

# HRCA Newsletter

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November/December  
2001

## November/December 2001 HRCA Newsletter Summary

By James Duran

### SUMMARY

Welcome to the last edition of the HRCA 2001 Newsletter (2002 is next)! Article submissions for the newsletter can be forwarded to me directly at [jamesd@proqwest.com](mailto:jamesd@proqwest.com). This is your newsletter, so please forward articles, reviews, and comments and or share your expertise with other members. If you've been to a conference or seminar lately for example, and you learned something you'd like to share with other members use this newsletter as a communication vehicle. I'm happy to say that I've managed to solicit several articles from members and partners that you'll see in this issue. The feature article in this issue is a summary of the 2001 Staffing.org CPH (Cost per Hire Survey). I've also included a holiday message by our President and a summary article on Applicant Tracking System (ATS) Vendor market Shares so you can talk more intelligently to your clients about which systems are most popular today. Jan DiNuoscio has provided me with an article on the Toys for Tots Program we sponsored at the most recent BrassRing event, Loan Therene has an article summarizing how our scholarship program works, and Fran Quittel



has provided me with an article on how to get a job with the government since nobody else seems to be hiring. For a features, we have a hot web site called Searchenginewatch and a comprehensive HR/ Recruiting event calendar for 2002. Once again, to keep you informed with statistics, I have provided you with up to date unemployment data by the BLS and EDD to give you national as well as local information. Finally, we have an article summarizing the acquisition of Hot-jobs by Monster or Yahoo! And end the issue with a note from our Vice President, Richard Holtry, summarizing some of our accomplishments this year. There's a lot more happening in the world with Bin Laden on the loose, but read on and get engaged with HRCA!

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# SUMMARY OF FINDINGS

## Staffing 2001 Performance Survey

Compiled and Analyzed by Staffing.org

Edited by James Duran

This survey was conducted by EMA in conjunction with Staffing.org. Staffing.org seems to be assuming responsibility for the annual CPH survey formerly undertaken by EMA. EMA partnered with Staffing.org to produce this Summary of Findings based on the Staffing.org *Staffing 2001 Performance Survey*. Complete data was collected from 679 organizations in 13 separate business sectors. This Summary of Findings is a synopsis of a more comprehensive report being distributed by Staffing.org and was prepared exclusively for EMA.

Staffing.org is a Web-based non-profit organization dedicated to gathering, organizing and presenting information that identifies effective recruiting practices and performance. Staffing.org believes that measurement and comparison will accomplish this goal. The centerpiece of Staffing.org's operation is its annual *Staffing Performance Survey*.

### The Data

Participants provided the following information:

- Number of hires made in 2000.
- The total compensation recruited in 2000.
- Total internal recruiting costs in 2000.
- Total external recruiting costs in 2000.

### Recruiting Metrics Reported

The recruiting metrics that are reported include Cost-per-Hire and Recruiting Efficiency Ratio. Cost-per-Hire is a well-established recruiting

metric in use by EMA for many years. It is calculated by simply dividing the total recruiting costs by the number of hires made.

$$\text{Cost-per-Hire} = (\text{Total Recruiting Costs}) / (\text{Total Number of Hires})$$

The Recruiting Efficiency Ratio (formerly known as the Staffing Cost Ratio) has the advantage of providing a measure of efficiency that takes into account differences in geography, industries, and job levels. The Recruiting Efficiency Ratio is less well known and is defined as follows:

$$\text{Recruiting Efficiency Ratio} = (\text{Total Recruiting Costs}) / (\text{Total Compensation Recruited})$$

Additional data about signing bonuses, travel expenses, visa expenses, time to fill, customer satisfaction, and quality of hire were also collected. Analysis of this data is included in the complete *Staffing 2001 Performance Report*.

### Grand Total Results: Recruiting Efficiency Ratio and Cost-per-Hire

The table below shows Recruiting Efficiency Ratio and Cost-per-Hire results from all 679 participants in the *Staffing 2001 Performance Survey*

| Total Recruiting Costs | Total Compensation Recruited | Number of Hires | Cost-per-Hire | Recruiting Efficiency Ratio |
|------------------------|------------------------------|-----------------|---------------|-----------------------------|
| \$4,092,781,198        | \$30,142,336,642             | 905,001         | \$4,522       | 13.58%                      |

- The Cost-per-Hire metric of \$4,522 for the Staffing.org survey respondents is higher than that found over the past several years in the EMA Cost-per-Hire Survey (2000 – \$3,886 reported; 1999 - \$3,787; 1998 - \$3,256).
- The Recruiting Efficiency Ratio of 13.58% is lower than the 16.04% Recruiting Efficiency Ratio reported by participants in last year's survey. The Recruiting Efficiency Ratio is calculated by dividing the Total Recruiting Costs by Total Compensation Recruited.
- When broken down by size, location, and industry, substantial differences in Cost-per-Hire and Recruiting Efficiency Ratio emerge. (See charts that follow.)

