

HRCA Newsletter

Volume 1 Issue 26

May/June 2001

May/June 2001

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: INS Updates on Portability and Premium Processing; an article on Thinking Outside the Box; a Summary of the May EMA Conference in Chicago with some SHRM stats; a Book Review on Info Guru Marketing; a Summary of the HRCA Golf Tournament; our Web Site(s) of the Month corner; May Labor Stats from the BLS; a Legal Update on Employee Mileage Reimbursement; the HRCA Calendar of events for the remainder of 2001; a Summary of the Annual ComputerWorld Recruiting Conference, and more...

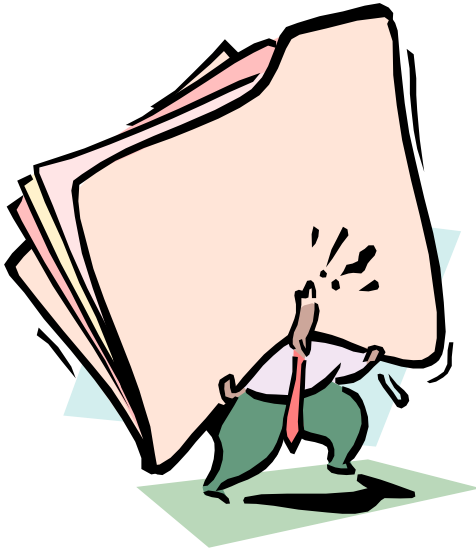


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INS Updates

James Duran
Immigration Law
Enhancements, H1B Transfers
& Premium Processing

On October 17, 2000, former President Clinton signed into law the American Competitiveness in the 21st Century Act. This was the law that implemented several changes in the H1B Classification including relief for individuals waiting processing.

Effective October 17, 2000, current H1B holders were authorized to accept and start new employment upon the filing of a new petition by the prospective employer. The employment authorization is valid until the new petition is adjudicated, thereby reducing the time associated with processing H1B transfer requests. Prevailing wage information must still be determined prior to filing the employment petition and starting the employee. But it effectively eliminates the waiting time for adjudication of

the new application. Other applicable conditions include:

- The employee must be legally admitted to the US;
- There must be a non-frivolous petition for new employment as an H1B, and;
- The applicant must not have previously accepted authorized employment in the US.

For those of you new to recruiting, this is a significant change because the previous waiting time for a H1B transfer was frequently comparable to the time frame for filing an original new H1B petition. Proof that our government does "get it" some of the time!

More recently, I attended the ComputerWorld technical recruiter event for three days in early June and had an opportunity to hear Harry Joe, an INS attorney for Jenkins & Gilchrist speak on some of the latest updates on Portability and Premium Processing. I am not an attorney, so don't take my words as the gospel truth without consulting with your own legal counsel.

The Portability Rule (AC21) - This is another name for legislation that allows an H1 holder to go to work for another employer after filing a petition to change status and transfer the H1 to another employer. The basic filing fee to transfer an H1 is \$1,100. To get the petition processed in 15 working days, the employer can pay an additional \$1,000 for Premium Processing (new legislation provision effective June 1, 2001 for most visas, July 30, 2001 for H1 holders).

It is not necessary to pay this expediting fee where the employee is already an H1B holder since they fall under the Portability Rule which allows them to move to another employer by simply filing for a COS (Change of Status) prior to moving to the new employer.

Prior H1B holders who's H1B has expired, may still be subject to the Portability Rule under certain conditions. As an example, the H1B holder may have moved to H4B status (spouse of an H1 holder) for whatever reason, and in theory, should be able to move to a new employer under the old H1B status by simply filing a petition for COS.

Currently, if the alien (H1B holder) falls under unlawful status after 180 days, then they may be barred from further US status for 3 years. In other words, if their employment ends due to a RIF and have not filed a COS prior to termination, and they fail to get a job in 180 days, then they will have to leave the country and may not return for 3 years.

According to a recent (May 2001) controversial ruling by Mr. Herrera of the INS, H1 status ceases effective the date of a RIF. This is contrary to a safe harbor practice which many employers and H1 holders have been operating under which gives them up to 30 days to find a new job and file a petition following a RIF effective date. According to this ruling, they are not eligible for extension of stay, not eligible for a COS, and are deportable immediately.

