

HRCA Newsletter

Volume 1 Issue 34

September/October
2002

HRCA Professional Development Seminar

"Getting the Gig"

Everyone agrees it's a tough job market for recruiters. The questions are...

What:

...can you do to enhance your chances of landing your next recruiting contract and have you armed yourself with the skills that employers are looking for today?

Why:

...are some recruiters finding it more difficult than others to sell their services?

Who:

...Eric Lane, the Director of Talent Acquisition at Intuit will be hosting this HRCA event and will share his insights about "The skills you need to get hired as a contract recruiter and how to get them."

Where:

**Intuit, Bldg 5 - 2550 Garcia Ave.,
Mountain View, CA**

When:

**Tuesday, October 29, 6:00pm to
7:30pm**

Come join us for Fun, Fellowship and Food. HRCA members are free, but you must R.S.V.P. to attend. No walk-ins will be allowed at the door since we anticipate this event to sell-out.

Cost for non-HRCA members is \$15.00 and must be paid in advance.

Please respond to the evite that was sent out to HRCA members or contact Terrie Rayl by Oct. 24th at trayl@staffingsource.com <<mailto:trayl@staffingsource.com>> or (650) 968-7722 x41 to R.S.V.P. or for tickets.



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September/October 2002 HRCA NEWSLETTER

SUMMARY & INTRODUCTION

James Duran

This is the 5th issue of the HRCA 2002 Newsletter! Blink again and we'll be at December for our final issue of the year! Article submissions for the newsletter can be forwarded to me directly at jamesd@duranhcp.com This issue begins with an announcement on

our first professional development seminar for the year, which is also our monthly meeting, featuring Eric Lane as the Guest Speaker. Another announcement is included elsewhere on the annual HRCA Holiday Party scheduled in early December. The first article in this newsletter is one in a series of silicon valley trends, and this particular one is on the **SJMN getting into the Job Fair business**. Always on the hunt for new article authors, I convinced my lovely wife Lindsey Duran, formerly Dir. HR at Chartered Semiconductor, to write an article for us on the hottest topic in HR today – Employee **Retention**. Many of you may have heard of Curtis Rogers, the former owner of Rogers Advertising, which he sold to TMP in the 90's. Curtis is back and active in recruitment advertising again, so read his musings on the **Future of Recruitment Advertising**. Richard Holtry has written an article on the **Membership Committee Plans and Activities**. Read it and give Richard a call to figure out how you can get more active in HRCA. Having interviewed and trained hundreds of recruiters in the past, I have put together an article

entitled **Recruitment Competency Checklist** which you may want to review to prepare yourself prior to going out for your next client interview. As usual, I have recurring columns including: **Web Site Pick of the Month**, **BLS/EDS unemployment statistics**, and a current **Calendar of HR and Recruiting Events** for the rest of the year and on into 2003. Instead of a legal updates column this month, I have summarized a **Top 10 things Employers do to get Sued** article, which you should read to keep your employers/clients and you, out of hot water. Finally, Jan DiNuoscio has written an article as our "Note From the Board" on **Developing and Cultivating your Personal Network**. Stay employed because it's good for your health – and remember my mantra "This is your newsletter, so please forward articles, reviews, and comments and or share your expertise with other members". If you've read something interesting recently for example, and you learned something you'd like to share with other members use this newsletter to spread the gospel. Ciao!

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Silicon Valley Trends - The Mercury News is Doing Job Fairs!

James Duran

On November 13, the SJMN is producing a career fair at the Santa Clara Convention Center. According to advance publicity on the event, the career fair will have two sections, one with a Biotech focus, and other with a High Tech focus. The

event will be supported with an extensive multi media promotional campaign and includes Career Builder support.

What does this mean? Is BrassRing, who is reputedly losing millions, losing support from the newspaper consortium that owns it and so weakened that the Mercury thinks it can enter the job fair business? How will the Newspaper consortium (Washington Post Company, Tribune Company, an affiliate of Gannett Co., Inc., and Accel Partners.) that owns BrassRing view this? Is there a market for job fairs now in the Silicon Valley when BrassRing

is hosting small job fairs because the silicon valley economy is depressed? Why is the newspaper diversifying now into job fairs? And just in case you've done a Rip Van Winkle on us, have you taken a look at the SJMN Professional Careers and Classified recruitment advertising sections lately? Don't blink, because you might miss all the job ads. Stay tuned, and we'll report back in December with stats and observations on the event.

To learn more, contact Peggy Labo with the SJMN at 408 920-5551 or email: plabo@sjmercury.com

Quote

"If you are employed by a quality company, feel secure in your job, believe you are well compensated and have all the long-term advancement opportunity you want... it's the best time to have your resume updated." - Tony McCune

Web Site Pick of the Month is Freeality.com

James Duran

www.freeality.com Freeality is a great reference tool. The site was recently referenced by the Tiburon group and is noteworthy because of its reverse look up, finding people and reference features.

