

## Midwest ACE Newsletter, Summer 2007

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**The Midwest ACE e-newsletter is compiled by the Publications Advisory Committee**

**Contributors to the Spring e-newsletter include:**

O Ray Angle, California State University East Bay  
Kathleen Brinkmann, PAC Vice Chair, University of Illinois at Urbana-Champaign  
Julie Hays Bartimus, PAC Chair, University of Illinois Alumni Association  
Nell Madigan, University of Illinois at Urbana-Champaign  
Charity Mouck, Rose-Hulman Institute of Technology  
Sheri Papay, Midwest ACE President, National City Bank  
John Scanlan, Midwest ACE VP College, Cleveland State University  
Rita VanderWaal Dawson, Kelly Services, Inc.

### President's Message

***Please join us in Indianapolis!!***

*By Sheri Papay, Midwest ACE President and Assistant Vice President, University Relations, National City Corporation*

Registrations have gone out and we are excited for you to join us at the upcoming Annual Conference in Indianapolis being held July 30<sup>th</sup> - August 2<sup>nd</sup>. Jill Wesley and Jamie Sermersheim and the entire Conference Committee have been doing an outstanding job planning this event and are offering a number of great sessions, activities and networking opportunities. There will be some new pre-conference workshops being offered, and I would encourage you to take a look at them.

I would like to congratulate the members of our 2007-2008 Executive Board! During the month of April, the 2006-2007 and 2007-2008 Executive Boards spent a few days together in Des Moines, Iowa, home of Midwest ACE Headquarters. We had a very productive meeting and our new Executive Board had the opportunity to meet and get to know the Midwest ACE staff. During our meeting we had a lengthy discussion around the future of Midwest ACE and our strategy for continuing to increase membership, enhancing services offered to members, annual conferences and how we can better serve your needs. As our profession continually changes, we as an organization need to ensure we are meeting our members' needs and providing services that are of value.

For those of you who attended the NACE Conference in New York City, I hope you had an opportunity to join us at our Midwest ACE Reception which was held on Tuesday, May 29<sup>th</sup>. This event, co-hosted with

the (3) Regional Associations - Eastern ACE, Southern ACE and Mountain Pacific ACE, allowed our members to get connected with fellow Midwest ACE colleagues at the beginning of the NACE Meeting and Exposition. We would like to extend a big thank you to Caterpillar for once again, hosting the reception on behalf of Midwest ACE - THANK YOU CATERPILLAR!!

Midwest ACE also partnered with the Regional ACE's as an exhibitor. All (4) Regional Associations participated in a joint booth - this was a huge success for it allowed us to showcase our regions and sell the benefits of being a member of a Regional Association.

We have two members who have just been voted onto the NACE Board - Kathleen Powell, Director of Career Service at Marietta College and Kelley Bishop, Executive Director at Michigan State University. We are thrilled to have two Midwest ACE members on the NACE board. ***Congratulations Kathleen and Kelley!!***

I am excited to share that Jean Paterson, S. Illinois University-Edwardsville and Anne Voller, Federated Department Stores, our Co-Chairs for the St. Louis Conference in 2008, have already started working on the conference planning. If you are interested in becoming part of their conference committee, I would encourage you to reach out to them. Becoming involved in Midwest ACE is one of the best ways to gain the most value out of your membership.

***Looking forward to seeing you all in Indianapolis!!***

## **Indianapolis Conference**

[www.mwace.org/annualconference.aspx](http://www.mwace.org/annualconference.aspx)

**And Now ...**

**Ladies and Gentlemen, Midwest Professionals at all levels.**

**The Indianapolis Conference planning committee is proud to present our ALL-STAR TEAM line-up.**

### **At Keynote Speaker**

Allen Blue, Vice President, Product Strategy & Co-Founder, LinkedIn

Allen is the Founder and Vice President of Product Strategy at LinkedIn, and has been with the company since its inception in 2003. LinkedIn is an online social network of more than nine million experienced professionals from around the world representing 130 industries. Allen was formerly the Director of Product Design at SocialNet.com, a social networking service supporting dating, recreational and professional activities, where he was responsible for product design and implementation of SocialNet's member-data focused business model. Previously, Allen was a contract product and web designer for a variety of clients including PayPal and Microsoft, and prior to that lectured at Stanford University. Allen received his BA from Stanford in 1990. He is a member of Doctors without Borders.

