



Talent Recruitment & Retention

A One-day Energizer for Creating Great Workplaces

Thursday, October 26, 2006 - Peoria Civic Center

We've designed this one-day people practices conference and vendor exposition with you in mind. Whether you are a CEO or a dedicated HR professional, this 14-session event is packed with multiple topics to help your organization attract and build the talent force you need.

Our conference is centered around the keynote speakers at our 89th Annual Membership Luncheon. Hank Stringer and Rusty Rueff are co-authors of the new book "Talent Force: A New Manifesto for the Human Side of Business." They'll be speaking about the seismic shift that is occurring in the global workforce. The authors assert that organizations today need more than a work force—they need a high-impact talent force. They'll present ideas on how to develop and implement a world-class talent plan that aligns with your business objectives and define metrics to track and optimize its success.

Please plan on joining us for the 2006 Employers' Association Conference and 89th Annual Membership Luncheon. Registration, sponsor, and exhibit information can be found below.

Conference & Luncheon Registration

Conference fees include morning refreshments, session materials, and the Annual Membership Luncheon with a copy of the keynote speakers' book.

Registrations before Sept. 29
 \$195 EA & Co-Sponsor Members \$249 Non-Members

 \$100 Students

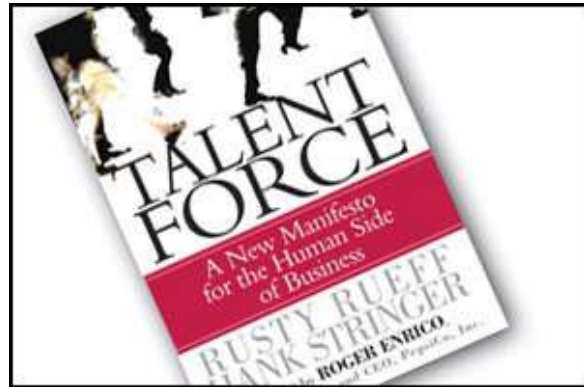
Registrations after Sept. 29
 \$255 EA & Co-Sponsor Members \$330 Non-Members

 \$100 Students

Luncheon-only fees include lunch, keynote addresses, and copy of the keynote speakers' book.
 \$35 per person
 \$350 table of 10
 \$500 Table Sponsor (table of 10 & recognition)

[Sponsor Info](#)

[Exhibitor Info](#)



All conference and luncheon attendees will receive a copy of our keynote speakers' book.



Hank Stringer
 CEO
 QTalent Partners



Rusty Rueff,
 CEO
 SNOCAP, Inc.

Conference Sponsors:



Conference Matrix

A One-Day Energizer for Creating Great Workplaces



Concurrent Sessions				
7:30 Registration				
8:00 Opening Remarks – Exhibit Hall				
General Session 8:15 – 9:15 am	1A <i>"Journey to Engagement"</i> Christopher Glynn Caterpillar Inc			Exhibit Hall
Session 2 10:00 – 11:15 am	2A <i>"A Life in Balance: Finding Meaning in a Chaotic World"</i> Dr. Chuck Stoner Bradley University Compensation & Benefits	2B <i>"Getting the B.E.S.T. from Others"</i> Shirley Stelbrink Stelbrink-Crews & Company EE & Labor Relations	2C <i>"Under Fire, Unaware and Unprepared—Why Front-line Customer Service Training Should be a Priority NOW"</i> Sherry Schambaugh 1st Farm Credit Services HR Development	2D Background Checks Reed Roesler Davis & Campbell LLC Workforce Planning & Employment
Annual Membership Luncheon Meeting 11:30 am Lunch 12:00 noon Welcome & Introductions 12:15 – 1:15 pm Keynote <i>"Talent Force: A New manifesto for the Human Side of Business"</i> Hank Stringer, CEO, Q Talent Partners, Austin TX and Rusty Rueff, CEO, SNOCAP, Inc., San Francisco CA				Exhibit Hall
Session 3 1:45 – 3:00 pm	3A <i>"Succession Planning for Retention"</i> Doug Harris The Kaleidoscope Group, LLC Strategic Management	3B <i>"Talent Force: A New manifesto for the Human Side of Business"</i> continued Hank Stringer, Q Talent Partners Rusty Rueff, SNOCAP, Inc. Strategic Management	3C/4C <i>"Harnessing the Power of Conflict"</i>	3D <i>"Avoiding 'Overselling' Employment Opportunities"</i> Keith Braskich Davis & Campbell LLC Workforce Planning & Employment
Session 4 3:10 – 4:25 pm	4A <i>"New Recruitment Advertising Strategies for Reaching and Influencing the Active Job Seeker as well as the Passive, Impulsive Prospect"</i> Mike Temkin Joe Shaker Shaker Recruitment Advertising & Communications	4B <i>"BACK TO BASICS: A discussion of strategies for base salary/wage delivery"</i> Bernard McKay, CCP Liaison Consulting Inc. Compensation & Benefits	Mike Mastroianni, BA, MAT, Rock Valley College Norm Dasenbrook, MS, LCPC HR Development	4D <i>"Stump the Attorney"</i> Jim Pirages Hinshaw & Culbertson EE & Labor Relations