Table 1.  
**Comparison by Industry**

| Industry      | Total Recruiting Costs | Total Compensation Recruited | Number Of Hires | Cost-per-Hire  | Recruiting Efficiency Ratio (Percent) |
|---------------|------------------------|------------------------------|-----------------|----------------|---------------------------------------|
| High Tech     | \$1,415,447,288        | \$11,756,632,595             | 367,260         | \$3,854        | 12.0                                  |
| <b>Totals</b> | <b>\$4,092,781,198</b> | <b>\$30,142,336,642</b>      | <b>905,001</b>  | <b>\$4,522</b> | <b>13.6</b>                           |

- Cost-per-Hire ranges from a low of \$2,181 for Educational Services to a high of \$11,209 for Consulting.
- Recruiting Efficiency Ratios range from 6.3% for Transportation to 23.9% for Consulting.
- High Cost-per-Hire and Recruiting Efficiency Ratio for Consulting industry possibly reflects the urgent need by these firms to bring people on board who can provide billable time.
- The large variations in Recruiting Efficiency Ratios and Cost-per-Hire across industries suggests substantially different strategies are called for from one industry to another to address labor market dynamics.

Table 2  
**Comparison by U. S. Region (SHRM Area)**

| U. S. Region  | Total Recruiting Costs | Total Compensation Recruited | Number Of Hires | Cost-per-Hire  | Recruiting Efficiency Ratio (Percent) |
|---------------|------------------------|------------------------------|-----------------|----------------|---------------------------------------|
| Six—Southwest | \$920,891,253          | \$3,982,110,641              | 113,322         | \$8,126        | 23.1                                  |
| <b>Totals</b> | <b>\$4,092,781,198</b> | <b>\$30,142,336,642</b>      | <b>905,001</b>  | <b>\$4,522</b> | <b>13.6</b>                           |

- Region 6 (Southwest) has both the highest Cost-per-Hire and Recruiting Efficiency Ratio.
- Recruiting Efficiency Ratios for both Region 5 (Northwest) and Region 6 are substantially higher than all other regions, indicating the presence of conditions in these labor markets that make recruiting costs higher than in other parts of the country. Practices of high-tech industry undoubtedly contributed to high Recruiting Efficiency Ratios in the West and Southwest.
- Based on the Staffing.org surveys, both the Cost-per-Hire and Recruiting Efficiency Ratio decreased from 1999 to 2000: Cost-per-Hire decreased from \$6,342 to \$4,522 and Recruiting Efficiency Ratio decreased from 16.04% to 13.58%. This year's numbers are lower because the average number of positions per company increased and efficiency generally improves with recruiting volume. While survey participation was up by almost 60%, positions recruited were up by over 9 times.

**Summary and Conclusions**

Participants in the *Staffing 2001 Performance Survey* provided data limited to their internal and external staffing expenses, compensation paid to hires, and the number of new hires. Motivations for expenditures, compensation levels, and hiring may be plausibly inferred from the data summaries and recruiting metrics, but caution should be exercised when making such inferences. Nevertheless, several observations are possible:

Continued....

Cost-per-Hire decreases and recruiting efficiency increases as recruiting volume increases. In addition, some time in the third quarter, many organizations aggressively started decreasing staffing expenses.

- The wide variation in both Cost-per-Hire and Recruiting Efficiency Ratio across industries strongly suggests substantially different philosophies at work from one industry to the next (See Table 1).
- The relatively high Cost-per-Hire and Recruiting Efficiency Ratio metrics for Regions 5 and 6 -- the Western U.S. -- reflect the dynamics of the labor market in the high-tech sector concentrated in this region (See Table 2). The combination of e-business growth and practices and the tight technology labor market drove recruiting costs up.

*Order the full survey Online for just \$695 at <http://staffing.org/reports>.*

*This material is printed without additional permission, and credit is given to Staffing.org, <http://www.staffing.org>*



#### Quote

*"Success is going from failure to failure without loss of enthusiasm" -- Winston Churchill*



## President's Message

**Happy Holidays to all!**

Unfortunately, this holiday season is not the happiest for most. Whether it is National or International events, or something a lot closer to home such as being out of work, many of the HRCA members have had better years than 2001.

Your board is working hard to take maximum advantage of any hiring upturn that may occur in the HR consulting sector in 2002. Our collective goal is to assist the membership back to full utilization. Our programs are designed to give you tools which give you a competitive advantage in finding and securing a position. We are reaching out to you to provide; opportunities for networking, contact with potential clients, timely professional information and development, and ways to

brand and advertise yourself to separate you from your peers.

Help us help you. Be visible, be involved, be proactive. Contact me or any board member if you would like to assist in our work. You will find working with the HRCA the ultimate in visibility and recognition with your peers and potential clients.

Give thanks for what we do have this year, and may 2002 be your happiest year ever.

Joe Compton

#### Quote

"Unless your proposal, pitch, or value proposition lands squarely on the radar of the people you're talking to -- whether it's senior management or entry-level folks -- it won't register."

-- **Rayona Sharpnack**, from the "Are You a Leader and a Catalyst for Change?"



## Learning What I Already Know

Reprinted by permission of  
Laura Sarna  
October 2001

*Enough* is on our minds about the negative influences and challenges in our business and personal lives, and in our world community. As I experience each new day, coming further and further out of the woods, I see a new reality.

I begin to reflect on my recent past, and more passed past. I am waking up, remembering basics and truths that, frankly, became blurred in the flurry and frenzy of business hype and opportunity of recent years.

This dawning has caused me to remember, and to take action. Here's what I am doing...

### ➤ Visit With Clients and Prospects

I realize that I had backburnered a very basic and fundamental aspect of business and selling...talking to people.

I am digging up old prospects, old and new clients, friends, and just checking in with

them. I have rediscovered the power of genuinely developing a rapport and a relationship without expectation of something (business, revenue) in return. I am establishing new business associates and friendships. In the process I am realizing that after boiling down all the b.s., hype and hopes for making a buck, relationships are all we have to bank on.