**At Featured Speaker, we have two outstanding professionals:**

Dr. Georgia Chao, Associate Professor of Management, Eli Broad School of Management, Michigan State University

Dr. Chao is currently working with Dr. Philip Gardner on research examining young adults and their career interests. They worked with Monster.com to survey over 9,000 young adults between the ages of 18 and 28. Their findings help support a generational perspective on career development. Dr. Chao is a Fellow of the American Psychological Association (APA) and of the Society for Industrial and Organizational Psychology (SIOP). She serves on four editorial boards and recently served as chair of APA's Committee on International Relations in Psychology. In 1995, she won the Academy of Management's Outstanding Publication Award in Organizational Behavior with Dr. Gardner. She was elected and served on executive committees to the Academy of Management's Career and Human Resources divisions as well as the executive committee of SIOP. Her primary research interests lie in the areas of organizational socialization, career development, mentoring, and international organizational behavior.

Stacie Vernick Perdue, Ph.D., NCC, DCC, ReadyMinds Trainer, Counselor, and Executive Director for Business & Product Development

Stacie has worked in the counseling field for nine years. Stacie is a career development professional with experience in career counseling, guidance, programming, research, and education. Stacie's career history includes employment as the Assistant Director for Career Advising, Counseling, and Programming at the FSU Career Center. Stacie served as Associate Editor for the Post-Secondary section of the National Career Development Association's (NCDA) Web Magazine, Career Convergence. She has taught the graduate Career/Life Development and Planning course as an adjunct professor at Johns Hopkins University and the undergraduate Introduction to Career Development course at FSU.

**At Panel Position:**

A "21st Century Skills" panel will include Kevin O'Donnell from Jobster ([www.jobster.com](http://www.jobster.com)), Pam Webster from this year's NACE Future Directions Task Force ([www.naceweb.org](http://www.naceweb.org)), Tuan Pham with Useful Technology ([www.useful-technology.com](http://www.useful-technology.com)), and Mark McNasby – CEO of Optimal Resume ([www.optimalresume.com](http://www.optimalresume.com)). For bio information, please watch the speaker's page ([www.mwace.org/web/2007/05/conference\\_speakers.aspx](http://www.mwace.org/web/2007/05/conference_speakers.aspx)) of the Midwest ACE website.

The Wednesday morning panel discussion will explore how technology – opportunities & challenges – is changing the face of campus recruiting. We will pursue the human implications and impacts of technology advances like online networking, on-line recruiting, on-line education, video resumes, etc.

**At Pre-Conference Workshop, we have an outstanding trio of options.**

New Professionals

Are you a new career services or recruiting professional? Is this your first Midwest ACE Conference? If so, plan to attend the Workshop for New Professionals, held from 10 a.m. to 4 p.m. on July 30. The Workshop is an excellent opportunity to network with new and experienced professionals and learn about Midwest ACE and involvement opportunities.

ReadyMinds

Find out the newest information on the best practices of distance counseling. Individuals will be introduced to technology-assisted delivery models ( i.e. telephone and online communication), will learn about the skills and equipment required to deliver effective distance counseling, and gain knowledge about the

emerging theories that address Distance Counseling and its unique benefits. Four (4) NBCC continuing education contact hours will be granted for the workshop.

### Technology

Learn about technology-based resources that can help your organization. Discussion will highlight Web 2.0-oriented resources, low cost/no cost solutions, and participant insights. Be prepared to share ideas and solutions with your colleagues since everyone has a unique perspective!

