Recruitment Costs
- Targeting Passive Candidates
- Diversify Recruiting Methods
- Panel Discussions and more...

DirectEmployers' Annual Meeting brings together the most progressive recruiting leaders, who are focused on using their collective knowledge to recruit more dynamically and cost effectively.

THE WAR FOR TALENT IS ON!

Are you ready to compete for today's top talent?

Conference Venue:

Treasure Island
3300 Las Vegas Boulevard South
Las Vegas, Nevada 89109

www.treasureisland.com

Treasure Island offers a high energy, yet sophisticated resort with award winning service. Experience the beautiful, tempting 'Sirens of TI' in a battle of the sexes with a band of renegade pirates at the Sirens cove. VIP viewing is exclusive to TI hotel guests in these free, live performances nightly at 6 p.m., 8 p.m., and 10 p.m. Indulge in the pleasure of the Spa or in our tropical pool setting. We also offer your choice of restaurants and lounges, a 1500-seat showroom featuring Cirque du Soleil's Mystere, retail shops featuring TI logo merchandise, contemporary fashions and gifts, and a dynamic nightlife. Treasure Island recently received the 4 - Diamond Award from AAA for superb facilities and outstanding service.

Location: In the heart of the strip, adjacent to the Mirage

Thursday - October 19, 2006

Morning Session

7:30 – 8:00 a.m.
Continental Breakfast

8:00 – 8:15 a.m.
Welcome & Introductions

8:15 – 8:45 a.m.
President's Review/Update – Ray Schreyer, Former President
Intro of New President, Paul White & President-Elect
Board Summary Report
State of the Association
Alliance Update – Chad Sowash, VP Business Development

8:45 – 10:15 a.m.
Optimize and Conquer
Making Your Career Site Your Most Effective Recruiting Tool
--Joel Cheesman, HRSEO

10:15 - 10:30 a.m.
Break

10:30 – 12:00 noon
The Technology War for Talent
--Ginger Barnes, Avery Dennison

12:00 – 1:00 p.m.
Lunch
(Provided by DirectEmployers Association)



Treasure Island Hotel
Size: 36 floors, 2885 rooms
Built: 1993

Thursday - October 19, 2006**Afternoon Session**

1:00 – 2:00

Compliance Beyond the "Internet Applicant"
The OFCCP's New, Aggressive Approach to Investigating
Applicant Adverse Impact
--Mickey Silberman, Jackson Lewis, LLP

2:00 – 2:30 p.m.

Web 2.0
--Jason Goldberg, Jobster

2:30 – 2:45 p.m.

Break

2:45 – 3:45 p.m.

Driving Staffing Efficiencies with Pre-Employment Assessments
--Paul White, Cingular

3:45- 4:30 p.m.

ATS One-Click Reporting, Pipe Dream or Reality?
--Randy Shute, Internap

4:30 – 5:00 p.m.

The Rise of Vertical Search
--Phil Carpenter, SimplyHired

5:00 – 7:00 p.m.

Hospitality/Networking Social
--Q & A/Continuing Discussions
--Opportunity to Meet Speakers

Friday - October 20, 2006

7:30 – 8:00 a.m.

Continental Breakfast

8:00 – 8:30 a.m.

Pay Per Click Advantages
--Paul Forster, Indeed

8:30 – 9:45 a.m.

Special Presentation – Looming Labor Shortage
Innovative Recruiting Programs
--Jolene Jefferies, Union Pacific

9:45 – 10:00 a.m.

Break

10:00 – 11:00 a.m.

Best Practices Overview:
- War for Talent & Looming Labor Shortage
- Research & Case Studies
- Member Updates
Free Forum Discussion
Moderator - Chad Sowash, DirectEmployers

11:00 – 12:00 p.m.

Final Wrap-Up ~ Q & A
Closing Remarks

12:00 p.m.

2006 Annual Meeting Adjournment

"While affirmative action employers have spent much of their time and energy during the past year focused on the new internet applicant rule, the OFCCP has -- with little fanfare -- substantially changed the way it investigates applicant adverse impact. This new, aggressive approach is significantly more burdensome for contractors and produces much stronger "cases" which the OFCCP uses as leverage to demand large monetary settlements or takes to litigation. This presentation will describe what companies can do now to respond."

-Mickey Silberman

Meet The Keynote Speaker

Joel Cheesman

Joel Cheesman, president of HRSEO, is one of the Internet's most famous and widely-read bloggers on emerging recruitment issues in the world. He was the recipient of Recruiting.com's Best Technology Recruitment Blog in 2006.

