



# 2011 Midwest ACE Annual Conference

*Reconnect, Refocus, Recharge*

Monday, August 1 - Wednesday, August 3, 2011

The Westin Lombard Yorktown Center

Lombard, IL



## Keynote Speaker: John Blumberg

Monday - 4:30–5:30pm

John Blumberg's opening keynote, *Silent Alarm: Creating a Refuse*

*to Snooze Attitude* is destined to be nothing short of a wake-up call! Once heard...you will never want to hit the snooze button again!



John Blumberg returns on **Tuesday, 9:45–10:45 a.m.** with a roll-up your sleeves break-out session, *Good to the Core: Building Value with Values.*



### College Member Site Visits Wednesday - 1:15–4:30pm



**NORTHROP GRUMMAN**



TRAINING • CONNECTING • DEVELOPING ILLINOIS' WORKFORCE

Visit these Chicago-area employers to learn more about their organizations and their recruiting processes!

### Registration Deadline for

**\$100 Savings - July 22, 2011**

|            | Before 7/22 | Walk-in |
|------------|-------------|---------|
| Member     | \$395       | \$495   |
| Non-Member | \$575       | \$675   |
| Student    | \$500       | \$300   |

The Westin Lombard Hotel  
Group rate of \$159 available until July 9, 2011  
Free/Ample Parking

For more details and to register, visit  
[www.mwace.org](http://www.mwace.org)

# Pre-Conference Workshops

## Workshop A: Inclusion in the Workplace!

Recertification Credit Hours Awarded: 2.5 (Specified Credit Hours: General)

Monday, August 1, 2011 - 1:00 p.m. - 4:00 p.m. (Registration - \$50)

Presenter: Dr. Amanda Kim, Director of Center for Multicultural and Diversity Studies, The Chicago School of Professional Psychology

## Workshop B: Legal and Ethical Issues Facing our Profession

Recertification Credit Hours Awarded: 2.5 (Specified Credit Hours: General)

Monday, August 1, 2011 - 1:00 p.m. - 4:00 p.m. (Registration - \$50)

Presenter: Karen L. Simpkins, J.D. Interim Associate Vice President for Human Resources, Eastern Michigan University

## Workshop C: Workshop for New Professionals - Connect, Focus and Charge

Monday, August 1, 2011 - 10:00 a.m.- 4:00 p.m. (Registration - \$85 – includes lunch)

Presenters: Professional Development Committee Co-Chairs:

Lindsay Kulla, Recruiter, True Value Company

Kristin Adler, Employer Relations Manager, Marquette University



*The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.*

## Sponsorship & Exhibitor Opportunities

At this year's Annual Conference, you have the opportunity to **Reconnect, Refocus, Recharge!**

**Reconnect** with other colleges, universities and employers to increase your brand value of your organization through marketing, before, during and after the conference. **Refocus** on recruiting new talent and staying current on the trends as the job market picks back up to improve your results. **Recharge** your organization's drive to improve recruiting strategies and hiring results in a cost effective way.

We ask that you **Sponsor the Midwest ACE 2011 Annual Conference** at the level that best matches your goals. Depending on your sponsorship level, you will also receive complimentary registrations, exhibitor space, and more - valued at thousands of dollars.

### RECHARGE LEVEL (\$15,000 minimum contribution)

- Organization media clip played at conference
- Organization name listed on sponsorship signage at the conference
- Four complimentary full-conference registrations
- One complimentary exhibit space in vendor area
- RECONNECT benefits

### REFOCUS LEVEL (\$2,500 minimum contribution – \$14,999)

- One complimentary full-conference registration
- One complimentary exhibit space in vendor area (as available)
- RECONNECT benefits

### RECONNECT LEVEL (\$500 minimum contribution – \$2,499)

- Sponsor recognition ribbon on attendees' name badge
- Dedicated organization recognition slide at the conference meals
- Organization name listed in on-line conference program
- Organization name and logo with link included on conference webpage

You have the opportunity to designate your contribution to a specific event. The costs of various conference events are listed and you can either be the sole sponsor or co-sponsor of any event. In addition, you will still receive all of the benefits based on your level of contribution.

President's Banquet - \$20,000

Opening Reception - \$20,000

Lunches - 2 at \$12,000 each

Breakfasts - 2 at \$10,000 each

Breaks - 3 at \$2,000 each

Keynote Event - \$5,000

Conference Agenda & Lanyard - \$2,000

Please visit [www.MwACE.org](http://www.MwACE.org) to learn more and register as a **Sponsor** and/or **Exhibitor**.