### **Currently at Sponsor position**

Caterpillar, Inc., Enterprise Rent-A-Car, First Investors, National City Corporation, Target Corporation, Vector Marketing Corporation / Cutco Cutlery. Check online for an up-to-date full list of sponsors, [www.mwace.org/annualconference.aspx](http://www.mwace.org/annualconference.aspx)

You can join the team too! As a 2007 All-Star member you will have plentiful recognition throughout the year, invaluable professional development experiences for you and the rest of your team!! Not only will you be a front runner for networking for your fantastic team, but you will also be able to discuss the pertinent issues and opportunities that will be able to drive you and your key players to making that all important basket to win the game! All of this while enjoying the entertainment that Midwest ACE and Indianapolis have to offer! Contact Renee Heigel at 734/525-5200 or [rheigel@cutco.com](mailto:rheigel@cutco.com) for more information. [www.mwace.org/core/contentmanager/uploads/PDFs/Annual\\_Conference/Sponsorship\\_Opportunities\\_Indy\\_2007.pdf](http://www.mwace.org/core/contentmanager/uploads/PDFs/Annual_Conference/Sponsorship_Opportunities_Indy_2007.pdf)

### **Finally, at MVE ... Most Valuable Entertainment in Indianapolis!**

Looking for a way to unwind after being in sessions all day? You will get lots of play-time in with all of the fun-filled entertainment opportunities at the Midwest ACE 2007 conference in Indianapolis. During the conference you will have an evening all to yourself, or get together with your friends and colleagues. On closing night, dance to the groove of Zanna-Doo! ... Motown, disco, funk and top 40 dance music! Enjoy continued networking and great conversations with colleagues while sitting back or getting your groove on! Finally, for those fitness gurus, enjoy a great work out of strength and cardio followed by a stretch and core class...a sure way to get your morning going!

*"The strength of the team is each individual member...the strength of each member is the team."*  
– Phil Jackson

*Be part of the All-Star Team in Indianapolis on July 30 - August 2, 2007. Register online today.*  
[www.mwace.org/annualconference.aspx](http://www.mwace.org/annualconference.aspx)

## **Features**

**Congratulations to the 2007-2008 Midwest ACE Executive Board and 2007-2009 Assembly Representatives and Alternates!** *By O. Ray Angle, Director, Career Development Center, California State University East Bay; Past President, Midwest ACE; Chair, Nominations and Elections Committee*

**The Nominations and Elections Committee** coordinated the election process for our new 2007-2008 Executive Board and Assembly. Below you will find those who were recently elected into leadership positions and also those who will continue to serve as their leadership terms are not ending at this time

### **2007-2008 Executive Board**

President-Elect: Andrew E. Butts, Jr., Enterprise Rent-A-Car  
Vice President College: Julie Hays Bartimus, University of Illinois Alumni Association  
Vice President Employer: Kathy Weaver, Ryan & Company  
Vice President Development: Theda L. Rudd, Michigan State University  
Secretary: Karen Allen, Northwestern University  
Treasurer: John B. Scanlan, Cleveland State University

### ***Other 2007-2008 Board members, not recently elected, include:***

President: Kristi Gimmel Becker, Western Illinois University - Quad Cities Campus  
Past President: Sheri Papay, National City Corp.  
Vice President Technology: Jami Mitchell, MonsterTRAK

### **2007-2009 College Assembly Representatives and Alternates**

Dr. Rick Smith - Bradley University  
Nichole Williams - Indiana University - Bloomington  
Thy Nguyen - Northwestern University  
Hilary Flanagan - John Carroll University  
Jennifer Timmons - St. Ambrose University - Alternate  
Joan M. Schneider - Northwest Missouri State University - Alternate  
Wendy Blocker - Webster University - Alternate  
Bernadette So - Lake Land College - Alternate

### **2007-2009 Employer Assembly Representatives and Alternates**

Stephen J. Eich - The Sherwin-Williams Company  
Jeanne M. Esquivel - Enterprise Rent-A-Car Julie Kotlarz - The LaSalle Network  
Jeff Clark - Tellabs  
James "Jim" Morton - First Investors Group - Alternate  
Jessica Heckman - Archer Daniels Midland Co. - Alternate  
Rita VanderWall - Kelly Services - Alternate