As an employee and insider of some of America's biggest online job sites since 1997, Joel founded HRSEO to help employers and companies in the recruitment space move to a world where search engines deliver high quality and cost-effective traffic.

www.cheezhead.com

Meet the Speakers:



Ginger Barnes, has over 20 years of Human Resource experience and is currently Manager of Talent Acquisition for Avery Dennison, Office Products North America, a Fortune 500 manufacturer of pressure sensitive labels and adhesives. Ginger has extensive experience in the management of both the Human Resources and employment functions at the plant, distribution and corporate levels. She has led significant start-up and restructuring efforts at Avery Dennison, Algonquin Gas, a division of Panhandle Eastern as well as EG&G and Continental Grain Corporations.



Paul White earned his Masters Degree in Human Resource Development from Clemson University in December of 1996. In November of 2000 Paul became Director of Staffing Operations for Cingular Wireless where he built the staffing function for the newly created Cingular including staffing technology selection, policy and process development and vendor management. In 2004 Paul became SR Director of Staffing Strategy leading staffing integration efforts when Cingular acquired AT&T Wireless. Since 2002 Paul has been working with pre-employment assessment vendors and has trialed multiple assessment programs.



Paul Forster is CEO and co-founder of Indeed, a search engine for jobs that has pioneered a radically improved approach to job search. In a single search, job seekers can search millions of jobs from thousands of company websites, job boards, newspapers and associations. Indeed.com was selected by Time magazine as one of the 50 Coolest Web sites for 2005. Paul previously co-founded Jobsinthemoney, the leading jobsite dedicated to finance professionals, which won Forbes Best Finance jobsite before being acquired in late 2003. Paul holds an MBA from INSEAD business school as well as Masters degrees from Cambridge and Oxford Universities.



Mickey Silberman is General Counsel to and serves on the Executive Committee of the National Industry Liaison Group (NILG). As the NILG Legal Counsel and member of its Executive Committee, Mickey frequently meets with top OFCCP and EEOC officials to discuss the agencies' regulatory initiatives and enforcement trends and present the federal contractor community's feedback on these developments. Mickey is a Partner in the Affirmative Action Practice Group of Jackson Lewis, LLP, the national workplace law firm.



Jason Goldberg is the founding visionary behind Jobster and he runs the daily operations of the company. Jason and Jobster's CTO, Phil Bogle, guide Jobster's overall product strategy. Jason also directly manages Jobster's sales and marketing organizations. He is a frequent public speaker on employment issues and recruiting industry trends and is an avid blogger at jobster.blogs.com. Prior to founding Jobster, Jason led Strategic Planning & Alliances for T-Mobile.



Phil Carpenter is the Vice President of Marketing and he runs the full range of marketing activities for Simply Hired. This includes brand strategy development, search engine marketing, public relations, corporate communications, promotions and event marketing. Phil is the author of eBrands: Building an Internet Business at Breakneck Speed (Harvard Business School Press) and has taught marketing classes for the Stanford University Continuing Studies Program. Phil received an M.B.A. from the Harvard Business School and a B.A. from Stanford University.



Randy Shute has been recruiting for 15 years. He worked full-time for MonsterWorldwide, and while there worked for corporations like Loral Space and Communications, Pitney Bowes, and Skynet. Randy has been with Internap since March of 2006, where his passion is to fully integrate state-of-the-art products and services so that recruiters and HR Departments can function again as recruiters instead of administrators. Powerful applicant tracking systems and services like DirectEmployers are the foundation to his recruiting platform and methodologies.



Jolene Jefferies has over 18 years of human resources experience, and is currently the Director of Employment for the nation's largest Class I railroad company, Union Pacific Railroad. Ms. Jefferies has extensive experience in the employment area and has led a significant re-engineering effort of the employment function at the railroad, resulting in Union Pacific being named as the winner of the 2004 Optimas Award for "Managing Change" from Workforce Management magazine. These change efforts provided a return on investment of \$3,300,240 over a 4-1/2 year period, including a reduction in cost per hire by 6%, hiring cycle time by 29%, and headcount by 38%.



DirectEmployers Association, Inc.

Quad III, Suite 100 9002 N. Purdue Road Indianapolis, IN 46268
Phone: 317-874-9000 Toll Free: 1-866-268-6206 Email: info@directemployers.org