### ➤ Don't Focus on the Numbers

I think back to my first experience starting up a new branch in 1994 for the I.T. consulting company in which I was employed. Reflecting on the staff hired, the training conducted, and the placements made, I remembered a truth I implemented back then.

At the beginning of the first year, I had a revenue goal in mind to achieve by the end of that year. But before I knew it October rolled around. I realized that I hadn't really focused on, or analyzed, the numbers since the beginning of the year. It was time to take a look. Much to my delight and surprise, I found we as a team had already over-achieved the year's revenue goal. I said this to the team then, and still like the sounds of it today: "If you focus on people, relationships, and the value of your existence, the money will come - by accident if for no other reason!"

Wow! This is so true, and what I choose as my focus each new day. Don't let the need for a deal be the primary driver of my behavior. Be

passionate and in integrity about what I do and the rewards will be automatic.

### ➤ Take a Look Within

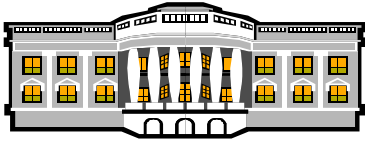
While making these contacts and (re) establishing relationships, I am talking to some positive people and to some very scared people.

While listening, the most fearful folks seem to speak of the shock of things lost – business, clients, revenue, a feeling of safety, etc. The positive people speak of their survival and appreciation for what they have. No lamenting about events is going on here, just good pure planning about what they're doing today and where they want to be tomorrow.

*These light-bearers* have been my inspiration to take my walk out of the woods, where obsessing on obstacles and darkness seemed my only route. Now I see that it is up to me to hold the vision of light at the end of my tunnel and to take the steps necessary to move in the right direction.

*Laura Sarna, President of Dallas Training and Consulting Services, Inc. whose mission is, among other things, to elevate the success and professionalism of the recruiting industry, can be contacted at (972) 727-0050 or Lsarna@dallastraining.com.*

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# GOVERNMENT JOBS

FRAN QUITTEL

Foreword

Foreword by James Duran

When I recently attended the EMA convention in April earlier this year, one of the speakers shared information with us concerning the aging workforce and coming opportunities. The speaker, Claire Raines, was an expert in generations and said that in three to four years, ¼ of the Federal government workforce was reaching retirement age and would be leaving the Federal Government. Within 10, years, over 50% of them would be retired. The obvious implication is that the government is going to have lots of openings and unless they change their hiring practices, they will have a huge problem in filling the vacancies. Fran, one of our members, writes a biweekly, interactive advice column in Computerworld. In the October 22, 2001 issue, she explores the issue of getting jobs in the Federal Government. This particular article will be one of several we feature in this and coming newsletters regarding other avenues people can turn to, to remain employed during this time of scarcity in employment. At this point, considering what's going on (or not going on may be more appropriate), any job is a good job...

(October 22, 2001)

Dear Career Adviser:

I'm a Cisco-certified trainer who's interested in getting a government job. The paperwork seems endless, plus I understand you get in by knowing someone. Am I right? —Insiders Only

Dear Only:

Insider support helps, no matter what organization you're applying to.

However, both Dennis Damp, author of *The Book of U.S. Government Jobs* (Seventh Edition, Brookhaven Press, 2000) and the *Quick and Easy Federal Jobs Kit, Version 6.0* (Brookhaven Press, 2001), and Sharon Patterson, a marketing specialist at Federal Research Service Inc., in Vienna, Va., point out that another key to getting hired by Uncle Sam involves acing the application process.

Written tests are required for perhaps only one-fifth of government jobs. To survive the application process, you'll need to go to school to tailor your responses to the keywords, key experiences and education requirements listed in each job description. This can be time-consuming indeed.

To find the job openings themselves, go to [www.federaljobs.net](http://www.federaljobs.net), which has links leading to the employment opportunities pages on the Web sites of about 150 federal agencies.

You can also search through approximately 60% of the jobs available in the federal govern-

ment via the Web site of the U.S. Office of Personnel Management. ([www.usajobs.opm.gov/a6.htm](http://www.usajobs.opm.gov/a6.htm)).

The IT occupational job codes you're looking for are 0334, for computer specialist, programmer/analyst; 0854, for computer engineer; 1550, for computer scientist; and 0332, for computer operator.

For a subscription fee, you can search through 100% of available federal listings at [www.fedjobs.com](http://www.fedjobs.com).

You can also find the names of companies that have been awarded government contracts by reading *Federal Computer Week* ([www.fcw.com](http://www.fcw.com)), *Government Computer News* ([www.gcn.com](http://www.gcn.com)) and *Commerce Business Daily* (<http://cbdnet.access.gpo.gov/>).

Fran Quittel is an expert in high-tech careers and recruitment. Send questions to her at [www.computerworld.com/career\\_adviser](http://www.computerworld.com/career_adviser).

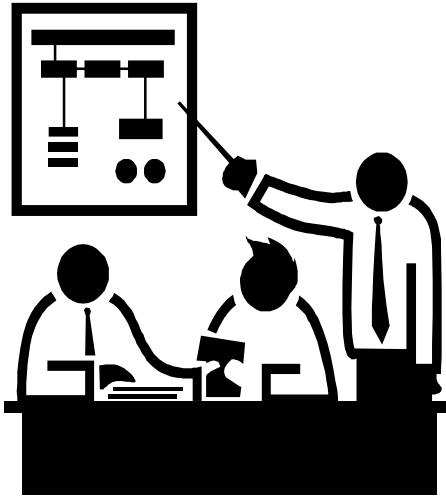
### Quote

"For nine years, my desk was a clipboard. It was a good day if we had a drill, a drill bit, somebody to use the drill, and electricity all at the same time."