STRATEGIES

To get around this, Mr. Joe recommended several strategies:

- 1) 1) Tell the RIFed employee to file an application to change the H1 visa to non-immigrant status (which allows them to stay in the country for up to 6 months, or
- 2) 2) If they want to go to school, advise them to apply for a COS to F1 status, or
- 3) 3) File a COS to H4 status if they qualify (spouse of another H1).

Each one of these strategies qualifies them under the Portability Rule to revive their H1 again with no waiting when they find a suitable employer. The only hitch is that they MUST apply for the COS prior to them entering an out of status condition (holding an H1 after they have been RIFed with no other employment and no COS filings).

Another recent change is that the INS will allow an employer to file a petition for H1 status concurrently with an LCA (Labor Condition/Certification Application). Previously, the LCA had to be approved prior to filing for an H1.

Under what conditions would you pay the Premium Processing Fee?

- 1) When the alien is out of the country, or if,
- 2) The alien is here, but has never held an H1, or
- 3) The alien is here on a TN but they don't want to go back to Canada.

The bottom line is that there are very few situations where the Premium Processing fees are required if the aliens are current or former H1B holders and these strategies have been followed.

This year, the H1B cap will not be reached due to the depressed employment situation.

For those H1B holders applying to become PRs (permanent residents), if the PR application is filed 180 days before they are RIFed as an H1, then they are probably OK and are protected by the Portability Rule.

H1B DEPENDENT EMPLOYERS

Serious implications apply to employers who are found to be H1B dependent under the new legislation. An employer is H1B dependent if

- 1) the employer has 25 or fewer EEs (employees) and more than 7 H1B employees, or
- 2) between 26 and 50 Ees and more than 12 H1 EEs, or
- 3) has at least 51 EEs and more than 15% H1s.

If this is the case, then they must conduct sustained documented recruiting efforts and must have had no RIFs in the H1 categories. This legislation also applies to secondary employers (Tata, Wipro or HCL for example who are large scale employers of Indians). Exceptions to the H1B Dependent Employers are made if the employees have an MS degree or are paid more than \$60K. In these cases, the employers would be exempt from the H1B Dependent Employer

legislation.

Bottom lines: more than alien workers are being RIFed currently. If you are going to bench people and not pay them, you need to terminate their H1 status or else you are subject to paying them.



Web Site(s) of the Month

CEO Express

Ed Key

Are you well informed, business wise? Do you wish for a one sole resource of up to date business publications? Look no further. Take a look at CEO Express. From this web page you can sort thru all sorts of business information—all at your fingertips. Enjoy!
<http://www.ceoexpress.com/>



Thinking Outside the Box

Presentation by
Dr. Barton Goldsmith
At the Institute of
Management Annual Meeting
in Atlanta May 3, 4, 5, 2001
By: Ed Key

One of the featured speaker's at the annual IMC Conference in Atlanta was Dr. Goldsmith who presented his views on ideas creativity. He suggests that you step outside your box, outside of your comfort zone, and even goes so far as to suggest that you create an "idea room". "Step away and have ideas come to you!"

Interestingly, Dr. Goldsmith has devised a measure of implementation vs. innovation (we all have some of each) and benchmarks his questionnaire's results against the leaders he consults for. He believes strongly on each company or enterprise having it's own focus including a mission statement, value statements as well as a vi-

sion statement. If you don't have these it might be time right now to do them.

He suggests that we know our strengths and, above all, avoid self-criticism, which he calls the mortal enemy of consulting and creativity. He suggests that we, as consultants, should help our clients find those higher concepts. An interesting and informative collection of articles authored by Dr. Goldsmith can be found at: <http://209.233.242.76/articles.htm> He also has a newsletter that you can subscribe to.



EMA Conference and SHRM Stats

James Duran

I attended the annual EMA meeting held this year in Chicago on April 25-27. The meeting was attended by over 1,200 EMA members or guests. Currently EMA has a total of 7,500 members while SHRM has over 160,000 members and administers EMA activities including the annual conference, listing EMA as a PEG or Professional Emphasis Group of SHRM.

