



Keep the chest full!
For over 30 years, the Fordyce brand has been synonymous with big billers, and June in Las Vegas will be no different!

Join the conversation on how to consistently earn five and six-figure fees at this year's conference for real recruiting and search pros.

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The
Fordyce Forum 2010
June 9-11, 2010 • The M Resort, Las Vegas

The Fordyce Forum 2010

WHERE BIG BILLERS SHARE THEIR SECRETS.

Dare to be the industry's most productive independent recruiters.

Consistently earn five and six-figure fees.

The Fordyce Forum is a serious conference for serious recruiting and search professionals.

PRE-CONFERENCE & DAY ONE: JUNE 9, 2010

9:00 am – 12:00 pm

PRE-CONFERENCE WORKSHOP A

10 fast, free, and easy super sourcing secrets to increase your billings & reduce costs

Shally Steckerl

Chief CyberSleuth & EVP, Arbita

Sourcing success secrets are revealed as the world's leading Internet Recruitment Research pioneer details his top 10 most-frequently-used electronic research methods. You will learn instantly useful, proven techniques that anyone can easily apply. If you are a busy recruiter who wants to beat the competition and reduce costs by finding people not available in mainstream sources, you should take this workshop!

BONUS: you will be able to use these techniques to find new business leads for client prospect sourcing as well!

Here are some of the top 10 topics you will learn in this fast-moving session:

- How to get your viewable network on LinkedIn way into the millions in minutes, find profiles beyond your 3-degree network, and increase your visibility with a free basic account
- Sensational search engine time-savers revealed
- Magic tips to make search engines behave by eliminating junk results (turn your "results 1-10 of about 10 million" into "1-100" of 250 or less)
- Discover free and revolutionary tools that effortlessly automate your research
- Leverage Twitter and Facebook to get noticed and generate

both business and candidate prospects

9:00 am – 12:00 pm

PRE-CONFERENCE WORKSHOP B

How to Turbocharge Your Presence on Social Networks: Free & Easy Ways to Stretch Your Recruitment Marketing on LinkedIn, Facebook & Twitter

Glenn Gutmacher

Vice President ACES, Arbita

Are you connecting with the 25+ million people on Twitter, or the 55+ million professionals on LinkedIn, and the 300+ million on Facebook? Among those are your target customers and candidates – every industry, job function, location and level in the corporate hierarchy is represented! In our pre-conference workshop, we showed folks how to find them. In this session, you'll learn how to get them to come to you. Attract them using 100% free methods. Millions of people go to the major social networks every day, so don't try to change that behavior—you just need to be seen where they are.

Learn how easy it is to:

- Leverage so-called "Web 2.0" marketing methods to exponentially increase your reach at no cost. Reach both potential clients AND candidates, and draw them to you or your website.
- Demonstrate your expertise in your target industry niche(s) via already established groups, networks and platforms. Why not take advantage of what is already there?
- Re-invent yourself or extend into a new recruiting niche if you want to rebrand yourself.
- Create your own social network groups and own all the leads in a virtual community at no cost.
- Tap the subject matter experts in your network to fuel content for your own blog, microblog, e-newsletter and/or other outreach activity
- Track brand buzz about you, your company, or other people/companies of interest – a great way to stay abreast of your clients and potential targets
- Use free power-tools like Ping or HelloTxt to get your message out to targeted thousands on multiple networks with one single step.
- Easily create niche micro-career site(s) as a place to steer and capture targeted leads, with built-in metrics to know which channels are driving whom.
- Keep passive client and candidate leads warm in way that scales automatically, and zoom into 1x1 contact quickly when opportunities arise.

1:15 pm – 1:45 pm

WELCOMING REMARKS

Jeff Skrentny, CERS

Owner, Jefferson Group Inc.

Conference Chair Jeff Skrentny kicks off another invigorating three-day gathering of the industry's leading third-party recruiters.

1:45 pm – 3:00 pm

KEYNOTE PRESENTATION

“Dancing on the Fault Line”

Jon Bartos

CEO, Jonathan Scott International

“The fault line—that dangerous, unstable seam in the economy where the Internet and other powerful innovations meet and create market-shattering tremors. Every company lives on it; no manager can control it. Everyone must learn to deal with it.”
-Geoffrey Moore.

As the recession comes to an end and the economy begins to show signs of improvement, firms will be assessing the damage and asking that all important question – “where do we go from here?” There have been significant shifts in the way our candidates and clients will do business. Those who think 2010 will be easy money and back to business as usual will be in for a rude awakening. With rumors of a jobless recovery and unemployment rates between 8-10%, it is predicted to be anything but easy.

