

## Onrec Global Summit for online recruitment conference

What sets the Onrec Global Summit for online recruitment conference apart from others in the market? - 12-13 September 2006 - Chicago - USA

Onrec began in the UK in 2000. We covered US news from those early days, but developed our coverage leading to the opening of a US office in Chicago in 2004. We continue to develop our coverage of online recruitment news and have recently opened an Australian office.

While monitoring the US recruitment supplier market for the past 15 years we have formed the opinion that the US has of course lead the way in the adoption of the Internet to find staff, and it's true in that UK and Europe have lagged behind in speed of adoption. A number of factors contribute to this. However, in 2006 Europe and UK could be said to be on a par with the US in a number of areas, Internet penetration and percentage of house-

holds with a PC. It may be now that Europe can assist the US in its next stage of development. With knowledge, for example, in dealing with the most complex recruitment market the UK. The US market is now arguably becoming increasingly complex.

Technology developed, tried and tested in Europe may assist US recruiters to stay a jump ahead. US companies employ staff across the world integrating systems and recruitment policies, which requires an understanding of the local recruitment markets. We hope our conferences will bring people together to discuss and meet suppliers and we hope find international solutions.

Onrec conferences provide a unique perspective. We feel suppliers can give an insight into the mar-

ket as they see the underside of so many clients and can identify common problems and suggest ways to improve a company's efficiency.

We do of course value the end user perspective. It's very interesting to hear how an organization has developed their strategy and our speaker line up reflects this.

If you are interested in online recruitment, from whatever angle, we sincerely hope our conference will provide you with a stimulating two days and the opportunity to meet with like minded people and discuss issues of common interest.

[www.onrec.com/expo2006](http://www.onrec.com/expo2006)

## New Podcast unlocks the 'Job Search DaVinci Code'

A controversial new podcast for executives struggling to find a job in today's market

Executive career marketing expert Phillip Wilson released a controversial new podcast recently for executives struggling to find a job in today's market. The podcast, 3 Reasons The Most Qualified Person Doesn't Always Get the Job, explains what Wilson described as the "Job Search DaVinci Code" to a winning job search today.

"Being qualified isn't enough to land a job today," Wilson explained, "Instead you must think like a marketing consultant. This unlocks the secret code to getting your phone to ring."

The report outlines 3 keys that explain why the most

qualified candidate often misses out on job offers.

**1. They don't stand out.** In today's job market, where companies sometimes receive thousands of resumes in reply to a single job ad, your resume and cover letter must stand out. "You shouldn't put your resume on neon paper, but your executive resume writing needs to look polished, professional and inviting to read." **2. They don't have access to a decision maker.** Over 90 percent of job applicants send resumes and cover letters to HR departments or recruiters - who Wilson calls gatekeepers - who must sift through stacks of resumes each day. Instead Wilson advises to send resumes directly to hiring managers who give candidates an

"inside track" on jobs. **3. They don't have a sponsor inside the company.** The last key, and what Wilson calls the most powerful key to landing a job, is to win over a hiring manager as your sponsor. "One problem many qualified candidates have is that they are almost too good - they threaten their potential hiring manager." Wilson teaches candidates to help show how they can make their potential new boss look good to their superiors. "If you can convince a hiring manager that bringing you in will help them look good, they will move heaven and earth to get you on board," Wilson says.

[www.1-Find-a-Job.com](http://www.1-Find-a-Job.com)



Resume2Work.com page 4



The Destiny Group page 11



Monster.com page 13



### onrec EXPO 2006

12 - 13 SEPTEMBER, CHICAGO - USA

GLOBAL SUMMIT FOR ONLINE RECRUITMENT

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A conference programme and exhibition to inform, challenge, stimulate discussion and provide solutions for the online recruitment industry



## TOP SPEAKERS CONFIRMED

- Yves Lermusiaux, Taleo Research
- Tony Lee, Adicio
- Peter Weddle, [www.weddles.com](http://www.weddles.com)
- Joel Cheesman, HRSEO
- John Sumser, [interbiznet.com](http://interbiznet.com)
- John Younger, Accolo
- Matthew Parker, Stepstone ASA
- John Benson, [eFinancialCareers.com](http://eFinancialCareers.com)
- John Bell, Boxwood Technology

## WHO SHOULD ATTEND?

- US and international corporate HR and recruitment executives
- Government/public service HR and recruitment executives
- Specialist recruitment and talent acquisition professionals
- Employment/staffing specialists; online recruitment service providers

TO RESERVE YOUR PLACE PLEASE CONTACT [TIM@ONREC.COM](mailto:TIM@ONREC.COM)  
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# This month...

To submit editorial please email [editor@onrec.com](mailto:editor@onrec.com)

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The Destiny Group

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## Publisher's Comment

September is around the corner, and The Windy City is the place to be!

Onrec.com/Online Recruitment Magazine is excited to announce the progress of our 2006 Global Summit For Online Recruitment, coming to Chicago on September 12-13.

As the new "War for Talent" gains momentum, recruitment is again becoming a huge issue. The search for talent is borderless and global in nature. There are global best practices to learn about and profit from, and online recruiting is changing very quickly.

What's the buzz all about? Rather than tell you, please take a look at:

[www.interbiznet.com/ern/archives/060605.html](http://www.interbiznet.com/ern/archives/060605.html)

We are thrilled to have such companies as TMP Worldwide, Capital H Group, Taleo, Zoom Information, I-Grasp, Arbita, Shaker Advertising, Nature Jobs, The Jobs Network, Devon James Associates, D2S Technologies, VetJobs.com and CareerBuilder committed to showcase their services.

Join us September 12-13 in Chicago, for two days that will open your eyes! Questions? Please contact me at 1-773-241-7000 or [tim@onrec.com](mailto:tim@onrec.com).

Timothy Hartrich

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Printed by Holbrooks Printers Ltd  
Hilsea - Portsmouth  
DH Publishing Ltd. 2006  
ISSN: 1473-5547

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Military.com launches Election Center



Military.com has launched the 2006 Election Center. The Election Center details issues impacting the veteran community and provides candidate profiles, ballot information, absentee ballot procedures, voter registration, interactive data, and election laws for all 50 states.

"The 2006 Election Center offers the veteran community information designed to suit their 2006 election needs," said Ward Carroll, Editor of Military.com. "With more than 50 veteran candidates running for office this year, the stakes for veterans are higher than ever. The Election Center will detail the issues directly impacting military personnel without bias and in so doing will allow them to make informed decisions at the polls."

"This will be a crucial election for all Americans, and military members and the veteran community in particular have a large stake in many of the issues being discussed on the campaign trail, including health care, preparedness, and the future of the VA, just to name a few," said Tammy Duckworth, candidate for Congress, IL-6 (Iraq veteran & Major, Illinois National Guard). "Military.com's Election Center will be a valuable resource helping this community remain up-to-date on these issues and allowing them to make their voices heard on Election Day."

In addition to candidate and issues information, the Military.com 2006 Election Center allows users to register to vote, comment on issues or express opinions; participate in polls and view results, and contact candidates and government representatives.

"The Election center was born of a need to inform veterans of issues specifically affecting them," Carroll added. "The 2006 election could have a huge impact on the veteran's voice in Congress, and, as always, Military.com is there to effectively support those who've served the nation."

Visit the Military.com 2006 Election Center at [www.military.com/election06](http://www.military.com/election06)

Talentology changes name to PeopleFilter Technology, LLC

New Name Illuminates company's focus on helping businesses grow successfully



Talentology, LLC, the original developers of the Web-based applicant tracking system, PeopleFilter, today announced its company name change.

Company Co-founder, President and CEO, Frank Pirri, commented, "Our new name is better aligned with the strategic vision of our organization. We help companies grow successfully by enabling them to attract and recruit the best possible candidates, using our leading edge technology solution PeopleFilter. Reaction to our new name has been very positive and we're excited to move forward under our new identity."

Founded in 2000 by Pirri, Chief Operating Officer Kevin Harrison, and Chief Technology Officer Larry Mazurkiewicz, PeopleFilter Technology has achieved market penetration across a wide variety

of sectors. Most recently, industry veteran, Tim Beaumont, joined PeopleFilter Technology as the company's Senior Vice President of Sales.

Beaumont commented, "Our new company name is truly transparent – it speaks to what our passion and our total focus is all about. PeopleFilter Technology helps companies put the right people in the right jobs, which creates competitive advantages and expands their business opportunities."



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

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## BrassRing announces opening of Asia-Pacific office

BrassRing announces that it has expanded its global presence in the Asia-Pacific region

BrassRing, a global company in talent management solutions, recently announces that it has expanded its global presence in the Asia-Pacific region with the opening of its new office in Hong Kong. The Hong Kong office will provide BrassRing with centralized access to the entire Asia-Pacific region and supports the company's global business development initiatives.

The Hong Kong office will be lead by Wilson Chu, General Manager for BrassRing Asia-Pacific. Chu comes to BrassRing with a history of success in developing and driving business growth for technology companies in the Asia-Pacific region, and will be responsible for expanding BrassRing's market presence through a number of initiatives including building, growing and supporting the activities of the Company's 45 clients currently operating in the region; establishing key relationships with business partners and resellers; and generating new business opportunities with companies headquartered, or with operations, within the region. Prior to joining BrassRing, Chu served as the Vice President and General Manger of AirZip Inc. Asia Pacific where he developed and implemented business strategies within the region, and successfully placed AirZip as the China market leader in Digital Rights Management (DRM). "BrassRing has firmly established itself as a global leader in talent management, so I'm very pleased to have the opportunity to drive its business activities in the Asia-Pacific region," said Chu. "Global

organizations are continuing to find that business is thriving in this region and having access to the region's top talent is essential for meeting growth and development goals. Hong Kong is the center of the Asia-Pacific business community and is the global threshold into the Asia market. BrassRing's presence here will play a key role in its ability to continue achieving global business development goals that support growth and market leadership."

Although BrassRing works with numerous global clients with operations throughout the Asia-Pacific region, the Company's presence is further enhanced with its first Asia-based customer Nissan Motor Co., Ltd. BrassRing has partnered with Nissan for a Tokyo-directed program to establish global recruiting standards and centralized best practices to provide Nissan with optimized candidate experiences and global recruiting efficiencies for all of its global operations. As part of a planned global rollout, Nissan is using BrassRing's best-of-breed talent management solution BrassRing Enterprise to establish an automated process for managing candidate sourcing and selection, helping administrative operations for HR managers and staffs. A BrassRing Global Talent Gateway will support Nissan to communicate globally with candidates in multiple languages, further expanding Nissan's talent pool and supporting their leadership position in the auto industry. [www.brassring.com](http://www.brassring.com)

## VirtualEdge releases of VE 7.0



### Talent Lifecycle Software

VirtualEdge Corporation (VE), a worldwide provider of Talent Lifecycle Software solutions, announced recently the release of VE 7.0 to its worldwide customer base. Included with the release is the highly anticipated new module of VE Pilot, the World's First Talent CRM Solution. VE Pilot streamlines and proactively builds a company's talent network of relationships, contacts and information.

In addition to VE Pilot, Release 7.0 offers companies of all sizes a complete, On-Demand solution that continues to enhance a power recruiter's experience; enabling them to optimize the flow of talent throughout the organization, while significantly improving productivity and fundamentally impacting the overall talent capital of their business.

