

# HRCA Newsletter

Volume 1 Issue 28

September/October 2001

## September/October 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 Few members contribute articles to the newsletter. 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 vehicle for expression. Since very few of you have been sending me articles, I am officially declaring that you are all open game for solicitation to write articles for us. Expect to hear from me when our paths cross. The feature articles in this issue are on more industry consolidation (CareerBuilder & Headhunter) and a summary of the SHRM BNA Report on HR Activities, Staff & Budget. Now that Sue Fox has taken office as our Secretary, as Newsletter Editor, I am freed to dedicate more time to this newsletter and putting together reviews on topics of interest or web sites to see. Other features in this newsletter include: the latest rendition of the HRCA Calendar, a list of the largest Executive Search firms in the Bay Area, a brief article on Employer responsibility to Reservists called for active duty, a short article on Unemployment Benefit changes, a GTRN update and; a Note From the Board by Joe Compton.



PS, Please join me in congratulating and supporting our new slate of Officers, Joe Compton, President, Richard Holtry, Vice President, Susan Fox, Secretary and Terrie Rayl, Treasurer who won our recent elections and will be assuming responsibility for management of the HRCA. Lastly, thanks to our outgoing administration for serving from July 1, 2000 through September 2001. The outgoing administration included Jan DiNuoscio as President, Mel Neri as VP, Terrie Rayl as Treasurer, James Duran as Secretary, and several others who served on the Board of Directors including: Bev Auton, Marianne Beyari, Joe Compton, Melanie Grondel, Gary Kroll, etc.

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## More Industry Consolidation, Newspapers go Headhunting

James Duran

Consolidation trends appear to have lost no momentum. On August 24, 2001, a newswire over CBS MarketWatch said that Newspaper publishers Tribune Co. and Knight-Ridder were each putting up about \$100 million in cash to acquire all the shares of Internet jobs search site HeadHunter.Net. It's a comment on the pace of change that this already seems like old news – only two months later than the announcement!

Currently, the two newspaper publishing giants back CareerBuilder who purports to be one of the top 5 players in the job board giant industry segment. As part of this deal, CareerBuilder, will take over HeadHunter.Net and consolidate or integrate the two boards in a yet to be disclosed manner.

In case you haven't looked at the SJMN lately and having been living in a cave with no lights, the SJMN Professional Careers display section is about as small or invisible as it is ever going to get. Sometimes, you see only one or two paltry display advertisers in the Professional careers section, and frequently, Knight Ridder is one of them. The newspaper giants are becoming increasingly paranoid about their influence in the JAD or Job Advertising Distribution marketplace. This appears to be a move by the conglomerates to maintain a foothold on the transformed JAD marketplace. The only question here is will they be able to become a worthy competitor to Monster, the JAD juggernaut who continues to swallow up staffing and staffing service companies week after week?

Combined, Headhunter and CareerBuilder sites will have a monthly reach of over 5 million consumers, providing "recruitment solutions" to more than 25,000 companies. The MarketWatch article said that "Starting in September, Knight-Ridder and Tribune newspapers in the U.S. will start branding their help wanted sections under the "CareerBuilder" name".

CareerBuilder expects to close this deal in the fourth quarter of 2001 or the first quarter of 2002, but based on what we have seen the last two years in this market, anything can and will happen to continue this breakneck pace of consolidation and transformation in the JAD space. Hold on to your horses and put it into con-

text with these comments from John Sumser, one of my favorite gurus on the eRecruiting front... "The Recruiting marketplace is huge and expanding rapidly. As the value of employees increases, driven by labor shortages, the amount of money budgeted for Recruiting transactions increases. It really is that straightforward." (Interbiznets' Electronic Recruiting News, 8/24/01 Editorial)

The media will do anything to control and or influence our minds. Some media elements are very objective and altruistic in the spirit of freedom of the press; other elements are cloaked editorializing or outright self-aggrandizement by huge interest groups whose motivations vary. It's up to each of us to develop a foundation of reason and information that can help us to understand and react to what is going on around us. Let's be grateful that we live in a society where there is freedom of the press. Ask yourself what is the price of freedom. Newspapers have to make money. Most businesses have to make money. How can a media instrument such as the newspaper not be influenced by its owners for self-promotion? How is the Internet influencing the distribution of information? Wherein lies the compromise between distribution of information and making a dollar? Maybe it's not so strange that so many eCommerce companies failed in the new economy. After all, wasn't their value proposition obscure and sometimes even non-existent?



