

HRCA Newsletter

Volume 1 Issue 24

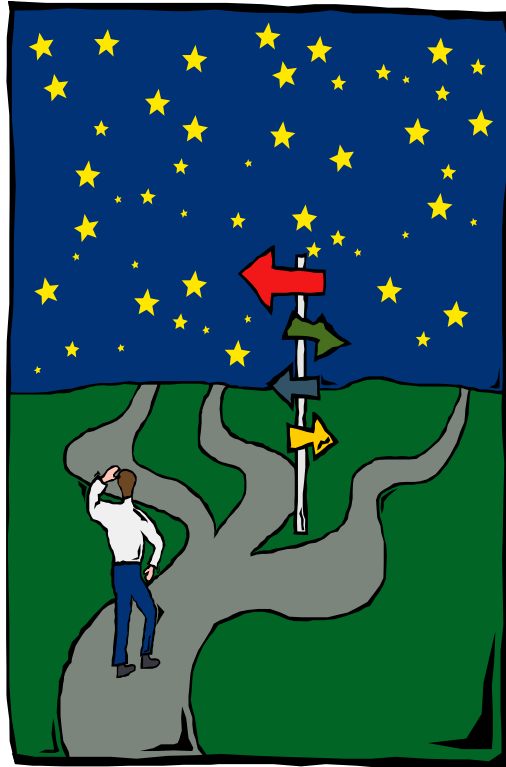
January/February 2001

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HRCA Newsletter Summary

By James Duran

Welcome to the HRCA 2001 Newsletter! Article submissions for the newsletter can be forwarded to me directly at jamesd@proqwest.com Feature articles in this newsletter include: an update on Job Board traffic during this economic downturn; a summary listing of international HR & Employment web sites of note; a summary of top retention and recruitment techniques; a note on the HRCA sponsored Golf tournament in May; BLS statistical updates on employment and unemployment; a summary of new SF legislation on Sex Change (transgender) benefits; the HRCA Calendar of recruiting events for the remainder of 2001; and more...

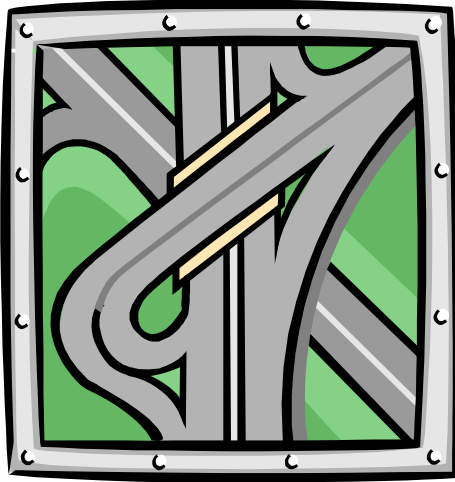


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Monster Traffic on Internet Job Boards

James Duran

According to a recent article on ZDNet, Career sites traffic is soaring as the economy slumps. As the Internet industry continues to downsize, job-search Web sites are reaping some rewards in the form of increased traffic. The major career sites, Monster.com, HotJobs.com and CareerBuilder have seen increased traffic from last year to this, pulling in resumes from recently laid off high-tech workers as well as high turnover rates within technology based companies.

Last month, Monster.com, the Net's second-most-popular career Web site, said that the volume of resumes on its site hit a record of about 38,000 a day this month while its database peaked at 12 million job seekers. Its service for senior executives, launched in September, had reached 100,000 members.

Traffic for nearly all the major sites is up. JobsOnline.com, the highest-

ranked career Web site for traffic, jumped from 352,000 visitors in December 1999 to 6.6 million visitors in the same period a year later. Similarly, HotJobs visitors mushroomed from 513,000 in December 1999 to 2.7 million in December 2000.

Although JobsOnline holds the top slot on many of the Web measurement lists, the average time a visitor spent at JobsOnline during the month of December was about 2.6 minutes while the average time spent at Monster.com was 22.9 minutes.

Some of the job board folks think the downsizing employment trends will work favorably for them. They think that corporations will let their headhunters go and focus more on Internet recruiting, because it's cheaper, reinforcing the Job Board position in the marketplace. I think they will need to prove their value before they hastily jump to that conclusion.



Top Retention & Recruitment Techniques

According to the AEA's IT workforce survey, the top ten **retention** techniques ranked by degree of effectiveness are:

1. Challenging work assignments
2. Favorable work environment
3. Flextime
4. Stock Options
5. Additional vacation
6. Support for career/family values
7. Everyday casual dress code
8. High quality visionary supervision and leadership
9. A three way tie for: cross functional assignments, tuition/training reimbursement and 401k matching.