Kate Simpson, Senior Product Manager of VE, commented, "With impending baby boomer retirements, a widening skills gap and outdated approaches to talent management the pressure to deliver new products, features and stay ahead of the talent curve is more paramount than ever. With VE Release 7.0 we continue to raise the bar in listening, to support and deliver the world-class solution suite our customers need." [www.VirtualEdge.com](http://www.VirtualEdge.com)

## Talent Acquisition Through Innovation



### Top Executives Discuss Staying Ahead of the Game



Allan Schwyer, President and Executive Director of the Human Capital Institute, leads 5 C-Level executives in a discussion about the game-changing tools available today to find and acquire the best talent available. Learn about the latest advances in online sourcing, referral systems, assessment tools, and online reference checks.

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COO



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### HireDesk announced the launch of Pulse

HireDesk recently announced the launch of Pulse, a process designed to monitor and update the industry on issues of interest to recruiters, talent acquisition professionals, and their management teams. The initiative will be undertaken by the recently established TTC Knowledge Center.

According to Dr. Leaetta Hough, Director of TTC's Knowledge Center, "The age of the Internet has made it feasible to collect, summarize, and report on information in almost real-time. With Pulse(TM), our company website will post a continually updated set of survey topics and questions that target issues critical to recruitment and talent acquisition professionals today." Hough added, "We will provide website visitors with brief sets of new survey items each two weeks, following a survey plan that is both pre-planned and responsive to what we learn in analyzing preceding weeks' input."

"Our technology permits us to provide website visitors who provide survey input with a statistical summary and interpretation of each survey automatically, via email," said Dr. David Jones, leader of HireDesk's corporate product area. "As we conclude broader survey topic areas, we will distribute broader analyses and summaries of participant best practices reports in the same fashion. We also plan to provide an annual report, summarizing overall industry trends uncovered by our ever-growing survey data base," Jones concluded.

Among the areas to be explored in the initial months of Pulse will be Creative Talent Sourcing Practices, What Works in Quality-of-Hire Programs, Employee Retention Strategies, Challenges In Legal Compliance, Evolution of Recruitment Process Outsourcing, The Pay-Off in Hiring Process Automation, The Changing Roles of Internal and External Recruiters, and Methods for Measuring the Business Impact of Sound Hiring.

Jade Bourelle, President and CEO of TTC commented, "We see no better way to stay tuned to the industry. Pulse(TM) provides the best way for us to gather data quickly, simply, and in a highly cost-effective way. What better way to be sure we are on track with solutions that speak directly to what our customers are thinking today?"

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

### iCIMS announces the release of iRecruiter 6.1

Featuring international recruitment capabilities

**iCIMS** *Hiring made easy.*

iCIMS, a provider of Web-based Hiring Management Solutions, announced the release of iRecruiter 6.1, a highly configurable, scalable, and easy-to-use talent management platform designed to support the domestic and international hiring needs of today's growing multi-national corporations. iCIMS' suite of iRecruiter solutions provides organizations with the tools they need to attract and retain the best possible workforce. iCIMS' approach to the development and delivery of ASP software is unique in that the company focuses on configuration over customization, which gives mid-sized corporations robust functionality at a price point that corresponds to the organization's size.

iRecruiter 6.1 gives mid-market organizations the ability to establish and promote global recruitment campaigns with multi-lingual Career Centers for candidates, and a fully searchable and reportable back-end database for recruiters. The user interface supports full Unicode capabilities, including both single-byte and double-byte character sets.

In addition to these features, iCIMS also recognizes the necessity for quick and secure access to clients' global data. iCIMS' strategic alliance with Akamai Technologies allows users to access their data instantly over a network of 15,000 global servers. Additionally, iRecruiter solutions are designed to address international data transfer and privacy standards through iCIMS' Safe Harbour Certification. iCIMS safeguards customer data through its SAS-70 Level II Certified Data Center. These security measures, coupled with iRecruiter's powerful functionality and iCIMS' dedication to Customer Support, empower mid-market corporations to create successful international hiring campaigns.

"As the war for qualified talent continues, global recruitment has become a necessity for organizations of all sizes," said Colin Day, President and CEO of iCIMS. "Our focus on developing and delivering technology platforms that are fast, flexible, and easy-to-use allows mid-market organizations to capitalize on a global talent pool, giving them the foundation they need to scale for future growth."

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

### Military.com launches Veteran Transition Center

Veteran Transition Center to support the more than 250,000 people

Military.com has launched a new Veteran Transition Center to support the more than 250,000 people who will transition out of the military in the months to come as well as those who have left in recent years. The center, like all Military.com resources, is free.

Designed with the input of veterans and employers, the new Veteran Transition Center enables veterans to make the most of their military experience and benefits as well as connect efficiently with career opportunities. At the heart of the transition center is the nation's most popular veteran job board, which today serves over 50% of all transitioning veterans looking for jobs. The center also features a Skills Translator to assist in identifying how military specialties can be parlayed into different career fields or clearly described to employers. In addition, there is a resume center, interviewing tips, a list of military-friendly employers, education and training options, success stories, popular career fields, and benefits information.

The Transition Center is the latest offering from an organization that continually innovates in support

of veteran employment since its founding in 1999. In April 2005, for example, Monster marked veteran resumes with a red, white and blue "V" check, making it easier for employers to identify and hire veterans, while reinforcing the Department of Labor's "Hire Vets First" campaign. Today, Military.com is the nation's largest military and veteran membership organization, serving over 8 million members. Military.com counts over 40% of the active, reserve, and guard as members and attracts 7 million monthly unique visitors. Together with Monster, Military.com helps more than 700,000 veterans and service members each month find career opportunities while also making it easier for hundreds of thousands of employers to reach this talented pool.

"Military.com has been an important part of the veteran job market for years," said retired Marine Corps Major General Michael Myatt. "I know the organization and I know they understand the military because they've served in the military. And, most importantly, I've seen the results of their efforts. Military.com gets jobs for veterans."

[www.Military.com/Careers](http://www.Military.com/Careers)

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## HCI and Padgett Performance Group announce agreement

**Padgett will support HCI initiatives as a global underwriter**

The Human Capital Institute (HCI), a global performance association and educator in talent management strategies, and Padgett Performance Group, Ltd, a provider of assessment solutions, announced today that Padgett will support HCI initiatives as a global underwriter, helping bring the latest human capital education, metrics, and tools to leading corporations.

Padgett Performance Group, along with four other innovators in talent acquisition tools, software, and services, is underwriting HCI's new seminar, "Talent Acquisition Through Innovation: Early Adopters Will Win the War for Talent," which will launch with a pilot session in Boston on June 28 and continue on to other major markets through the second half of the year.

The "Talent Acquisition Through Innovation" seminar will share best and next practices in talent acquisition, providing attending human capital management professionals with the insight and information they need to address their organizations' needs in a tightening labor market.

As a result of the agreement, HCI will also provide corporate membership, with associated education, resources, and tool sets, to Padgett's employee base and selected Padgett client companies.

In addition, HCI will make its own members and affiliates aware of Padgett Performance Group's tools and services as next-practice options for managing talent.

"The affiliation between HCI and Padgett Performance Group enables us to provide more organizations with the tools they need to win the war for talent," said Allan Schweyer, HCI's President & Executive Director. "We appreciate Padgett's support in this critical area."

"We're pleased to enter into an agreement that allows us to share our talent acquisition resources with more employers. We look forward to working with HCI," said Winfield Padgett, Principal of Padgett Performance Group.

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

## Resume Mirror solutions have been selected by St. Vincent Health

**St. Vincent Health is implementing Resume Mirror's Enterprise Applicant Manager solution**

Resume Mirror, a division of Talent Technology Corporation and developers of recruiting technology components, announced its solutions have been selected by St. Vincent Health, the largest healthcare employer in the state of Indiana. St. Vincent Health is implementing Resume Mirror's Enterprise Applicant Manager solution to enhance its recruiting capabilities, automating the applicant submission process for both electronic and hardcopy resume data and delivering this data into its PeopleSoft Talent Acquisition Management system.

"Healthcare presents a very challenging recruiting environment as we deal with a diversity of skills and roles from direct-care staff to office professionals," said Marcie Boyer, Director, HRIS at St. Vincent Health. "With the growing need for qualified healthcare workers, we do not want to miss out on good talent at any level. And with many employers in our sector trying to attract the

same talent, it is important that our applicants know that we value their time and are using leading technology to obtain critical employment information in as short a timeframe as possible. This enhancement to our PeopleSoft HRMS was extremely important to our survival in a competitive recruiting market," continued Boyer.

Added Boyer, "Getting applicant information into the system quickly and accurately is a vital part of realizing the benefits of an electronic recruiting system. The faster we can identify the quality applicants for the right position, the less likely they are to be chosen by our competitor. The productivity benefits that our recruiters will realize from our utilization of EAM for both electronic and hardcopy resume processing will help them keep up with the demand for quality applicants within our organization."

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

## TruStar Solutions rebrands to First Advantage

TruStar Solutions, announced recently that it is rebranding and will go to market as the Recruiting Solutions division of First Advantage as it aligns with the company's Hiring Solutions Group. Under the First Advantage brand, the Recruiting Solutions division will continue to be a key strategic and tactical resource for talent-focused organizations while it leverages the growing brand of its global parent company.

First Advantage's Recruiting Solutions division offers a well-rounded set of innovative, market-proven talent acquisition solutions to businesses as part of the comprehensive portfolio of services offered by the company's Employer Services segment. The segment also provides hiring management systems, skills and behavioral assessments, background verifications, occupational health services, tax credits and incentives programs and other services to businesses around the world.

"We are extremely proud to be entrusted with the First Advantage name," said LeRoy Robbins, Executive Vice President of the Recruiting Solutions division of First Advantage. "The core capabilities that made TruStar Solutions the partner of choice in the talent acquisition space remain intact, and now, as First Advantage, we have renewed our focus on passionate client service."

"First Advantage has combined and integrated best-in-breed applicant tracking software, recruiting solutions and skills and behavioral assessment services to provide a single-source hiring solution for our customers' salaried and hourly talent acquisition challenges," said Rick Mansfield, executive vice president of First Advantage's Hiring Solutions Group.

An updated web presence accompanies the brand change. First Advantage's Recruiting Solutions new site features an upgraded design, additional content and quick links to the company's main corporate site.

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



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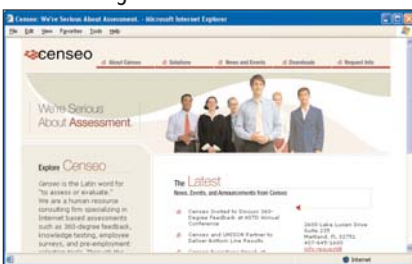
**Censeo Corporation partners with UNISON**

Censeo Corporation recently partnered with a pharmaceutical company to help launch a new drug through its 1,200-member sales force. Censeo's online, "access from anywhere" assessments, together with UNISON's meeting-based testing and certification technologies, combined to offer an integrated set of metrics – metrics used to increase learning throughout the entire field sales training initiative.

The goal of the joint project was to seamlessly bridge the gaps between pre-launch, launch and post-launch learning by tracking the reps' knowledge through the entire continuum from home study through continuous learning. The project involved guiding sales representatives through a series of five home study modules. Censeo's online testing measured the reps' knowledge after each module. Powerful individual feedback was provided to each rep after every test, containing detailed information on how to improve their knowledge. Group analysis tools provided the sales training team with real-time data on how the sales force was progressing during home study.