For recruiters, Reverse Look-up allows you to enter a phone

number or email address to come up with the name or address of the individual. If the individual has registered their phone number or email address with any directory services, their contact information will be provided. Although the service is free, in some cases, once you have identified your target individual, you are given the option of purchasing greater detailed information.

Lots of other background checking tools and services can be found on this site and there is another section dedicated to finding people.



In the reference checking department, you can find dictionaries, libraries, etc, and don't forget to go to the quotes section so you can find out who said what.



Employee Retention

Lindsey Duran

The topic of employee retention is receiving greater attention amongst Human Resources professionals and Managers throughout companies as it should.

In a shrinking labor pool, with reduced salaries, nonexistent bonuses, underwater stock, budget cuts and layoffs yet increased performance expectations of employees, and fierce competition for highly skilled and technical workers, coupled with increased employee demands – are you prepared and ready to save your critical resources. Most companies are not!

Retention is generally addressed when a key employee tenders their resignation and then the company tries to win the employee back with a salary adjustment, promotion, stock grant or unfilled promises. These methods may have worked in the past for some companies and employees, but in the current market condition they may not be feasible or affordable for the company to offer and may not be what the employee needs or wants to stay.

One of the many challenges facing Human Resources is to help identify and drive creative retention strategies with our partners that will meet the needs of the company, business needs, budget and

employees.

According to a Gallup poll money was not the primary retention means companies should use to retain and attract talented employees. Gallup's twelve reasons why companies can attract and retain employees are:

- I know what is expected of me at work
- I have the materials and equipment I need to do my work right
- At work I have the opportunity to do what I do best every day.
- In the last 7 days, I have received recognition or praise for doing good work
- My supervisor or someone at work seems to care about me as a person
- There is someone at work who encourages my development
- At work my opinion seems to count
- The mission/purpose of my company makes me feel my job is important
- My coworkers are committed to doing quality work
- I have a best friend at work
- In the last 6 months, someone at work has talked to me about my progress
- This last year, I had opportunities at work to learn and grow

So how can we ensure that we have built in attraction and retention tools? By looking at the life cycle of the employee in totality and determining what hiring processes, performance management and compensation systems and processes work and which need to be replaced.

Putting Together a Retention Program

To begin you must get top management's buy in that retention is an issue and will do what it takes to retain resources and then cascade this edict to all management-holding managers responsible for retention within their own organizations with Human Resources providing the education, tools and coaching.

Understand why your employees are leaving? Where are they going? Review your exit interview questionnaire data.

Be proactive and meet with your employees before they leave and get a sense of morale and what's really going on. Hold coffee klatches and informal brown bag lunches but be careful not to give false expectations of what you are going to do if you can't keep the commitment.

Review your hiring and selection process to ensure that employees hired into your company fit your company culture and embrace your company values.

Integrate new employees into your company culture, values, processes, programs and expectations through thorough new hire orientation indoctrination before beginning on the job.

Make sure job expectations are communicated upfront and meet the needs of the employee and business. Show the employee that their work has meaning and that there are valued.

Align personal goals with department and company goals to provide a sense of purpose and accountability for individual, team and company success.

Continued...

Identify key critical resources and track their performance and feedback while allowing the opportunity to develop skills and knowledge while paying for performance.

Provide job enrichment opportunities. Is the job challenging and rewarding and create a sense of value and pride in ones work?

Provide regular coaching, feedback and performance assessment programs that include ongoing career performance and training and career alignment discussion.

Align rewards and recognition programs with performance. Do you have formal and informal recognition program for a job well done? Recognition doesn't have to be in a monetary form and quite often-public recognition goes a lot farther than a token recognition bonus.

Are your compensation programs equitable and do you pay for performance and critical resources?

Listen to what your employees are saying. Communicate to your employees.

Create work life balance programs within your organizations that meet the needs of your organization - flexible work schedules, concierge services, child care assistance/referrals, on/off site exercise programs, financial services.

Continue to monitor and measure your retention program and evaluate its effectiveness. Are you continuing to lose identified key employees? Are you reducing your attrition rate?

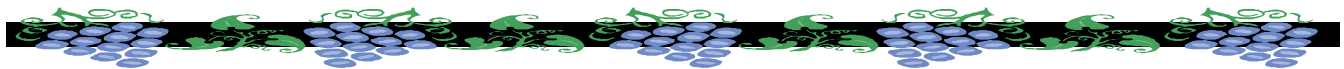
While one of the above approaches may be enough to retain that one key and critical employee it may not work for all. Real success will come when you review your hiring, performance management system and total compensation processes and have the buy in from your entire management that retention is an issue and are committed to doing something about it.

Once you have managements buy in, then you can begin to set the

groundwork for how to proceed in changing your processes to meet your retention and employees needs.

Do you need to review your companies' retention philosophy and revise your current practices to prevent losing key employees and resources?