# Conference Agenda

## Monday, August 1, 2011

- 9:00-10:00** Registration/Information Table Open
- 10:00-4:00** Workshop for New Professionals - *Connect, Focus, and Charge*
- 12:30-1:30** Registration/Information Table Open
- 1:00-4:00** Pre-Conference Workshops
  - Inclusion in the Workplace!*
  - Legal and Ethical Issues Facing our Profession*
- 3:00-7:15** Registration/Information Table Open
- 4:30-5:30** Keynote Address: John Blumberg - *Silent Alarm: Creating a Refuse-to-Snooze Attitude*
- 5:30-6:30** Opening Reception - *Taste of Chicago*
- 7:00-10:00** Live Band Karaoke - *Get a chance to front the band!!*

## Tuesday, August 2, 2011

- 7:30-5:30** Registration/Information Table Open
- 8:00-9:00** Breakfast
- 8:45-9:30** State of MwACE/Business Meeting
- 9:45-10:45** Concurrent Session I
  - The Perfect Candidate: Employer insights to help cultivate more attractive candidates and lasting relationships for your college or university*
  - Recharge your staff: How to develop advanced career counseling skills in career services professionals*
  - John Blumberg presents Good to the Core: Building Value with Values*
  - Diversity Advancement Committee Session 1 (Refer online for discussion topics.)*
  - Practical skills for future success: Teaching professional competencies in college*
  - Traffic Jam: How to Increase Student Awareness and Student Traffic to Your College Career Center!*
- 10:45-11:30** Make Your Own Trail Mix Break!
- 11:30-12:30** Concurrent Session II
  - Legal Issues from the Candidate's Perspective*
  - Using Virtual Recruiting in Talent Acquisition to Increase Your Sourcing ROI*
  - Religious Diversity – At Work or Just for the Weekends? (Managing Religion at Work Panel)*
  - Diversity Advancement Committee Session 2 (Refer online for discussion topics.)*
  - The Faculty Factor: Career Center + Faculty Liaison = A Dynamic Duo*
  - Coming Together: Discuss Issues with the NACE Principles for Professional Practice Committee*
- 12:30-1:15** Lunch
- 1:15-2:15** Committee Meetings
- 2:15-3:15** Concurrent Session III
  - Interactivity in Internships: Breaking it Down for Students and Employers*

- Talent Assessment: How chocolate chip cookies can lead to better hiring decisions*
- Developing and Retaining Employer Partners: Small to Medium Size School Perspective*
- Career Services Paraprofessionals: High Results, Low Costs, and Meaningful for Students*
- Development Essentials for Leaders*
- Approaching Staff Training with Intentionality: Using Guided Reflection and Assessment Data to Foster Staff Growth*
- You Did WHAT?!? New Fangled Recruitin' Manners for a New Recruitin' Season*
- 3:15-4:00** Cupcake Break!
- 4:00-5:00** Senior Leadership Panel – State of the Profession
- 5:00-6:00** FREE TIME
- 6:00-7:30** President's Banquet
- 7:30-10:00** All American Dueling Pianos - *Fun-filled, interactive entertainment!*

## Wednesday, August 3, 2011

- 7:30-12:00** Registration/Information Table Open
- 8:00-9:00** Breakfast
- 9:00-10:15** Concurrent Session IV
  - Helping International Students Prepare for the US Job Market*
  - Global Recruitment Strategies and Resources: New Competencies for the 21st Century*
  - "Brand" Spankin' New! What role is YOUR brand playing in the market place, with students and on your campus?*
  - What is the key to attracting and retaining top students?*
  - The Employable Skills of an Army ROTC Cadet*
  - Adult Learners – Who Are They And What Do They Want?*
- 10:30-11:45** Concurrent Session V
  - Reinventing Ourselves through Paraprofessional Programs*
  - Hub?: Refocus Advising through Coaching*
  - Demystifying Careers and Hiring in Government for the Career Service Professional*
  - Be Social: How to Make Your Career Center Messages Work in the Social Sphere*
  - Gainful Employment: What you need to know as a career services professional*
- 11:45-1:15** Lunch/Closing
- 12:45-1:15** Site Visit Check-In
- 1:15-4:30** College Member Site Visits
  - Sara Lee*
  - Northrop Grumman Corporation*
  - Sears Holdings Corporation*
  - workNet Dupage*
- 1:30-3:00** Employers-Only Roundtable



## Midwest ACE

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# ***RECONNECT, REFOCUS, RECHARGE***

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The Westin Lombard Yorktown Center

Lombard, IL



***RECONNECT*** with colleagues during evening entertainment by Live Band Karaoke and All American Dueling Pianos!

***REFOCUS*** during accredited Pre-Conference Workshops, 4 College Member Site Visit locations and an Employers Only Roundtable!

***RECHARGE*** with Keynote Speaker: John Blumberg!

***New Monday to Wednesday format!***