Upon completion of the home study portion of the training, UNISON consolidated the individual and team scores into a knowledge baseline for the launch event. These metrics were used at the event as a starting point for an on-site knowledge competition. UNISON kiosks with touch screens in 58 rooms across two buildings delivered knowledge assessments on-site, and scores were displayed on leaderboards throughout the venue. UNISON's real-time reporting tracked performance so that struggling sales representatives could be assisted and recertified on-site.

Post launch, Censeo's online assessments continue to support sales representative development in the field, including the automation and documentation of a variety of compliance related activities. Combining the entire spectrum of assessment results (before, during and after the event) provided the client with data to identify shortfalls, remediate where necessary, and be absolutely confident that the training was effective. Statistics compiled by the client's Chief Learning Officer indicated that one-third of the \$1 billion sales (\$300 million) could be directly attributed to the training.



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

**WisdomNet has formed a strategic partnership with Lominger Limited Inc**

ITMS clients see an average return on investment (ROI) of 20 percent



WisdomNet, Inc., a provider of technology and consulting solutions, has formed a strategic partnership with Lominger Limited, Inc., developer of the internationally recognized Leadership Architect® Competency Library.

WisdomNet's Integrated Talent Management System (WisdomNet ITMS) has been hailed as the "definitive end-to-end solution," with a platform that covers the full spectrum of Talent Management functions, including strategic goal alignment, performance management, career development, learning management, succession-planning, workforce planning and recruiting. ITMS clients see an average return on investment (ROI) of 20 percent.

WisdomNet ITMS already successfully manages talent functions for Fortune 500 companies throughout the U.S. With the addition of content from Lominger's experience-tested, leadership development competency library, Leadership Architect Competency Library, ITMS(TM) clients have a content-rich, off-the-shelf solution for assessing and developing leadership talent in an organization.

"We believe that ITMS and Lominger's Leadership Architect® Competency Library complement each other and provide a powerful combination of industry leading technology with research-based and experience-tested content," said Brian Wilkerson, CEO of WisdomNet. "Together the two systems provide a comprehensive platform that is effectively able to advance an organization's entire set of strategic goals by deploying optimal talent and performance management solutions."

Lominger's Leadership Architect Competency Library has been used with a number of ITMS(TM) clients. Effective today, the content is fully integrated and available to all users of WisdomNet ITMS.



[www.wisdomnet.net](http://www.wisdomnet.net)  
[www.lominger.com](http://www.lominger.com)

**Job Zone Network announces partnership with ClassesUSA**

Military Job Zone is a part of the Job Zone Network suite of niche career centers



Military Job Zone is a part of the Job Zone Network suite of niche career centers. Military Job Zone, run by former military members with years of experience in the military recruitment and placement industry, is an online career center that links transitioning military members with employers.

Military Job Zone has partnered with ClassesUSA to provide information and resources about online higher education opportunities. Approximately 1 million adults are expected to enroll in an online education program this year, most with the goal of furthering their career endeavors and increasing their earnings. Military Job Zone's readership consists of motivated military personnel dedicated to career advancement.

by adapting to the individual needs of students." ClassesUSA's wealth of both content and directory based resources enables Military Job Zone users to pursue online higher-education opportunities by degree and career specific programs from more than 150 of the nation's top accredited colleges and universities. Supported by statistics that reveal those with a bachelor's degree will earn, on average, 62 percent more than someone who has not completed a postsecondary degree, there is an increased interest in the attainment of higher education.

"Many of the 17,000 to 20,000 military members that transition from active duty each month are looking to put their GI Bill benefits to work," says Chris Beck, Co Founder of Job Zone Network. "The online degree options offered by ClassesUSA for undergraduate and advanced degree programs are the perfect fit for this highly mobile demographic."

"This partnership allows us to bring an unmatched depth and breadth of resources to Military Job Zone that directly connects users with the educational opportunities that can shape their futures and unleash their earning potential," said Jordon Keltz, president of ClassesUSA. "Career advancement is increasingly being fueled by education, and online learning eliminates the time and space barriers that professionals often have



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

## CollegeRecruiter.com acquired the jobseekers revenge blog

CollegeRecruiter.com announced that it has acquired the Jobseekers Revenge blog from Jim Stroud

CollegeRecruiter.com announced today that it has acquired the Jobseeker's Revenge blog from Jim Stroud, a recruiter at Microsoft and the continuing author of the Jim Stroud 2.0 blog. Over 20,000 web pages link to the more than 650 pages of entries, comments, and podcasts at Jobseeker's Revenge. The blog was also nominated for the 2005 Best Blog Award by Recruiting.com. Terms of the transaction were not released.

"Since we launched in 1996, CollegeRecruiter.com has always placed a significant emphasis on developing top notch content for the students, recent graduates, employers, and schools that use our career site," said Steven Rothberg, President and Founder of CollegeRecruiter.com. "This emphasis on content has been a primary driving force behind our success in being the highest traffic career site used by students and recent graduates and in our profitability. When Jim asked if we would be interested in acquiring his Jobseeker's Revenge blog, we immediately responded that we were. Jim is highly regarded by all involved in recruitment, especially those involved in on-line recruitment. His blog entries are insightful and will be valued by the candidates using our site now that Jim's content has been migrated to the "CollegeRecruiter.com Insights by Employers Blog."

"As much as I enjoyed writing and editing Jobseeker's Revenge, my new position with Microsoft and continuing work on the Jim Stroud 2.0 blog simply did not allow me enough time for Jobseeker's Revenge," said Jim Stroud. "Yet I was unwilling to let it wither and die a slow death so decided that the best approach was to find a leading career site that shared my vision for wanting to help college students and recent graduates. I was gratified that CollegeRecruiter.com was as interested in my content as I was in making sure that my content continued to live and benefit these entry level candidates." The hundreds of entries, comments, and podcasts on Jobseeker's Revenge have been imported into the CollegeRecruiter.com Insights by Employers Blog, which is written by recruiters and hiring managers from numerous employers. Visitors may choose to read only those entries and comments originally posted to Jobseeker's Revenge by clicking on Jim Stroud's name in the list of authors on the right side of every page of the CollegeRecruiter.com Insights by Employers Blog. Visitors to Jobseeker's Revenge will soon automatically be re-directed to the CollegeRecruiter Insights by Employers Blog.

[www.CollegeRecruiter.com/employersblog](http://www.CollegeRecruiter.com/employersblog)

## Sapient Software integrates HireAbility's resume processor for joint clients

HireAbility and Sapient Software announced recently that they signed a partnership agreement

HireAbility and Sapient Software announced recently that they signed a partnership agreement and created an integrated solution for customer Trammel Crow. Under the agreement, Sapient Software has integrated HireAbility's ALEX resume processor into Sapient's HRMS and HCM Editions. New and existing clients can recognize fast and seamless implementation and immediate access to data, saving time and money from the start. Integrating the ALEX resume parsing technology into the Sapient HRMS and HCM Editions gives Sapient customers an immediate return on investment because it can load all of their candidate and employee data automatically. The tool is fully integrated and turnkey to Sapient's platform, requiring no additional licensing or implementation of Sapient services.

"HireAbility has a quick, affordable, and accurate solution that makes it easy for us to add new and existing clients. Our combined offering is a competitive differentiator; it provides our customers with a more robust solution and a faster time to market than other large ERP vendors," remarked Ryan Tweedie, Managing Partner at Sapient.

"Sapient is one of the fastest growing, most progressive companies in the HRMS and HCM software markets," commented Ken Smith, Director of Business Development at HireAbility. "By offering modular integrated solutions, the implementation time is a fraction of what other solutions take, saving IT resources. The value-added services of resume parsing is available for all Sapient clients." [www.hireability.com](http://www.hireability.com)

## Trovix selected by Fortune 200 Sanmina-SCI

Trovix, Inc, a provider of intelligent search technology, recently announced that Sanmina-SCI Corporation, a global electronics manufacturing services (EMS) company, has selected Trovix Recruit™ to help find and hire the best candidates more quickly, lower recruiting costs and reduce outside agency fees.

San Jose, Calif.-based Sanmina-SCI is a Fortune 200 company with operations in more than 20 countries and approximately 48,000 employees. Sanmina-SCI chose Trovix Recruit, an on-demand recruiting software that leverages Trovix-developed proprietary search technology, for its ability to optimize the company's overall hiring process and to ensure compliance with government regulations, including the Office of Federal Contract Compliance Programs' (OFCCP) new definition of an Internet applicant.

Carmine Renzulli, Executive Vice President, Legal & Human Resources at Sanmina-SCI Corporation, stated, "We evaluated many vendors, and Trovix Recruit is both recruiter centric and compliance-focused. Because we serve the fastest-growing segments of the global EMS market and partner with industry leaders across many verticals, it is important that the talent we hire is the best in the business. It was also key that we select a recruiting solution that could help us quickly and easily comply with government employment regulations. With the volume of hiring we do, we focused on finding a tool that would support our workflow processes, powered by a best-in-class solution, and make compliance easy as well."

As a worldwide organization, Sanmina-SCI wanted a solution that could seamlessly integrate with the company's existing systems. Trovix Recruit, a Web-based intelligent talent matching application and tracking system, is a flexible solution that is able to expand with the needs of the organization, from start-ups to global corporations.

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



# onrec EXPO 2006

## SOME OF THE TOP SPEAKERS CONFIRMED...

Joel Cheesman, CEO, HRSEO

Yves Lermusiaux, President and founder, Taleo Research

Peter Weddle, Editor and Publisher of [www.weddles.com](http://www.weddles.com)

John Benson, CEO, eFinancialCareers.com

John Sumser, Founder and President of IBN: [interbiznet.com](http://interbiznet.com)

Steve Rothberg, President, College Recruiter

To view all the other speakers, visit [www.onrec.com/expo2006](http://www.onrec.com/expo2006)

View full speaker list and all expo info  
[www.onrec.com/expo2006](http://www.onrec.com/expo2006)

**12 - 13 SEPTEMBER, CHICAGO - USA**  
DONALD E. STEPHENS CONVENTION CENTER, CHICAGO, USA

## Diary

London Online Recruitment Conference and Exhibition - June 20th, 2006  
Queen Elizabeth II Conference Centre  
London, UK  
[www.onrec.com/june](http://www.onrec.com/june)

Onrec Expo 2006  
September 12th - 13th, 2006  
Global Summit for Online Recruitment  
Chicago, IL  
[www.onrec.com/expo2006](http://www.onrec.com/expo2006)

TempNet Fall 2006 Conference  
September 21st, 2006  
Chicago, Illinois  
[www.allegrochicago.com](http://www.allegrochicago.com)

Advanced Front Office Training  
June 21-22, 2006  
Eagan, MN  
[www.tempworks.com](http://www.tempworks.com)

Recruitment Advertising is Moving Online  
9am - 12.30pm - October 12th 2006  
Cafe Royal - Piccadilly, London  
[www.onrec.com/newspaper](http://www.onrec.com/newspaper)

Online recruitment in China  
13.30pm - 16.45pm - October 12th 2006  
Cafe Royal - Piccadilly, London  
[www.onrec.com/china](http://www.onrec.com/china)

Onrec Awards 2007  
March 7th, 2007  
Cafe Royal - Piccadilly, London, UK  
[www.onrec.com](http://www.onrec.com)

Pacific Employment Law Conference  
June 27th and 28th, 2007  
Los Angeles  
[www.pacemployment.com](http://www.pacemployment.com)

## Jobsinpharma.co.uk niche concept for life Science Recruitment

**Jobsinpharma.co.uk are now seeing a rapid increase of jobseekers subscribing**

Since the launch of the niche jobs site [www.jobsinpharma.co.uk](http://www.jobsinpharma.co.uk) earlier this month we are now seeing a rapid increase of jobseekers subscribing with us and hundreds of inquiries from the advertisers, in addition we are now listed on top search engines and committed to attend numerous industry events in Europe.