Registration:

Please complete the following and indicate at right which sessions you wish to attend:

Name _____
 Title _____
 Company _____
 Mailing Address _____
 City _____ State _____ Zip _____
 Phone (____) _____ Fax (____) _____
 Email _____

Session Selection

1A (all attendees) 3B
 2A 3C/4C
 2B 3D
 2C 4A
 2D 4B
 3A 4D
 Annual Membership Luncheon Only

All conference registrations include the Annual Membership Luncheon. Email confirmations will be sent to all Conference registrants.

If you are a member of a co-sponsoring organization, please check:

- Bloomington-Normal Human Resource Council
- Central IL Human Resources Group (CiHRG)
- Central Illinois Chapter of the Society for Human Resource Management (CIC-SHRM)
- Central Illinois Society for Healthcare Human Resource Administration
- Decatur SHRM Chapter
- Heart of Illinois HR Council, SHRM Chapter #326
- Human Resource Association of East Central Illinois
- Illinois Valley HR Association
- The Lamoine Valley Human Resources Association
- Quincy Area Chapter of SHRM
- Southern Illinois Healthcare Human Resource Association (SIHHRA)
- Southern Illinois Personnel Management Association (SIPMA)

Payment options:

Check enclosed
 Please invoice
 PO # _____
 Charge to Visa or Mastercard

 Charge Account # _____
 Exp Date _____
 Cardholders Signature _____

Reservations/Questions:

Phone: 309-637-3333 · Fax: 309-637-3300 · Email: mkruse@eaconnect.com
 Mail: Employers' Association, 401 NE Jefferson Ave, Peoria IL 61603

Session Information:

General Session 8:15 – 9:15 am

Journey to Engagement

Embarking on an Employee Engagement journey requires employers to carefully consider a host of employment practices and the related support systems through the understanding of emotional and rational levers of engagement. The connection between engaged workforces and company performance is clear --increased employee effort, better financial results, swifter adaptation to change and competitive advantages when your employees truly understanding the three "I s" -- Identity, Impact, and Importance. This discussion lays out the advantages of beginning the 18" journey from employee's heads to their hearts and the benefits of an engaged workforce.

Facilitator: Christopher E. Glynn, Director of Engagement, Talent & Aviation, Caterpillar Inc.

Christopher Glynn earned a B.S. in Business Administration from Lewis University and a M.S. in Business Administration from the Keller Graduate School of Management. He completed the Duke University Advanced Management Program as well as the Business/Public Policy Education Program at the Brookings Institution.

Glynn has been employed by Caterpillar for thirty years. While at Caterpillar, he has held a succession of domestic and foreign assignments in operations, material control, engineering, labor relations, and human resources. Before his current assignment, he was Remanufacturing Operations Manager of the Logistics & Product Services Division. He is a partner of the Able to Work Consortium (National Business & Disability Council), a director of the Employers' Association, a director of the Employment Policy Foundation, a member of the Labor Policy Association, a Chairman of the Illinois Workforce Investment Board, and a member of The Center for Prevention of Abuse Board.

Session 2A 10:00 – 11:15 am

A Life in Balance: Finding Meaning in a Chaotic World

Does work seem to dominate your life? Are you working more but enjoying it less? Do you feel caught in an all-consuming "full-court-press" of life? Are you searching for greater fulfillment, significance, and meaning? Or are you simply looking for a better sense of balance in your life?