This session will address the seven shifts that have occurred in the recruiting and staffing industry and how to position you and your firm to take advantage of them. How you and your organization handle these important shifts will determine the level of success you will see as the economy rebounds. Like dancing on the fault line, a misstep could send you further back into the recruiting abyss.

Use this presentation to gain valuable insight in to:

- The seven shifts that happened while the recession was taking its toll
- The changes that our clients have gone through and how to take advantage of them
- Developing the ultimate relationship with your candidates to influence their decisions
- What to stop doing – now
- Business Development techniques that are working
- Voice Mail techniques that add value and get returned phone calls
- Establishing the “right” relationships with Clients
- Techniques to building your “Brand” in the new market place for both candidates and clients
- The role of technology – and how to take advantage of it

Do you have your dancing shoes on?

3:00 pm – 3:30 pm

COFFEE BREAK

3:30 pm – 4:30 pm

GENERAL SESSION

Business Development Workshop

Tim Tolan

Senior Partner, Sanford Rose Associates

Timothy J. Tolan, Senior Partner and managing director of Sanford Rose Associates-Charleston will be leading a workshop on new business development. Tim is consistently recognized for operating one of the top-producing offices worldwide for SRA. He conducts searches for CEOs, presidents, senior vice presidents, vice presidents of business development, product development and sales.

Tim will be sharing his thoughts and ideas on:

- 7 Critical Success Factors of Building a Successful Search Practice
- Defining Your Market
- “Selling at the Top”
- Developing Your Value Equation

In addition, Tim will be sharing and his best practices on marketing. His hard-hitting style and approach will leave the audience with ideas and nuggets that can be implemented immediately by industry new-comers and experienced search consultants alike.

4:30 pm – 6:30 pm

WELCOME RECEPTION



CONFERENCE DAY TWO: JUNE 10, 2010

8:00 am – 9:00 am
MORNING COFFEE

9:00 am – 9:30 am
OPENING REMARKS

Jeff Skrentny, CERS
Owner, Jefferson Group Inc

Jeff Skrentny recaps Day One and jump starts Day Two with highlights of what's still to come.

9:30 am – 10:45 am
KEYNOTE PRESENTATION

Insight into the Buy Side: Converting Client Pain into Pure Gold

Jenifer Lambert, CPC
President, Elevate Performance Systems, LLC

Whenever two or more recruiters gather, the conversation invariably turns to frustrations with clients — they're demanding, they're unreasonable, they're cheap, they don't move as quickly as we want, and the list goes on. Well, it might surprise you that your clients have their own list of grievances against recruiters. Over the course of several months, Jennifer Lambert spoke directly with hiring managers and corporate recruiting leaders who control seven-figure recruiting budgets to get their side of the story. What she learned will surprise you. Bottom-line: They WANT to work with recruiters and they WANT to pay your fee, but they have expectations that you must not violate. In this

presentation, Lambert will outline the five key grievances hiring manager have with recruiters, as well as easy-to-implement solutions that will help you differentiate yourself so you can win more business easily and authentically. If you'd like more of your client's recruiting budget to be spent with you, you must attend this presentation.

10:45 am – 11:15 am
MORNING COFFEE BREAK

11:15 am – 12:15 pm
GENERAL SESSION
TBD

12:15 pm – 2:00 pm
NETWORKING LUNCH IN EXHIBIT HALL

2:00 pm – 3:00 pm
BREAKOUT SESSION
Hypnosis Prognosis: The real methods to close anything

Neil Lebovits
Owner and Developer, TheDynamicSale.Com

Ever wish you could close more deals? Wish you could have fewer turndowns and improve your conversion statistics? Wish you could get more clients to give you job orders after you meet

with them? Wish you could have more candidates begging for the job? Wish you could bill as much as that "other" guy? Wish there were some hidden secrets that could make people do what you wanted more often than not?

There is an art and a science to the business, and this presentation marries them both together! There are six techniques that have the most impact on someone's ability to persuade. They are proven to work, so come prepared to learn tangible examples of how you can implement them for your desk or branch immediately after you return home. You may have heard of "persuasion techniques," "hypnotic selling," "conversation hypnosis," or "mind control." They are all different names but use the same concepts. Now it's time to make sure that you can master them! None of these techniques will be intimidating and most won't be new to you. Most of you actually have used them without your even knowing it! That's actually why you closed those deals!