According to SHRM and EMA, over 800,000 people in the US call themselves HR Professionals.

The EMA is divided into 6 regions which include:

Area I – North East US. PN, NY, MA, NH, VT +
Area II – South East: FL, AL, GA, NC, SC VA WV, TN, KY
Area III – North Central: IL, ND, SD, WV, IN, OH, WI, MN
Area IV – South Central: TX, NB, MI, MS, LO, AR, KS, MS+
Area V – NW: WA, OR, AK, MT, ID. MO, WY
Area VI – SW: CA, CO, NM, AZ, UT, NV

The EMA regions then have local organizations, which provide local services to their members. Brad Taft is with Right Associates in Phoenix, AZ and is the EMA VP responsible for Region VI. I had a chance to speak with him regarding Northern California and asked him why we did not have a local EMA chapter. I don't exactly remember his response, but was left with the feeling that somehow the bay area and silicon valley have not been active participants in EMA over the past few years. EMA is looking to start a local chapter here once the right parties have identified themselves and move forward. Currently, EMA has established regional chapters in Charlotte, NC, Cleveland/Akron, Washington, D.C. Metro Area, Boston Metro Area, Dallas-Ft. Worth, Chicago, IL, Milwaukee, WI, Phoenix, AZ, St. Louis and the Philadelphia/Delaware Valley.

EMA Conference and SHRM Stats continued...

Although EMA was on the wane in the early to mid 90's, it clearly began to come back gaining strength and credibility in the late 90's primarily as a result of its merger with SHRM and the professional administrative support offered by SHRM.

If I were an in-house Employment or Recruiting professional, I would seriously consider becoming a member. They put on a very professional event!

The Keynote speaker at the EMA conference was Claire Raines who is a leading speaker and author on generation and generational knowledge in the US. Her books include: [Beyond Generation X](#) and [Generations of Work](#). One of her primary premises was that people resemble their times even more than they remember their parents. In her talk she spoke of four fictitious people:

George – 65 – a “Veteran”. retired but back to work in another job, representing 5% of today's workforce

Patricia – 50 – moving up, a “Baby Boomer” representing her class which constitutes 45% of today's workforce

Derrick – 30 years old – an IT “Gen Xer”, representing 40% of the workforce, and

Ashlee – 16 years old – in High School – very flexible, born 1980 – 2000, representing 10% of the workforce and part of what she calls the “Millennial” generation - Also

called “Generation Nexters” & “Generation Y”.

Claire explained how each of these generations is motivated by different things and values work and career differently. As an example, the pre baby boomer crowd is very loyal to the employer and values leadership. The baby boomer generation is still feeling very empowered, looking for upward mobility and trying hard to make a difference. The Gen Xers who grew up as latch key children are much more interested in what's in it for themselves as free agents, and lack employer loyalty, seeing employers more as vehicles to help develop their skills which they will sell to the highest bidder. The millennials are much more flexible and forgiving though because they seem much more disposed toward viewing employers and employment in traditional ways. By the time we got to this soccer mom generation, parents had more time for their kids and took a lot more active role in their lives. Claire was an excellent speaker on this subject!

The first evening of the EMA event, we were treated to the Creative Excellence Awards dinner for the best advertisers over the last year. The highest award was given to the Seattle Police department and JWT Specialized Communications in Seattle for their “A Job Like No Other” Ad campaign. The awards ceremony was followed by a performance by Chicago's “Second City” improvisational comedy group. Over the next two days, several more keynote speakers and course tracks

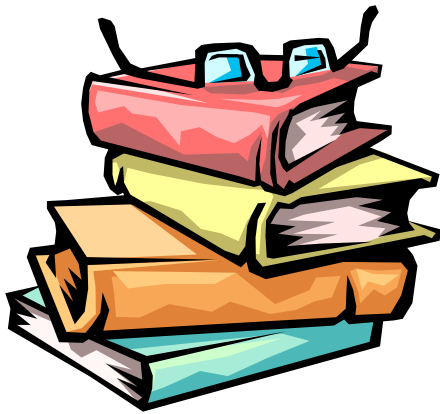
were offered. The SHRM/EMA staff did an excellent job of making sure the speakers offered valuable knowledge and information while minimizing plugs that they might have offered for themselves, their employers, etc. On the second day, we had an evening cocktail reception and dinner at the Shedd Aquarium, a beautiful Aquarium not unlike our own in Monterey.