If you have identified with any of the above questions, you are not alone. Working harder yet often reeling from an absence of personal significance, many of us sense that something is "horribly out of whack."

There is hope. Life balance can be affected and enhanced. We can have successful, rewarding careers and still experience richly textured, fulfilled lives. This presentation examines the confusion and myth of life balance, offers a new paradigm of balance, and illuminates a path that enables busy professionals and managers to find real balance and deeper meaning in their lives.

All session registrants receive a copy of the book *A Life in Balance: Finding Meaning in a Chaotic World*

Facilitator: Dr. Chuck Stoner, Bradley University

Dr. Chuck Stoner is the McCord Professor of Executive Management Development and Professor of Management at Bradley University. He has authored or co-authored seven books and over 50 refereed articles and papers. His most recent book, *A Life in Balance: Finding Meaning in a Chaotic World* and his earlier book, *The Adversity Challenge: How Successful Leaders Bounce Back from Setbacks* are currently in bookstores. The third edition of his popular textbook, *Business: An Integrative Approach*, is used throughout the country. Chuck is an active consultant and works with a variety of businesses and organizations, specializing in leadership, interpersonal dynamics, and organizational change.

Session 2B 10:00 – 11:15 am

Getting the B.E.S.T. from Others

In the last few years, the expectation of doing more with less has mushroomed. The need to be more creative, more profitable, more effective and more efficient with less resources, less money and less time are now requirements. Much of our time is spent fixing problems instead of addressing new development and issues. Shirley will focus on four basics to communicate more effectively to diminish the miscommunications and decrease the amount of time discussing the same issues. You will leave with refreshing ideas about how you can do more with less.

Facilitator: Shirley Stelbrink, Owner & Trainer, Stelbrink-Crews & Company

Shirley's commitment to both organization and individual growth began a number of years ago when she worked in the insurance and technology industries. Shirley actively uses her past experiences in her workshops providing a well-rounded view of organizational life. Her past experiences and roles include: Business Analyst, Computer Operations Supervisor, Project Planner, Consulting Account Manager and Employee Development Director. As a self starter and future entrepreneur, Shirley created the roles of Project Development Manager, Account Manager and Director of Employee Development in the organizations in which she was employed.

Shirley's life philosophy, "aptitude plus attitude equals success," is reflected in her many accomplishments as well as in her workshops. Shirley began her business, Stelbrink-Crews & Company, in October 2002. She completed her Bachelor of Science degree in Business Administration from Kennedy-Western University in May 2003. Shirley is certified as a Training Manager/Director through Langevin Learning Services and is certified to teach Interact System products.

Shirley is dedicated to provide opportunities to enhance the workplace environment. Shirley's approach to training reflects her life philosophy and is focused on creating a learning environment that encourages persons of all learning styles to apply their knowledge to the workplace. Her approach has worked in a wide variety of industries and organizations where she has taught numerous topics including communication, customer service, problem solving and Microsoft Office products.

Shirley stays active in her community and profession. She is a member of the American Society for Training and Development, the Clinton Chamber of Commerce and is a past adjunct faculty member at Heartland Community College in Bloomington, Illinois. She has served on the board of Camp One Way and presently is a member of the Weldon Springs Foundation. In her free time Shirley is an avid reader, bicyclist, tennis enthusiast and enjoys interior decorating.

Session 2C 10:00 – 11:15 am***Under Fire, Unaware and Unprepared—Why Front-line Customer Service Training Should be a Priority NOW***

This session will be a lively exchange with participants sharing how their organizations are UNDER FIRE from competitors yet assumptions are made about the skill levels, attitudes, and behaviors of front-line customer service employees. Do you know what's going on there or do you assume? You may be completely UNAWARE of actions that can undermine your ability to keep current customers, gain more of their business, impact your new customer growth, or gain efficiencies by meeting the needs of each other inside the company. Don't be UNPREPARED and learn when it's too late. This session will share with you the why a successful \$2 billion organization tackled this scenario, what they did, how they did it, and what the impact has been to the business. Most importantly, come away knowing why front-line customer service training needs to be a priority for your organization.