The top 10 **recruitment** techniques, also ranked by degree of effectiveness include:

1. employee referrals
2. networking (professional and informal)
3. temp to hire contractors
4. internet ads/homepages
5. fee for service web sites
6. internships
7. contingency search firms
8. local newspaper ads
9. retained search firms
10. hiring through consulting/contract organizations

Web Sites Around the World

James Duran

Here's a collection of world employment and research related web sites from around the world. Most of the information was collected from a seminar I attended at the eCruting event in November last year in New York City. Andrea Jupina led the discussion on these sites. She wrote The Recruiter's research Blue Book – A How to Guide, published by Kennedy Information, who produced the eCruting conference event. Kennedy will produce three like recruiting expo events this year including one in May in Las Vegas, in June in London, and in November in NYC. Look in our calendar for more details on upcoming events. In the meantime, if you have more international sites you can recommend for this list, email me at jamesd@proqwest.com

International Recruiting and HR Web Sites

www.aetat.no is a leading Norwegian site. The Norwegian version of this site offers Norwegian-speaking people a full-service Internet site, enabling both employers and job seekers to find the information and services they need. An English-speaking person may not be able to enjoy everything this site has to offer right away. Their searchable database holds information in Norwegian only - consequently, the information in English will be of a more general nature.

www.asianet.com is a leading Japanese site in English and Japanese serving multinational companies in

Japan. It is expensive and service intensive. They also provide a free database of Asian-Americans in Public Service in the US.

www.catho.com.br is Brazil's largest job site. It is in English and Portuguese. Candidates pay the equivalent of US \$15 a month. It is free to employers. In Brazil, since they have a high unemployment rate, they can afford to charge the candidates vs. the employers. English and Portuguese versions are accessible.

www.dnbmdd.com is a site for numerous international directories published by Dun & Bradstreet, Business Reference Solutions, Parsippany, New Jersey, USA, (800) 526-0651, including the *Million Dollar Directory* and others in Dansk, Deutsch, English, Espanol, Francais, Italiano, Nederlands, Norsk, Portugues, Suomi & Svenska.

www.europages.com provides business directory information about over 500,000 European firms in Deutsch, English, Espanol, Francais & Italiano.

www.hospitalitynet.nl is a site developed in The Netherlands in 1995 for jobs mainly in the \$30,000-\$50,000 range in the hospitality and restaurant industries.

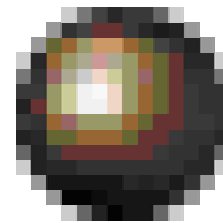
www.iliterarymarketplace.com is an international publishing database on the Internet. It is linked to the US domestic site at www.literarymarketplace.com. Literary Market Place (LMP) is the directory of America and Canadian book publishing. For more than 50 years, LMP has been the resource consulted by practically everyone looking for industry data--whether they are publishing professional, authors, industry watchers, or those seeking to gain entry into the world of pub-

lishing. The International Literary Market Place (ILMP), begun in 1965, provides a similar scope of publishing data for more than 180 countries around the world.

www.jobfood.com is a South African job board site. Jobfood.com is an initiative out of South Africa's largest education and training holding group: LogicalOptions (previously called Educor).

The site offers the ability to find the best screened candidates and jobs as well as the ability to find the skills required to get the job you want.

www.jobline.com is a leading site in Norway and other countries.



HRCA Golf Tournament

When: Saturday, May 12, 9 a.m.

Where: Sunol Valley Golf Club

Cost: \$50/60 per player if payment is received before/after March 25th.

Who: You and your clients

Contact: Joe Compton, Questions – 408-894-4046 (w) 925-484-3962 (h)

This is an excellent time to bring out a client or co-worker who might want to become an HRCA member.

www.kompass.com business directories cover 60 countries, 1.5 million companies, & 2.5 million executive names in English, French, Deutsch, Espanol, Francais, Italiano, Netherlands, Cesky & Polski.

www.mediacorp2.com is the site to *Canada Employment Weekly*.

www.shrmglobal.org Shrm Global is the former International Institute for Personnel Management. They provide lots of information with a European orientation including information on conferences, articles from the UK and Latin America, labor advice through a legal helpline, etc. A must website for the global HR/Recruiter!

www.staffing.org is a free site provided by a not-for-profit organization.

www.stepstone.com is a major online career portal for Austria, Belgium, Denmark, Finland, France, Germany, India, Ireland, Italy, Luxembourg, The Netherlands, Norway, Portugal, Spain, Sweden, Switzerland & the UK. **This is the largest job board in Europe and has a readership about 7X larger than Monster in Europe.** Giles Clarke is CEO.

www.thorpe.com.au site to the *World Guide to Libraries* from K.G. Saur via publisher R.R. Bowker (www.bowker.com) includes *Global Books in Print*.

www.whitepages.com.au/ is a site for Australian white pages and yellow pages.