Learn firsthand what they are and how they can make you more successful. The methods simply tap into what makes most humans tick.

2:00 pm – 3:00 pm
BREAKOUT SESSION
Collecting the Fee You Think You Earned

A. Bernard Frechtman
Attorney-at-Law, A Bernard Frechtman, Esq.

Now, more than ever, in this adverse economy, some clients are trying to avoid the payment of fees. As a recruiter you should take the time to review the basics that will prevent the loss of a fee for which you work so hard.

Have you ever run into the problem where after the placement is made, and the candidate is now employed, that the employer in responding to your statement for professional services rendered, says to you:

- We did not have a written contract
- The candidate did not perform well
- The contract was not signed
- You are not licensed
- We hired her for a different job
- She's working at a subsidiary
- We had no agreement to pay a fee
- The manager is not authorized to pay a fee
- We knew about this candidate
- His resume was in our file
- Another agency sent us his resume before you did

Fee protection begins with the first conversation you have with a prospective client and what you do immediately thereafter. You need to review your contract content and establish a routine checklist at the outset of your relationship with a new client. This presentation will do it for you.

**2:00 pm – 3:00 pm
BREAKOUT SESSION**

Power Principles: Redefining the Client Partnership

Rob Mosley

Senior Director of Training & Development, Next Level Recruiting Training (Business development for all levels of staffing and recruitment)

This session is about your ability to develop strong long lasting, trusted, profitable, collaborative relationships, even during challenge economies. It is about your ability to execute skills and techniques and approaches to differentiate yourself from your competitors. Why is this important? If you fail to differentiate with your approach—you will always be forced to differentiate by your price.

This session will provide you with recruiting principles and specific skill sets to:

- Market for new clients in a way that immediately differentiates us from our competitors.
- Better understand the client decision process and align your value proposition at every step.
- Build real value and trust in an industry that tends to see us as “vendors” or a “necessary evil”
- Properly manage client tactics and demands so that we are seen as more than just a commodity
- Elevate our level of relationship to secure more financially committed / engaged work

**3:00 pm – 3:30 pm
AFTERNOON COFFEE BREAK**

**3:30 pm – 4:30 pm
BREAKOUT SESSION
17 ways to bill \$1M on a yearly basis**

Mike Kittelson

Partner, Kaye/Bassman International Corp.

Have you ever wondered how you could bill over \$1M a year on a consistent basis, have fun doing it, and not be the “one year wonder”? Mike Kittelson will share with you 17 things he has learned to help you do just that. In his 17 years in the business he has billed over \$17M in revenue and is an “in the trenches” recruiter and not just a manager of others. This session will give

you valuable tools in market mastery, key account development, and long-term retained partnerships. It will also give you practical tools to help you in your everyday business.

**3:30 pm – 4:30 pm
BREAKOUT SESSION
Keeping Pace with Recruiting Technology Trends**

Shannon Myers

Managing Partner, Walton Search

Every day your email box is filled with new technology offerings such as social media applications, new job boards, or other tools. Most recruiters running a full desk find that staying current on which tools and techniques yield the most benefit is a daunting task. This session focuses on improving your current recruitment strategy by targeting simple goals for your firm and how to most effectively use your time executing to them. Tips on filtering where to invest time/money/effort and achieving your goals in small consumable chunks of time and money are included along with an overview of current tools and technologies.

**3:30 pm – 4:30 pm
BREAKOUT SESSION
11 Tools Every Search Firm Recruiter Should Use
Along With Their Phone**

Paul DeBettignies

Managing Partner, Nerd Search, LLC

There are only so many hours in a day and phone calls that can be made. We'll talk about 11 tools every search firm and solo practitioner can use that will help with candidate generation, as well as increasing your name recognition and online presence.

**4:30 pm – 6:30 pm
NETWORKING RECEPTION**

CONFERENCE DAY THREE: JUNE 11, 2010

7:30 am – 8:30 am
MORNING COFFEE

9:00 am – 9:15 am
OPENING REMARKS

Jeff Skrentny, CERS
Owner, Jefferson Group Inc

Jeff Skrentny kicks off the final day of Fordyce Forum 2010.

9:15 am - 10:30 am
KEYNOTE PRESENTATION
Training Tips from the “Un-trainer”

Jordan Greenberg, President
The Pinnacle Source, Inc.

In this interactive session, Jordan will share his vast experience and will be an open book, requesting the audience to participate by asking questions of any industry-related nature.

