


WI-ACE
2009 Spring Drive-In Conference Agenda
¡Conference de Mayo!

Conference Dates: May 4th (Pre-conference) & May 5th (Conference)
Location: American Family Insurance Headquarters – Madison, WI
Title: “Survive, Thrive, & Prosper in Today’s Economy”

Conference Description: The current state of the economy is frightening - both personally and professionally. Industries are being hit in various ways, and recruiting and career services are not exempt from “feeling the economic pinch.” We need to remain optimistic and understand that it is during these challenging times that we can learn the most. We also need to align ourselves properly so that we can rebound successfully **when** the market does. The Spring Conference will focus on different ways to “**Survive, Thrive, & Prosper in Today’s Economy.**” From our keynote presentation, to our breakout sessions, the conference is filled with information for both career services and recruiting professionals to take back to their desks, put into action, and get their organizations through this historical time.

Monday, May 4 th - Pre-Conference Activities	
9:30 – 1:00	Board Meeting at American Family (working lunch)
2:00	Annual Dick Bailey Golf Outing: The Bridges Golf Course
2:00	Golf Alternative: Wollersheim Winery Tour
6:00	Dinner & Entertainment: The Brass Ring Bar & Restaurant
Tuesday, May 5 th - Conference	
7:45 – 8:45	Tour of American Family Headquarters facility - optional
8:45 – 9:30	Registration & Breakfast
9:00 – 9:30	New Member Orientation / Committee Meetings
9:30 – 9:45	President’s Welcome
9:45 – 11:15	<p>Keynote: Critical Strategies for Career Services and Companies to Employ in this Tough Economy: Presented by -- John Flato & Connie Thanasoulis</p> <div style="display: flex; align-items: center;">  <p>John Flato, Vice President of Research & Consulting at Vault, and Connie Thanasoulis, Partner of SixFigureStart (career coaching), will present a thought-provoking seminar about how companies and career services can work together to help students succeed in this tough economy. They will address win-win scenarios for all involved: companies maintain their employer brand; schools continue to provide students with the best avenues for employment, and the student sees both as allies.</p> </div>
11:30 – 12:30	Lunch: Regional meetings
12:45 – 2:00	Mixed Groups
2:00 – 2:15	Break
2:15 – 3:00	<p>Concurrent Sessions</p> <ol style="list-style-type: none"> Social Media in Recruiting & Job Seeking: Presented by -- Lisa Beauclaire & Scott Wilde, American Family Insurance <ul style="list-style-type: none"> The presentation will be an overview of the use of social media in recruitment and job seeking. Often referred to as Web 2.0, social media includes interactive tools such as LinkedIn, Facebook, and blogs. The presentation will highlight American Family’s newly developed Facebook Fan Page and recruitment blog and will provide hands-on instruction in the use of LinkedIn.

	<p>2. Round Table Discussion</p> <ul style="list-style-type: none"> - This session will be an open forum to discuss hot topics, trends, challenges, and anything else that is on the minds of our attendees. There will be a list of topics available to get the discussion started – but everyone is invited to bring ideas with them to make the most of this session. Think of it as an extension of the mixed groups. A facilitator will guide the discussion and make sure things don’t get out of hand! <p>3. Great Expectations! What Students Want in an Employer and How Employers Can Deliver: Presented by – Bob Lavigna, Partnership for Public Service</p> <ul style="list-style-type: none"> - In these tough times, recruiting and retaining the right talent – cost-effectively – is more important than ever. This session, relevant to both colleges and employers, will focus on research about what college students are looking for in “ideal” employers and how to leverage this information to recruit young talent. The results of this research focus on not just what college students want but also how employers can meet these expectations -- through targeted, intentional and data-driven recruiting. We will also discuss how to capitalize on student interns as a key source of long-term talent, and what to do to make your organization a great place to work, to maximize your ability to engage and retain talent.
3:00 – 3:15	Break
3:15 – 4:00	<p>Concurrent Sessions</p> <p>1. Social Media in Recruiting & Job Seeking: Presented by – Lisa Beauclaire & Scott Wilde, American Family Insurance</p> <ul style="list-style-type: none"> - The presentation will be an overview of the use of social media in recruitment and job seeking. Often referred to as Web 2.0, social media includes interactive tools such as LinkedIn, Facebook, and blogs. The presentation will highlight American Family’s newly developed Facebook Fan Page and recruitment blog and will provide hands-on instruction in the use of LinkedIn. <p>2. The Gift of Feedback: Presented by – Wade Krogwold & Ashley Larsen, Direct Supply</p> <ul style="list-style-type: none"> - Receiving feedback is truly a gift. We will walk through the process of how to both give and receive constructive feedback. <p>1. State Labor Trends: Presented by -- Eric Grosso, Labor Economist: State of Wisconsin’s Department of Workforce Development</p> <ul style="list-style-type: none"> - This presentation will outline current and projected trends of both sides of the labor exchange in Wisconsin; the demand side being the state’s employers and the supply side being its workforce. There will be an emphasis on how changing age demographics, changing needs of employers and other contemporary issues might affect economic and workforce development endeavors. A discussion of educational attainment demographics will also be on the agenda.
4:00	President’s Closing Remarks