For additional resources you can refer to the following books: The Employee Recruitment and Retention Handbook" by Diane Arthur, Managing with Carrots Using Recognition to Attract and Retain the Best People" by Franklin C., PhD Ashby, Arthur R., Ph.D. Pell., Embracing Excellence: Become an Employer of Choice to Attract and Keep the Best Talent" by Roger E. Herman, Joyce C. Gioia, "The War for Talent by Ed Michaels, Helen Handfield-Jones, Beth Axelrod, Keeping the People Who Keep You in Business: 24 Ways to Hang on to Your Most Valuable Talent" by F. Leigh Branham. You can also refer to the following websites: www.amanet.org/index.htm and www.erechange.com.



Recruitment Advertising: Past, Present and Future

Curtis Rogers

Do you remember the part in Charles Dickens's A Christmas Carol when Scrooge is standing in the graveyard with the wiry, skeletal arm of the Ghost of Christmas Future pointing at a tombstone? Of course the sky is dark and ominous, a light snow is dusting the ground

and the cold breath of Ebenezer Scrooge illuminates the scene. Scrooge, in his bent posture and spindly face appears absolutely mortified. He looks at the ghost and in a shaky, creaky voice asks the most pressing question of the novel (OK, in my case the movie), "Are these the shadows of the things that Will be, or are they shadows of the things that May be only?"

Now I'm standing in a graveyard called the business Environment of Silicon Valley. Having recently started a Recruitment advertising agency, CKR Group, I'm trying to

navigate through the landscape and figure out where the proverbial chips might fall. Now as I stand over the grave of employment advertising (this is sounding a bit morbid) with everyone proclaiming the death of the classified ad, I ponder the future of our business. And I ask myself, are these the shadows of the things that will be, or are they shadows of the things that may be only?

Not a day goes by when someone doesn't ask me, what is the state of recruitment advertising? When will the economy rebound? How do you

Continued...

see the future business model? My general answer is, who knows? As you all know, we've hit bottom, we haven't hit bottom, interest rates will fall, interest rates will rise, Santa Claus is alive and living in Miami Beach. It's all a crapshoot. With all the unknown variables in our world, I thought I would NOT focus this article on where recruitment advertising is going, but where it should be going. Ah Ebenezer, I will do you proud.

As an agency we proclaim our greatness in terms of creative, account service, research, media selection skills and on and on. In reality, some agencies are stronger than others in a particular discipline, depending on the philosophy of the agency, the size and type of the client and who is working on the account. At a very minimum you want someone who is truly thinking about your advertising. That sounds so basic, but it separates the men from the boys. It's not simply a matter of ad placement, but rather looking at each and every requisition and making decisions on content, placement and duration. It's not simply slapping an ad in the paper or posting to your favorite dot com.

The question then becomes how much time and effort can an advertising agency spend on any given project? In reality, this is a low margin, high volume business that only allows you to have a limited amount of time working with an individual client. We can't provide extensive primary research on specific job categories relating to specific clients without charging for it. Of course we do categorical research, but customized research is just too costly and time consuming. Yet this information would be very helpful and ultimately lead to the lowest cost-per-qualified-applicant for the employer. So what's the answer?

I am of the opinion that the shifting winds of recruitment advertising should blow in the direction of fee-based or

retainer compensation. What this means is a client will pay the agency a monthly, agreed upon rate. This will be a flat fee and will cover all the expenses associated with that account. All commissions earned from media will be rebated back to the client. The agreed upon rate can be renegotiated upward or downward on a set schedule, depending on the activity level of the client. Creative development could be outside the fee schedule or be contractual, depending on the needs of the client.

This isn't necessarily a revolutionary concept, since product agencies have been doing this for years. But it does offer certain very distinct advantages. If you knew the amount of income generated by a particular account, you could more accurately determine the necessary agency resources to allocate to that account. For example, you would have one person responsible for placing ads and another responsible for supplying marketing support through primary or secondary research. Our goal is to provide our clients with the absolute lowest cost per qualified applicant. Yup, we are hired to attract the good guys through the door, and I believe there is no better way of doing this. The research that could be performed would include employee benchmark studies, competitive analysis, creative and copy testing, geographic and demographic analysis, and employee attitude and opinions, all areas of study that are potentially cost prohibitive to all but the largest of accounts.

The concept is very feasible, especially for the large accounts. But what about the smaller accounts, how can they become a part of this? Simple, you would group together a few accounts and dedicate a team for that grouping. Even if the employer's recruitment advertising budget were in the \$100k to \$200K per year range, it would still be a great advantage to have a person spend one fifth of their time developing marketing strategies for that account. This is still approximately 50 days per year focus-

ing on specific research that will lead to a much better understanding of the positioning of the organization, and ultimately to better marketing and advertising.

I would like to mention that another advantage to the employer with a fee-based structure is there is no incentive for an agency to recommend any advertising to the client that is unnecessary and pads the agency's invoices. Given that most of the agencies are honest, this is only a small consideration. Remember, with a retainer fee we would make the same amount of money whether running a full-page ad in the New York Times or posting a job on Craig's List.