## Highlights from the SHRM BNA Annual Survey on HR Activities, Budgets and Staffs, 2000 – 2001

James Duran

The BNA (Bureau of National Affairs) recently released a report summarizing trends in HR Activities, Budgets and Staffs for the year 2000-2001. All SHRM members were mailed a copy of the survey, completed in June 2001.

The survey found that:

- Budget - Surveyed HR Executives expect to spend a median of \$813 per worker per year on HR activities and staff in 2001, up from \$725 last year.

- HR budgets represent a median of 1.0% of total projected organizational costs for the year, up from 0.9% in 2000.
- More than ¼ of the HR departments reported that they exceeded budgets for the year 2000.
- HR Staff comprise a median of 1.0% of the employers workforces in 2001, unchanged from 2000. As the number of EEs increases, the % decreases such that the ratio is 0.6 HR staff 100 EEs with companies employing greater than 2,500 EEs
- Managers and professionals (exempts) comprise 71% of HR offices, about the same as in 1999 and 2000. 1/5 of HR departments operate without and regular clerical help.
- HR Specialists (vs. Generalists) are on staff at roughly half (49%) of surveyed establishments. Specialization increases with the size of company. 93% of companies with 2500 or more employees have HR Specialists who focus on just one or two areas of HR. The top specialty areas in descending order are: Benefits, Staffing, Training, Compensation and HRIS.
- 57 of HR Departments are responsible for company wide or administrative services such as mail, security, food services, etc.
- HR Outsourcing is growing more prevalent, 74% of employers have outside contractors handle at least one HR function, up from 69% and 58% in 2000 and 1999 respectively. Outsourced HR activities in order of precedence include: Employee Assistance/Counseling, Pension/Retirement Planning, Training, Outplacement, Payroll, Benefits, Pre-employment Testing, Relocation, Recruitment (excluding temps), Compensation, Wellness, HRIS, health & Safety, Other.

The survey was mailed to 1,673 BNA members and a random sample of 3,000 SHRM members. 417 organizations responded, with 33% of the respondents employing fewer than 250 EEs, and 14% had more than 2,500 EEs with a complete range in between.

### Quote

Everything comes to him who hustles while he waits.

**Thomas A. Edison**



## October & Future Meeting Update

Richard Holtry, our new Vice President has put a great deal of effort into getting some of the most popular and knowledgeable professionals to speak to us in October. We will have four different roundtable meetings going concurrently for 15-20 minutes focusing on critical areas of interest. The four speakers will focus on tips to market ourselves include: Susan Raskin, HR Director at MIPS; Fred Faltersack, former owner of Westech, HTC and VJF/IncPad; Dan Eastman, Consultant (& First HRCA President); and a representative from Bernard Hodes who has helped put together the latest version of our web site.

There will be no meeting in November as it will be a short month and instead we will hold a Holiday Party at the Mountain Winery on December 8, which will take the place of our November and December meetings. Jolene Huey has accepted a Board of Directors opportunity to act as our Program Chair and she is already putting together a first class program for the first half of 2002. Please convey your future meeting suggestions to her at: [Johuey@aol.com](mailto:Johuey@aol.com)

In a recent discussion with Jolene, we talked about a meeting in the early part of the year focused on tax planning, personal finance or retirement plans as an item of interest. Look for more details in future communications from us.



### QUOTE

“I may not be right, but I’m not confused. As a leader, you don’t want people to think you’re confused. You want to have conviction about your decision.”