The Keynote speaker was R. Roosevelt Thomas on diversity management. He has also written several books including [Beyond Race and gender: Unleashing the Power of your Total Workforce by Managing Diversity](#). The third keynote speaker was Alan Webber, an Editor and Co-Founder of Fast Company magazine. He was quite dynamic and brilliant and I have written a separate article on him in this newsletter.

Quote for the day

Man's greatest triumph is to achieve stability and inner repose in a world of shifting threats and terrifying change.

Bertrand Russell
A Free Man's Worship



BOOK REVIEW

Info Guru Marketing

By: Ed Key

Many of you have attended programs by or have read books written by Robert Middleton. I was fortunate enough to hear him speak about his book Info Guru Marketing at a recent Institute of Management Consultant's meeting. He has some really basic, but quite effective methods of marketing, which we could all learn from. Here is the outline of several chapters from this book.

Chapter 1.1 - InfoGuru Marketing

How to position yourself as an InfoGuru (someone who sells **solutions**, not commodities, processes or simply information) and how to leverage what you know to attract all the clients you can handle.

Chapter 1.2 - The 5Ps of Service Business Marketing

How to create a marketing plan that actually works by understanding the 5 main components of InfoGuru marketing.

Chapter 2.1 - Your Core Marketing Message

How to develop a marketing message that gets attention, interest and positive response from your prospective clients.

Chapter 5.1 - Generating Referrals

How to leverage the business relationships you already have into a constant stream of referrals to new qualified prospects.

Chapter 5.2 - Networking Strategies

How to multiply your influence, credibility and trust with the kind of people who willingly refer new business to you.

Chapter 8.2 - Direct Outreach Marketing

How to connect with prospects who are unlikely to call you in a way that gets no resistance and no rejection.

Chapter 10.2 - Negotiating and Closing the Sale

How to negotiate difficult sales situations, overcome objections, deal only with serious buyers and close without pressure.

He has published a book on business-planning book that I recommend. You can order his books, read reviews and testimonials at his web site located at:

<http://www.actionplan.com/infoguru.html>

He also has a newsletter that you may wish to subscribe to.

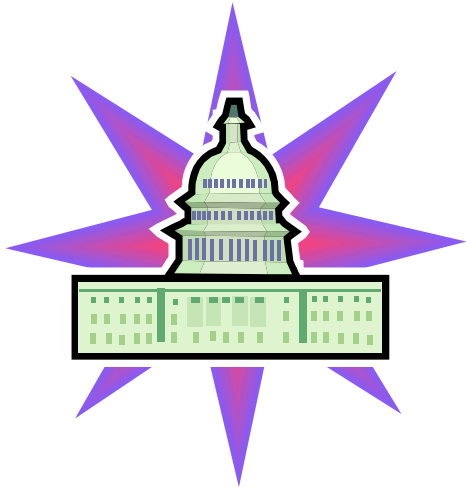


Product Ranking

James Duran

According to a recent Merrill Lynch survey the following technologies are ranked from fastest to slowest expected growth.

1. Handhelds
2. SANs
3. eCommerce
4. Wireless
5. Databases
6. Servers
7. NAS
8. PC Software
9. PC Hardware
10. Routers/Switches
11. Supply Chain Software
12. CRM
13. Voice Services
14. Fiber Optics
15. ERP
16. Consultants
17. Business Intelligence
18. Mainframe Hardware/Software



Legal Update

Employee Mileage Pay

Excerpted from Feb 9, 2001 Alert, California Chamber of Commerce

Edited By: James Duran

An employer may require an employee to drive and furnish his/her own vehicle as a condition of employment if driving is an essential part of the job. When the employer requires this, it is advisable to discuss such requirements with the prospective employee prior to employment. Further, the employer should verify that each employee who drives for the company has a valid drivers license and minimum insurance coverage.