The Internet now is without a doubt providing the best tool for candidates to search for jobs and employers /recruitment agencies alike to search for candidates said Sal Guebli MD and Founder at [www.jobsinpharma.co.uk](http://www.jobsinpharma.co.uk)

The Life Science is knowledge-based industry; the people are clearly the vital part of success for any Pharma, Biotech, medical Device and Healthcare companies to produce new products in the market quickly ahead of the competition. So experienced candidates are key for any Life Science company's

success, but how any company ensure that it can attract the appropriate candidates that will put them ahead of the competitors?

[www.jobsinpharma.co.uk](http://www.jobsinpharma.co.uk) is developed to provide the industry with an excellent tool to attract more relevant experienced candidates in Europe than major generalist jobsites or traditional print advertising said MD & Founder Sal Guebli at [jobsinpharma.co.uk](http://jobsinpharma.co.uk).



[www.jobsinpharma.co.uk](http://www.jobsinpharma.co.uk)

## Anteo Group named number 1 place to work by Dallas Business Journal

**Anteo Group Best Place to Work in Dallas-Fort Worth**



Anteo Group, an award-winning Enterprise Java Staffing and ERP Consulting Company, announces the inclusion on Dallas Business Journal's list of Best Places to Work in Dallas-Fort Worth. Anteo Group ranked #1 on the list of businesses headquartered outside D-FW.

Anteo Group and finalists from the small businesses, mid-sized Businesses, Large Businesses and Businesses Based Outside the Metroplex lists were recognized in a special section of the Dallas Business Journal as well as a luncheon hosted by the Dallas Business Journal on May 4, 2006 at the Gaylord Texan Resort and Convention Center.

"We are extremely humbled to be recognized as one of the best places to work in Dallas-Fort Worth," says Jason Sheppard, Director of Sales Texas. "Our goals are very simple: have fun, evolve personally and professionally, Execute for

our clients, and create opportunity. If each of these goals is accomplished everyday our clients and employees will continue to benefit from a great work environment."

Each nominated company distributed employee-satisfaction surveys covering a range of topics, such as: workplace culture, employee benefit programs, and overall satisfaction with their work environment. Finalists were then asked to complete an additional questionnaire highlighting specific benefits and perks of the company.



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



## Seeking Internet Ad Sales Rep with HR Technology experience

Since 2000, Onrec.com/Online recruitment magazine has grown to one of the largest Recruiter Portals on the Web. We can offer any Recruitment Technology supplier a huge audience for their message! We're expanding our selling organization in North America, and are looking for experienced advertising sales reps, with contacts in the Human Capital marketplace. If you've sold to job boards, ATS or other HR Technology suppliers, then we should talk!

Our advertising offerings include website banners, newsletter sponsorships and ads in the North American edition of Online recruitment magazine. This opportunity could be a lucrative addition to an existing line of business! We offer full support, no territorial restrictions and a very generous commission arrangement!

Interested? Please email [tim@onrec.com](mailto:tim@onrec.com) or call 773-241-7000.

## The Destiny Group is first military specific site to offer OFCCP technology

The Destiny Group create technology to meet OFCCP requirements



The Destiny Group

The Office of Federal Contract Compliance Programs (OFCCP) recently issued a directive requiring any employer doing business with the Federal government to comply with new definitions of an internet applicant. Since Federal contractors are prime landing spots for transitioning and former military personnel due to active security clearances and their training/experience, The Destiny Group has created technology to meet the OFCCP requirements.

The Destiny Group is the first military-specific site to offer this proprietary technology, just in time for the expiration of the 90-day grace period for contractors who have not yet complied with the new ruling. The functionality consists of masking applicants' identities so that employers may select individuals based solely on meeting specific qualifications. Additionally, the system will store searches and results for a two year period, and provide proof that the employer has requested the race/gender/ethnicity status of applicants they are considering, all with 'one click' functionality.

"We did not want our veterans to be excluded from consideration by any contractor required to meet

this directive," states Bill Gaul, President/CEO of The Destiny Group. "Although the ruling requires strenuous record keeping and complicated methodologies promoting EEO for internet applicants, we rose to the challenge to develop easy-to-use functionality proprietary to The Destiny Group."

The module also produces reports that are beneficial to any corporation interested in hiring metrics, and has been designed as an optional level of service for those employers either required to comply or interested in the reporting mechanisms.

"Any federal contractor wishing to hire transitioning and former military personnel should now include this niche without wondering how they will comply with the new OFCCP regulation," Gaul adds. "It's a simple decision to add this functionality immediately for any company wishing to avoid costly EEO litigation and potential fines if audited by the OFCCP going forward."

Check out this short video to see how the overall system works. [www.destinygrp.com/destiny/movie.jsp](http://www.destinygrp.com/destiny/movie.jsp)



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

## VCG appoints Piper Keairnes Technology Strategist

Keairnes' will evaluate new technology and analyze what will most benefit VCG's clients



VCG Inc, the developer of StaffSuite and WebPAS software solutions that help staffing companies be more successful, today announced the appointment of Piper Keairnes as Technology Strategist.

In his new role, Keairnes' will evaluate new technology and analyze what will most benefit VCG's clients in future product and service offerings.

"For almost 15 years, I've been responsible for evolving commercial software packages from initial concept through multiple release cycles. In this new position, I will be identifying opportunities and initiating projects, and this will enable us to more rapidly deliver new solutions to the market," said Keairnes.

Previously, he was lead architect in VCG's development department and served as the technical lead for several VCG products. Keairnes has also

held positions as Technical Lead/Project Manager at Boeckh and as software engineer at Software Architects, Ltd.

"Piper's expertise ensures that VCG's products and services will continue to utilize advanced technologies designed to enable our customers for greater success," said Steve Taylor, President of VCG.

For more information regarding VCG, or our StaffSuite and WebPAS products, visit [www.vcgsoftware.com](http://www.vcgsoftware.com) or call 800-318-4983.



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

## The RightThing Inc named as finalist



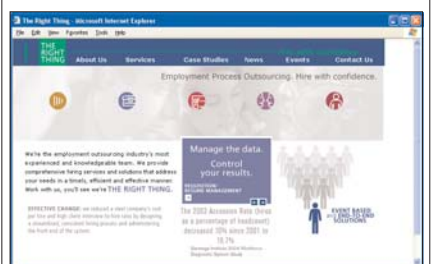
The RightThing, Inc., an end-to-end provider of recruitment process outsourcing, was informed today that it has been named a Finalist in the Best New Company category in The 2006 American Business Awards.

Hailed as "the business world's own Oscars" by the New York Post (April 27, 2005), The American Business Awards, also nicknamed The Stevie Awards, are the only national, all-encompassing business awards program honoring great performances in the workplace. Founded in 2003, The RightThing has achieved great success in a short amount of time. Revenue growth of 250 percent year after year and 200 percent employee growth are testaments to the company's growing position in the recruitment process outsourcing industry. While many of these statistics were quoted in the nomination, Terry Terhark, president and founder, gives true credit to the people who work at The RightThing.

"Each person that is hired by The RightThing is empowered to make crucial decisions and provide mind-share on all activities. This creates a feeling of "ownership" which in turn strengthens the level of commitment towards The RightThing and our clients," said Terhark. "In the end, it is our team environment that has enabled us to secure our leadership position in the industry in a short amount of time."

More than 1,500 entries from companies of all sizes and in virtually every industry were submitted for consideration in more than 40 categories, including Best New Company, Best Overall Company, Best Executive, Best New Product or Service, and Best Corporate Social Responsibility Program.

"Being named a Finalist in The American Business Awards is an important achievement," said Michael Gallagher, founder and president of The Stevie Awards. "It means that independent business executives have agreed that the nominee is worthy of national recognition. We congratulate all of the finalists on their achievement and wish them well in the competition."



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

## The HCI and TMP offer great place workshop



The Human Capital Institute (HCI), a global professional association and educator in talent management strategies, and TMP Worldwide Advertising & Communications, one of the largest recruitment advertising agencies in North America, announced today the launch of a new workshop called "Leadership in Action: Your Role in Creating a Great Workplace." The half-day executive seminar will be presented by Hal Adler of The Great Place to Work Institute along with Dr. David Kippen and Rob O'Keefe of TMP Worldwide, and will be offered in eight U.S. cities, beginning with Chicago on May 31.

The workshop is for leaders across the organization--from companies in all industries and sizes--who want to transform their organizations into great workplaces.

Participants will explore the behaviors and practices that enhance leadership effectiveness in creating and sustaining great workplaces, leading to improved performance, retention, and attraction of employees. They will also gain insight into their leadership strengths and values, and learn how to leverage them to create and maintain a great workplace. Session attendees will hear firsthand the real issues and challenges to fostering trust - from leaders who are creating great workplaces.

"The Leadership in Action workshop is a great opportunity for executives, HR professionals, line directors, and organizational development professionals to build on their company's strengths to create a Great Place to Work," said Allan Schwyer, HCI's Executive Director. "We're pleased to offer this workshop to help each participant understand how his or her individual role is crucial to organizational success."

The Great Place to Work Institute has been identifying great workplaces for 25 years. Every year since 1998, the Institute's list of the 100 Best Companies to Work For has appeared in Fortune magazine's bestselling annual issue.

Hal Adler, Senior Consultant with the Great Place to Work © Institute, based at the San Francisco headquarters, brings a broad base of knowledge and experience to the Institute. His solutions oriented, pragmatic approach to equipping organizations to make change has impacted companies across all industries.

[www.humancapitalinstitute.org](http://www.humancapitalinstitute.org)  
[www.tmp.com](http://www.tmp.com)

## Ninth House named as finalists for the 2006 Stevie Awards

Ninth House is named as Stevie finalist



Ninth House, Inc, the leadership and management development company, announced that the company and Jeff Snipes, CEO and co-founder, were respectively named as finalist in the "Best Turnaround Company" and "Best Turnaround Executive" categories in the fourth annual American Business Awards.

Hailed as "the business world's own Oscars" by the New York Post (April 27, 2005), The American Business Awards are the only national, all-encompassing business awards program honoring great performances in the workplace. Members of the Awards' Board of distinguished judges & advisors and their staffs will select Stevie Award winners this week from among the finalists. Finalists were chosen by business professionals nationwide during preliminary judging in March through early May.

"Being named a finalist in The American Business Awards is an important achievement," said Michael Gallagher, founder and president of The Stevie Awards. "It means that independent business executives have agreed that the nominee is worthy of national recognition. We congratulate all of the finalists on their achievement and wish them well in the competition."

Ninth House is consistently ranked by Forbes Magazine and Gartner as one of the leading

providers of learning solutions, and impacts over 100,000 learners a year as one of the fastest growing, self-sustaining companies in the industry. Since 2001, Ninth House has nearly doubled the number of customers from 100 to about 200 top global 2000 customers and federal organizations, while increasing sales by 50% year over year since 2000. Ninth House's turnaround is directly attributed to Snipes' leadership and management ability to rebuild its sales & marketing organization, revamp product focus and positioning, and foster a culture of intense loyalty and customer focus from employees.