**Dave DeWalt**, CEO of Documentum





## **Largest Bay Area Retained Executive Search Firms**

1. Korn Ferry International  
One Embarcadero Center, Ste 2101  
San Francisco, CA 94111  
415 956-1834/415 956-8265  
www.kornferry.com  
David Nosal, Director
2. The Pacific Rim  
2501 Ninth St. Ste 102  
Berkeley, CA 94710  
510 647-1000/510 647-1010  
www.pacrim.com  
Stacie Blair, CEO
3. Search West, Inc.  
100 Pine St, Ste 2860  
SF, CA 94111  
415 788-1770/415 989-7706  
www.searchwest.com  
Ellen Williams, VP
4. Heidrick & Struggles Int'l  
One California ST., Ste 2400  
SF, CA 94111  
415 981-2854/415 981-0482  
www.heidrick.com  
Jeffrey Hooge, Managing Partner
5. Spencer Stuart  
525 Market St., Ste 3700  
SF, CA 94105  
415 495-4141/415 495-7524  
www.spencerstuart.com  
Robert Damon, Director
6. Next Step Recruiting  
3130 La Selva Dr., Ste 105  
San Mateo, CA 94403  
650 577-8000/650 577-9000  
www.4nextstep.com  
Glenn Davis, President
7. RGA Associates  
465 California St.  
SF, CA 94104  
415 397-4646/415 951-7979  
www.rgatech.com  
Richard Engelhardt, President
8. Russell Reynolds Associates  
101 California St., Ste 3410  
SF, CA 94114  
415 352--7111  
www.russellreynolds.com  
Barry Obrand, Managing Director
9. Bialla & Associates, Inc.  
4000 Bridgeway, Suite 201  
Sausalito, CA 94965  
415 332-7111/415 332-3964  
www.bialla.com  
Scott Thomson, GM
10. The Alexander Group  
735 Montgomery St, Ste 210  
SF, CA 94111  
415 677-8668/415 677-8674  
www.thealexandergroup.com  
Raymond Brizendine
11. Lucas Group  
601 Montgomery St., Ste 715  
SF, CA 94111  
415 781-4340/415 781-4347  
www.lucascareers.com  
Patti Keeney-Maischoss
12. Kreuzberger & Associates  
1000 Fourth St, Ste 150  
San Rafael, CA 94901  
415- 459-2300/415 459-2471  
www.kreuzberger.com  
Neil Kreuzberger, President
13. Karr & Associates Inc.  
1777 Borel Place, Ste 408  
San Mateo, CA 94402  
650 574-5277/650 574-0310  
www.karr.com  
Howard Karr, Partner
14. Rusher, Loscavio & LoPresto  
142 Sansome St, 5<sup>th</sup> Floor  
SF, CA 94101  
415 765-6600/415 397-2842  
www.rll.com  
William Rusher, CEO
15. A.T. Kearney Executive Search  
Three lagoon Dr., Ste 160  
Redwood Shores, CA 94065  
650 637-6600/650 637-6699  
www.atkearney.com  
Frank Schroeder, Managing  
Director
16. DHR International  
4900 Hopyard Rd, Ste 100  
Pleasanton, CA 94588  
925 468-4121/925 485-0116  
www.dhr-int.net  
David Kurrasch, Exec. VP
17. Setren, Smallberg &  
Associates, Inc.  
1330 Broadway, Ste 1830  
Oakland, CA 94612  
510 208-0323/510 208-0321  
www.setrensmallberg.com  
Larry Setren, Partner
18. David Powell, Inc.  
2995 Woodside Rd.  
Woodside, CA 94062  
650 851-6000/650 851-5514  
www.davidpowell.com  
David Powell, Chairman
19. Artemis Search  
2064 Antioch Ct., Ste. B  
Oakland, CA 94611  
510 339-4191/510 339-4195  
www.artemissearch.com  
Shellie Williams, President

Continued....

20. Boyden  
275 Battery ST, Ste 420  
SF, CA 94111  
415 981-7900/415 981-0644  
www.boyden.com  
Frederick Greene, Managing Director

21. Lautz Grotte Engler & Schwimley  
LLC  
One Bush ST., Ste 550  
SF, CA 94014  
415 834-3101/415 834-3113  
www.lges.com  
James Watkinson, Member

22. Schweichler & Associates, Inc.  
200 Tamal Vista, Bldg. 200, Ste 100  
Corte Madera, CA 94925  
415 924-7200/415 924-9152  
www.schweichler.com  
Lee Schweichler, President

23. Seitchik Corwin and Seitchik Inc.  
3443 Clay St.  
SF, CA 94118  
415 928-5717/415 928-8075  
www.setichikcorwin.com  
J. Blade Corwin, Partner

24. Sampson Associates  
4109 Redwood Rd., Ste 359  
Oakland CA 94619  
510 531-4237/510 531-2920  
www.sampsonassociates.com  
James Sampson, President

25. Witt/Kieffer  
2200 Powell St., Ste 890  
Emeryville, CA 94608  
510 420-1370/510 420-0363  
www.wittkieffer.com  
Elaina Spitales Genser, Sr. VP



## Employer Responsibility to Employees in the Reserves

James Duran

On September 17, President Bush said that as many as 35,000 people were being called up to active duty from the reserves. The rules for employers regarding employee military duty are covered under the Uniformed Services Employment and Reemployment Rights Act (USERRA), a federal statute signed into law in 1994, which clarifies uniformed service military-leave rights for employees.