Labor Code Section 2802 requires employers to indemnify employees for all necessary expenses or losses incurred in the course of performing their duties including reimbursing employees for the cost of using their vehicles on company business.

The IRS has established mileage reimbursement rates to compensate employees for the use of their vehicles including fuel, maintenance, insurance, etc. Many employers use this rate to satisfy the Labor Code requirements. In 2000 the rate was 32.5 cents per mile. The 2001 rate is 34.5 cents per mile.

For purposes of workers compensation, time spent commuting to work is normally not considered time worked and consequently, the employee is not covered during commute times for auto accidents. However, if the employee is required to use his /her automobile during work, then they may fall within the exception for the "going and coming" rule and the accident will be considered to have occurred within the course of employment.

Employers may reimburse employees at or below the IRS mileage rate, but any amount above the standard rate may be taxable as wages. For more information about the 2001 mileage rates, including rates for charitable, medical and moving expenses, go to: <http://ftp.fedworld.gov/pub/irs-news/ir-00-81.pdf>.

As with all other legal updates, employers are advised to consult with their insurance carriers and or legal advisors prior to implementing any changes based on the above information.



More Death and Destruction in the Vendor Space

James Duran

The fallout continues... At the recent EMA meeting the rumor was floating around that Skillset was having troubles. A recent call to the company headquartered in Pleasanton indicates that they have been acquired by eLabor and a referral to somebody else for more information. Jobs.com, out of Texas filed for bankruptcy in March. HotJobs recently had an announced 15% layoff. Layoffs have been implemented at other companies recently including: Computer-jobs.com, Vault.com, Techies.com, FutureStep, etc. Once again, this is a reminder to all of you out there procuring services from eCruitng and ATS vendors to check deeper into the vendors financial health before you jump into bed with them, lest they leave you high and dry. More and more, it looks like iSearch was merely a harbinger of things to come...

However, it's not all bad news, the biggest benefactors in this appear to be the outplacement firms who appear to be declaring record profits.



HRCA Golf Tournament Report

Joe Compton

The Second HRCA Golf Tournament was held May 12 at Sunol Golf Course. We were lucky. The weather cooperated. The temperature, which had been in the 90's only days before, cooled down to the 70's with a gentle breeze blowing.

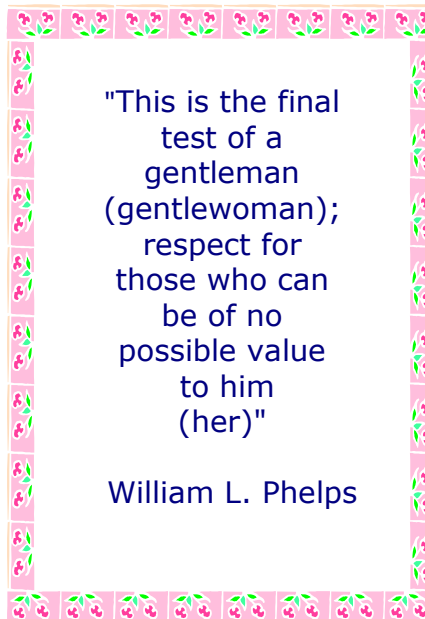
The weather sure agreed with the scoring. In a scramble format, the team of Leo Barnes, Keith Krugman, Lynn Harvey and Jose Rivera scored a 5 under par 67. Each won a gift certificate. All teams did well, with scores ranging from 69 to 75! Back in the clubhouse for a few libations, the group was regaled with stories of the "miracle shots" of the

day. Your Prez, Jan DiNuo- scio even chipped in from off the green!

If you have been to a HRCA function in the last couple months, you could see the golf balls with the HRCA logo imprinted on them. Play Sunol this summer, and you will probably find a few more in bushes, water hazards and gullies.

Most members brought guests – prospective members, customers, etc. In fact, most teams were paid for by one check – the HRCA member sponsoring a four-some! A great way to recruit your friends to join or say "thank you" to a valued customer – and get a business write-off at the same time! Where else do you get to spend five hours with a client in a relaxing atmosphere?