In case you haven't noticed, meaning you've been on a safari in central Africa or in a coma, the economy is bad and not too many companies are doing much in the employment arena. Hence, this is probably not a great time to be proclaiming the worthiness of fee-based advertising. How can an agency charge a fee when the only ads being placed are EDD ads? But you mark my word, one of these days, or years, things are going to turn around and this type of remuneration will be the difference between mediocre advertising and targeted, precise marketing. This will be a win-win for everyone involved.

Once again, in the immortal words of Mr. Scrooge, "I will honor recruitment advertising in my heart, and try to keep it all the year. I will live in the Past, the Present, and the Future. To which my wife responds, "Get a life!"

About the Author: Curtis Rogers is President and Founder of CKR Group, Inc. Previously he founded and ran Rogers & Associates Advertising, one of the nation's preeminent recruitment advertising agencies. In addition he was Division President of TMP Worldwide and also founded and ran a successful wine importing business. For comments or questions, he can be reached at curtis.rogers@ckrgroup.com or 408 298-0299.



Ho!!! Ho!!! Ho!!!

It's Approaching Holiday Time

&

**HRCA IS HAVING THEIR
ANNUAL HOLIDAY
PARTY**



Join Your Colleagues For a Gala of Gifts & Games!!!!

Hear how – “Santa’s sack sags slightly”

After 2 Glasses of HRCA Wine See why “Ten tiny tin trains toot ten times.”

Plus a Christmas Quiz – “Do you know in what year “The first string of Christmas lights were hung up by wealthy Easterners?” and “What year Charles Dicken’s book Christmas Carol was published”? – The month was December?”

**Michael’s at Shoreline
Mountain View, Ca. 94043
(650) 962-1014
Sunday - December 8, 2002
Time 6:30 p.m. to 10:30 p.m.
Cost: \$40.00 per person**

**RSVP by November 20th & send check to: Attn: Helen Frederick
HRCA Business Office - 1650 Graff Court - San Leandro, CA 94577
Telephone - 510-553-9845**

**Seating is limited so send
check ASAP!!!!**

**See Enclosed Flyer – plus call or email
Santa’s Helpers on questions - Cynthia
Fritz @ 408-243-4222
cynthia@beconnectedusa.com
apodacad@ix.netcom.com or
David Apodaca @ 650-341-8944**





Recruiter Competency Check List

James Duran

Here's a list of common questions or discussion points an employer may wish to utilize in screening for an effective recruiter. As a recruiter, you should have good clear answers to these questions. Read this as if it were a quiz and ask yourself how well you pass these criteria, where your strengths and weaknesses are.

1. **Industry Expertise:** Have you recruited in our industry in the past? If they say yes, then you next want to ask them who the 3 primary leaders and or competitors in your business segment are.
2. **Technical Expertise:** If they will be recruiting engineering or IT people from you, ask them what kinds of disciplines and technologies they have been working with recently, specifically looking for buzz words characteristic of the industry or disciplines. Once they share three or more buzzwords with you, ask them specifically what the buzz words mean. For example, if they say they have recruited for ASIC people, ask them what does ASIC stand for or mean? I can't even begin to tell you how many

"technical" recruiters I have interviewed who have told me they have recruited for ASIC engineers. Less than 20% have ever been able to tell me what ASIC stands for.

3. **References:** Can you provide me three references for recruiting work you have done in the last 2 years? You are looking for a yes answer to this question. In reality you may or may not check them out, but you certainly want the references provided to you anyway. Remember also, that you are looking for work related references only.
3. **Job Board Expertise:** Which job boards would be most suitable for us to utilize in finding the people we need? Ask them why they are the right job boards, how much they cost, what their success has been in using them in the past, etc.
5. **Ethics:** Do you have access to other job boards or external resources that will help you in finding people for us? (This question is intended to address the ethics issue. If they have access to other job boards, ask further questions to try to understand how they can legally do this. Unauthorized use of job boards is a form of stealing and may place you in a position of liability by condoning it.)
6. **Search Stings:** Give them a sample job description from your current list of requisitions. Ask them to give you a search string to find these candidates on the web using their computer skills. Ask them why the search string is put together in the given format. If they are able to do this, ask them how they would modify the search string to find "local" people.
7. **Research Utilization:** Ask them who their favorite name generation research agent is. The objective here is to ascertain

which research agents if any that they have a relationship with, what kind of pricing you could expect, how much data they need from the agent (just a name or a profile), etc. The follow on questions are asked only when they have identified a specific research agent(s), otherwise you move on to other questions. This gives you an idea of their breadth of experience and how hands on they are.

8. **Employer Culture Sensitivity:** Ask them to describe to you how they have had to mitigate their style to accommodate the culture for their last client. The idea here is for them to explain to you what their understanding is of previous company culture(s), and how they had to customize or change their mode of operating in order to get optimal results from the client.
9. **Sourcing vs. Employment Process Management:** Many recruiters are process oriented vs. adept at sourcing. Employers often hire recruiters because they think the recruiter can find people for them. Ask them to rank their employment process management and sourcing skills on a scale of 1-10 (10 as a high). Once they tell you where their sourcing skills are, ask them what sourcing techniques have been effective for them.