Anyone in the uniformed services—voluntarily or involuntarily—is covered. These services include the U.S. Army, Navy, Marine Corps, Air Force, Coast Guard, and Public Health Service commissioned corps. The reserve components of each of these services are included as well. Federal training or service in the Army National Guard and Air National Guard also is covered under USERRA.

USERRA applies to virtually all U.S. employers regardless of size.

Employees who require military leave are encouraged to provide advance notice of their service whenever possible. Employers should be aware that they cannot refuse to grant requested leave simply because they determine the timing or duration of such leave is unreasonable.

Pay issues during leave

Employers are not required to compensate employees for absences due to military service. However, an employee may choose to use accrued vacation leave for the purpose of military leave. Employers cannot require an employee to use vacation time.

The Fair Labor Standards Act (FLSA) and state laws may require that employers continue pay for employees on temporary military leave. Under the FLSA, employers cannot dock pay from an exempt employee on temporary military leave for a week in which the employee performed work. Even if not required by law, some employers choose to continue pay for employees on military leave, less the amount of pay that the employee receives from the military.

USERRA requires that employers provide "COBRA-like" continuation for up to 18 months for employees on military leave and their covered dependents who would otherwise lose their coverage because of the employee's military leave. This includes employers not covered by COBRA itself, such as employers with fewer than 20 employees. For leaves not exceeding 30 days, employers cannot charge employees on military leave a premium any greater than that normally paid by employees. For military leaves longer than 30 days, employers can require employees to pay up to 102% of the full premium for coverage.



Continued.....

### Employee benefits

USERRA provides that service members who are on duty for more than 30 days may elect to continue employer-sponsored health care for themselves and their families for up to 18 months (similar to COBRA), but they may be required to pay up to 102 percent of the full premium. Health care coverage of less than 31 days shall be provided by the employer as if the employee out on military service had remained employed.

Employees returning from military leave under honorable conditions are entitled to be reinstated to the position they "would have attained" if they had not gone on military leave. Employers do not necessarily have the option of initially offering other jobs of equivalent status and pay. In other words, employee's positions must, under most circumstances, be available to them upon return from leave.

### Help for employers

The National Committee for Employer Support of the Guard and Reserve (ESGR), created in 1972, is an agency within the Office of the Assistant Secretary of Defense for Reserve Affairs that promotes cooperation and understanding between Reserve component members and civilian employers. The organization also helps resolve conflicts arising from employee military commitments.

ESGR operates through a network of more than 4,500 volunteers in 54 committees located in each state, the District of Colum-

bia, Guam, Puerto Rico and the U.S. Virgin Islands.

The group can assist in preventing, resolving or reducing employer and/or employee problems and misunderstandings that result from National Guard or Reserve membership, training or duty requirements by providing information and/or informal mediation. ESGR also educates National Guard and Reserve members regarding their obligations and responsibilities to employers.

The ESGR also suggests that employers examine personnel policies to see how they accommodate and support participation in the National Guard or Reserve and asks employers to answer the following questions.

Does your policy:

- Include provisions for military leave of absence (exclusive of earned vacation time)?
- Ensure job opportunities and benefits equivalent to those of other employees?

### Quote

“ It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

-- **Charles Darwin**



## GTRN at Work

James Duran

Jan DiNouscio and I attended the most recent GTRN or Global Technical Recruiters Network meeting held in Philadelphia on September 10. I was fortunate to return home to the Bay Area that evening while Jan went on to NYC. Needless to say, she was trapped in the confusion of the WTC catastrophe, and could not return home for several days following the disaster.

I am pleased to report that the GTRN marches on, advocating our interests as Staffing Consultants.

The two most conclusive issues resolved at our the meeting included a motion to immediately apply for 501c non profit status in the State of Delaware. The New Jersey and Delaware Valley TRNs were going to take responsibility for getting this done.

The second important matter resolved at the meeting is that effective immediately, several GTRN members were given the go ahead to contact existing vendors to introduce ourselves and explore synergies including preferred rates or services for our members – including us within the HRCA.

Continued...