Facilitator: Sherry Schambach, PHR, Vice President Human Resources, 1st Farm Credit Services

Sherry Schambach, PHR, has fourteen years experience in human resources management in the financial services industry, retail, restaurant, and manufacturing. She is certified as a Professional in Human Resources by the Society of Human Resources Management Certification Institute, Washington, D.C. Sherry is a business partner committed to developing and executing organizational strategy through HR practices aligned with business objectives and continuous process improvement. She specializes in taking the complex (and sometimes mystifying) world of HR and simplifying, streamlining and integrating HR concepts with day-to-day practices. As a Generalist, she has broad qualifications in strategic HR, compensation, performance management, benefits, employee relations, succession planning, training and development. Sherry is a graduate of Michigan State University and is married to an Illinois State University professor of information systems. They have three children, actively support women's sports programs, and love traveling.

Session 2D 10:00 – 11:15 am***Background Checks***

"Employers have significant sources of information at their disposal to judge the employability of job applicants. Credit reports, criminal records, personnel files and personal inquiries are frequently relied upon to make hiring decisions. All have risks and costs to be balanced against the informational value of the source. This presentation will cover proven techniques for getting at the background information needed to make informed hiring decisions."

Facilitator: J. Reed Roesler, Attorney, Davis & Campbell LLC

J. Reed Roesler is a principal in Davis & Campbell L.L.C., a law firm of fourteen attorneys with a central office in Peoria and additional offices in Chicago and Washington, D.C. The firm's practice consists predominately of the representation of business owners and management in labor, corporate and tax matters. Davis & Campbell L.L.C. represents local, regional and national clients, with clients ranging in size from Fortune 500 companies to the sole entrepreneur.

Reed is a frequent speaker on employment law topics and has authored several articles on issues affecting private and public employers. His practice includes appearances before the U.S. and Illinois Departments of Labor, the EEOC and Illinois Human Rights Commission, the NLRB and the Occupational Safety and Health Review Commission. Reed's cases have been argued at every level of the state and federal court systems, including the U.S. Supreme Court.

Keynote Presentation 12:15 – 1:15 pm***Talent Force: A New Manifesto for the Human Side of Business***

Rusty Rueff and Hank Stringer review the major tenets of their recently published book. The goal is to enlighten the audience to local and global changes in talent acquisition and retention, helping talent leaders and executives align new strategies necessary to compete for talent.

Attendees will take away the book and lessons in Talent Force acquisition and retention from the authors.

Speakers: Hank Stringer, Chief Executive Officer, QTalent Partners

Russ Rueff, Chief Executive Officer, SNOCAP, Inc.

Hank Stringer has over two decades of experience as a successful high-tech industry recruiter, entrepreneur and innovator in the use of information technology in the recruitment and employment process. In 1996, Stringer co-founded Hire.com, a leading provider of recruiting software and services. Prior to founding Hire.com, Stringer was president and co-founder of Pedley-Stringer, Inc., a high-tech recruitment firm, where he managed search projects for tech firms in Austin, Silicon Valley and Boston. In addition, Stringer also worked as a recruiting consultant for companies such as Dell and Tandem where he managed large recruiting projects throughout the US and Asia. Stringer is an international industry speaker, motivator and author, renowned for his passion for the recruitment industry. He holds a Bachelor of Arts in Journalism from Texas State University and currently chairs the advisory board for the McCoy School of Business at his alma matter.

Rusty served as Executive Vice President of HR at Electronics Arts (EA), the #1 global video game company recently named one of Fortune's Best Companies to Work For and is an executive alumni of PepsiCo and United Technologies. Rusty has spoken on innovation and recruitment all over the world. Publications like Fortune and The Wall Street Journal have profiled him as a leading thinker on talent management strategy. Fast Company dubbed Rusty, 'The Man With the Talent Plan' for his successful recruitment leadership and execution.

Session 3A 1:45 – 3:00 p.m.***Succession Planning for Retention***

Learning Objective: This session will help you to create an effective succession plan that ensures diverse leadership representation and provides your organization with the skills necessary to retain them.

In order to remain competitive in the 21st century, it is essential to have diverse leadership that is equipped with culturally competent qualities.

Understanding how companies can create effective succession plans that can help retain culturally competent leaders that will lead inclusive and culturally diverse organizations will assist in obtaining organizational success.