"Ninth House is a special place. We've been able to attract and retain a unique level of talented professionals truly committed to innovative leadership development and customer success," said Snipes. "Over the last few years we've had to reinvent almost every aspect of our business to adjust to changing market demands, and our leading position in the industry today is due entirely to the passion and adaptability of those employees."

Nicknamed the Stevies for the Greek word "crowned," winners will be announced during the annual gala on Monday, June 12 at the Marriott Marquis Hotel in New York City. More than 800 executives from across the U.S.A. are expected to attend. The ceremonies will be videocast on the Internet and broadcast on radio. The elegant Stevie trophy was designed by R. S. Owens, the same company that makes the Oscar and the Emmy.

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

## RealLife HR announced that it has expanded it's sales force

Shane Stone, Patricia Reyes, Jayna Smith, and Richard Graham

RealLife HR, a nationwide company in benefits management automation and outsourcing services, announced that it has expanded it's sales force to include four more professionals: Shane Stone, Patricia Reyes, Jayna Smith, and Richard Graham.

RealLife HR has seen tremendous growth in the last year, leading to these new appointments. "Hiring new sales executives was imperative in order to meet the needs of our growing customer base," explains Gary Broache, President of RealLife HR. "Our new sales team members bring an extensive sales background and tremendous experience in the field of human resources to RealLife HR."

Shane Stone joins RealLife HR as the Regional Sales Director for the Southeast Region. With a primary focus in the health insurance, human resources and benefits industries, Shane has a background of more than 14 years of experience in sales and sales management. Before joining RealLife HR, Shane held various roles in the insurance consulting, third party administration, and data mining fields with national organizations such as Workscape, Aon, Harrington, and CoreSource. Shane has an established track record of success with several Fortune

1000 clients including Sprint, BMW, Sunbeam and others. Jayna Smith joins the company as the Regional Sales Director for the Northeast Region. She has over 15 years of sales and marketing experience in the human resources and financial fields, providing consultation to executives of Fortune 1000 accounts. Prior to joining RealLife HR, Jayna was a vice president for Acteon Technologies, eClique Group and HRMC Consulting Services. She is a member of the New England International Association for Human Resource Information Management (IHRIM) Board of Directors. Richard Graham joins as the Regional Sales Director for the Ohio Valley Region. Rick has more than 15 years of sales and sales management experience. Prior to joining RealLife HR, he worked for ADP, Inc. as a sales manager where he excelled in presenting business solutions, training, and delivering results. Patricia Reyes joins as the Regional Sales Director for the Southwest Region. She has over fifteen years of experience selling technology solutions to Fortune 1000 companies. Prior to joining RealLife HR, Trish spent time at ADP selling time and labor management solutions and at Inware selling software deployment and technology asset management solutions.

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

## Legiants Time and Attendance System adopts XML Technology

Legiant has adopted XML API technology in their newest release – Legiant Timecard V10.2



Legiant, a provider of automated time and attendance systems, has adopted XML API technology in their newest release – Legiant Timecard V10.2. XML stands for eXtensible Markup Language, and its primary purpose is to facilitate the sharing of data across different systems.

XML spares employers and HR vendors the risk and expense of having to negotiate and agree upon data interchange mechanisms on an ad-hoc basis. The worldwide HR-XML Consortium is an organization dedicated to developing and promoting standard XML specifications, and has played a pivotal role in establishing XML as the new HR industry standard.

Legiant has always pioneered new technology into their time and attendance systems, and others can be expected to follow their XML lead. Gartner Inc. estimates that the use of XML-enabled e-forms will at least double through next year and 40 percent of knowledge workers will use XML-aware content creation tools by 2007. Forrester Research Inc. forecasts XML to become

one of the dominant document formats for archiving data by 2008.

Legiant is now able to leverage the power of XML to deliver the most robust Time and Attendance integration capability in the industry. This flexibility allows Legiant to operate within any IT environment.

Rod Crane, Legiant's VP of Technology, explained, "The real value behind XML lies in its ability to integrate your most valuable labor and human capital information systems into one enterprise-wide solution." With bi-directional interfaces, you can seamlessly populate your Legiant system using existing data, and then post labor data back to your other systems including: payroll, human resource, and ERP systems.



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

## Monster appoints seasoned executive to drive growth

Monster announced the appointment of Andrew Miller as Senior Vice President, Monster North America



Monster, the global online careers property and flagship brand of Monster Worldwide, Inc, today announced the appointment of Andrew Miller as Senior Vice President, Monster North America. In his new role, Mr. Miller will be responsible for further developing and implementing the business strategy for the company's Enterprise operations and Monster Government Solutions. Mr. Miller brings more than 25 years management and sales experience to the company, having most recently served as CEO of TANDBERG, a \$345 million video communications solutions company based in Oslo, Norway and New York, NY.

"Andy's broad-based experience in segmenting complex markets and delivering customized solutions to clients will be invaluable as Monster strives to expand the online recruitment market across all industries," said Doug Klinger, President of Monster North America. "He is a proven operator who will significantly contribute to our expansion and growth."

As CEO at TANDBERG, Mr. Miller and his team significantly accelerated revenue and repositioned the organization from a single product class company into a leading solutions provider. Prior to

TANDBERG, Mr. Miller was with Cisco Systems, Inc. for ten years, where he contributed to the company's significant growth. Most recently, he served as Vice President of US Area Sales (West), and also held positions as VP Marketing/Customer Advocacy, and Director of Federal Civilian Operations. Mr. Miller began his career in telecomm sales, working for Northern Telecom, Inc. and Jarvis Corporation.

Mr. Miller holds a BS in Business from the University of South Carolina. Very active in community service, Mr. Miller is Membership Officer of the Young President's Organization, Chairperson of the YPO Stanford Executive Education Program, a Board member of the Cystic Fibrosis Foundation, a member of the Penn State Smeal College of Business Board of Visitors, and a Fellow at the Aspen Institute.



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

## TopJobSites updated top jobsite rankings

A majority of job sites showed a large downward trend relative to overall rankings of other Internet sites during the past month, according to recent Alexa rankings published by TopJobSites.com. 72.1% percent of job sites are showing a ranking decrease and 27.9% of job sites had a ranking increase. The TopJobSites.com Ranking Index was down 9.34% overall.

The overall category leaders are: Monster.com for General Job Sites, CollegeGrad.com for College Job Sites, The Ladders for Executive Job Sites, Dice.com for Niche Job Sites, LatPro for Diversity Job Sites, JobsDB for International (English) Job Sites and 51job.com for International (non-English) Job Sites.

The top ten sites have been updated for each category and are available along with direct links online at [www.TopJobSites.com](http://www.TopJobSites.com).

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

## SSA introduces new talent management solution

SSA Global, a global provider of enterprise business software and services, today announced the general availability of SSA Talent Management 4.5, a comprehensive workforce management solution for mid-sized and large enterprises. SSA Talent Management 4.5 provides companies with a comprehensive offering of integrated talent management functionality, including web-based recruiting, robust employee performance and competency management, succession planning and best-in-class learning management tools.

The solution has been designed for easy integration into core enterprise resource planning systems to help companies streamline their workforce management for improved return on investment (ROI).

"We developed SSA Talent Management 4.5 to help customers increase the performance and productivity of their employees by automating processes and streamlining workforce compliance and training," said Cory A. Eaves, chief technology officer, SSA Global.

The solution is double-byte enabled, making it an ideal talent management solution for multinational companies that need to manage a workforce in several countries. SSA Talent Management 4.5 is currently available in English, Spanish, French, Japanese, simplified Chinese with plans for localization in more languages.

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

## TheLadders membership reaches record high



TheLadders.com recently announced it has surpassed 750,000 members, adding 200,000 new members in just over six months. This exponential growth further demonstrates the viability of the company's innovative business model and confirms its position as the most comprehensive resource for \$100k+ jobs.

The increase in membership is largely attributable to the popularity of TheLadders Professional Network, which has earned praise from recruiters and job seekers. With TheLadders Professional Network, both recruiters and job seekers are able to create profiles, search the network's database and, notably, send communications to each other, a first in online recruiting.

"TheLadders.com has skyrocketed to over three-quarters of a million subscribers in just under three years," said Marc Cenedella, founder and CEO of TheLadders.com. "I'm thrilled with this fantastic growth because it means more than just our success. It means that both job seekers and recruiters are having the best possible experience on our site and spreading the word. Our core commitment to our customers is a great benefit to our growing community."

TheLadders.com, recently ranked as one of the top 10 career sites by comScore Media Matrix, has reinvented the traditional online recruitment model by generating revenue from job seekers' monthly subscriptions rather than employer postings. Motivated, quality job seekers pay \$30 per month to access the service while employers and recruiters post \$100k+ positions at no cost.

By simplifying the job search process and only featuring top-tier positions for professionals in the \$100,000+ job market, TheLadders.com provides users with significant time and cost savings. Each month, TheLadders.com lists more than 30,000, pre-screened \$100k+ positions across a range of market sectors, including finance, marketing, operations, sales, law and technology. TheLadders.com also offers valuable career insights and advice from industry experts for both job seekers and recruiters.



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

## Amid explosive job growth

### A tried and true search strategy prevails

With the employment market off to its best start in over five years, a recent survey conducted by ExecuNet, the executive job search and recruiting network, reveals networking generates nearly twice as many interviews at the executive level than any other activity.

According to the survey of 1,483 professionals with an average salary of \$193,000, the top three sources for job interviews include:

1. Networking contacts (46%);
2. Internet job listings (24%); and
3. Unsolicited contact from a recruiter (5%)

Despite the unparalleled opportunity generated by networking contacts, just 19% of executives rate their own network as excellent or very good, while 29% describe it as poor or weak.

"Networking isn't the only way to find a new job, but it is by far the most efficient and effective," says Dave Opton, CEO and Founder of ExecuNet. "While there are significantly more job opportunities for executives today than just one year ago, the hidden market remains the deepest pool at this level and it can only be tapped through networking." A separate survey of 181 search firms provides additional insight into the value of a strong network. According to this survey, during the past twelve months, 63% of all executive job openings were filled with a candidate that was sourced through networking. Other top sources recruiters relied on during the past year include internal resume databases, which helped fill 16% of all openings and Internet job postings, which accounted for 11% of executive placements.

To help executives improve the quality of their networks, ExecuNet offers the following advice:

### Empower Others

The perception that networking requires contacting strangers and asking for help couldn't be more misguided. The most effective networks are built on a foundation of mutually beneficial interactions. Always be prepared to offer help or information of value to your contacts. If you believe networking is strictly a means for your own personal advancement, very few individuals will provide any useful assistance.

### Be Persistent

Devote at least 20 minutes of every day to nurturing the existing relationships in your network. Staying in touch with former co-workers, vendors, suppliers, friends, and relatives will help keep you top of mind when a need or opportunity arises. It's much easier to maintain a network than it is to start from scratch at an inopportune time.

### Be Resourceful

Your neighbors and personal interest organizations like Little League, Habitat For Humanity, or Trout Unlimited all present opportunities to add valuable contacts to your network. Internet forums or special interest groups and face-to-face networking meetings listed on the Business Calendar of your local newspaper are also venues that can be tapped to strengthen your network. Leave no stone unturned - opportunity often arises in the most unlikely places.

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

## Employers using web to meet increasing pension administration demands

### Closed and frozen plans adding to burden, Watson Wyatt experts say

The combination of increases in pension plan freezes and the number of employees nearing retirement is causing companies to struggle with pension plan administration. Employers can ease their burdens significantly by implementing Web-based systems, according to pension administration experts at Watson Wyatt Worldwide, a global human capital and investment consulting firm.