### ***2006-2008 College Assembly Representatives and Alternates, not recently elected, include:***

Eric Doerr, Michigan State University  
Jill Wesley, Indiana Business College  
Jason Eckert, Marquette University  
Nell Madigan, University of Illinois at Urbana-Champaign  
James Mitchell, Ball State University - Alternate  
Kaletra Dispennett, Purdue University - Alternate  
Theresa Green-Ervin, Indiana University, Kelly School of Business - Alternate  
Jeremy Podany, Indiana University School of Informatics - Alternate

*2006-2008 Employer Assembly Representatives and Alternates, not recently elected, include:*

Sam Burns, The Field Museum  
Christine Troglia, Caterpillar, Inc.  
Paul Shane, KPMG, LLP  
Erin Lamport, Grant Thornton  
Kevin Reeves, State Farm Insurance - Alternate

Congratulations to the entire 2007-2008 Midwest ACE Leadership Team!

**Career Haiku**

By John Scanlan, Assistant Director, Career Services Center, Cleveland State University

Our students worry  
about finding a career.  
Resumes go out.

Employers seeking  
the best candidates ever:  
Come to my college!

Interviews happen.  
Candidates meet employers,  
Offers multiply.

HR goes crazy.  
Recruiting visits abound  
Snagged a 4 point grad!

Student's searching fails.  
No one mentioned "it".  
Try deodorant.

Career fair season,  
Do people get jobs from this?  
Only if you come.

Networking is key.  
Meet as many as you can.  
Remember their names?

Negotiate pay,  
whoever speaks first could lose.  
Win the lottery.

Talk about your goals,  
your aspirations and plans.

(See last line above.)

Recruiters calling,  
students banging down our doors  
we go nuts - short trip.

Midwest ACE members  
know that we wouldn't have it  
any other way.

## **New Member Profile**

A potential connection may be a click away. Review these member profiles to learn more about a member's business focus, office efforts and/or interests.

Janet McNaney, Recruiter, Iowa 80 Group, Inc.  
PO Box 639, Walcott, IA 52773  
Phone: 563-468-5268  
Fax: 775-854-7917  
Email: [janet.mcnaney@iowa80group.com](mailto:janet.mcnaney@iowa80group.com)  
Web: [www.iowa80group.com](http://www.iowa80group.com)

## **Member Profile**

- McNaney recruits candidates through contacts within the community and travels frequently, often to college campuses and career fairs, to search for promising job applicants. McNaney screens, interviews, tests applicants, checks references and sometimes extends job offers. McNaney recruits in 13 states across the Midwest.
- McNaney has a Masters of Business Administration in Human Resources at St. Ambrose University, Davenport, IA and 3 years of recruiting experience.
- Areas of interest include learning the duties of a Human Resource Generalist and obtaining a PHR.

## **Best Practice/Accomplishments**

- The Iowa 80 Group's Best Practice for its employee's and its customers is appropriately nested inside the Iowa 80 Group Mission Statement, which provides quality products and exceptional services at fair prices to the professional truck driver and the general public.
- We will make all of our locations places where people want to stop. We will maintain the highest standards of cleanliness, appearance, safety and Fast, Friendly and Competent service.
- We will provide pleasant and unique places to refuel, refresh and relax - where customers will receive more than they expect with enthusiasm from our TEAM.
- We will make trucker satisfaction our #1 priority.
- We will continue to make our locations appropriate places for families.
- We will be a place where people want to work. We will provide fair and ethical treatment of employees, enthusiastic leadership, recognition, advancement, fair compensation, competitive benefits, a safe work place and employee development.

To help new and existing members connect with each other, we are inviting all members to submit a short profile that will be included in future e-newsletters.