-- **Pierre Yves Panis**,  
Principal Designer at  
Moen Inc.

# ATS Market Shares

James Duran



In a December 7 article on InterBiznet, *Buyers Survey:ATS Market Shares*, the ever-acerbic John Sumner summarized the market share held by various vendors in the ATS (Applicant Tracking System) marketplace. Of notable interest is that no one dominates the market. Restrac/WebHire is the only one with more than 10% of the market (actually at about 18 but going down quickly). John also made the observation that market share seems to be shifting rapidly in this space, so the

players may look radically different next year in terms of market share.

According to John, The top 5 vendors were:

Restrac / Webhire at 18.1%

Resumix at 5.5%

Brass Ring and Peoplesoft each at 4.5%, and

Hire.com at 3.6%

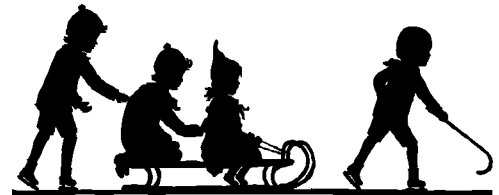
In the interests of full disclosure, I think John is on the Board for Hire.com

A last observation from me, I think many of these systems are way over engineered and overpriced for what they offer, so expect to see new players in the near future with low priced and simple solutions.

## 5<sup>th</sup> Annual Toys for Tots Auction

Sponsored by BrassRing & HRCA

December 3, 2001



In the spirit of the Holidays, The Human Resources Consultants Association of the San Francisco/Silicon Valley Area and BrassRing Career Events joined together for their 5th Annual Marine Toys-For-Tots Auction held at the Santa Clara Convention Center. This Career Expo draws approximately 10,000 high-tech professionals.

### Facts about Toys For Tots:

Although the program is nationwide, the local Marine Corps unit operates independently and distribute toys solely to underprivileged children in the local community.

95% of monetary donations received or monies raised from this auction go solely to purchase toys from local businesses for distribution locally.

We were grateful for the auction donations which included weekend getaways, vacation trips, restaurant gift certificates, event tickets, sports memorabilia, gift baskets, etc. which enabled us to us raise over \$10,000 this year and put smiles on the faces of many Bay Area children.

A special thanks to Helen and Jenita, HRCA business office, Bev Auton, HRCA, and Cathy Mickelson, BrassRing, for their support. This was a fun and rewarding event for all who participated. 1st Sgt. Joe Vielma from the Marine Corps stated we were once again in the top three contributing fund raisers for their local program.

Jan DiNuoscio  
HRCA Program Chair



## Web Site of the Month -

Searchenginewatch  
<http://searchenginewatch.com/>  
James Duran

I recently stumbled on this one on a referral from the Interbiznet Bugler ([www.interbiznet.com](http://www.interbiznet.com)). If you go to this site, <http://searchenginewatch.com/>, on the main page you get more information on search engines than you can handle. In particular, you can subscribe to a free daily emailed newsletter, Searchday, that gives you new information on what's happening in the search engine world. As an example, in the December 11 issue, the following numbers of pages were listed as being indexed by major engines...

- Google: 1500 Million Pages
- Fast: 625 Million Pages
- Alta Vista: 550 Million Pages
- Inktomi: 500 Million Pages
- Northern Light: 390 Million Pages

To bring these numbers into perspective, 1500 million

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is 1.5 billion pages! That's a lot! In June 2001, Google had only indexed 1 billion pages, so clearly, their capacity is growing very fast. The implication is that if you wanted to access the most information, including, resumes, Google has more than anybody else.

However, the fun doesn't stop there. If you have idle time and want to know more about what's going on in the world of search engines, or learn better how to use them, add this web site to your list of favorite bookmarks, or subscribe to the newsletter referenced above.

One Embarcadero Center, Ste 2101



### Quote

*"We found that as an organization increases its knowledge sharing behaviors, turnover decreases. And this shows how turnover issues, company performance and knowledge management are all very much interrelated."*

-- Dr. Nick Bontis, Director of the Institute for Intellectual Capital Research





# The HRCA Scholarship Program

By Loan Therene

HRCA sponsors a scholarship program as a way to give back to the community. We have chosen to give scholarships to students that are currently enrolled in an HR or Business major. These students must be in their junior or senior year (non-graduate or graduate) with a need for extra money for their books, tuition, etc.... We currently work with two schools, San Jose State University and Cal State Hayward.

## Where the Money comes from

The scholarship money comes as a result of our relationship with BrassRing. Each year, BrassRing provides HRCA with significant financial support enabling us to fund this scholarship program. HRCA and BrassRing collaborate together to give this gift to the community. HRCA heartily welcomes the support from BrassRing who deserves our gratitude and recognition. *Do your part to help BrassRing as our business partner, recognizing that they enable us to sponsor this program. You can do this by attending BrassRing events, or recommending their products and services that you feel good about to your clients.*

## The Process

We normally receive approximately 10-30 students interested in applying for this program. The director of each school will do the first evaluation of the applications and essays to determine if they are in good academic standing, meaning if they have good grades, junior or senior status, majoring in HR related studies, etc. After this selection process, HRCA scholarship committee members interview the remaining students. This past year, we interviewed four students from SJSU and two students from CalState Hayward. )

Bill, the school program director, and myself conducted the interview process. Questions we asked centered around their HR major, work studies in the HR field, extra curricular activities related to the HR community and the individual student needs for the funds. After evaluating their answers, we then chose the final recipients.