"As the baby boomers begin to retire, companies are increasingly swamped with requests for pension payout estimates. Such demands will only increase in the coming decades," said Tony DeNucci, national leader of pension administration systems for Watson Wyatt. "To deal with this challenge, more and more companies are putting in place Web-based systems which give employees easy access to pension information while streamlining plan administration for employers."

DeNucci added that Watson Wyatt's pension experts have seen Web-based systems reduce the number of pension-related calls that human

resources departments receive by as much as 75 percent. Furthermore, a significant number of employers are outsourcing the administrative duties associated with pension plans.

Web-based systems also benefit companies that are freezing or closing their pension plans. With the exception of a handful in bankruptcy, these companies will continue to provide pensions to retirees and most current employees. As a result, many will be administering pension plans for decades to come.

"Pension obligations do not go away just because a company decides to freeze or close its plan," DeNucci said. "Companies opting to freeze or limit access to their defined benefit plans need to consider how long that process will take and need to weigh the costs and benefits carefully. Regardless of their decision, well-designed Web-based systems can go a long way to easing the administrative burdens they face."

[www.watsonwyatt.com/pensionpath](http://www.watsonwyatt.com/pensionpath)

## Executive compensation rises 41.3 percent

Report released by ERI Economic Research Institute and CareerJournal.com

Total cash compensation for the highest-paid executives in America rose 41.3% higher than 2005 levels, according to the Total Cash Compensation Report released by ERI Economic Research Institute and CareerJournal.com, The Wall Street Journal's executive career guide. The Total Cash Compensation Index reflects data submitted for a randomly (among monthly reporting dates) selected group of 45 publicly traded companies among those reporting compensation to the Securities and Exchange Commission.

The new May 2006 report shows while base pay decreased slightly, the average total cash compensation per executive set a new high of \$5,162,298. The previous second-period high of \$3,683,131 total cash compensation was set in 2001, prior to September 11.

**Base Salaries** - The average base salary for the highest-paid executives and based on companies reporting year to date stood at \$1,276,371, compared to 2005 base salary levels of \$1,277,944. This reflects a 0.12% decrease in base compensation over 2005.

**Annual Bonus** - Annual cash bonuses increased 63% over 2005 for the highest-paid executives. The average annual cash bonus stood at \$3,885,927, compared to the 2005 annual cash bonus level of

\$2,375,615 for the highest-paid executives.

**Total Cash Compensation** - The 2006 average total cash compensation (base + bonus) was \$5,162,298 compared to 2005 total cash compensation of \$3,653,559 for the highest-paid executives. This reflects a 41.3% increase in total cash compensation over 2005 levels.

**Total Cash Compensation Change Since 1997** - The May 2006 Index of Total Cash Compensation stood at 212.5 compared to the 1997 index level of 100. Since 1997, total cash compensation for the highest-paid executives has increased 112.5%.

**Revenue Change Since 1997** - The Average Company Revenue Index in the May 2006 report stood at 207.2 compared to 100 for the base index year of 1997. Since 1997, average company revenues have increased 107.2%. The May 2006 report also shows total cash compensation increasing faster than company revenues.

"Company revenues have increased 107.2 percent, while total cash compensation has increased 112.5% since 1997," says ERI Director Dr. David Thomsen. "The trend of company revenues increasing faster than total executive compensation has reversed." [www.careerjournal.com](http://www.careerjournal.com)

## HRsmart launches latest version of its learning management solution

This new solution enhances HRsmart's unique position as a total talent management solutions provider

HRsmart, Inc announces its launch of the latest in learning management technology. This new solution enhances HRsmart's unique position as a total talent management solutions provider with applicant tracking, learning management, succession planning and performance management integrated into a single modular solution. HRsmart's learning management system (LMsmart) enables companies to plan, track and measure learning effectiveness and accomplishments for employees, and link their training to career development, succession planning, performance, and skills and competency requirements. It enables companies to manage classroom-based training as well as Internet and media based platforms.

"We developed the latest learning management system as a step in rounding out our talent management suite of products," says Mark Hamdan, CEO of HRsmart. "When we looked at the market, we identified a need to integrate all of the available solutions into a single platform and provide companies with a comprehensive application for attracting, developing and retaining their best employees."

LMsmart is designed to be both AICC and SCORM compliant and includes content from leading training providers. In addition, HRsmart continues to add new content weekly and clients can easily integrate with their own training providers.

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

### AtlantaExecutive.com has grown

Since its launch in March 2006, AtlantaExecutive has grown from a handful of executive-level jobs to more than 600 positions for Atlanta-based professionals, making it the largest job board of its kind in the region.

While the site offers a host of career management features, the majority of the users are attracted to the site to search through AtlantaExecutive.coms job postings. All job postings are individually screened to ensure they are true executive-level positions, with compensation packages to match.

The past couple of months have been tremendous, noted Chris Miller, CEO of AtlantaExecutive. This is not only a testament to the strength of the Atlanta economy, but also to the hard work of the staff here at AtlantaExecutive.

Searching through job listings on national boards can be extremely frustrating for a typical executive in the \$100,000+ salary range. For example, a search on 6FigureJobs.com, which specializes in executive-level positions, returns just 71 jobs, of which nearly 25% are with the same company. A similar search on AtlantaExecutive.com will return nearly nine times the amount of jobs from nearly 200 companies.

The average salary of positions exceeds \$130,000 per year, which is roughly equal to the listed compensation of registered members of AtlantaExecutive.com. Members can search through over 600 positions through keyword searches or receive RSS feeds via email.

I started this site to save Atlanta based executives time in their job search says Miller, who founded and later sold the national executive-level job board 6FigureJobs.com. Our rapid growth benefits not only executives and employers, but the entire Atlanta business community, which up till now has lacked a dedicated online employment resource.

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

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# Fishing in the global talent pool

By Felix Stroud-Allen - First Advantage Hiring Management Systems



Any HR professional knows that finding people with a rare or sought-after skillset has never been an easy task. Increasingly, if the recruitment net is not thrown widely enough, the right skills can not be found at all. There is nothing new in this; throughout history, there have been peaks and troughs in skills availability across every industry.

Knowing the historical perspective does not help today's potential employer wanting to recruit an individual with an uncommon skillset. Finding prospective employees with rare skills has typically been an expensive uninformed exercise in national newspaper advertising and search and selection.

The Internet has not removed this scenario, but it has provided a pragmatic, cost-effective alternative, leaving traditional methods as a contingency plan. Whether through job boards or via corporate websites, it is simple to promote vacancies to anyone with Internet access regardless of location. With ample evidence of the growing mobility of candidates, it is increasingly realistic to address overseas audiences. As Europe's declining birthrate means that localised skills shortages are likely to worsen, the benefits of targeting this global audience directly should be self-evident.

The recruiter has immediate access to a global talent pool, with the potential for any vacancy notice to be seen by untold millions immediately. The reality may be less dramatic, but vacancies are certainly seen by a great many more potential candidates. The result is that many more applications are received, so increasing the probability of having greater numbers of suitable candidates from which to

select. The downside is that online recruiting inevitably also delivers more unsuitable candidates. The immediate knock-on impact of widening the funnel is the bottleneck effect of having to process all of these applications. By the time you have located suitable candidates they have often found themselves another job.

Any recruiter trawling through a mountain of CVs received in response to online advertising soon realises that many have been compiled by candidates who clearly do not have the relevant skills and qualifications for the

job. Without the right tools, this sifting exercise can only be done by reviewing every application and can often result in having to trawl through several hundred applications in search of a handful of possibles.

Given the inevitability of an increased workload, one might wonder why an organisation would want to address a global talent pool. Sometimes, there is little choice. Facing a shortage both of trained teachers and of people wanting to enter the profession, for example, the UK government has felt constrained in recent times to look beyond its borders. This was nothing new; non-UK nationals have been filling NHS vacancies for many years. The difference now is in the methods used to attract overseas candidates, with the Internet playing a key part.

The government and other organisations are able to deal with applications en masse thanks to the power of automation. Hiring management systems - the more sophisticated successors to applicant tracking systems - facilitate a screening and application management process which can be completely transparent to candidates.

The integration of screening tools into the initial online application enables assessment-based workflow automation. It no longer matters how many unsuitable candidates you now get, as you only have to review those with the relevant skills and qualifications.

Assessment-based workflow triggers generating automated, yet personal and specific, communications grant recruiters freedom from unnecessary administration whilst maintaining and protecting their employer brand. The unsuitable candidate

**“The recruiter has immediate access to a global talent pool, with the potential for any vacancy notice to be seen by untold millions immediately.”**

**Felix Stroud-Allen  
First Advantage**

for the job today may well be the suitable candidate for another job tomorrow.

There is clear potential for time and cost savings, but the possible scale may be less obvious. It is easy to screen applicants against multiple criteria to identify which candidates should be considered for interview, which should be rejected outright and which are unsuitable for the current vacancy but should be added to the talent pool for possible future consideration. All of this can be done with several hundred applications in less time than it would take a member of HR staff to read the opening lines of a single CV.

There is, however, more to automated talent management than immediate cost-efficiency. Sending a candidate a rejection letter may, at face value, appear to be the end of the matter but, rather than ending a correspondence, this is the beginning of a relationship. As new vacancies arise, these can be matched against the database to unearth individuals who were unsuitable for the position for which they originally applied but who appear to be suitable for a new, different role. The development of a global talent pool will mean, in the long term, that it may not be necessary to advertise a vacancy even for a rare skill - there will already be a number of known possible candidates.

Planned communications with the talent pool can enable the transformation of a previously linear recruitment process into an exercise in long-range, long-term networking. Such strategic use of hiring management systems allows the HR function to become more proactive and re-invents it as a key element in resource planning. Analysing project viability, for everything from a temporary shift in production focus to the creation of a major new manufacturing facility, can be conducted with hitherto unimagined precision.

When an organisation advertises its vacancies globally, provided that it has in place the necessary hiring management system, the immediate cost savings are only the beginning. For the Internet-savvy recruiter the days of hit and miss trawling of the global talent pool are at an end.

Felix Stroud-Allen  
[www.fadv.com](http://www.fadv.com)

# Updates on Employment Law, Part 1

First part in our legal updates series

This month, sees the first part of our legal updates. In this issue, we have expert legal information and advice about the importance of including anti competition provisions in employment contracts, and how Internet ads can speed up employing workers from outside the EU.

Paula Jones, Head of the Employment Law Division at Lawspeed, advises keeping an eye on the ball regarding competition: "Most employers are aware of the importance of including anti competition provisions in their employment contracts. Well drafted and "reasonable" clauses should be enforceable. But who is to say what is reasonable?"

"One key consideration for the "reasonable" test has always been whether the area in which the employee is restrained from competing is too large. So to try and restrict an ex employee from competing in London if you run a London based business in general terms may well leave you nicely exposed. The opposite may apply if your business is in the Outer Hebrides and your ex employee wants to compete in the same area. Why is this?"

"The Courts are inherently against restrictive covenants which unfairly restrict healthy competition. This stance has again been upheld in the recent case of Allan Janes v Balraj Kaur Johal. In considering whether a clause is reasonable the Court stated that the size of the population and the number of businesses operating within the restricted area must be taken into account. In this case a restriction of just 6 miles was held to be too much when those matters were considered. Too many existing competitors and too large a population."