Everyone who has ever taken a shower has had an idea. It's the person who gets out of the shower, dries off, and does something about it that makes a difference.
- Nolan Bushnell

Continued...

10. **Cold call skills:** Some recruiters are very comfortable calling complete strangers whose resumes or names they have sourced from various sources, whereas others only make “warm” calls at best. A warm call is a call made to somebody who has sent their resume in to an employer via the job section of the employer web page, sometimes in response to a job posting. Some recruiters are very uncomfortable making cold calls. *Ask the recruiter if they are comfortable making cold calls and how they approach these calls.*
11. **Legal Updates:** Since laws are constantly changing in regards to employment, can you give me an idea of one or two recent legislative actions which have impacted what or how you work, and please tell me how you know of the legislative actions. *The objective here is to find out where or how they get information regarding legislation affecting employment. Today for example, you might expect them to know about recent FMLA changes, or recent changes in background investigation disclosure affecting applicants. You are looking for specific sources and or knowledge of specific legislative acts.*
12. **Professional Affiliations:** Ask them what professional associations if any they are affiliated with and what they

get from membership and or participation. *This question is designed to show you how well connected they are in the recruiting community as well as some things they are doing to keep their skills sharp and current.*

13. **HR Relationships:** Ask them to characterize their relationship with HR organizations at employers/clients they have worked with in the prior two years. *You are looking for evidence and information regarding their communication and partnering skills. Many recruiters are notorious for working around vs. working with HR, know which type if recruiter is working for you!*
14. **Independent Contractor vs. Employee – 1099 Knowledge & Liability:** Ask them under what circumstances would it be justified for you to hire them or any other contractor as a 1099 vs. as a temporary employee. *Since most people do not satisfy IRS guidelines to be a 1099, they should probably be an employee, and the question is who is their employer or 3rd party employer. Further, most employers are not aware of the financial liabilities they subject themselves to by hiring contractors as 1099's.*
15. **Repeat Customers:** Ask them to give you examples of clients or employer who have asked them back again. *Any recruiter who has been working more than 5 years should be able to provide examples of employers they have worked for on more than one occasion, if not,*

you might want to understand why nobody has invited them back.

16. **Computer Literacy:** Ask them about their comfort level with basic MS Office applications such as Word, Excel and Outlook. *Many recruiters are able to talk employers into hiring them only to find that they are completely inept when it comes to delivering basic reports and or utilizing basic computer tools for communications such as email. This may severely limit their productivity and require further administrative support for the recruiter to be successful.*



Unemployment Statistics from the Fed's BLS and CA's EDD

- by Jeff Polo

National Unemployment Statistics

September 2002

The number of unemployed persons (8.1 million) and the unemployment rate (5.6 percent) were essentially unchanged in September. The jobless rates for the major worker groups--adult men (5.2 percent), adult women (4.9 percent), teenagers (15.7 percent), whites (5.1 percent), blacks (9.6 percent), and Hispanics (7.4 percent)--showed no statistically significant change in September.

'02 Unemployment for Selected "Tech" States

	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>
National	5.7	6.0	5.8	5.9	5.9	5.6
California	6.5	6.5	6.4	6.5	6.4	6.2
Colorado	5.6	5.3	5.2	5.0	5.2	5.1
Illinois	6.1	6.4	6.3	6.3	6.7	6.2
Mass.	4.3	4.7	4.5	4.8	4.9	5.2
New York	5.9	6.1	6.2	6.1	6.1	5.8
Texas	5.8	6.2	6.2	5.8	6.1	6.1

Unemployment Facts

San Jose Area (August)

(source: US Bureau of Labor Statistics)

San Jose again reported the largest over-the-year unemployment rate increases (+1.8).

Of the 51 metropolitan areas with a 1990 census population of 1 million or more, San Jose, Calif., recorded the highest unemployment rate, 7.6 percent.

Among the largest over-the-year percentage declines in employment in these large metropolitan areas (with annual average employment levels above 750,000) were posted in San Jose, Calif.

(-4.2 percent) and San Francisco, Calif. (-3.2 percent)