Facilitator: Doug Harris, Leader/Managing Director, The Kaleidoscope Group, LLC

Doug is the Leader/Managing Director and owner of The Kaleidoscope Group with more than 25 years of diversity experience. He has assisted numerous organizations to effectively address their diversity needs. By working closely with the client, Doug helps them create a custom strategy that establishes a benchmark and an action plan that addresses their specific cultural change needs. Doug has extensive experience in working with senior executives to champion diversity and develop commitment and enthusiasm among all employee groups. His engaging style and unique ability to give diversity meaning at all levels of the organization has him in great demand as a diversity facilitator.

Session 3B 1:45 – 3:00 p.m.***Talent Force: A New Manifesto for the Human Side of Business continued***

Rusty Rueff and Hank Stringer will continue their discussion from their keynote address on local and global changes in talent acquisition and retention, helping talent leaders and executives align new strategies necessary to compete for talent.

Facilitators: Hank Stringer, Chief Executive Officer, QTalent Partners
Russ Rueff, Chief Executive Officer, SNOCAP, Inc.

Hank Stringer has over two decades of experience as a successful high-tech industry recruiter, entrepreneur and innovator in the use of information technology in the recruitment and employment process. In 1996, Stringer co-founded Hire.com, a leading provider of recruiting software and services. Prior to founding Hire.com, Stringer was president and co-founder of Pedley-Stringer, Inc., a high-tech recruitment firm, where he managed search projects for tech firms in Austin, Silicon Valley and Boston. In addition, Stringer also worked as a recruiting consultant for companies such as Dell and Tandem where he managed large recruiting projects throughout the US and Asia. Stringer is an international industry speaker, motivator and author, renowned for his passion for the recruitment industry. He holds a Bachelor of Arts in Journalism from Texas State University and currently chairs the advisory board for the McCoy School of Business at his alma matter.

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Sessions 3C/4C 1:45 – 4:25 p.m.***Harnessing the Power of Conflict***

This 2-session workshop utilizes multiple approaches to learning. There are discussions, role plays, lectures, and case studies along with interactive activities. The presenters' attempt to interject humor and personal stories as examples, and engage the audience in participation.

Content:

- I. Creating Change in yourself and others
- II. Changing through the change of perceptions
- III. Constructive confrontation-the Leveling Process
- IV. Mediation and Alternative ways to resolve disputes
- V. Action planning for follow up
- VI. Establishing Codes of Conduct

Facilitators: Mike Mastroianni, BA, MAT, Associate Vice President for Outreach and Planning, Rock Valley College
Norm Dasenbrook, MS, LCPC, Mediator, Private Practice

Mike Mastroianni, BA, MAT is the Associate Vice President for Outreach and Planning at Rock Valley College, where he directs 5 divisions and over 200 employees. Formerly, he was Dean of Community Outreach and before that, the director of the Management Institute where he was responsible for the training and consulting efforts of the college. Previously, he was a principal and partner with Management Resource Group, a full service Human Resource consulting firm. In addition to his national speaking and consulting experience, Mike also served as VP of Human Resources for an educational association, and has held key positions in health care human resources. His most recent book is, *Harnessing the Power of Conflict: Leading, Living and Learning*. He is co-author with Norm Dasenbrook. Mike and his partner Norm mediate for businesses and industries.

Norm Dasenbrook, MS, LCPC, is a mediator in private practice, concentrating on family, corporate and work group mediation. He is co-director of the employee assistance program division of the Counseling Center of Rockford. He is consultant to numerous local and national employee assistance programs. He is a clinician who maintains a private practice in individual, marriage and family therapy in Rockford, IL. With Mike, he is co-author of the book *Harnessing the Power of Conflict: Leading, Living, Learning*. He teaches and trains with his partner Mike in the areas of both conflict resolution and mediation, and with others in how to set up a private practice.

Session 3D 1:45 – 3:00 p.m.***Avoiding "Overselling" Employment Opportunities***

Employers want to induce the best candidates to come to work for them. However, "promises" of retention, advancement or opportunities can have binding legal consequences if not expressed correctly. In this session, find out how to sell your employment opportunity, but not unknowingly "oversell" yourself into a binding contract of employment.