We will be doing this again. Hmmmm..... Hawaii sounds good.



LABOR STATISTICS - BLS UPDATES

Excerpted from BLS Releases
by James Duran

BLS Unemployment
May 2001

Nonfarm employment and the unemployment rate were little changed in May, the Bureau of Labor Statistics of the U.S. Department of Labor reported.

Both the number of unemployed persons (6.2 million) and the unemployment rate (4.4 percent) were little changed in May. The unemployment rate was half a percentage point higher than its recent low of 3.9 percent in October. The rates for all the major worker groups--adult men (3.9 percent), adult women (3.8 percent), teenagers (13.6 percent), whites (3.8 percent), blacks (8.0 percent), and Hispanics (6.2 percent)--showed little or no change over the month.



Workforce

By James Duran

About Workforce -www.workforce.com

This is another one of the big HR websites. They offer a free weekly newsletter, a legal forum, a Dear Abby type bi-monthly newsletter, a robust HR article section, a Research Center and more.

Their focus is on helping HR achieve business results as a value added partner in the business enterprise. For size, this is the largest HR media site in the world, with over 175,000 registered users. Headquartered in Costa Mesa (Southern California) they have been around over 80 years. This is the organization previously responsible for producing Personnel Journal, one of the most widely circulated monthly HR related magazines. Personnel Journal is now called Workforce. Workforce is staffed primarily by journalists, with about 20 people for staff. Workforce is not affiliated with SHRM. For a revenue source, they sell ads in their magazine and web site, rent their members list for mailings, and have a com-

merce center which is a product marketplace with decision guides. Subscriptions to their monthly magazine, Workforce, are available for \$69/yr. Workforce is owned by ACC Communications, Inc., a privately held company focused on providing management information and marketing services to human resources (HR) professionals. Workforce (formerly Personnel Journal) has won more than 70 publishing awards in the last 15 years.

Their free weekly emailed Newsletter is well liked, focuses on trends, hot topics, new products & services and typically has links to their website where various specific articles and items are archived. You can also subscribe to and freely use their research article database, which has a wealth of information on many subjects including employment. Their Legal Forum, with Attorneys answering user questions, is also very popular. Dear Workforce, is another subscriber based Newsletter offered twice a month. This newsletter answers questions that individuals have sent in and reads like a Dear Abby type column for HR questions and issues. Another distinction of Workforce Journal is their decision guides, interactive questionnaires you complete that help you decide on the best product for your needs. For future directions, they are headed toward more decision guides as products. Since they are one of the larger organizations of this type with a magazine as well, they are adding new content every day.

The following illustrate the primary categories their research center is organized by. Each section has a host of articles behind it, so that if you were doing research in any area of HR, this would definitely be a place that could help you out. I only show you the Staffing subsections to give you an idea of the depth you can find there.

Benefits

Business Issues and Trends

Compensation

Global HR Management

Human Resources

Management

Legal Issues

Management Fundamentals

Relocation

Staffing

- Assessment and Testing
- Background Checks
- Candidate Sourcing
- Contingent Staffing
- Job Design
- Retention
- Telecommuting
- Termination
- Workforce Planning

Technology

Training and Development

Workforce Optimas Award Winners

The individual responsible for their web site is Todd Raphael, Online Editor.

Location:

ACC Communications, Inc.

245 Fischer Avenue B-2

Costa Mesa, CA 92626

Phone: 714/751/1883 Fax:

714/751-4106

E-mail:

mailroom@workforce.com

Subscription Inquiries:

800/444-6485



EVENT CALENDAR 2001

IHRIM 2001

International Association for
Human Resource Information
Management (IHRIM)
June 17 – 20, 2001
San Diego Convention Center
San Diego, CA
[http://www.ihrim.org/
events/2001spring/](http://www.ihrim.org/events/2001spring/)

38th Design Automation Conference

June 18-22, 2001
Las Vegas Convention Center
Las Vegas, NV
1-800-321-4573
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
San Francisco, CA
(800) 283-SHRM, (703) 548-