LABOR STATISTICS BLS UPDATES

Excerpted from BLS Releases by James Duran

MASS LAYOFFS IN DECEMBER 2000

In December 2000, there were 2,677 mass layoff actions by employers as measured by new filings for unemployment insurance benefits during the month, according to data from the U.S. Department of Labor's Bureau of Labor Statistics. Each action involved at least 50 persons from a single establishment; the number of workers involved totaled 326,743. **The number of layoff events and initial claims for unemployment insurance were the highest for the month of December since the series began in 1995;** part of the increase was due to a calendar effect, since December 2000 contained 5 weeks that ended in the month compared with 4 weeks in each of the prior four Decembers. The total of layoff events for all of 2000, at 15,738, and the total number of initial claimants, at 1,835,592, were higher than in 1999 (14,909 and 1,572,399, respectively).

Year	Layoff Events	Initial Claimants for unemployment insurance
1996	14,111	1,437,628
1997	14,960	1,542,543
1998	15,904	1,771,069
1999	14,909	1,572,399
2000	15,738	1,835,592

THE EMPLOYMENT SITUATION: JANUARY 2001

Unemployment increased in January, and payroll employment rose by 268,000, the Bureau of Labor Statistics of the U.S. Department of Labor reported today. Manufacturing experienced another sizable employment decline over the month. Average hourly earnings were unchanged.

Unemployment (Household Survey Data)

The number of unemployed rose by about 300,000 to nearly 6.0 million, pushing the unemployment rate from 4.0 to 4.2 percent. The jobless rate had ranged from 3.9 to 4.1 percent since October 1999. The unemployment rates for each of the major worker groups--adult men (3.6 percent), adult women (3.6 percent), teenagers (13.8 percent), whites (3.6 percent), blacks (8.4 percent), and Hispanics (6.0 percent)--were marginally higher in January.

See the BLS web site at: <http://www.bls.gov/blslist.htm> for more information. The BLS provides detailed information by region, age, sex, ethnic group, industry, etc. I extracted the above from monthly emails I receive from BLS.



"The old rule on the Internet was, He who gets there first wins. We think that's total horseshit. The new rule is, The first person who gets it right gets customer loyalty."

-- Karl Peterson, CEO of Hotwire



Sex Change Benefits

Summarized from SF Chronicle
February 16, 2001 edition

San Francisco is blazing new trails, about to embark on another first in the nation: providing health care benefits for city workers undergoing sex-change procedures. Except for a handful of foreign governments such as the Netherlands, Denmark and some Canadian provinces, City officials and activists know of no other city, county or state in the United States that offers such a health care benefit to employees. Effective July 1, if the plan gets final approval, the city's health plan will cover sex-change operations, hormone treatment and related medical needs for city employees changing from male to female or fe-

male to male. The move with growing public recognition of rights for transgender people.

Backers of the new transgender benefits say the move is a natural extension of San Francisco's 4-year-old landmark Equal Benefits Ordinance, which requires those doing business with the city to provide their employees with domestic partners the same benefits as their married counterparts. The city also passed a 1995 law that prohibits discrimination in San Francisco and in city contracting that is based on gender Identity.

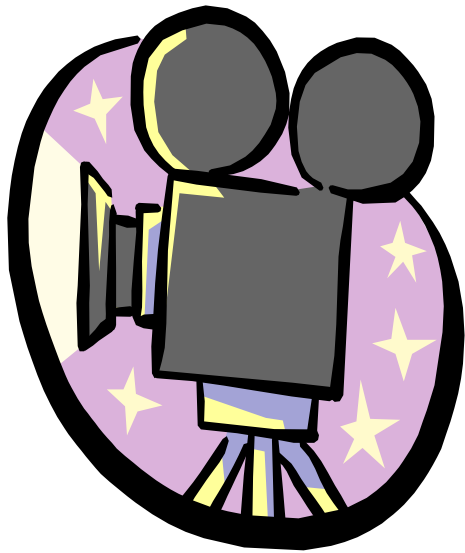
Changing sex doesn't come cheap. For males changing to females, surgery costs about \$37,000. The surgical costs for females becoming males runs considerably more, about \$77,000.

