

**KEYNOTE – Session: 9:45am – 11:15am**

**John Flato**

Vice President, Research & Consulting  
Vault, Inc.

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



**Connie Thanasoulis**

Co-founder  
SixFigureStart

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



**Title of Presentation:** *Critical Strategies for Career Services and Companies to Employ in this Tough Economy*

**Description of Presentation:**

John Flato, Vice President of Research & Consulting at Vault, and Connie Thanasoulis, Partner of SixFigureStart (career coaching), will present a thought-provoking seminar about how companies and career services can work together to help students succeed in this tough economy. They will address win-win scenarios for all involved: companies maintain their employer brand; schools continue to provide students with the best avenues for employment, and the student sees both as allies.

**Biography of Speaker(s):**

**Connie Thanasoulis-Cerrachio** is the co-founder of SixFigureStart, a career coaching firm that focuses on and partners with Gen Y, helping them to launch rewarding and financially fulfilling careers. Connie coaches individuals and groups at colleges and universities to ensure they maximize their job search skills, and partners with corporations to ensure their new hires are successful from day one. Connie and her business partner, Caroline Ceniza-Levine, have a combined 40 years of experience at Fortune 500 companies that include: Citigroup, Pfizer and Merrill Lynch, along with Accenture, Booz Allen, Oliver Wyman, Disney ABC, TV Guide, and others. Since they have literally hired thousands of students, they know exactly what employers want and coach their clients at every stage of the job search process. Connie writes career columns for Vault.com, CNBC.com, and Conde Nast's Portfolio.com. She is also an adjunct assistant professor of Professional Development at Columbia University's School of International and Public Affairs. Before SixFigureStart, Connie managed campus recruiting and campus marketing for Merrill Lynch (along with managing experienced recruiting initiatives), Warner-Lambert, and Citigroup (where she also held marketing and sales roles prior to recruiting). Connie is a graduate of New York University and in her spare time enjoys scuba diving, tennis, and quilting.

**John Flato** is the Vice President of Research and Consulting at Vault.com, Inc. In this role, he and his team advise their partner clients on the design, implementation and improvement of their campus recruiting and relations efforts. John has directed campus recruiting programs at AlliedSignal (now Honeywell), CIGNA, and Ernst & Young/Capgemini. He has won numerous awards from the National Association of Colleges and Employers (NACE) and the Employment Management Association for creative recruiting materials, technical innovation, and educational programming. He has also served as the Director of Career Management at Georgetown University's MBA School. He has lectured and been published in two books and in the media on a variety of campus recruiting issues. His consulting firm, EliteGraduateJobs which focused on campus recruiting and relations, was acquired by Vault in 2008.



**Title of Presentation:** Social Media in Recruiting & Job Seeking

**Session(s):** 2:15pm – 3:00pm & 3:15pm – 4:00pm

**Lisa Beauclaire**, American Family Insurance

**Scott Wilde**, American Family Insurance

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

**Description of Presentation:**

The presentation will be an overview of the use of social media in recruitment and job seeking. Often referred to as Web 2.0, social media includes interactive tools such as LinkedIn, Facebook, and blogs. The presentation will highlight American Family's newly developed Facebook Fan Page and recruitment blog and will provide hands-on instruction in the use of LinkedIn.

**Biography of Speaker(s):**

Scott Wilde and Lisa Beauclaire each currently hold the title of Sourcing & Diversity Specialist in the Strategic Staffing Department of American Family Insurance. In that role, Scott and Lisa are involved in cutting edge sourcing techniques to proactively build pipelines of candidates for openings that don't necessarily exist today but will be challenging to fill when they do exist in the future. To that end, Scott and Lisa are involved in relationship building activities with community groups and schools and leverage internet search techniques to find potential candidates. They have done extensive research in Web 2.0 recruiting techniques and have recently been involved in the implementation of an American Family employment blog and Face Book Fan Page. Scott and Lisa both make extensive use of LinkedIn, the preeminent professional networking site, in their day-to-day work. Scott and Lisa also have in-depth prior experience as recruiters and have each held other positions throughout American Family.