3440 FAX: (703) 535-6490**
www.shrm.org/conferences

BrassRing NetFair

Santa Clara, CA
July 9-10, 2001
Santa Clara Convention Center
Santa Clara, CA 95054
(408) 970-8800
[www.brassring.com/cgi-bin/
texis/vortex/exhibitor](http://www.brassring.com/cgi-bin/texis/vortex/exhibitor)

BrassRing Job Fair

San Francisco, CA
July 16-17, 2001
Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, CA 94111
(408) 970-8800
[www.brassring.com/cgi-bin/
texis/vortex/exhibitor](http://www.brassring.com/cgi-bin/texis/vortex/exhibitor)

Employer Branding

Midland Hotel
Chicago, IL
July 23-26, 2001
800 882-8684
info@iqpc.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
www.shrm.org/seminars/disney

BrassRing Job Fair

Santa Clara, CA
August 6-7, 2001
Santa Clara Convention Center
Santa Clara, CA 95054
(408) 970-8800
[www.brassring.com/cgi-bin/
texis/vortex/exhibitor](http://www.brassring.com/cgi-bin/texis/vortex/exhibitor)

Leadership Development for HR Professionals

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

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

BrassRing Job Fair

San Francisco, CA
September 11-12, 2001
Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, CA 94111
(408) 970-8800
[www.brassring.com/cgi-bin/
texis/vortex/exhibitor](http://www.brassring.com/cgi-bin/texis/vortex/exhibitor)

BrassRing NetFair

Santa Clara, CA
September 17-18, 2001
Santa Clara Convention Center
Santa Clara, CA 95054
(408) 970-8800
[www.brassring.com/cgi-bin/
texis/vortex/exhibitor](http://www.brassring.com/cgi-bin/texis/vortex/exhibitor)

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

Pan Pacific HR Conference

3-5 October 2001
 Oahu, Hawaii
 E-Mail: custsvc@shrm.org
 Tel: +1.703.548.3440 outside
 USA, 1.800.283.shrm within USA
<http://my.shrm.org/conferences/panpacific>

WorkWorld Job Fair

By hotjobs.com
 Oct. 10, 2001
 Bill Graham Civic Auditorium
 San Francisco, CA
 917 438-1900
www.workworld.com

BrassRing Job Fair

Santa Clara, CA
 October 15-16, 2001
 Santa Clara Convention Center
 Santa Clara, CA 95054
 (408) 970-8800
www.brassring.com/cgi-bin/texis/vortex/exhibitor

BrassRing Job Fair

San Mateo, CA
 October 17, 2001
 (408) 970-8800
www.brassring.com/cgi-bin/texis/vortex/exhibitor

**National Association of
 Personnel Services
 40th Annual Conference &
 Exposition**

October 24-27, 2001
 Hyatt Regency, Chicago, IL
www.napsweb.org/2000confer.htm

**NCHRA 17th Annual
 Conference & Trade Show**

October 29-30, 2001
 San Jose McEnery Convention
 Center
 San Jose, CA
www.nchra.org
 415-291-1992

**NACCB 14th Annual
 Conference**

Oct. 31-Nov. 3, 2001
 Westin Century Plaza,
 Los Angeles, CA
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/

IHRIM Fall Conference 2001

December 2-4
 Marriott Eaton Centre,
 Toronto, Ontario
 Contact Renee Levine at (416)
 494-5860 or rlevine@base.onramp.ca
<http://www.ihrim.org/>

BrassRing Job Fair

Santa Clara, CA
 December 3-4, 2001
 Santa Clara Convention Center
 Santa Clara, CA 95054
 (408) 970-8800
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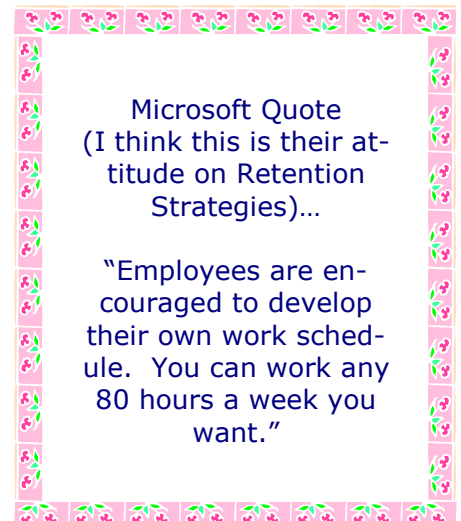
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A Note from the Board