The proposed city health benefit for sex-change procedures caps at \$50,000 per person for life. The benefit also won't cover the entire cost of surgery, requiring the patient to pay 15 percent of the expense if a doctor affiliated with the city's health plan can be found to perform the operation. The copayment jumps to 50 percent for a surgeon not on the health plan. In most cases for all other surgeries for city workers, the full cost is covered under the health insurance plan. The discrepancy isn't lost to transgender

activists and their supporters. They're also concerned that a city worker will have to be on the payroll for at least a year before the sex-change benefits can be used, whereas all other medical procedures are available immediately. The restrictions were added to limit the potential financial burden on the Health Service System fund, which provides medical insurance for 37,000 workers employed by the city, the San Francisco Unified School District, the community college district and 17,000 retirees.

The 98% Solution

According to a recent survey by Lee Hecht Harrison, 98% of job seekers surveyed said they used the Internet in their job search



EVENT CALENDAR

2001 CALENDAR

Keys to Effective Internet Recruiting

March 1, 2001
The Wall Street Journal and
ExecuNet are sponsoring a
public seminar by
Peter Weddle
Los Angeles, CA
ExecuNet at 800.637.3126
WEDDLES24@aol.com

ACT ON IT – Retaining the Best Employees

Location TBD (local)
March 6, 2001
Lee Hecht Harrison & Orlando
Ward & Associates
Becky_Nguyen@lhh.com

INNOVATIVE RETEN- TION: HOW TO KEEP YOUR BUSINESS CRITICAL EMPLOYEES

March 7, 2001
NCHRA Sonoma Chapter event
Barbara Estes, Speaker
DoubleTree Inn, Rohnert Park
415 291-1992

ELECTRONIC RECRUITING EXPO: THE FUTURE OF RECRUITING

Electronic Recruiting Exchange's
first annual national recruiting
conference
March 8-9, 2001
At the Sheraton, Harbor Island
San Diego, California
kevin@erexchange.com

New Economy Issues in Succession Planning Util- izing Recruitment, Retention and Leadership Development to Enhance Your Talent Pool

March 15, 2001
Park Hyatt, San Francisco
8:00am-2:30pm
Attn: Nancy Covell 415 283-4821
[http://www.linkageinc.com/
consortium/wcforum.htm](http://www.linkageinc.com/consortium/wcforum.htm)

18th Annual Employment Law and Legislative Conference

SHRM
March 19-21, 2001
Washington, DC
Capitol Hilton
(800) 283-SHRM, (703) 548-
3440 FAX: (703) 535-6490
email: custsvc@shrm.org
www.shrm.org/conferences/leg

Comdex Spring 2001

April 2-5, 2001
McCormick Place
Chicago, IL
www.comdex.com

24th Annual Conference & Expo of the SHRM Global Forum

(SHRM Global Forum is a new
name for the Institute for Interna-
tional HR)
April 2-4, 2001
Sheraton Chicago
301 East Water Street
Chicago, IL 60611
(800) 283-SHRM, (703) 548-
3440 FAX: (703) 535-6490
[http://www.shrm.org/conferences/
global](http://www.shrm.org/conferences/global)

WorkWorld Job Fair By hotjobs.com

April 4, 2001
Bill Graham Civic Auditorium
San Francisco
917 438-1900
www.workworld.com!

Leadership Development for HR Professionals

Site: Center for Creative Leader-
ship (CCL), Colorado Springs,
Colorado
Sponsored by SHRM and CCL
April 9-13, 2001
June 11-15, 2001
August 6-10, 2001
November 5-9, 2001
Fax 336 282-3284
Email: info@leaders.ccl.org

32nd EMA Annual Conference & Expo

April 25-27, 2001
Hyatt Regency
Chicago, IL
(800) 283-SHRM, (703) 548-
3440 FAX: (703) 535-6490
email: custsvc@shrm.org
[http://www.shrm.org/conferences/
ema/](http://www.shrm.org/conferences/ema/)

2001 Event Calendar Continued.....

ERecruiting Conference

May 3-4, 2001
Mandalay Bay
Las Vegas, NV
dflynn@kennedyinfo.com
<http://www.kennedyinfo.com/e-recruiting/>
603 585-3101 X658

10th Annual Staffing Industry Executive Forum

May 6-9, 2001
Washington DC
Omni Shoreham Hotel
www.sireport.com/conferences
800-950-9496

Networld+InterOp

May 6-11, 2001
Las Vegas Convention Center
Las Vegas, NV
(888) 886-4057
www.interop.com

WorkWorld Job Fair

By hotjobs.com
May 12, 2001
Parkside Hall
San Jose, CA
917 438-1900
www.workworld.com!