Unemployment Update September 2002

Statistics for Selected California Counties

	Rank	Labor Force	Unem- ployment	2002 Sept	2002 Aug	2002 July	2002 June	2002 May	2002 Apr	2001 Sept	2001 Aug	2001 July
California (58 Counties)		1,573,900	1,070,400	6.1%	6.3%	6.7%	6.6%	6.0%	6.4%	5.4%	5.4%	5.7%
Alameda	35	766,900	49,000	6.4%	6.5%	6.8%	6.7%	6.1%	6.3%	5.5%	5.4%	5.2%
Contra Costa	20	51,700	26,100	5.0%	5.2%	5.4%	5.1%	4.6%	4.8%	3.6%	3.6%	3.7%
Los Angeles	36	4,906,000	321,200	6.5%	7.0%	7.5%	7.3%	6.6%	6.7%	6.1%	6.2%	6.5%
Marin	3	134,800	4,900	3.7%	3.8%	4.0%	4.0%	3.6%	3.7%	3.0%	2.9%	2.9%
Sacramento	24	629,000	33,400	5.3%	5.3%	5.6%	5.3%	4.8%	5.0%	4.2%	4.2%	4.4%
San Diego	10	1,470,000	60,200	4.1%	4.2%	4.4%	4.2%	3.8%	3.9%	3.5%	3.5%	3.6%
San Francisco	39	428,400	28,600	6.7%	7.0%	7.2%	7.1%	6.5%	6.8%	6.1%	6.1%	5.9%
San Mateo	15	400,700	18,200	4.5%	4.7%	4.7%	4.7%	4.2%	4.4%	3.3%	3.3%	3.3%
SANTA CLARA	44	990,600	76,700	7.7%	7.7%	7.8%	7.8%	7.3%	7.6%	6.3%	5.8%	5.2%
Santa Cruz	29	145,000	8,200	5.7%	5.5%	6.0%	6.0%	6.2%	8.6%	4.3%	4.3%	4.6%



Membership Committee Plans and Activities

Information for HRCA Members

By Richard Holtry

The membership committee has been rechartered and hopefully energized. The committee is going to get in the business of **qualifying, integrating** and then **recruiting**.

Qualifying means that the committee is going to insure that all applicants meet the standards we have for new members.

What are those standards?

1. Must have at least five (5) years of HR experience, including at least one year working "in-house".
2. To maintain current regular membership, the member must

be current on the annual membership dues (set presently at \$150.00). Consultants that are members of HRCA and take on a full time regular position with a company may retain their membership with HRCA, provided they are current in their annual dues.

3. Prospective members may not be current direct employees of contingency, search, brokerage or retained agencies to be eligible for initial regular membership.

4. Must adhere to HRCA's Code of Ethics. (copied from the HRCA web site)

Why does HRCA have these admission standards? Because the organization exists to benefit experienced HR professionals that are serious about their career and not talented individuals who want to enter the profession. We are the association for experienced professionals.

The **integrating** part of what the committee is doing is to insure that when people come to events and meetings that we greet them and we introduce them to each of you. Then we follow up with them and we work to help each person individually to build a network of colleagues. That personal network is the real power of HRCA membership.

We already have begun to have a committee member attend each HRCA function to actively greet and meet every person who comes to any HRCA func-

tion. We are encouraging each new member to attend the networking luncheons which is the process our new HRCA President, Terrie Rayl, is creating to provide a better means to network with each other.

Integrating means also working to perfect the contact databases that HRCA uses to communicate with our members and our members use to communicate with each other. That sounds easy to do but HRCA members are mobile and change e-mail addresses and phone numbers frequently.

The **recruiting** part of our task will take a while to figure out how to do and to get some people to help do it. What we are going to do is to actively recruit people to HRCA. We are working on the recruiting strategy and it will be early next year before we are ready to do recruiting but we are going to do it.

We are also seeking ideas and suggestions on how to do a better job of integrating members into then organization and we are looking for ideas and techniques for recruiting members.

If you have any ideas or suggestions please send me a message to Richard Holtry at Holtry@sbcglobal.net or call me at 408.540.0077 or at home at 408.275.9139.



CALENDAR 2002 HRCA EVENTS HRCA CALENDAR 2002

Tuesday October 22

Leads Group: This meeting will be held at the Lee Hecht Harrison offices at 1740 Technology Drive near the SJ Airport. **6PM to 7:00M** In order to attend the meeting, you must be a member of the HRCA and bring one verified and qualified job lead for either contract or regular employment in the HR area, ie. Generalist, recruiter, training and development, etc. You can get the job lead off of the Internet, but you must call the company, verify that the opening still exists and get a contact name, number and resume submittal instructions for it to be a bona fide lead. For questions or concerns, contact Merrill Martin at coachmemartin@aol.com.

Tuesday October 29th

Special Event - Professional Development Seminar - Eric Lane, professor of Strategic Staffing at San Jose State University and Director of Talent Acquisition at Intuit

will present: **"Getting Hired Today as a Contract Recruiter - What it takes and How to Get it"**. This special event will be free to members. This special event will be free to members. 6-7:30pm at Building 5, Inuit Campus, 2550 Garcia Ave., Mountain View CA

Friday November 1st

Recruiter's Networking Luncheon, at Michael's at Shoreline, at 11:30AM
The Silicon Valley Recruiters Luncheon offers recruiters the opportunity to network, exchange ideas, discuss hiring trends, and pursue employment opportunities. It's an informal gathering requiring no membership, just an RSVP. For more information or to attend email **Susan Raskin** at susan@mips.com <<mailto:susan@mips.com>>.