As of September 10, the initial organizations and GTRN Reps. we are contacting to announce ourselves include:

- SEMCO (Lisa Cohan/New Jersey TRN)
- BrassRing (Career Fairs and Job Board) (Jan DiNuoscio/Silicon Valley TRN)
- Virtual Edge (Job Board) (Stacey Jones/Delaware Valley TRN)
- ERE (Annual/BiAnnual Recruiting Conferences) (Jan DiNuoscio/Silicon Valley TRN)

- CareerBuilder (Job Board) (Gary Cluff/Virginia/Washington DC TRN)
- Brett Hollander (Newsletter & Internet Classes) (Gary Cluff/Virginia /Washington DC TRN)
- Techies (Job Board) (Joel Abraham/Wisconsin TRN)
- DICE (Job Board) (Joel Abraham/Wisconsin TRN)
- Monster (Job Board) (Harvey Daniels/Chicago TRN)

More vendors will be placed on our list in future meetings and we will let you know how our contacts evolve. Initially, the

contact will begin with an introduction on who we are, who we represent, what we are trying to accomplish, how we can work together, and lastly how they can help us with preferred services or rates.

The GTRN has huge potential to aggregate the voices of several "HRCAs" across the country, known as TRNs or Technical Recruiting Networks. Together, these voices have the potential of wielding significant influence!



## **HRCAs Board Contact information:**

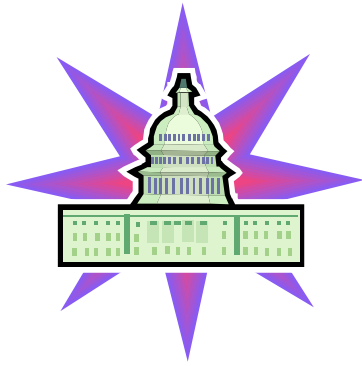
Joe Compton, President, [joe\\_compton@maxtor.com](mailto:joe_compton@maxtor.com)  
Richard Holtry, Vice President, [richardh@proqwest.com](mailto:richardh@proqwest.com)  
Terrie Rayl, Treasurer, [trayl@staffingsource.com](mailto:trayl@staffingsource.com)  
Susan Fox, Secretary, [susanf@proqwest.com](mailto:susanf@proqwest.com)  
Dave Apodaca, Holiday Party, [apodacad@ix.netcom.com](mailto:apodacad@ix.netcom.com)  
Loretta Azevedo, Marketing, [ljazevedo@yahoo.com](mailto:ljazevedo@yahoo.com)  
Bev Auton, Chair, Generalist Committee, [bevauton@earthlink.net](mailto:bevauton@earthlink.net)  
Marianne Beyari, BrassRing/Job Fair Coord, [mbeyari@earthlink.net](mailto:mbeyari@earthlink.net)  
Jan DiNuoscio, Past President, [dinuse@aol.com](mailto:dinuse@aol.com)  
James Duran, Newsletter Editor, [jamesd@proqwest.com](mailto:jamesd@proqwest.com)  
HRCAs Business Office Service, Helen Frederick, [hfgroup@pacbell.net](mailto:hfgroup@pacbell.net)  
Jolene Huey, Programs, [johuey@aol.com](mailto:johuey@aol.com)  
Loan Therene, Scholarships, [loantn@yahoo.com](mailto:loantn@yahoo.com)



## **More Ways to Keep You Informed**

James Duran

Susan Fox is taking the responsibility of sending our regular email communications to our members regarding upcoming events and plans. If you are not getting them, please notify her via email at [susanf@proqwest.com](mailto:susanf@proqwest.com).



## Unemployment Insurance Benefits To Go Up In 2002

### California Chamber of Commerce, Labor Law Update

E-News Updates from Ellen S. Savage,  
Labor Law Counsel,  
California Chamber  
of Commerce

Governor Davis signed into law Monday, October 1, 2001, an increase of \$100 a week in the state's unemployment insurance (UI) benefits. The increase is effective for claims filed on or after January 1, 2002. Individuals currently receiving UI benefits, and those who file claims until the end of this year, will not receive the increased benefit amounts.

The weekly UI benefit is currently 39% of the claimant's average weekly wage, not to exceed \$230. Effective January 1, 2002, the benefit will rise to 45% of the claimant's average weekly wage,

not to exceed \$330. After the initial increase, the maximum weekly benefit will increase by \$40 each year until 2005.

Other changes also made by the new law are:

- Individuals who are available only for part-time work are now eligible for UI benefits.
- Receiving payments from an employer due to a plant closing or mass layoff (required under the WARN Act) does not affect eligibility for UI benefits.