Currently, we have no process for maintaining contact with the students. Our student relationship has simply ended with the award of the scholarship. This is something we are looking to build into the program as a future enhancement, and I understand it was a component of previous HRCA scholarship programs where we also offered and implemented a **mentor** component in addition to the financial award.

## How the Money is Distributed

The scholarship money awarded to the students is put into a school account. The director of the program is in charge of reimbursing the students for any school expense for up to the awarded amount. So the students will need to submit the receipt to the director and he/she will send them a check.

## The 2001 Program

The following steps were taken to implement the HRCA scholarship program this year:

1. In September, Bill Bisek, who previously administered the HRCA scholarship programs in the past, and I met with the program directors at each school (Cal State Hayward and San Jose State University) to discuss ways of promoting the program to the students (via email distribution, flyers, meetings, etc...)
2. In October, we met with all interested students at each school to give explanation regarding the scholarship program and HRCA.
3. In November, we reviewed and evaluated students' application. We, then, interviewed the selected students and made our final two selections for each school.
4. In December, we presented the scholarships to the students at the BrassRing Job Fair. This year, the four \$1500.00 scholarship awards went to these students:

Cal State Hayward:  
Vandhana A Lall  
Daniel Lopez

San Jose State University:  
Rita Ramirez  
Jessica Harris

Next year, I am looking to meet with the program directors in the spring and summer time to get a head start in promoting the program. This is a great HRCA program affording visibility to our association and giving us an opportunity to give back to the HR community. Getting involved in it has been an eye opener for me. Please email me with any thoughts or tips on how we can improve it!



## Flash!!! ASA Against Monster/ Hotjobs Merger, & Yahoo Vying for Hotjobs

Compiled By James Duran

Momentum is gathering... The American Staffing Association (ASA) is taking a stance against the pending merger of the industry's two leading job boards, Monster.com and Hotjobs.com.

In a letter addressed to the Federal Trade Commission, Edward Lenz, ASA Senior Vice-President for Public Affairs and General Counsel, claims that the merger "would seriously weaken competition for (Internet job board) services and lead to monopoly prices that could significantly threaten the economic viability

of many staffing firms." I AGREE.

CareerBuilder is the number three ranked job board, behind Monster and Hotjobs. The FTC announced recently announced its approval of CareerBuilder's acquisition of fifth-ranked Headhunter.net, which came just weeks after the Hotjobs acquisition announcement.

According to the ASA letter, the merger would allow Monster to dominate a critical recruiting resource enabling it to charge monopoly rents. I've already seen this, although I'd also like to clarify that some of the Job Board players will bargain with you and put the price sheet aside.

### Yahoo bids to acquire Hot-Jobs for \$436 million

Yahoo Inc. just bid to acquire HotJobs Inc. for \$436 million in cash and stock, hoping to win favor over the competing bid in July from Monster.com's parent company, TMP Worldwide Inc.

Santa Clara, Calif.-based Yahoo offered \$10.50 per share of HotJobs stock, hoping that HotJobs shareholders would see more value in Yahoo's offer than in TMP Worldwide's offer, worth \$460 million in stock at the time of the bid. TMP launched the offer five months ago to take over New York-based HotJobs in a deal that was scheduled to close this quarter. The value of that

offer has declined such that today, the Yahoo offer is worth 20% more.

Yahoo Chairman and CEO Terry Semel made the offer, which has been unanimously approved by Yahoo's board of directors, to Dimitri Boylan, the CEO of HotJobs.

Reminds me of that old Buffalo Springfield lyric... "There's something happening here, what it is, is not exactly clear..."

### QUOTE

*"I don't think you get anything from trying to put a dollar value on HR. Even if you do put a number on it, you just generate a huge amount of animosity. What I'm talking about is a measurement system-which is accounting. You account for input, you account for output."*

Dr. Baruch Lev

Dr. Lev has done pioneering work in accounting for intangibles. Top HR managers, and aspiring HR managers, really should take the time to come to grips with his work so that they can be leaders on the topic.



## November Unemployment Stats

Excerpted from BLS & EDD  
Edited by James Duran

The job market continued to deteriorate in November. The unemployment rate rose three-tenths of a percentage point to 5.7 percent, following a jump of half a percentage point in October.

The jobless rate was 5.7 percent in November, up three-tenths of a percentage point over the month. The rate increased from 3.9 to 4.3 percent between October 2000 and the start of the recession in March; since March, the rate has risen by an additional 1.4 percentage points. The number of jobless persons, at 8.2 million in November, is up by 2.6 million since October of last year.

Unemployment rates were up in November for adult men and whites; those two groups and the other major worker groups--adult women, teenagers, blacks

and Hispanics—have experienced increases since October of last year. The November increase in unemployment occurred principally among those persons who had lost their jobs and did not expect to be recalled.

The deteriorating job market is making it increasingly difficult for jobseekers to find work. Indeed, the number of unemployed who have been searching for work for 6 months or more has nearly doubled since July, to 1.2 million in November.

The unemployment rates for adult men (5.3 percent) and whites (5.1 percent) rose in November. The rates for adult women (4.9 percent), blacks (10.1 percent), Hispanics (7.6 percent), and teenagers (15.9 percent) were little changed over the month, but were up substantially over the year.