Sunday December 8th

HRCA's annual Holiday Celebration will at Michaels at shoreline. Come enjoy dinner. **6:30PM**
...Everything else of Interest to HR Professionals & Recruiters

2002 CALENDAR (As of Oct 2002)

Workplace Diversity: New Challenges/New Opportunities

October 21-23, 2002
Chicago, IL
Chicago Marriott Downtown
800 283-SHRM
email: shrm@shrm.org
www.shrm.org/conferences/diversity

The Human Resources Forum Europe

October 24-27, 2002
Sailing on Costa Allegra, from:
Genoa, Italy

Richmond Events Ltd.
44 (0) 20 8487 2252
Fax 44 (0) 20 8487 2300
email: mbrown@richmondevents.com
www.hrforum europe.com

2002 Recruiting & HR Solutions Conference & Expo

(formerly known as the e-Recruiting & Staffing Conference)
By Kennedy Information Inc., a subsidiary of the Bureau of National Affairs Inc.
Nov. 6-7, 2002
Jacob Javits Center
New York City, New York
www.kennedyinfo.com

NACCB 15th Annual Conference

November 6-9, 2002
Westin Diplomat Report & Spa
Hollywood, Florida
www.naccb.org
800 340-2366

Diversity Summit

November 18-20, 2002
Georgian Terrace Hotel
Atlanta, GA
800 882-8684
Fax 973 256-0205
info@iqpc.com
www.iqpc.com

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/

HR Masters Symposium

Palm Desert Marriott Resort & Spa
December 8-11, 2002
Palm Desert, CA
(866) 888-HRMS
www.thehrmasters.com/

ONGOING – Throughout the year...

NCHRA SCV Chapter Meetings, Programs, Conferences, Events, Etc.

Monthly Events Multiple Bay Area Locations

425 California Street, Suite 500
San Francisco, CA 94104
Fax 415 291-0217
415 291-1992
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>

Leadership Development for HR Professionals

Site: Center for Creative Leadership (CCL), Colorado Springs, Colorado + Many other programs, offered throughout the year
Sponsored by SHRM and CCL
Fax 336 282-3284
Email: info@leaders.ccl.org
<http://www.ccl.org/programs/>

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
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

2003

SHPE 25th Annual National Technical and Career Conference

The Society of Hispanic Professional Engineers
January 8th - 12th, 2003
New Orleans, LA
www.shpe.org/ntcc2003/
SHPE National Office
Email: shpenational@shpe.org
Phone: (323) 725-3970
Fax: 323.725.0316

20th Annual Employment Law and Legislative Conference

Washington, DC
March 10-12, 2003
703 548-3440
www.shrm.org/conferences/legislative

HR and the Law

March 26 – March 28, 2003
Palm Springs, California USA
800 942-4494
704 561-0236, Attn: Neil Hickman
www.hrandthelaw.com

26th SHRM Global Annual Conference & Exposition

March 31 – April 2, 2003
Los Angeles, California USA
<http://www.shrmglobal.org/prefdev/conferences.htm>

2003 European e-HR Spring Conference and Exhibition

April 7-9, 2003
Amsterdam, Netherlands
www.ihrim.org or email europe@ihrim.org

34th Annual EMA Annual Conference & Expo

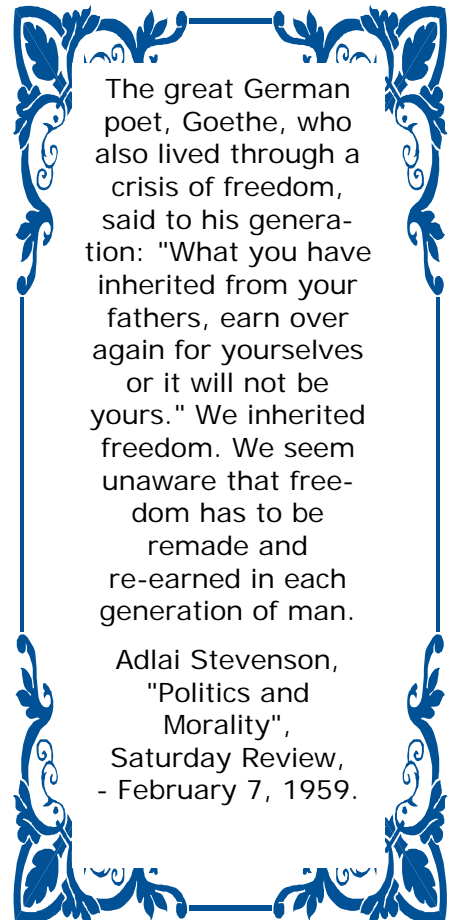
April 23-25, 2003
Las Vegas, NV
(800) 283-SHRM, (703) 548-3440
FAX: (703) 535-6490
email: custsvc@shrm.org
www.shrm.org/conferences/ema/

SHRM 55th Annual Conference & Expo

June 22-25, 2003
Orlando, FL
(800) 283-SHRM, (703) 548-3440
FAX: (703) 535-6490**
www.shrm.org/conferences

NACCB Annual Conference and Tradeshow

Oct. 22-25, 2003
Hyatt Regency Dallas
300 Reunion Blvd.
Dallas, TX 75207
214-651-1234
www.naccb.org/conference/index.html





The Top 10 Things Employers Do to Get Sued

James Duran

According to a September 2002 article in the California Chamber of Commerce Update Newsletter, here's a list of the top 10 things employers often do with the best intentions, that can get them in trouble.