[www.mwace.org/contentmanager/uploads/PDFs/Homepage/MemberProfileBestPractice.pdf](http://www.mwace.org/contentmanager/uploads/PDFs/Homepage/MemberProfileBestPractice.pdf)

## Best Practices

### *Rose-Hulman Best Practices*

#### **Leveraging alumni networks to stay connected to the best and brightest candidates**

By Charity Mouck, Assistant Director, Career Services & Employer Relations, Rose-Hulman Institute of Technology in Terre Haute, Indiana

The role of institutional career centers is being stretched as alumni constituents become increasingly interested in their services once they leave campus. As career services offices work to find new ways to meet the needs of this segment of the job market, new technologies are being examined that can help better serve this population.

It is also no surprise that in today's dynamic economy, companies of all sizes continue to search for the best and brightest candidates, many of which are the same alumni that campus career centers are striving to reach.

As college alumni progress through their careers, they gain invaluable experience and expertise in their fields and become ideal candidates for today's modern organizations. Recruiters can tap the widespread talent and hard-to-find expertise they are looking for by focusing anew on a group they know to be among the best candidates - graduates of the top universities and colleges.

More and more candidates are utilizing online resources, and companies are beginning to adapt to this new form of identifying top job candidates as well. As a result, the recruiting landscape is shifting. Career centers across the country are partnering with online networking and job posting services in an effort to facilitate the connection between their alumni population and the recruiters seeking to hire them.

Many Midwest ACE member schools have adopted some of the latest trends for strategically connecting recruiters with alumni candidates. Rose-Hulman Institute of Technology is using one such example. The eRecruiting Alumni system consists of an online platform designed and developed specifically to meet the unique career needs of college alumni. This innovative new service brings college career centers and alumni a variety of useful features that not only assist the job-seeking alumni, but also connects them directly to available opportunities posted by other alumni as well as top employers working with the career center staff.

Some of the features of the system that made it attractive to both the Rose-Hulman alumni who use the site and the Career Services Office supporting it include robust industry content from Hoovers, Salary.com and other experts, as well as a dynamic career-related networking feature that allows alumni to connect and collaborate with other alumni and students at their alma mater.

Additionally, many top companies, including Adobe, Intel, Google, LeapFrog, Millennium Partners, Philips and Walt Disney, are already successfully using the eRecruiting alumni service to find superior, skilled candidates who have graduated from the nation's top schools.

In order to leverage alumni networks of all types, career centers, alumni and recruiters need to have a wide variety of resources, both online and off, at their fingertips, including networking capabilities, free job postings and career advice. With the right tools and services, engaging the widely dispersed graduate population long after they've left campus will be a breeze.

*Kelly Services Best Practices*

### **As Gen Y Workers Opt Out Of 9-5 Careers, New Resources Emerge**

By Rita VanderWaal Dawson, Corporate Marketing SWAT Team, Kelly Services, Inc.

TROY, Mich. (January 29, 2007) - This year staffing experts expect one workplace trend to continue: Gen Y employees seeking balance between their work and lifestyle.

A few years ago, two studies confirmed that younger workers were increasingly seeking more than just salary from their employers. Mercer Human Resources Consulting found that 83% of workers in the 18-24 age group were motivated by flexibility, while only 73% were motivated by salary. In a study by Kelly Services, it was revealed that "Free Agents" (individuals who prioritize work life balance, and who work largely un-tethered to an organization) already represent 28% of the workforce and that Free Agency as a trend will continue to grow thanks in part to Gen Y employees joining the ranks.

Additionally, by 2014, the Hispanic labor force is expected to reach 25.8 million, according to the Bureau of Labor Statistics, with younger Hispanics driving a significant portion of that growth.

"Younger workers are, more than ever, looking for a place to contribute immediately, grow skills, and gain experience that carries them into the next phase of their career." said Josie Huber, Senior Manager of Recruiting and Retention at Kelly Services.