### The Local Picture

The unemployment rates in Silicon Valley are substantially higher than these. The unemployment rate for independent or contract recruiters is well above 50%.

Two Bay Area counties exceeded California's 6 percent unemployment rate in November, according to figures released by the California Employment Development Department

Santa Clara County's 6.6

percent jobless rate was highest in the Bay Area, followed by San Francisco's 6.1 percent.

Lowest jobless rate in the Bay Area was in Marin County where 3 percent of the workforce was jobless last month. San Mateo County posted a 3.6 percent unemployment rate. Alameda County had a 5.8 percent jobless rate, while neighboring Contra Costa County is listed with 3.8 percent unemployment.

Twelve of the state's 58 counties had unemployment rates above 10 percent, led by Colusa County's 22.7 percent.

California's 6 percent unemployment rate in November was up from a revised 5.8 percent in October, the highest unemployment rate for the state since September 1998 when it was also 6 percent. A year ago, in November 2000, the rate was 4.8 percent.

I guess this just isn't our day in HiTech. Jd





## EVENT CALENDAR 2002

### **NCHRA SCV Chapter Meetings, Conferences, Events, etc.**

Monthly Events Multiple Bay Area  
Locations  
<http://www.nchra.org/>

### **IQPC – International Quality and Productivity Center**

Multiple Seminars & Conferences  
on HR, all year long  
[http://www.iqpc.com/cgi-bin/  
templates/0/index.html](http://www.iqpc.com/cgi-bin/templates/0/index.html)

### **GTRN Quarterly Meeting**

January 14, 2002  
Hosted by Texas TRN  
Dallas, TX

### **Leadership Development for HR Professionals**

Site: Center for Creative Leader-  
ship (CCL), Colorado Springs,  
Colorado

Sponsored by SHRM and CCL

January 14-18, 2002

April 8-12, 2002

June 10-14, 2002

August 5-9, 2002

October 28-November 1, 2002

336 545-2810

Fax 336 282-3284

Email: [info@leaders.ccl.org](mailto:info@leaders.ccl.org)

[www.shrm.org/seminars](http://www.shrm.org/seminars)

### **The New Human Capital Asset**

January 25, 2002

Bell Harbor International Confer-  
ence Center

Seattle, WA

425 378-1682 and ask for Lorrie  
Shamarin

[http://www.devonjames.com/  
djaconferences2002/index.html](http://www.devonjames.com/djaconferences2002/index.html)

### **Groundhog Job Shadow Day**

February 1, 2002

[www.jobshadow.org](http://www.jobshadow.org)

### **BrassRing Job Fair**

Santa Clara, CA

February 4-5, 2002

Santa Clara Convention Center

Santa Clara, CA 95054

(800) 562-2820

Fax 408 980-5103

[www.brassring.com/](http://www.brassring.com/)

### **SHPE NTCC (National Techni- cal and Career Conference)**

**SHPE = The Society of His-  
panic Professional Engineers**  
**23rd Annual National Technical  
Career Conference**

February 5th - 10<sup>th</sup>, 2002

Minneapolis, MN

[www.shpe.org/ntcc2002/](http://www.shpe.org/ntcc2002/)

<http://reg4.shpe.org/ntcc>

SHPE National Office

Email: [shpenational@shpe.org](mailto:shpenational@shpe.org)

Phone: (323) 725-3970

Fax: 323.725.0316

### **The Walt Disney Approach to HR Management**

The Disney Institute

February 6-9, 2002

May 1-4, 2002

September 25-28, 2002

Walt Disney Resort

Lake Buena Vista, Florida

407 566-2620

[www.shrm.org/seminars/disney](http://www.shrm.org/seminars/disney)

### **2002 e-HR Conference**

IOMA (Institute of Management  
& Admin) and Kennedy

Information present

Crowne Plaza Hotel

New York, NY—February 11,  
2002

Phone: 212-244-0360 -- Fax:  
212-564-0465

E-mail: [Perry Patterson,  
ppatterson@ioma.com](mailto:Perry.Patterson@ioma.com)

### **Women in Leadership**

February 11-13, 2002

The Hyatt Regency Embarcadero  
San Francisco, CA

781 862-3157

[http://www.linkageinc.com/  
conferences/leadership/wil/  
Default.shtml](http://www.linkageinc.com/conferences/leadership/wil/Default.shtml)

### **19<sup>th</sup> Annual Employment Law and Legislative Conference**

Washington, DC

March 11-13, 2002

703 548-3440

[www.shrm.org/conferences/  
legislative](http://www.shrm.org/conferences/legislative)

Continued...

**A NEW CURRENT IN HUMAN CAPITAL BENCHMARKING SARATOGA INSTITUTE'S ANNUAL CONFERENCE**

March 17-19, 2002  
Monterey, California  
Accommodations at the Monterey Plaza and Hotel Spa  
Register: 877-748-8089 or email: SI@SARATOGA-INSTITUTE.COM  
<http://www.saratoga-institute.com>

**BrassRing Job Fair**

Santa Clara, CA  
March 18-19, 2002  
Santa Clara Convention Center  
Santa Clara, CA 95054  
(800) 562-2820  
Fax 408 980-5103  
[www.brassring.com/](http://www.brassring.com/)

**International Summit on Leadership Development**

March 18-21, 2002  
Sheraton Hotel & Towers  
Brussels, Belgium  
[http://www.linkageinc.com/conferences/leadership/international\\_idc/Default.shtml](http://www.linkageinc.com/conferences/leadership/international_idc/Default.shtml)