"But what about businesses that operate UK wide? - Many of these may take comfort in the Court of Appeal case of Office Angels v Rainer-Thomas and O'Connor [1991] which held that a restriction preventing former employees from opening an employment agency in a specified area was not appropriate because most of the business was done by telephone. The implication is that some telephone and Internet based businesses need not necessarily limit their restrictions to specified local areas. Therefore, although all businesses should have one eye on the Allan Janes case and review their restrictive covenant clauses urgently, some tele-

phone and Internet business may still be able to rely on suitable UK wide restrictions - on the basis of course that they are otherwise reasonable."

Internet recruitment companies can help speed up the lengthy process of taking on workers from outside the EU, explains Ollerenshaw's business immigration specialist Marian Dixon. She says: "The Work Permit Scheme administered by Work Permits (UK) is still the main route for non-EU employees to work in the UK. For a new hire, unless the job is in a shortage occupation category such as certain engineering and medical posts, employers must advertise the role for up to four weeks in a national newspaper or journal with European circulation. However, as an alternative the position can be advertised for just seven days on an Internet recruitment website. The advert is required as a means to prove that there is no-one suitable in the resident labour force before a company can apply for a work permit for a non-EU national."

Various kinds of permit can be issued including Business and Commercial, Sports and Entertainment, Training and Work Experience, the Sectors Based Scheme and the Seasonal Agricultural Workers Scheme. Of these, the Business and Commercial permit is the most widely used. To qualify for a work permit, the employee must have certain skills, qualifications and experience. The work permit application process then takes one to two weeks to complete and, once issued, the permit needs to be sent to the worker overseas so that they can apply for a visa to come to the UK. The entire process can take a minimum of two months to complete.

Government plans to introduce a new points based system to control the flow of migrant workers are set to have a major impact on HR professionals. From around the beginning of 2007, employers will be expected to take on more responsibility for ensuring that workers comply with immigration control. Businesses need to start looking now at their procedures to make sure they are going to be adequate. In many cases companies will be required to sponsor workers they take on from outside the EU. They will then be divided into categories A & B depending on their migration regulation compliance record. Those who achieve a B grade may find it

more difficult to employ non-EU workers in the future.

Under the new system workers wanting to enter the UK will be awarded points based on objective criteria such as age, qualifications and salary. Candidates will self-assess whether they have sufficient points for their preferred category (or Tier) then submit their application for assessment by an entry clearance officer at the Embassy in their home country. The current system of issuing work permits in the UK will disappear and instead a single application is to be made in the country of origin or residence.

There will be five Tiers with variations within these and company sponsorship will be required for all but highly skilled migrants such as doctors, scientists and top flight entrepreneurs who come under Tier 1. Skilled workers with a job offer come under Tier 2; this tier will also include intra-company transfers. Tiers 1 & 2 can lead to settlement; other tiers do not. Tier 3 is for low-skilled workers who will only be able to enter the UK for specific roles where a labour shortage has been identified by the newly established Skills Advisory Body.

Students will come under Tier 4, with Tier 5 covering youth mobility and temporary workers such as working holiday-makers, temporary workers, visiting artists and voluntary workers.

The new scheme sits alongside other changes being undertaken to tighten up the UK's immigration procedures. The Home Office is implementing new technology through the e-borders programme to record details of passengers intending to enter or leave the UK before they begin their journey. Also, by the end of 2006 there are plans for all visa applicants to be fingerprinted.

Thank you to our experts, Paula Jones and Marian Dixon. For more information about any specific queries, please contact Lauren@onrec.com, as I will pass on any enquiries. Next month, there will be more legal tips, as we take a look at the implications of equal opportunities and anti discrimination laws for online recruitment.

**"So to try and restrict an ex employee from competing in London if you run a London based business in general terms may well leave you nicely exposed."**

**Paula Jones**  
Head of the  
Employment Law  
Division  
**Lawspeed**

Lauren Mackelden - Onrec.com

# The legalities of Job Scraping

Break down from Gareth Williams - PennLegal

Anecdotal evidence suggests that the number of Online Recruiters being hit by the practice of Job Scraping has reached an all time high. Now, more than ever, the industry needs to appreciate what the practice of 'job scraping' constitutes and the legal issues involved.

## What is Job Scraping?

It is the practice of some Job Boards to web crawl the Internet to lift data about vacancies posted by other Job Boards and employers and to post this information on their own website.

## What types of Job Scraping are there?

The practice of Job Scraping takes two forms. One of which may be called 'Hard' Job Scraping and the other of which we may call 'Soft' Job Scraping.

Soft Job Scraping is when the data that is published on the website of the Job Scraper gives brief information about the job and this is accompanied with a link to the specific information on the original website.

Hard Job Scraping is something quite different. This is when the job scraper directly copies the relevant material and therefore purports to be the originating website. Often this is simply a ruse to collect candidate data, which is then used for other purposes and it not transmitted to the employer.

## How does this affect the Online Recruitment industry?

Soft Job Scraping has both advantages and disadvantages for the industry. On the positive side a Job Board may find that this generates more web hits for the site, ensuring that it gets a reputation for helping fill vacancies quicker, and of course enabling it to earn more advertising revenue.

Employers may find that they can benefit from cost savings by effectively getting their own vacancies advertised on Job Boards for free. Candidates can also benefit if the development of Super Job Boards, allowing a single point of access to very many jobs, allows them to have time savings in their search for work.

On the downside some Job Boards may find their revenues are hit by free advertising. Likewise a niche Job Board, that prides itself upon only attracting interest

from candidates with specific expertise, might find its niche reputation is damaged if links from generalist job boards are resulting in inappropriate applications to its clients.

Hard Job Scraping is unequivocally damaging to the online recruitment industry.

## Legality

Job Scraping, in both its 'Hard' and 'Soft' varieties, would appear to breach a number of provisions of law. In particular it is worth noting:

## Conduct Regulations

The Conduct of Employment Agencies & Employment Businesses Regulations 2003 (the 'conduct regulations') say that an agency (and this includes Job Boards) cannot advertise a position unless they have the authority of the employer to advertise the position. This means that unless the Job Scraper themselves has the authority of the employer they cannot advertise the vacancy; this authority does not exist simply because the job is advertised elsewhere.

The agency is required to keep records proving that it has the authority to advertise each vacancy. If the agency cannot provide proof of this authority then they could be prosecuted.

## Database Rights

The EU Database Directive and The Copyright and Rights in Databases Regulations 1997 gives a party who has invested a significant cost in compiling or verifying a database a 'database right' and this right prevents third parties from extracting or using the data without permission. Job Boards are likely to qualify for database rights, having made a significant investment in the presentation and verification of the data upon their website.

Hard Job Scraping will clearly breach database rights as the transferring of a substantial part of the contents of a protected database onto another medium will infringe a database rights. An aggrieved party could seek damages or an injunction to prevent future use of the data.

It would appear likely that unauthorised Soft Job Scraping will also result in an infringement of database rights. This is

**Anecdotal evidence suggests that the number of Online Recruiters being hit by the practice of Job Scraping has reached an all time high**

Gareth Williams  
PennLegal

because there is an arguable case that a website with deep links to data held on another party's website is effectively making use of their database. It is yet to be seen how the UK Courts will interpret this legislation although the German Courts, in the case of *Stepstone v OfiR*, have said that unauthorised deep linking to a Job Boards database infringes the database rights of the Job Board and the German Courts have granted an injunction to prevent this from happening.

Hard Job Scraping is, in addition, likely to constitute a breach of The Copyrights Designs & Patents Act 1988 and the Data Protection Act 1998, as well as more generally constituting fraudulent activity.

## What can be done?

Online Recruiters who feel that their interests are being prejudiced by Job Scraping can take active steps to prevent this from happening. Robots can be inserted into the website directing the job scrapers not to deep link to the website. Most Soft Job scrapers will obey such instructions. If the Job Scraping persists Online Recruiters can rest assured that, as outlined above, the law provides for means by which an injunction and damages can be sought.

For further information contact Gareth Williams. Telephone 0870 043 4361  
Email [agency@pennlegal.co.uk](mailto:agency@pennlegal.co.uk)

[www.pennlegal.co.uk](http://www.pennlegal.co.uk)



# Knowing Your Niche

By Paula Santonocito

As online employment advertising has become mainstream, the number of sites offering job postings has multiplied. How many independent, non-corporate job boards are there today? The number most frequently cited is 40,000.

"I'm the guilty creator of that number, I think," says Peter Weddle, editor and publisher of WEDDLE's newsletters, guides, and directories about employment resources on the Internet.

Although job boards utilize technology, there is nothing high-tech about how Weddle arrived at the figure. "We got it by counting," he says.

And Weddle expects the number to increase - significantly. "My bodacious prediction is with no barrier to entry we're going to see that number double in the next three years," he says.

The ever-surging sea of careers sites creates an array of opportunities--and challenges - for all involved.

## Target markets

As they've increased in number, sites have become increasingly specialized, targeting ever-finer business sectors and/or user groups. Weddle gives the example of how there are job sites for physicians, but there is also MomMD, a site for women physicians who are mothers. Similarly, Yummy Jobs, focused on jobs in the hospitality industry, has a counterpart: Yummy Mummy Careers.

For employers, jobseekers, and site operators, there are advantages and disadvantages to such specialization.

From an operational standpoint, a specialized site has a very different business

model from a general site, Weddle explains. A niche site operator has to be financially able to promote the site, which can sometimes be problematic, particularly when the target market is small. "The smaller the population you have to promote it to, the law of diminishing return," Weddle says.

Within the realm of niche careers sites are large and small job boards. They range from IT recruitment giant Dice, whose site traffic is said to be around 40 million, to small association sites.

Some of the larger niche sites are quite large indeed. Among the dozen top job boards listed by Workforce Management, ranked according to average number of job listings based on data from Alexa.com, are eight specialty sites.

Number three is CollegeRecruiter.com, a leading career site for college students and recent grads and the employers who want to hire them. CareerJournal.com, The Wall Street Journal's executive career site ranks fourth. Dice comes in at number five. TheLadders.com, a leading online service for \$100,000+ jobs, places eighth. Executive job search and recruiting network Execunet holds the number nine spot. VetJobs, a leading Internet niche job board for military veterans, ranks tenth. CareerBank, a leading online career center for the accounting, finance, mortgage, insurance, and banking community, is eleventh. And MedZilla, a job site serving the biotechnology, pharmaceuticals, healthcare, and science industries, rounds out the top 12.

Although many of these sites offer other services, their primary focus is employment. Regardless of size, Weddle says this is a critical differential for a niche site. "I think the sites that treat employment as a sideline are missing out on an opportunity," he says.

**"My bodacious prediction is with no barrier to entry we're going to see that number double in the next three years."**

**Peter Weddle**  
Publisher  
WEDDLE's

Weddle points to association websites as the main example in this regard. For the last five years, surveys of jobseekers show association websites are the least helpful, he says.

On the other hand, sites that integrate community effectively have transformed the careers site experience. Weddle gives the example of AuntMinnie.com, a site for radiologists and related professionals in the medical imaging industry. The site offers world-class content divided into cohorts and discussion boards, he says.

For jobseekers, there are obvious advantages to such offerings. From the employers' standpoint, features drive traffic.

## An advertising formula

Nevertheless, with 40,000+ job boards, how do employers know where to advertise?

Weddle says he's revised his formula of late and now recommends what he calls the 7:1 Method. "It takes seven sites to land one good candidate," he says.