A related announcement by George Bush... With unemployment rising sharply, President Bush proposed measures On October 4, 2001, to help people who lost jobs in the wake of the terrorist attacks. Mr. Bush proposed extending unemployment insurance for workers in states hardest hit by the economic effects of the attacks and making \$3 billion available to states to help them provide additional aid for people who have been laid off. In an appearance at the Labor Department, the president said his plan would extend unemployment insurance payments for an additional 13 weeks beyond the standard 26 weeks in states where the unemployment rate increases by at least 30 percent after Sept. 11.

Let's count ourselves fortunate in California because our Governor saw fit to implement a measure before the President for Californians, recognizing the impact of a downsized economy reflected in higher unemployment. Now let's see how long it takes for the State of California to recognize a need for extending UI payments beyond the standard 26 weeks.



## EVENT CALENDAR 2001 & 2002

### **NCHRA 17<sup>th</sup> Annual Conference & Trade Show**

October 29-30, 2001  
San Jose McEnery Convention Center  
San Jose, CA  
[www.nchra.org](http://www.nchra.org)  
415-291-1992

### **Leading Strategic HR in a Global Economy**

Thunderbird Campus (SHRM as co-sponsor)  
Oct. 29-Nov. 1, 2001  
Phoenix, AZ  
[www.t-bird.edu/execed](http://www.t-bird.edu/execed)  
602 978-7033  
Fax 602 439-4851  
Email: [millikij@t-bird.edu](mailto:millikij@t-bird.edu) (Attn: John Millikin)

### **Human Capital Management Conference**

Park Plaza Hotel  
Oct. 30-Nov. 1, 2001  
Boston, MA  
[www.dci.com/events/hcm/](http://www.dci.com/events/hcm/)  
978 470-3880

### **NACCB 14th Annual Conference**

Oct. 31-Nov. 3, 2001  
Westin Century Plaza Hotel  
Los Angeles, CA  
[www.naccb.org](http://www.naccb.org)  
800 340-2366  
415-291-1992

### **Debunking the Recruitment Myth, Restoring the Lost Art of Hiring Top Talent**

The Human Capital Alliance  
November 6, 2001  
The Queen Mary  
Long Beach, CA  
1-800-559-2559 ext 200

### **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/](http://www.zdevents.com/comdex/)  
For BrassRing Career Event at Comdex, Call: 800 562-2820, [www.brassring.com](http://www.brassring.com)

### **Dinner Workshops, NCHRA Accelerate Your Career in HR Workshop,**

Speaker: Jeanne Palmer  
And,  
**Managing the Financial Aspects of HR**

Speaker: Valerie Frederickson  
NCHRA Santa Clara Valley  
Tuesday November 13, 2001  
Fax 415 291-0217  
NCHRA Office: 415 291-1992  
\*\*\*

### **4<sup>th</sup> Annual Recruiting and Staffing Congress**

November 28 - 29, 2001  
Sunburst Resort  
Scottsdale, Arizona  
Chad Pamperin, IQPC, 312-980-3437  
[chad.pamperin@iqpc.com](mailto:chad.pamperin@iqpc.com)  
[www.iqpc.com/event/INHP-TAN/staffing](http://www.iqpc.com/event/INHP-TAN/staffing)

### **IHRIM Fall Conference 2001**

December 2-4  
Marriott Eaton Centre, Toronto, Ontario  
Contact Renee Levine at (416) 494-5860 or [rlevine@base.onramp.ca](mailto: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  
[www.brassring.com/cgi-bin/texis/vortex/exhibitor](http://www.brassring.com/cgi-bin/texis/vortex/exhibitor)

Continued.....

**Workplace Diversity**

December 3-5, 2001  
San Diego, CA  
(800) 283-SHRM, (703) 548-3440  
FAX: (703) 535-6490  
San Diego Marriott Hotel & Marina  
1 800 228-9290  
[www.shrm.org/conferences/](http://www.shrm.org/conferences/)

**Leadership Development for HR Professionals**

Site: Center for Creative Leadership (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 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)

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

Washington, DC  
March 11-13, 2002  
[www.shrm.org/conferences/legislative](http://www.shrm.org/conferences/legislative)

**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](mailto:SI@SARATOGA-INSTITUTE.COM)  
<http://www.saratoga-institute.com>