Facilitator: Keith Braskich, Attorney, Davis & Campbell LLC

Keith Braskich, a partner in the law firm of Davis & Campbell L.L.C. in Peoria, graduated with Honors in 1981 from DePaul University Law School in Chicago and has been engaged in the representation of management exclusively with respect to labor relations and employment issues. His practice includes representation of management before the federal and state courts, EEOC, NLRB, Illinois Department of Human Rights, U.S. Department of Labor, in arbitration and in contract negotiations.

Session 4A 3:10 – 4:25 p.m.

New Recruitment Advertising Strategies for Reaching and Influencing the Active Job Seeker as well as the Passive, Impulsive Prospect

Employment advertising options are increasing with a growing choice of new recruitment advertising opportunities. These new concepts are designed not only to driving your message to a better pool of prospective applicants beyond the so-called active job seeker, but also to create better efficiencies for your advertising budget.

As the employment marketplace becomes more competitive, recruitment challenges require that you become more aggressive in attracting applicant flow while branding your company in front of your target audience. The Internet and newly emerging media continue to offer new advertising strategies that enables your message to be seen not only where candidates begin their job search, but also where they go to find information about their vocational and personal interests. Now your message can be seen by a qualified candidate at a time and in an area where they would not necessarily expect being exposed to a recruitment message but where they might be most receptive to considering the message and inquiring about the opportunity. These strategies include advertising messaging on search engines, general information sites and blogs as well as podcasts, PDA's and general mass media.

There are advantages to having job postings on widely recognized, highly-respected general career boards where your company's postings receive high traffic flow, as well as the goodwill and implied endorsement from being associated with those well-known brand names. But new techniques such as Search Engine Marketing, Keyword/Contextual advertising and Behavioral Targeting along with other well-established strategies can be the key to extending the power and value of recruitment advertising for your company and increase the traffic driven directly to your company's own employment website.

Mike Temkin and Joe Shaker present an overview of unique, emerging recruitment advertising strategies designed to deliver highly-qualified active and passive candidates in a cost-efficient manner. The presentation reviews the newest techniques as well as established, traditional strategies and offers examples of specific advertising campaigns designed to meet a variety of recruitment advertising objectives.

Outline of the Presentation:

1. Traditional Recruitment Advertising Techniques
 - a. In Column and Display Print Ads in Newspapers and Trade Publications
 - b. Job Postings on Internet Career Boards
 - c. Employer Profiles on Internet Career Boards
 - d. Graphic Ad Units (Banners, Tiles, etc) on Internet Career Boards
 - e. Direct Mail and Email Campaigns
 - f. Broadcast Radio and Broadcast/Cable Television
 - g. Initial Use of Employment Areas on Company Websites
2. Newly Emerging Recruitment Advertising Techniques
 - a. Search Engine Marketing
 - b. Contextual Advertising
 - c. Behavioral Targeting
 - d. Sponsorship of Podcasts
 - e. Video/Audio Streaming
 - f. Blogs and V-logs
 - e. Expanded/Enhanced Use of Employment Areas on Company Websites
3. Case Studies
 - a. Retail
 - b. Financial
 - c. Health Care
 - d. Pharmaceutical
 - e. IT

Facilitators: Mike Temkin, Vice President, Strategic Planning and Development
Joe Shaker, Jr., Director, Media Initiatives
Shaker Recruitment Advertising & Communications

Mike Temkin, Vice President, Strategic Planning and Development, has brought the philosophy and strategies of product and business-to-business advertising to the recruitment advertising arena. Before joining Shaker Recruitment Advertising & Communications in 1988, Mike spent sixteen years working with consumer and industrial clients on print, out-of-home, broadcast and special event campaigns for products and services. Mike has worked on recruitment, retention and referral strategies for accounts in the health care, pharmaceutical, industrial supply, financial, manufacturing, IT, and hospitality sectors at Shaker for more than 19 years. Accounts serviced by Mike include Target, J.B. Hunt, Walt Disney World, Grainger and UPS.

Mike currently manages Shaker's Innovative Media Services Department: a 20-person team devoted exclusively to non-traditional recruitment advertising including radio, television, out-of-home, direct mail and special events, Internet, wireless and other newly-emerging media. Mike has been an active member of the SHRM Chapter in DuPage County, Illinois (HRA of Greater Oak Brook) for which he served as Vice President - Programming. He has been invited to speak at meetings for newspaper and media associations in regards to expanding the use of media for the purpose of employment advertising and applicant generation. He recently participated in the NAA (Newspaper Association of America) CD-Rom presentation "Newspapers-The Recruitment Solution That Works."