As part of the seven, Weddle recommends two general purpose sites. "I'm suggesting two because if a person goes to one she's not likely to go to another," he explains. These sites include giants like Monster and NationJob, as well as the lesser known BestJobsUSA, he says.

Three niche sites should be chosen, one in each of three areas: career field, industry, and location. Employers should also advertise at two diversity sites, because it's in every employer's best interest to do so, Weddle says.

Why so many sites? According to Weddle, one reason is the competition. "I think that the best companies recognize that today



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there is no one site that can serve your recruiting and your sourcing needs," he says.

The other side of the equation is the job-seeker. People are gravitating more to specialty sites. "Jobseekers are increasingly savvy, and they're being better consumers," Weddle explains.

There's another factor as well. One of the objectives of employment advertising is to attract passive jobseekers. At any point in time, only 16 percent of the working population is looking for a job, Weddle says. Therefore, sites that attract and engage passive candidates are of more value to employers.

Renee Ward, principal of The Forward Group, which operates two niche sites, Teens4Hire.org and Seniors4Hire.org, says providing appropriate information for those in the niche market is essential. It's one of the things employers who consider advertising at a site should check, she says.

Ward also recommends looking for a registration. Both Teens4Hire and Seniors4Hire have members, she says. A company that has legitimate folks that are coming to the site has more credibility than a site that relies solely on numbers, Ward explains. Sometimes sites are overwhelmed with quantity rather than quality, she says.

Accordingly, Ward advises employers to look at a site's job postings. "When I go to the top three boards, it's more and more difficult to find a legitimate job. It's garbage; they're not real companies and they're not real jobs," Ward says.

By contrast, at both Teens4Hire and Seniors4Hire, there is pre-screening of companies and job ads.

Another consideration is the services niche sites offer. "We try to match members to jobs," Ward says.

The beauty of niche sites is employers can be extremely targeted, she explains. For example, it's not about looking for engineers; it's what kind of engineer. Ward likens offerings to the difference between cable television and network TV.

With this in mind, how a site reaches out to its specific group or groups should also be considered. In order to reach targeted audiences, many sites partner with other organizations. "We work with a lot of community organizations and targeted sites," says Ward.

Teens4Hire and Seniors4Hire both also focus heavily on educating jobseekers,

providing information about resume writing and interviewing, among other aspects of the search process.

Site membership, the kinds of people being targeted, marketing, and site content should all be evaluated prior to advertising, according to Ward. Although there is a tendency among employers to rely on numbers, she balks at the notion that quantity matters most. "Traffic is just one story," she says.

Ward also advocates relying on industry experts' recommendations and ratings for niche sites. "Peter Weddle and CareerXroads are two great sources," she says. Ward cites the International Association of Employment Web Sites, a member association for job boards founded by Weddle, as a way to determine whether a site is legitimate.

#### Evolving marketplace

Like Weddle, Ward cites a low barrier to entry, which she agrees makes it easy for new job boards to launch. However, she points out that because of this, employers should review sites carefully before committing budget dollars. "We see them come, and we see them go," she says, indicating that not all job boards are scrupulous.

This isn't to say there aren't legitimate new players, but longevity is worth considering. Teens4Hire is in its fifth year; Seniors4Hire is in its fourth.

Another specialty site, LatPro.com, has been around since 1997. "We were really the first diversity job board out there," says Rob Steward, sales director for LatPro. The site's niche is Hispanic and bilingual professionals.

Although the site's focus hasn't changed, the way employers use it has evolved. Today, in addition to relying on LatPro to connect with Spanish speaking candidates, employers also advertise at the site to reach out to an ethnically diverse group of candidates.

Since LatPro's inception, its niche has also grown. Its target audience is the fastest growing diversity group in the United States. Indeed, Steward points out that one in seven Americans are Hispanic, a figure he notes makes the population barely a minority.

LatPro is still essentially a job board, but it offers other employer services, including targeted email campaigns, which can be based on any number of factors, including location, education, job function, and/or years of experience. The company also publishes three newsletters: LatinTech Wire, Latin

Career News, and Hispanic Recruiter Review.

In addition, LatPro partners with nearly 100 sites and/or organizations that target its niche. "Our partnering is really helpful in bringing new members to us," Steward says, indicating it's also a win for the organizations, some of whom don't even have websites.

Steward explains that partnering efforts increase visibility, and allow for participation in other events. For example, in conjunction with the National Society of Hispanic Professionals (NSHP) and Diversity Hiring Expos, LatPro is sponsoring diversity job fairs in three major cities: June 15 in Atlanta, June 22 in Los Angeles, and August 24 in Houston.

Offline opportunities, like diversity fairs, are important to LatPro, as is attending tradeshows. Steward explains that LatPro is a small organization, with an entrepreneurial philosophy. The company believes in reaching out in traditional ways, and in trying different approaches. For example, Steward recently participated in an interview that will air on Sky Radio on all Northwest Airlines flights.

In the online recruiting world, where there are 40,000+ job boards as well as corporate careers sites, it's essential that a niche site make its presence known and convey its value to employers and jobseekers. Only then can it build on its offerings.

Since most niche sites are operating with limited resources, it often means taking a different direction when it comes to marketing. "We'd like to advertise on the Super Bowl, but we don't have the budget for that," says Steward.

**Paula Santonocito** is a journalist specializing in workforce management issues. She is the author of more than 500 articles on a wide range of topics, including online recruitment, which she has covered since the early days of Web-based employment advertising and candidate sourcing. In addition to serving as features editor of Online Recruitment Magazine's North American edition, she also serves as AIRS News editor, overseeing news content for the global training and technology solutions company at [www.airsdirectory.com](http://www.airsdirectory.com). Articles by Paula Santonocito are featured in many global and domestic publications and information outlets, including HRWire, a publication to which she regularly contributes.

Paula Santonocito - US Features Editor

**"When I go to the top three boards, it's more and more difficult to find a legitimate job. It's garbage; they're not real companies and they're not real jobs."**

**Renee Ward**  
Principal  
The Forward Group

## INDIA

### Online jobseekers rise 71% : IMAI

Along with the rise of India's Internet population, the number of Indian jobseekers has also risen considerably. The online jobseekers have increased 71 percent to 6.5 million in 2005-06 from 3.8 million in 2004-05, according to a survey conducted by Internet and Mobile Association of India (IMAI).

The Internet population in India stands at 38.5 million and is all set to grow to 100 million by 2007-08. As the Internet population becomes more and more like the mainstream population the jobs people search are across multiple sectors and categories. The study found that online job search is one of the top five online activities that Indians indulge in, next to email, surfing, chatting and search.

Internet has become the most immediate, convenient and comprehensive resource for employment seekers to research for jobs and careers and the Online Job Sites apart from offering a huge data bank offer myriad of tools both for jobseekers and Employers.

On average, Indians hold an estimated 5 jobs in their lifetime as compared to the western norm of 11. The number of jobseekers Online is further expected to cross 9.2 million this year (2006-07) with the estimated market size of the Indian e-recruitment industry to reach Rs 241 crores for 2006-07 from the current Rs 145 crores in 2005-06.

The industry is also likely to maintain a year on year growth in excess of 60 percent.

## AUSTRALIA

### IKM and Nexios IT announce partnership

IKM, a provider of web-based employee and candidate knowledge measurement solutions and services, and Nexios IT, a division of Nexios Consulting Group NV that specialises in services for Information and Communication Technology (ICT), has announced a partnership agreement that provides Nexios IT the exclusive distributorship of IKM's solutions across Belgium and Holland.

Used for pre-hire testing, pre-training and post-training testing and evaluation, skill audits, project resource planning, benchmarking, certification and overall Human Capital Management optimisation, Nexios IT will introduce IKM's assessments to its client base to improve their bottom line.

"As an essential part of our client's success and growth, Nexios IT will introduce IKM's assessments to assist in the realisation of their IT Projects. Through understanding strengths and weaknesses of existing and potential employees, our clients will be able to make better people decisions and avoid costly errors," said Bart Denoodt, Director, Nexios IT.

Unlike other solutions, IKM's unique assessment methodology provides the greatest amount of feedback of a candidate's or employee's exact strengths and weaknesses in the shortest possible time. It is this level of feedback that provides the true insight to facilitate better decision-making.

"Nexios IT prides itself on delivering quality and value-add solutions to its clients. Using IKM's assessments will enable us to respond to the growing number of clients that need to reduce hiring errors, shorten hiring cycles, improve training ROI, maximise project team potential or eliminate IT project risk," said Bart Rutten, Director, Nexios IT.

IKM will train 5 of Nexios IT's professionals to sell, administer, support and rollout an effective enterprise knowledge measurement solution. It is expected formal client information sessions will begin in June 2006, where Nexios IT's clients such as Tele Atlas, Telindus, and Fujitsu-Siemens will be introduced to its new offering.

"This partnership allows IKM to respond to the growing demand of our assessments across Europe. With IKM TeckChek™ we are particularly strong in IT assessments, offering tremendous synergy for the two companies. We look forward to supporting Nexios IT as they work with their clients to improve Human Capital Management initiatives," said Dr Marie-Paule Donsimoni, CEO, IKM.  
[www.ikmnet.com](http://www.ikmnet.com)

### Australian launch for PROFILE:MATCH

The PROFILE:MATCH™ online assessment system was launched in Australia at the national convention of the Australian Human Resources Institute (AHRI). Walter Howe, Director of PROFILE:MATCH AUSTRALIA says: "You simply select the competencies you are looking for in an employee and PROFILE:MATCH™ takes care of the rest. The 'behind the scenes' psychometrics delivers precise and focused reports expressed in the everyday language of the work place. High quality personnel assessment has never been so accessible."

[www.profilematchaustralia.com](http://www.profilematchaustralia.com)  
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## FRANCE

### JobMeeters seeks UK job market partners

For the first time in 10 years of collaboration between web and recruitment, a new wave of solutions appears. Those solutions improve the oldest and the most efficient way to hire talents : relational networks.

Complementary with job board services, this e-recruiting approach is becoming more and more attractive. It allows to find talents where ever they are, even if they are not actively looking for a job.

These last days, two players (including JobMeeters) have announced their arrival on the British market with this new kind of solution. Based in Paris, JobMeeters was founded in October 2005 by 4 associates, who combine extensive experiences in job boards, e-recruitment, and Corporate solutions.

JobMeeters propose two innovative solutions which empower relational recruitment thanks to the Web 2.0 :

- Targeting large companies, JobMeeters Enterprise is the ASP solution to configure, deploy and control private relational recruitment platforms.

- Targeting recruiting agencies and SMEs, [www.jobmeeters.com](http://www.jobmeeters.com) is an online service which connects recruiters to a large and open referrer's community.

JobMeeters is currently preparing the incoming launch of its online service for the UK : [www.jobmeeters.co.uk](http://www.jobmeeters.co.uk). Meanwhile, a "Pre-Launch" blog has been open to welcome potential referrers, recruiters and partners.

"Our solutions are ready to use. We're enthusiastic to help UK customers to target passive candidates by themselves with [Jobmeeters.co.uk](http://www.jobmeeters.co.uk)," says David Guillocheau, CEO of JobMeeters.

As a new player in the UK Market, JobMeeters is currently searching strategic partners who operate successfully in this market. "It's clear for us that the best way to serve the UK market is to do it with and through partners," said David Guillocheau, CEO of JobMeeters.

JobMeeters will exhibit at ONREC-London, on the 20th of June in order to meet potential customers, partners, experts and journalists.  
[www.jobmeeters.com](http://www.jobmeeters.com)

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