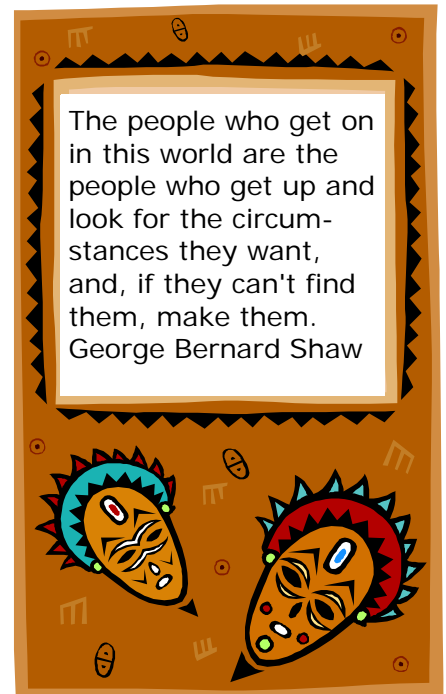
1. **Save Money.** Establish a "Use-It-or-Lose-It" Vacation Policy.
2. **Hold Your Employee's Final Paycheck Until He Turns in His Pager and Uniform.** After All, He Agreed in Writing to Return Them.
3. **Get Rid of Anyone Who Files a Workers' Compensation Claim but Wait Until They Come Back to Work So It Won't Look Bad.**

4. **Let Everyone Work Four 10-Hour Days or, Better Yet, Whatever Schedule They Want.**
5. **Don't Waste Time Training Front-Line Managers about Labor Laws.** After All, the Company Pays HR People to Handle Any Problems That Arise.
6. **Congratulate Your New Employee for Passing Her 90-Day Probationary Period and Let Her Know She's Now Eligible for "Permanent Employee" Benefits Such as Vacation and Health Insurance.**
7. **Pay Everyone a Salary.** Payroll Is So Much Easier Without Having to Calculate Overtime.
8. **To Increase Productivity, Let Employees Work through Lunch Breaks on Busy Days and Make Up the Missed Time Off on a Slower Day.**
9. **Protect Business Secrets and Prevent Turnover by Requiring All Employees to Sign Non-complete Agreements.**
10. **Avoid Employment Law and Tax Hassles by Making Everyone an Independent Contractor.**

Employers Must Stay Informed

According to the author of the article, Ellen Savage, "The best way to make sure your company's actions don't become one of the top 10 things employers do to get sued is to become an informed employer."

To get a copy of the full text of the article, email Jeff Polo at jeffp@duranhcp.com and he'll be happy to email it to you with the full explanation of what's wrong with each particular action. The California Chamber of Commerce offers a lot of value to employers regarding employment legislation, Personnel Policy and Procedure manuals, etc. Go to <http://www.hrcalifornia.com/> for more information.





A Note from the Board...

HOW GOOD IS YOUR NETWORK?

And....What's it Worth, Anyway?

Jan DiNuoscio

How good is your network? As a headhunter, you're only as good as your network. If you do not know how to create a network of talented individuals, you will soon be out of the recruiting business. Not only a talent network to meet your client's needs, but more importantly a network which meets your own.

It's not the "good ole days", that's for sure. With today's economic climate looking like a very slow up, the question above may be one of the

most important ones we need to ask ourselves. Your network should include colleagues, ex-bosses, family, friends, ex-clients, neighbors, etc. They should be confidence builders who can offer great advice, direction, fresh ideas and introductions to solid individuals in their network who could enhance your career.

Let me share my personal HRCA networking story with you. Although I have been in the recruiting/search business in one form or another for 18 years, I did take some time off when recruiting was flat in the early 90's to market computers for a small VAR in Orange County. In 1995 I decided to jump back in with both feet; my first action item was to attend an HRIC (HRCA's sister organization in Orange County) networking meeting. At the end of the meeting, the President announced that Silicon Valley was hot, and if anyone was flexible on temporary relocation they should contact Frank Goudaillier at HRCA.

Well why not? I contacted Frank, joined HRCA, moved to the Bay Area, had 3 interviews (intros through the HRCA network), and received 2 offers. I got hooked on the Bay Area and the rest is history. That contract turned into seven years of Amdahl/Fujitsu business both as a

contract recruiter and retained searches.

A more recent opportunity evolved in March of this year when I had just completed a retained marketing search and was looking for a new "gig". Terrie Rayl (our current HRCA President) gave me the Sr. Staffing Manager's name at her client, Intuit, who was interviewing for a short-term marketing recruiter. Once again, it was my HRCA network that made the introduction.

Relationships, relationships, relationships, i.e. networks, networks, networks. In order to develop your network, you have to be willing to make that "one more call" even when you do not think you can speak to another human being. What is my HRCA network worth? To date, it has been key to seven years of successful business. Thank you HRCA!

One last note: Don't forget to take advantage of this month's HRCA networking opportunity on October 29th. It could be the door opener to your next "gig".