HR Symposium 2001: an HR Odyssey from start-up to establishment

May 23, 2001
Santa Clara Convention center
www.hrsymposium.com

The Human Resources Forum Europe

June 4-7, 2001
Sailing from Amsterdam on the
Costa Romantica
Attn: Claudine Debice
44 (0)20 8487 2264
email: hrfeu-
rope@richmondevents.com
www.hrforumeurope.com

The 2001 Employer Conference

June 7-8, 2001
By Littler Mendelson
Monterey, CA
415 399-8440
888 951-1000
www.littler.com
seminar_desk@littler.com

California Staffing Profes- sionals 7th Annual Staffing Industry Convention

Western Staffing Convention
June 14-16, 2001
Hyatt Monterey Resort
Monterey, CA
<http://www.cspnet.org/news.htm>

38th Design Automation Con- ference

June 18-22, 2001
Las Vegas Convention Center
Las Vegas, NV
1-800-321-4573
<http://www.dac.com/geninfo.html>

WITI 2001 Technology Seminar

(WITI = Women in Technology)
June 20-22, 2001
Santa Clara Convention Center
Santa Clara, CA
www.witi.com

SHRM 53rd Annual Conference & Expo June 24-27, 2001 WITI 2001 Technology Seminar

(WITI = Women in Technology)
June 20-22, 2001
Santa Clara Convention Center
Santa Clara, CA
www.witi.com

The Walt Disney Approach to HR Management

The Disney Institute
August 5-8, 2001
September 9-12, 2001
September 23-26, 2001
Walt Disney Resort
Lake Buena Vista, Florida
407 828-4411
<http://www.shrm.org/seminars/disney>

4th Annual HR Technology Conference and Exposition

Baltimore Convention Center
September 10 – 12, 2001
LRP Publications, Conference
Division
1555 King Street, Ste. 200
Alexandria, VA 22314
(703) 684-0510
(800) 727-1227
www.hrtechconference.com

NCHRA 17th Annual Con- ference & Trade Show

September /October? 2001
San Jose Convention Center
San Jose, CA
www.nchra.org
415-291-1992
No date set

2001 Event Calendar Continued....

PIHRA 44th Annual Conference

(largest Western Regional HR Conference, a SHRM affiliate)

Long Beach, CA

Sept. 20-21, 2001

Long Beach Convention Center

800 734-5410

Fax (213) 622-7450

www.pihra.org



WorkWorld Job Fair By hotjobs.com

Oct. 10, 2001

Bill Graham Civic Auditorium

San Francisco, CA

917 438-1900

www.workworld.com

National Association of Personnel Services 40th Annual Conference & Exposition

October 24-27, 2001

Hyatt Regency, Chicago, IL.

<http://www.napsweb.org/2000confer.htm>

NACCB 14th Annual Conference

Oct. 31-Nov. 3, 2001

Westin Century Plaza,

Los Angeles, CA

<http://www.naccb.org>

Comdex November 12-16, 2001

Las Vegas Convention Center

Sands Expo and Convention Center

Las Vegas Hilton

MGM Grand Conference Center

Venetian Resort/Hotel/Casino

(800) 472-3976

www.zdevents.com/comdex/

A Note from the Board

James Duran

OK, so the unemployment rate is beginning to rise, although it's still low at 4.2%, the Producer Price Index has risen over 1% in the month of January, showing that inflation is rising, partly due to the high cost of energy in California, the CPI is rising, Greenspan is lowering the Prime Rate, The Purchasing Management Association of America says that purchasing levels are down to a 10 year low, dot.coms that are still alive are struggling to get VC funding – but they are the fortunate ones as many others lay off employees, stock prices on the tech heavy NASDAQ are in the toilet, some of the largest employers of contract recruiters such as Apple, Sun and Cisco have let many or most of their

Contract Recruiters go, rates are getting somewhat depressed for Contract Recruiters. Wake up – the recruiter shake out has arrived!

If any of you were at the last Brass-Ring event, then you saw a huge job fair with over 500 booths and so many cars in the parking lot and people in the aisles that you didn't know if you or they were coming or going, much less why.

So what does this mean?

It means that people are out of jobs, that more jobs exist for them to take, and that you won't stay employed as a CR unless you know what your value proposition is and can clearly convey it to your client. Your value proposition is not as a glorified coordinator and process manager unless you can find someone who thinks this is a value add proposition.

In short your value proposition is: sourcing, employment process management and superior closing skills. Customer Service, Vendor and resource management skills and experience won't hurt either. If you don't have these skills and call yourself a CR – get them! If you have them and aren't using them, practice or succumb to the use it or lose it philosophy! In short, when the economy takes a downturn, it's a great wakeup call and opportunity to do a self-assessment and make sure you have what it takes to be a successful consultant.