**ELECTRONIC RECRUITING EXPO: Survival of the Fittest**

March 21-21, 2002  
San Diego, California  
[expo@erexchange.com](mailto:expo@erexchange.com)

**BrassRing Job Fair**

Santa Clara, CA  
April 8-9, 2002  
Santa Clara Convention Center  
Santa Clara, CA 95054  
(800) 562-2820  
Fax 408 980-5103  
[www.brassring.com/](http://www.brassring.com/)

**Summit on Leading Diversity**

April 8-11, 2002  
Atlanta, GA  
[http://www.linkageinc.com/conferences/hr/leading\\_diversity/Default.shtml](http://www.linkageinc.com/conferences/hr/leading_diversity/Default.shtml)

**WITI's 2002 Conference**

April 9 & 10, 2002  
Dallas, Texas  
(800) 334-9484  
[www.witi.com/center/conferences/dallas](http://www.witi.com/center/conferences/dallas)

**25<sup>th</sup> Annual Conference & Expo of the SHRM Global Forum**

(SHRM Global Forum is the former Institute for International HR)  
April 15-17, 2002  
New York, New York  
(800) 283-SHRM, (703) 548-3440  
FAX: (703) 535-6490  
[www.shrm.org/conferences/iibr](http://www.shrm.org/conferences/iibr)

**33<sup>rd</sup> EMA Annual Conference & Expo**

April 17-19, 2002  
San Francisco, CA  
(800) 283-SHRM, (703) 548-3440  
FAX: (703) 535-6490  
email: [custsvc@shrm.org](mailto:custsvc@shrm.org)  
[www.shrm.org/conferences/ema/](http://www.shrm.org/conferences/ema/)

**HR Symposium 2002: The Road Ahead**

May 1, 2002  
Santa Clara Convention center  
[www.hrsymposium.com](http://www.hrsymposium.com)

**The 2002 Employer Conference**

May 16 & 17, 2002  
By Littler Mendelson  
Washington, D.C.  
415 399-8440  
888 951-1000  
[www.littler.com](http://www.littler.com)  
<http://employer.littler.com/>

**BrassRing Job Fair**

Santa Clara, CA  
May 20-21, 2002  
San Francisco, CA  
(800) 562-2820  
Fax 408 980-5103  
[www.brassring.com/](http://www.brassring.com/)

**9<sup>th</sup> Human Resources World Congress**

World Federation Personnel Management Association (WFPMA)  
Mexico City, Mexico  
May 27-29, 2002  
Contact AMEDIRH, Tel: 800 509-6020  
[www.hr2002.org](http://www.hr2002.org)

**BrassRing Job Fair**

Santa Clara, CA  
June 10-11, 2002  
Santa Clara Convention Center  
Santa Clara, CA 95054  
(800) 562-2820  
Fax 408 980-5103  
[www.brassring.com/](http://www.brassring.com/)

**39<sup>th</sup> Design Automation Conference**

June 10-14, 2002  
New Orleans, LA  
<http://www.dac.com/39th/future.html>

**The 2002 Employer Conference**

June 13 & 14, 2002  
By Littler Mendelson  
San Diego, CA  
415 399-8440

888 951-1000

[www.littler.com](http://www.littler.com)  
<http://employer.littler.com/>

Continued...

**IHRIM 2002 Spring Conference**

International Association for Human Resource Information Management (IHRIM)  
June 9 – 22, 2002  
Orlando, FL  
<http://www.ihrim.org/events/2002Spring/Index.cfm>

**WITI 2002 Technology Seminar**

(WITI = Women in Technology)  
June 19 & 20, 2002  
Santa Clara Convention Center  
Santa Clara, CA  
[www.witi.com](http://www.witi.com)

**SHRM 54th Annual Conference & Expo**

June 23-26, 2002  
Philadelphia, PA  
(800) 283-SHRM, (703) 548-3440  
FAX: (703) 535-6490\*\*  
[www.shrm.org/conferences](http://www.shrm.org/conferences)

**BrassRing Job Fair**

Santa Clara, CA  
August 5-6, 2002  
Santa Clara Convention Center  
Santa Clara, CA 95054  
(800) 562-2820  
Fax 408 980-5103  
[www.brassring.com/](http://www.brassring.com/)

**BrassRing Job Fair**

Santa Clara, CA  
September TBA, 2002  
Santa Clara Convention Center  
Santa Clara, CA 95054  
(800) 562-2820  
Fax 408 980-5103  
[www.brassring.com/](http://www.brassring.com/)

**BrassRing Job Fair**

San Francisco, CA  
October 2-3, 2002  
(800) 562-2820  
Fax 408 980-5103  
[www.brassring.com/](http://www.brassring.com/)

**BrassRing Job Fair**

Santa Clara, CA  
October 7-8, 2002  
Santa Clara Convention Center  
Santa Clara, CA 95054  
(800) 562-2820  
Fax 408 980-5103  
[www.brassring.com/](http://www.brassring.com/)

**PIHRA 45<sup>th</sup> Annual Conference**

(largest Western Regional HR Conference, a SHRM affiliate)  
Sept. 18-19, 2002  
Anaheim Convention Center  
Anaheim, CA  
800 734-5410  
Fax (213) 622-7450  
[www.pihra.org](http://www.pihra.org)