Through input from other participants willing to chime in, Jordan will have several important issues as guidelines to outline the discussion, including:

- The benefits and dangers of communicating transparently with your candidates about everything.
- Within every search process, doubt becomes no doubt. How do you/we determine when to ask our clients or candidates the “d” question?

- Is it necessary to always “get something” when you “give something” in a fee negotiation?

10:30 am – 11:00 am
MORNING COFFEE BREAK

11:00 am – 12:00 pm
GENERAL SESSION
Pinnacle Perspectives Live

Moderator:
Jenifer Lambert
President, Elevate Performance Systems, LLC

Panelists:
Dave Staats
Owner, Pinnacle Society Board of Directors

Tom Keoughan
Founder and President, Toyjobs

Rick Rush
President, Rush and Company

Join “Pinnacle Perspectives Live,” the in-person version of the Fordyce column you’ve come to know from the Pinnacle Society, a group of America’s top recruiters. The lively crew (including Jen Lambert, Dave Staats, and more) on this on-stage panel will share honest, real-world advice during a candid Q&A.

If you have topics you want the panel to address, email todd@ere.net or elaine@fordyceletter.com beforehand and we’ll be sure it happens.

12:00 pm – 1:00 pm
CLOSING GENERAL SESSION
Q&A - Conference Wrap-Up

Jeff Skrentny, CERS
Owner, Jefferson Group Inc.

Conference Chair Jeff Skrentny will lead the audience through a collaborative journey of Fordyce Forum 2010 highlights and takeaways. This don’t-miss session will extract gems of information from sessions you may have missed!

WHAT PAST ATTENDEES HAD TO SAY ABOUT FORDYCE FORUM

“What an impressive line-up of speakers! Every session I attended was packed with specific, relevant, how-to information that I could bring back to my desk and implement. I will definitely make this an annual event!” *-Veronica Mollica, President/Founder, Indigo Partners, Inc.*

“This conference was outstanding all-around. As an industry trainer, I’ve been to my share of conferences, and this was in the ‘Top 3’ I’ve attended in my 20 years in search and recruiting!”
- Mike Ramer, Ramer Search Consultants

“I’ve attended over 100 conventions in our business over the past 43 years - Far and away, the 2009 Fordyce Forum was the best...directly delivering high-content, no-nonsense, straight-up, action-oriented information. Flawless execution, the perfect venue, with major movers up front and in the seats. In a word, transformational!” *-Jeffrey G. Allen, J.D.*

“Having been a recruiter for the past decade it is difficult to find speakers who can hold my very short concentration span. I came back with a notebook full of practical advice, tips, and tricks that I have already implemented into my business. The trip to Vegas has paid for itself! See you next year!” *-Steve Semmens, Semmens Executive Recruitment*

“My company spends a lot on various conferences and we weren’t getting the same impact we used to. This was my first attendance at Fordyce Forum – outstanding! The entire division will be attending next year!” *-Jennifer Rake, Director Business Development, Eastridge Infotech*

“I went out there to get reenergized and refocused and I was successful in doing that. The quality of the sessions, combined with the many private conversations and networking opportunities, were unmatched.” *-Jim Sullivan, President, Galaxy Management Group, Inc.*

SPONSORS & EXHIBITORS

The Fordyce Forum 2010 Exhibit Hall is your opportunity to check out the latest technology available to search and placement professionals. Learn how hiring management systems can boost your bottom-line performance. Find expert advice from top search and placement consultants. Explore cutting-edge products and services to stay ahead of the competition. Network with attendees from across the globe.

THIS YEAR'S EXHIBITING COMPANIES

Careerbuilder | CVTracer | Dillistone | IIPE.net | NPA | PCRecruiter | The RightThing | TFI Resources

Big Biller[®]



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CVTracer

careerbuilder[®]



EXHIBIT HALL HOURS: Thursday June 10, 2010 10:45 am to 6:30 pm **Friday June 11, 2010** 8:00 am to 11:00 am

CONFERENCE SPEAKERS

The industry's most influential thought leaders in the search, recruiting, and placement professions will gather at this very special event for third-party recruiters.

Only the best of the best will be there to enlighten and inform attendees.

SPEAKERS AT THIS YEAR'S EVENT INCLUDE:

Jon Bartos

Jonathan Scott International

Paul DeBettignies

Nerd Search, LLC

A. Bernard Frechtman

A Bernard Frechtman, Esq.