**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/ihr](http://www.shrm.org/conferences/ihr)

**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/)

**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/>

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

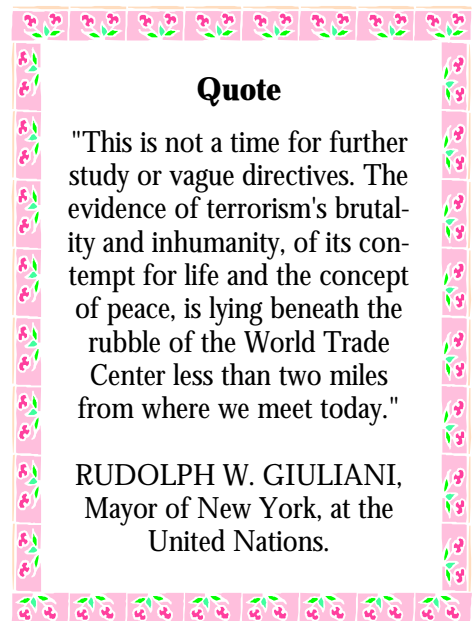
World Federation Personnel Management Association (WFPMA)  
Mexico city, Mexico  
May 27-29, 2002  
Contact AMEDIRH, Tel: 800 509-6020  
[www.hr2002.org](http://www.hr2002.org)

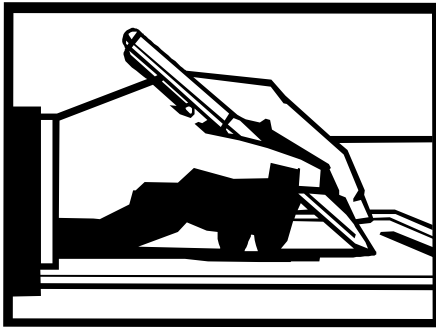
**The 2002 Employer Conference**

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/>

**SHRM 54<sup>th</sup> 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)





## A Note from the Board

### Joe Compton

While pondering what to write to you, my colleagues, I began to look back on a year that is almost over. It is not a pretty sight. The business world that we know in Silicon Valley bears little resemblance to that of the summer of 2000. Just as America is now in a war, many of us are in a personal war of economic and professional survival. Many are looking for answers and help.

What can the HRCA do for you? What value do we add? Those are questions your new Board has asked themselves. We want your input as well. Here are the answers we came up with:

*Members want us to get them a job*

We didn't get much further. I have bad news. This is not the responsibility of the organization. This is your responsibility.

OK, what value CAN we add to HELP you? Here, we looked at what the HRCA has done in the past:

1. Provided professional development opportunities

2. Provided a platform of networking - meetings, BrassRing events, socials, etc.
3. Provided useful and timely information on our professions - newsletter, meetings, speakers, etc.
4. Provided an avenue to "advertise" members capabilities and services via directory and website
5. Provided an excellent calendar in our newsletter detailing many professional events and trade-shows where members can network, learn and improve their skills

Less than half of our members took advantage of the first three opportunities. Surprisingly some members don't even have a Bio on the web or in the directory. What's with that??? This goes in the "you can lead a horse to water, but can't make him/her drink" category.

Fine, what else can we do? Here's where we get into that "Vision" thing!

We would like to continue providing you with the above -- Professional Development, Networking, Information and an Advertising venue. We would like to add to that.

- Provide members information on branding and marketing themselves
- Provide information on looking for and interviewing for consulting assignments
- Provide a platform to help members get "closer to the clients"

Many of us treat clients like our military treated Iraqi forces in the

Gulf

War - targets of opportunity. We need to create better relationships and value propositions for our clients.

For the next several months, our goal is to build on what our past President, Jan DiNuoscio has done.

- We have a new website. We want it to become an information resource for you with calendar of events (not just HRCA), links to other websites and organizations, etc.
- We want programs which are meaningful and of the caliber that you would like to bring clients to.
- We want communication with you via email, which will be timely and informative.
- We want more events for you to interact with prospective clients and fun events where you can entertain clients. (Yes, sorry, but a good part of consulting is sales)
- Lastly and most importantly, we want your participation in our events and programs. Talk to me or any of our Board Members to hear how you can get involved. Send us an email if that feels more comfortable.

The economy will be coming back soon - but slowly. We all need the tools, skills and contacts to take maximum advantage of opportunities as they present themselves. Your HRCA board is committed to providing this. Please come to the trough and take a drink.

Joey