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**Title of Presentation:** Great Expectations! What Students Want in an Employer and How Employers Can Deliver

**Session:** 2:15pm – 3:00pm

**Bob Lavigna**

Vice President, Research

Partnership for Public Service

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

**Description of Presentation:**

In these tough times, recruiting and retaining the right talent – cost-effectively – is more important than ever. This session, relevant to both colleges and employers, will focus on research about what college students are looking for in “ideal” employers and how to leverage this information to recruit young talent. The results of this research focus on not just what college students want but also how employers can meet these expectations -- through targeted, intentional and data-driven recruiting. We will also discuss how to capitalize on student interns as a key source of long-term talent, and what to do to make your organization a great place to work, to maximize your ability to engage and retain talent.

**Biography of Speaker(s):**

Bob Lavigna joined the Partnership for Public Service as VP of Research in August 2006. The Partnership is a non-partisan, nonprofit dedicated to revitalizing public service by inspiring a new generation to serve, and helping to transform government. Bob directs research projects that find new ways to attract and retain talent.

Before joining the Partnership, Bob was Senior Manager of Consulting Services for CPS Human Resource Services. From 1991-2001, he was Director of the Wisconsin civil service system, and also directed a statewide labor-management cooperation program. Before being appointed to his Wisconsin position by the Governor, Bob served with the U.S. Government Accountability Office (GAO).

The organizations Bob has led have received innovation awards from the Ford Foundation, the Society for Human Resource Management, the Urban League and others. Bob's individual awards and honors include selection as a “Public Official of the Year” by *Governing* magazine. He is also a Fellow of the National Academy of Public Administration.

Bob is a past President of the International Public Management Association for Human Resources and past Chair of the American Society for Public Administration Section on Personnel. He writes frequently for journals and other publications, is the author of three book chapters, and has spoken at conferences across the U.S. and abroad.

Bob has a B.A. in Public Affairs from George Washington University and an M.S. in HR from Cornell University.

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**Title of Presentation:** The Gift of Feedback

**Session:** 3:15pm – 4:00pm

**Wade Krogwold**, Direct Supply

**Ashley Larsen**, Direct Supply

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

**Description of Presentation:**

Receiving feedback is truly a gift. We will walk through the process of how to both give and receive constructive feedback.

**Biography of Speaker(s):**

Wade Krogwold is the Campus and Community Recruiting Manager for Direct Supply, a Milwaukee-based equipment and eCommerce systems provider to the long term health care profession. Wade graduated with a BBA from UW-Madison in Human Resource Management and Psychology. Prior to joining Direct Supply in June of 2000, Wade spent six years in recruiting roles at a staffing company and an insurance company.

In his role, Wade builds and maintains relationships to ensure the company is able to meet its increasing need for talent. Wades notable accomplishments at Direct Supply include:

- Significant reduction (from 32% to 10%) of hires through staffing agencies by recruiting talent directly for Direct Supply
- Development of metrics to track recruiting and retention objectives
- Development of a training program that provides hiring leaders with the tools and knowledge needed to create a structured interview process focusing on behavioral-based interview questions
- Creation of a corporate orientation program that focuses on welcoming and acclimating new hires

Ashley Larsen is a Sales Recruiter for Direct Supply, a Milwaukee-based long term care equipment and eCommerce solutions provider. Ashley holds a BA in Communication Studies with a Spanish minor from UW-La Crosse. She began her career at Direct Supply as a Summer Sales Intern in 2006, served as a Campus Ambassador and was a UW-La Crosse Career Services Office intern in her senior year. Upon graduation, Ashley returned to Direct Supply as a full-time Account Manager. In April 2008, Ashley transitioned into the Sales Recruiter role to focus on recruiting sales professionals to Direct Supply.

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**Title of Presentation:** The Wisconsin Labor Exchange

**Session:** 3:15pm – 4:00pm

**Eric Grosso**

State Labor Market Economist

Wisconsin Department of Workforce Development

Office of Economic Advisors

<http://www.dwd.state.wi.us/oea/>

**Description of Presentation:**

This presentation will outline current and projected trends of both sides of the labor exchange in Wisconsin; the demand side being the state's employers and the supply side being its workforce. There will be an emphasis on how changing age demographics, changing needs of employers and other contemporary issues might affect economic and workforce development endeavors. A discussion of educational attainment demographics will also be on the agenda.

**Biography of Speaker(s):**

Eric Grosso is a labor economist with the Office of Economic Advisors (OEA) housed in the state's Department of Workforce Development in Madison. He has been with OEA since 2000 and has served in a number of capacities other than his current role as analyst of the statewide economy. He has also served as a regional economist in the southeast, northeast and Fox Valley portions of Wisconsin.