Joe Shaker, Jr., Director, Media Initiatives, officially began his career at Shaker Recruitment Advertising & Communications in 2002, he had spent more than 10 previous summers working throughout the agency and learning the business. He joined the Innovative Media Systems Department, focusing on providing online strategies for Shaker's leading accounts.

In 2004, Joe spearheaded the creation of Shaker Recruitment Consultants (SRC), a division of Shaker devoted to regional job boards. As Director of Media Initiatives, Joe coordinates all aspects of new media initiatives, including marketing, sales, management of technology and creative work. January 2004 marked the launch of SRC's first initiative, ChicagoJobs.com, which unites 16 major area newspapers with unique local recruitment coverage. This fueled the launch of five additional job boards with more on the horizon.

Joe is also responsible for keeping up with the ever-changing digital advertising trends and advising clients on new opportunities. He is Shaker's corporate interface to the media, as well as its liaison to the Talentvillage global network of advertising agencies.

Joe has a Bachelor of Arts Degree in Communications from University of Wisconsin-Madison.

Session 4B 3:10 – 4:25 p.m.

BACK TO BASICS: A discussion of strategies for base salary/wage delivery

Base salary/wage, in the mind of employee, may be the main ingredient in your compensation program. Base salary wage makes a statement about the level of importance (worth) of the job and the employee to the organization. How we deliver base salary/wage increases and communicate our compensation program is critical to our efforts to develop a performance-oriented culture. In this workshop, we will review various strategies for compensation delivery and identify the environments/cultures in which each of the strategies may work best.

Facilitator: Bernard McKay, CCP, Co-Owner/Lead Consultant, Liaison Consulting Group, Inc.

Mr. McKay has extensive knowledge in the compensation area, including base and incentive compensation design, sales compensation, and employee relations. After graduating from Kalamazoo College, Bernard achieved the CCP designation and served as an instructor for WorldatWork (American Compensation Association for 15 years. He also served as an instructor for the FLSA seminar series sponsored by the Council On Education In Management.

Session 4D 3:10 – 4:25 p.m.

Stump the Attorney

Courts have made it clear that employers must ensure that those who provide training, manage people, and deal with the company's human resource issues must understand the complex body of employment laws and keep up-to-date with new cases that constantly change the interpretations of these laws.

This session is interactive and encourages participants to explore the nuances of the many employment law issues they are facing in the workplace today. Participants are encouraged to ask challenging and complex questions. The attorney will give practical and legally accurate responses! This is your chance to *Stump The Attorney!*

Facilitator: Jim Pirages, Attorney, Hinshaw & Culbertson

Jim Pirages is an attorney and partner with the law firm of Hinshaw & Culbertson of Rockford, Illinois. Jim has over fifteen years' experience concentrating in labor and employment law on behalf of management. His practice includes representing employers before the National Labor Relations Board, Equal Employment Opportunity Commission, Illinois Department of Human Rights and other federal and state administrative agencies, as well as in federal and state courts.

He received his law degree from the Southern Illinois University School of Law and is a member of the Winnebago County Bar Association, Illinois State Bar Association, and the American Bar Association and serves on the boards of several area organizations.

Co-Sponsoring Organizations

Bloomington-Normal Human Resource Council
Central IL Human Resources Group (CiHRG)
Central Illinois Chapter of the Society for Human Resources Management (CIC-SHRM)
Central Illinois Society for Healthcare Human Resource Administration
Decatur SHRM Chapter
Heart of Illinois HR Council, SHRM Chapter #326
Human Resource Assoc of East Central IL
Illinois Valley HR Association
The Lamoine Valley Human Resources Association
Quincy Area Chapter of SHRM
Southern Illinois Healthcare Human Resource Assoc (SIHHRA)
Southern Illinois Personnel Management Association (SIPMA)

Exhibit Area

The exhibit area offers attendees the opportunity to network with colleagues and to visit with representatives from various exhibiting companies that provide the products and services you need — all in a relaxed atmosphere.