CW June 2001 Summary
James Duran

I attended the ComputerWorld Annual Technical Recruiting Conference the first week of June this year in Palm Springs. ComputerWorld is owned by IDG who also owns, IT World, the Industry Standard, CIO, NetWork World, and InfoWorld amongst many other technical publications. In terms of quality of event, the show ranked evenly with EMA, eCruiting and ERExchange. In terms of booths at the show, the turnout for this event was paltry at 8 vendors. This same vendor participation downturn has been evident at the recent Santa Clara BrassRing events where the may NetFair had 43 booths and the regular recent June event had about 100 booths.

For those of you who have not yet seen him, I highly recommend seeing Jeff Taylor, CEO of Monster.com, speak. He is quick, witty and entertaining, plus he has some things to say about recruiting from the macro perspective. One of the news items he shared with us, was that FlipDog was purchased this week by Monster. FlipDog was purchased primarily because from the Monster perspective, FlipDog has the best candidate relationship management tools of any of the major job boards today, and Monster wants to strengthen its suit in that area.

To give you an idea of how the resume bank has grown at Monster, Jeff shared the following numbers:

Date	Number of Resumes
Sep 99	1.9Million
Dec 99	2.4M
Mar 00	3.2M
Jun 00	4.3M
Sep 00	5.7M
Dec 00	7.2M
Mar 01	9.8M
May 01	10.7M

He also shared some numbers with us of overall resumes available on the Internet. These looked like:

2000	7 M
2001	18M
2002	40M
2003	60M
2004	100M...

That's a lot of resumes!

Looking at these numbers confirms a change that will be taking in the marketplace. Up until now, the speakers at these recruiting conferences have been talking up the importance of a company website and posting complete information about job descriptions. Further, the cost of the virtual space to post a job on a subscription based job board (Monster for example) is negligible once you get beyond the base cost. Since the absolute numbers of resumes available on the Internet is growing phenomenally, I can only surmise that the recruitment model will evolve toward mass handling, sorting of the available resumes.

In fact, the concept of candidate relationship management was one of the chief concepts I gleaned from the conference. Although we are in an economic downturn, clearly the downturn will be short lived, and the candidates will still be in control. The concept was further developed in the class taught by Dr. Brett Hollander on Internet recruiting Tools. I have been teaching an Internet Recruitment class for several years at

ProQwest. Further, I am the architect and conceptual designer for Resumix, one of the earliest robust applicant tracking systems. Yet, I was intimidated by the breadth and complexity of tools Brett discussed in his Internet Tools class at the conference. Brett is the/a Founder of NetRecruiter (www.netrecruiter.net) and has been teaching Internet Recruiting classes for several years. Only problem is that he is a PhD in CS and 90% of what he teaches flies over the heads of his class attendees, myself included. But Brett is certainly a pioneer and master in the use of Opt-In mail tools for recruiting purposes. If you have a chance, catch his class, you will be impressed. I'll do a separate article on some of the tools Brett covered in a future issue of this newsletter.

For a roundtable at the end of the conference, the concept was shared that the most successful recruiters have a Warrior Attitude, they walk the talk and deliver on commitments, have excellent sales and planning skills, they don't need to be technically savvy to be effective yet have to be able to intelligently talk to Hiring Managers, they can't be afraid of embracing technology, and world class recruiters are constantly learning. The new buzzword in recruiting will have to do with CRM – no not that CRM, but a new one that stands for CANDIDATE RELATIONSHIP MANAGEMENT! Some of the top sites pointed out that excel in the CRM area include www.retailology.com and www.bcg.com and TI's fit check test, found at: <http://www.ti.com/recruit/docs/fitcheck.shtml> I asked a question related to the biggest innovations in recruiting since Jan 2000 and the basic answer was that there have been no great innovations, that although there are many recruiting tools, they are not well integrated and can in fact detract from recruiter effectiveness.