



# First Annual Recruitment Learning Conference

**September 29 - 30, 2009**  
Chicago Marriott Downtown

## SEPTEMBER 29

- 7:30 a.m. Registration and Continental Breakfast
- 8:00 a.m. Stephen LOWISZ, *President & CEO; Qualigence*  
Opening Remarks
- 8:15 a.m. Lee Ashton, *VP and Director of Talent Acquisition; Brown-Forman Corp.*  
How to Create a Talent Acquisition Organization that Supports Global Recruiting Initiatives
- 9:15 a.m. Celia Harper-Guerra, *Sr. Director, Global Partner Talent; Worldwide Cisco Channels Cisco Systems*  
How to Bring Innovation to Recruiting that delivers New Solutions, New Efficiencies, and Revenue to your Organization
- 10:15 a.m. 15 Min. Break
- 10:30 a.m. Stephen LOWISZ, *President & CEO; Qualigence*  
How to Gain a "REAL" Competitive Edge to Identify and Attract Today's Top Talent
- 11:30 a.m. Melissa McMahon, *Sr. Director Talent Acquisition; CDW*  
How to Engage your Organization in Building Proactive Talent Pipelines
- 12:30 p.m. Lunch
- 1:30 p.m. Gerry Crispin SPHR, *Chief Navigator, CareerXroads*  
How to Re-engineer your Website's Staffing Pages to Leverage the Candidate Experience
- 2:30 p.m. Teresa Green, *Sr. Director of Recruitment; Capital One*  
How to Build an Internal Executive Search Function
- 3:30 p.m. 15 min. Break
- 3:45 p.m. Phil Haynes, *Managing Director; AllianceQ*  
How to Perform Competency Based Sourcing: The Recruiting Department's Impact on Quality of Hire
- 4:45 p.m. Christine Snyder, *VP Talent Attraction; LexisNexis*  
How to Establish Structure and Accountability that delivers Measurable Results in a Decentralized Recruiting Organization
- 5:45 p.m. Sessions Conclude for Day #1
- 5:45 p.m. Cocktail and Hors' d'oeuvre Reception - 1 Hour

## SEPTEMBER 30

- 8:00 a.m. Continental Breakfast
- 8:30 a.m. Doug Anderson, *VP Talent Management Services; Kennedy Information*  
How to Use Recruiting Research and Trends to Benefit you in Your Position
- 9:30 a.m. Jennifer Warne, *Global Recruiting Director; Towers Perrin*  
How to Become a more Credible Partner by delivering High Value Client Service during times of Economic Uncertainty
- 10:30 a.m. 15 Min. Break
- 10:45 a.m. Daniel Hanyzewski, *Director of Talent Acquisition; (formerly with Nike) Principal/West Shore Partners*  
How To Uncover and Attract the "New" Human Capital Supply Chain
- 11:45 a.m. Shawn Harter, *VP, Director of Recruiting; Fifth Third Bank*  
How to Change from a Decentralized to a Cost-Effective, Producing Centralized Recruiting Group
- 12:45 p.m. Stephen LOWISZ, *President & CEO; Qualigence*  
Closing Remarks and Introduce Speakers Panel
- 12:45 p.m. All Speakers "Open Mic" Q & A Session
- 1:30 p.m. Sessions Conclude for Day #2 - Conference Ends