Jordan Greenberg

The Pinnacle Source, Inc.

Glenn Gutmacher

Arbita

Tom Keoughan

Toyjobs

Mike Kittelson

Kaye/Bassman International Corp.

Jenifer Lambert

President, Elevate Performance Systems, LLC

Neil Lebovits

TheDynamicSale.Com

Rob Mosley

Next Level Recruiting Training

Shannon Myers

Walton Search

Rick Rush

Rush and Company

Jeff Skrentny

Jefferson Group Inc

Dave Staats

Pinnacle Society Board of Directors

Shally Steckerl

Arbita

Tim Tolan

Sanford Rose Associates - Healthcare IT and Services

LOCATION & HOTEL INFORMATION



M Resort Spa and Casino The Newest Must-See Vegas Destination Resort

12300 Las Vegas Blvd. S
Henderson, Nevada 89044
P. 1.877.M RESORT

FORDYCE FORUM 2010 WILL BE HELD AT THE BRAND NEW M RESORT SPA AND CASINO LOCATED AT THE SOUTH END OF THE LAS VEGAS STRIP.

Fordyce Forum 2010 attendees have access to discounted rooms at the M Resort

- Single rooms are available through Friday, May 7, 2010, for \$154 per night plus tax, currently 9%. Additional persons will be charged at a rate of \$30 per person, per night, with a maximum of four persons per guest room.
- A \$25.00 per night resort fee will be applied to each guest room which includes roundtrip shuttle service to the Forum, Shops and Fashion Show Mall, roundtrip shuttle services to and from McCarran International Airport, in room wireless Internet access, daily use of the Spa, maid service, daily delivery of the *USA Today* newspaper and unlimited toll free and local telephone calls.
- Club and Suite rooms are also available, Executive Suites are \$309.00 per night plus tax and the M Resort Flat – End Suite is \$449.00 per night plus tax, please contact Amy Berry at amy@ere.net for availability and to reserve suites.

Making Reservations

To make reservations, please contact the M Resort directly at 877-673-7678 and identify yourself as an attendee of the Fordyce Forum 2009; or you can reserve your room directly here.

Please contact Amy Berry, the ERE Expo Customer Service Manager, at (212) 671-1181 ext. 813 or amy@ere.net if you have any questions or concerns regarding your hotel reservations.

Gain expertise you'll find nowhere else. Las Vegas is the place to be if you are ready for an onslaught of the tips and techniques of true big billers. Pick up easy ways to find high-quality candidates, present them effectively, and secure the fees you deserve.

PLEASE VISIT WWW.THEMRESORT.COM TO SEE ALL THE M RESORT HAS TO OFFER.

The Fordyce Forum 2010

June 9-11, 2010 • The M Resort, Las Vegas

Register Today!

Attend the staffing event of the year. Register today for this year's most important and exclusive event for third-party recruiters. Space is limited at this unique event, and participation will be limited to those who truly want to excel.

| | Full Conference Pass | Each Additional Attendee* | Savings |
|-----------------------------------|----------------------|---------------------------|---------|
| February 6 - March 5, 2010 | \$795 | \$745 | \$300 |
| March 6 - April 30, 2010 | \$895 | \$845 | \$200 |
| May 1 - June 9, 2010 | \$995 | \$945 | \$100 |
| Onsite Registration | \$1095 | \$1045 | \$50 |

Pre-Conference Workshops require an additional fee. Please add \$295 to your conference fee to attend a pre-conference workshop. The welcome reception this evening does not require an additional fee and is open to all attendees. If you have any questions about registration options or pricing please email events@fordyceletter.com or call 212-671-1181.

*The first ticket will be charged the "Full Conference Pass" price and each additional attendee thereafter will be charged at the "Each Additional Attendee" price.

Payment Details:

- Invoice Me**
- Check Enclosed For \$** _____ (Payable to ERE Media, Inc.)
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- Card No. _____ Exp. Date _____

Visit www.fordyceforum.com for all conference policies.

5 easy ways to register!

- Online: www.fordyceforum.com
- By Email: events@fordyceletter.com
- By Phone: **212.671.1181**
- By Fax: **801.749.9587**
- By Mail: **580 Broadway, Suite 304**
New York, NY 10012

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business for two
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Registration Card

Enter # of tickets you are purchasing _____

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Conference Only

Choose 1 workshop (\$295):

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For more information about pre-conference workshops visit www.fordyceforum.com
For additional attendees please register online.

The Fordyce Forum

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