Kelly Services recently launched [www.itstimetogetalife.com](http://www.itstimetogetalife.com), a microsite with information, job search tools and resources and entertainment for Gen Y. The site features free weekly interview tips delivered via mobile phone, case studies featuring Gen Y Free Agents and cell phone ringtones from indie music company Beta Records. Visitors can also watch video podcasts starring Efen Ramirez, whose character, "Pedro", in the film *Napoleon Dynamite* has a Gen Y cult following.

"We hope Itstimetogetalife.com will show this nimble, self-assured and idealistic group that opportunities offering the flexibility and challenge they desire are available, and provide tools that support their quest to find them," Huber said.

### **Links of Interest**

- [www.itstimetogetalife.com](http://www.itstimetogetalife.com) (Kelly Free Agent site)
- [www.ponlesalsaatuvida.com](http://www.ponlesalsaatuvida.com) (Spanish version of Free Agent site)
- [www.bizjournals.com/philadelphia/stories/2003/09/22/focus1.html](http://www.bizjournals.com/philadelphia/stories/2003/09/22/focus1.html) (article on Mercer study)
- <http://hr.blr.com/display.cfm/id/8153> (article on Kelly study)

- [http://en.wikipedia.org/wiki/Free\\_agent\\_%28business%29](http://en.wikipedia.org/wiki/Free_agent_%28business%29) (Wikipedia entry on Free Agents)

For additional information, interviews or extra multimedia content, please send an e-mail to [msslabyak@gold-group.com](mailto:msslabyak@gold-group.com) or call 732.587.2101 Ext. 262.

Share your successes and best practices by filling out a new online form. This information will be highlighted in future e-newsletters.

[www.mwace.org/contentmanager/uploads/PDFs/Homepage/MemberProfileBestPractice.pdf](http://www.mwace.org/contentmanager/uploads/PDFs/Homepage/MemberProfileBestPractice.pdf)

## Committee Highlights

### Committee Meetings

Join the Midwest ACE Committees on Wednesday, August 1<sup>st</sup> in Indianapolis, IN from 3 to 4:30 pm to learn more about the committee and to get involved. Committee descriptions are in the Membership section of the Midwest ACE web site. [www.mwace.org/web/2005/10/join\\_a\\_committee.aspx](http://www.mwace.org/web/2005/10/join_a_committee.aspx)

- Diversity Advancement Committee
- Experiential Education Committee
- Honors and Recognition Committee
- New Member/First Timer Committee
- Professional Development Committee
- Publications Advisory Committee
- Research, Evaluation and Trends Committee

### Check your service points

Volunteers and leadership receives services points when they contribute their time to Midwest ACE. Login to your Midwest ACE account and check your involvement record. ([www.mwace.org/core/login.aspx](http://www.mwace.org/core/login.aspx)) The Honors and Recognition Committee uses these points as eligibility requirements for different service awards. ([www.mwace.org/web/2005/09/honors\\_and\\_recognition.aspx](http://www.mwace.org/web/2005/09/honors_and_recognition.aspx))

## Upcoming Meetings

### 2007 Annual Conference, Indianapolis, IN

Monday, July 30 – Thursday, August 2, 2007

Hyatt Regency Indianapolis at State Capitol, Indianapolis, IN

[www.mwace.org/annualconference.aspx](http://www.mwace.org/annualconference.aspx)

### 2007 Trends in Recruiting Conference

November 15-16, 2007

Holiday Inn Chicago Mart Plaza, Chicago, IL

### 2008 Annual Conference, St Louis, MO

July 28-31, 2008

Millennium Hotel, St. Louis, MO

## Comics

A little levity for you by Shane Scanlan, John Scanlan's son.



## Announcements

### New Address

In February 26, 2006, the Midwest Association of Colleges and Employers (Midwest ACE) moved to a new location:

Midwest ACE, East Grand Office Park, 100 East Grand Avenue, Suite 330, Des Moines, IA 50309

### LinkedIn Group

The 2007 Conference Committee has created a LinkedIn group for Midwest ACE members. Join LinkedIn and connect with the group at <https://www.linkedin.com/e/gis/2856/2B708F012A81/>.