**5<sup>th</sup> Annual HR Technology Conference and Exposition**

September 25 – 27, 2002  
Navy Pier  
Chicago, IL  
[www.hrtechconference.com](http://www.hrtechconference.com)

**NCHRA 18<sup>th</sup> Annual Conference & Trade Show**

Fall 2002 (Usually in late October)  
[www.nchra.org](http://www.nchra.org)  
415-291-1992

**NACCB 15th Annual Conference**

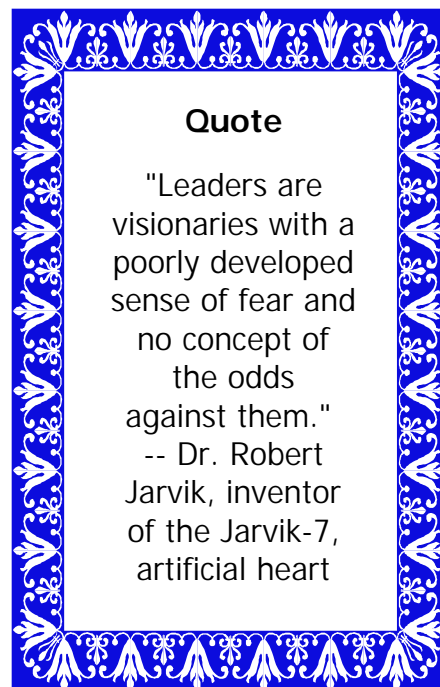
November 6-9, 2002  
Westin Diplomat Report & Spa  
Hollywood, Florida  
[www.naccb.org](http://www.naccb.org)  
800 340-2366

**Comdex**

November 18-22, 2002  
Las Vegas Convention Center  
Las Vegas Hilton  
MGM Grand Conference Center  
781 433-1665  
<http://www.key3media.com/comdex/fall2002/>

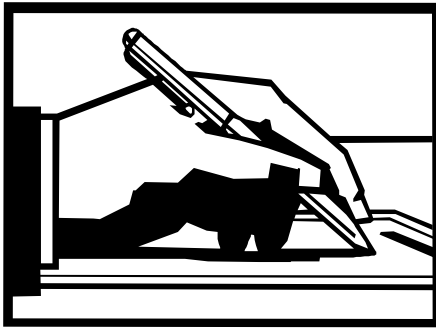
**BrassRing Job Fair**

Santa Clara, CA  
December 2-3, 2002  
Santa Clara Convention Center  
Santa Clara, CA 95054  
(800) 562-2820  
Fax 408 980-5103  
[www.brassring.com/](http://www.brassring.com/)



**Quote**

"Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them."  
-- Dr. Robert Jarvik, inventor of the Jarvik-7, artificial heart



## A Note from the Board

### **HRCA in the New Millennium**

By Richard Holtry, Vice President of HRCA

The Marines run TV ads about looking for a few good men. Silicon Valley employers, fewer now than last year but still many, are looking for a few good consultants. HRCA is working to help you find that company that is looking for you, a good consultant.

What are we doing? Several things.

First we hosted a series of workshops in October on "How to Market Consultants". The presentations focused on the basics of marketing, branding, advertising, networking and interviewing, with the objective of providing members and friends of HRCA who attended, skills to insure that when a consulting opportunity is available the employer can find you and also skills to help you find that employer. Susan Raskin, Director of Human Resources at MIPS presented techniques for good networking, Dan Eastman President of Personnel Resources presented information about the

employer's perspective in hiring consultants, Fred Faltersack, founder of Westech presented techniques on how to brand and why branding is important and Mark Wong, Sr. Vice President of Bernard Hodes presented techniques of advertising you as a consultant.

HRCA is also publishing the directory. This is a book of talented consultants and provides you the consultant a forum to advertise your business. HRCA just sent out over six thousand copies of the directory.

Third we hosted a Holiday Party on December 8, which was both a party and a networking event.

HRCA, working with Bernard Hodes, just revamped the HRCA web site. It is brand new. A new millennium and a new web site. The new web site contains a search engine capable of skill-based search's to help potential employers find you. Thanks to Bernard Hodes for the outstanding work they did.

HRCA is also looking for venues that we can support by making you aware of them so you can be successful. An example of this is the Susan Raskin sponsored and hosted luncheons that provide an outstanding opportunity to network. HRCA recommends you attend these premier networking events. Dates and contact data for Susan is in the e-mails you receive from HRCA.

HRCA is also recruiting new board members to focus on a couple of areas that will be helpful to you as a member. The first is in the area of managing our partner relationships. Yes, HRCA has partners! BrassRing is a part-

ner. One example of this partnership is work many of you do as volunteers that work at BrassRing job fairs in the HRCA booth and help people with their resumes. Very time consuming but helpful to many people. Just look at the long lines of people that wait to get someone to look at their resume.

Another example is the Toys for Tots program. BrassRing and HRCA along with the Marines cosponsor the event. It just happened in December. HRCA under the leadership of Jan DiNuoscio raised thousands of dollars for toys for Bay Area kids. HRCA is expanding our partnership program because partners help us market HRCA and our members. Recognizing the value of partnerships, we have created a special Board of Directors position exclusively for this. The second new Board position is a board member dedicated to helping find new members for HRCA and helping the new members become linked and networked with HRCA members.

HRCA under the leadership of Joe Compton, President, is aggressively looking for more programs and activities that will assist members in being successful.

The theme for 2001 is NETWORKING, ADVERTISING, BRANDING AND COMMUNICATION.

HRCA is on the move for the NEW MILLENNIUM.

