



July 6 – July 10, 2010  
Image Agenda

**Tuesday, July 6, 2010**

- 7:30 a.m. to 4:00 p.m. Registration
- 8:30 a.m. to 5:00 p.m. Recruitment & Retention Core Curriculum
- 8:30 a.m. to 5:00 p.m. Advanced Recruiter Workshop
- 8:30 a.m. to 5:00 p.m. Recruitment Metrics Workshop
- 8:30 a.m. to 11:45 a.m. Credentialing Review Course
- 12:00 p.m. to 7:00 p.m. CHCR Credentialing Exam
- 4:00 p.m. to 5:00 p.m. Exhibitors Reception
- 6:00 p.m. to 8:00 p.m. Presidents' Council Meeting and Dinner (Advance)

**Wednesday, July 7, 2010**

- 7:30 a.m. to 4 p.m. Registration
- 7:45 a.m. to 8:30 a.m. Continental Breakfast
- 8:30 a.m. to 9:45 a.m. **Welcome and Keynote Presentation, "When the Going Gets Tough, The Tough Lighten Up!," Terry Braverman**
- 10 a.m. to 10:15 a.m. Break
- 10:15 a.m. to 11:15 a.m. **General Session "Social Media Victories – Real Business, Real Campaigns, Real Results," Patrick Schwerdtfeger**
- 11:15 a.m. to 2:15 p.m. Exhibit Hall Opens (with lunch)  
CHCR exam results available
- 2:30 p.m. to 3:45 p.m. **General Session 3 – Open Forum**
- 3:45 to 4:00 p.m. Break
- 4:00 p.m. to 5:00 p.m. Annual Business Meeting and Installation of 2010 Board of Directors (non-members and vendors invited)
- 5:00 p.m. to 6:00 p.m. Break

6:00 p.m. to 7:00 p.m.	Reception
7:00 p.m. to 9:30 p.m.	Gala Awards Dinner (Gannett Healthcare Group)
<b><u>Thursday, July 8, 2010</u></b>	
7:30 a.m. to 4:00 p.m.	Registration
8:00 a.m. to 11:00 a.m.	Exhibit Hall Opens (with Breakfast)
10:30 a.m. to 11:00 a.m.	Exhibitors and BOD Meeting
11:15 a.m. to 12:15 p.m.	<b>General Session, "SHIFT to Professional Paradise: No Matter What's Happening Around You," Vicki Hess</b>
12:15 p.m. to 12:30 p.m.	Break
12:30 p.m. to 1:45 p.m.	Vendor Demos (with Lunch)
1:45 p.m. to 2:00 p.m.	Break
2:00 p.m. to 3:00 p.m.	#1 – What Do We Do With All The New Grads?, Linda Jones
	#2 – Welcome to the (New) Wild Side of Recruitment, Dave Lennox and Mike Burns
	#3 – Innovations in Recruitment: Innovation in Recruitment: Best Practices to Source and Attract Top Talent, Matt Kaiser
3:00 p.m. to 3:30 p.m.	Break
3:30 p.m. to 4:45 p.m.	<b>General Session 5 (Legal Updates)</b>
4:45 p.m. to 5:00 p.m.	Break
5:00 p.m. to 6:00 p.m.	#4 - A Talent Community – If You Build It, They Will Come, Louis Manzi and Cynthia Hedricks
	#5 – The Future Nursing Workforce, Judee Berg
	#6 - "The Disengaged Dozen" How They Affect Your Bottom Line and Your Employee Retention Strategy, Donna White
6:30 p.m. to 8:30 p.m.	President's Reception (LWW/Wolters Kluwer Health)

**Friday, July 9, 2010**

7:30 a.m. to 4:00 p.m.	Registration
8:00 a.m. to 9:15 a.m.	Vendor Demos (with Breakfast)

9:15 a.m. to 9:30 a.m.	Break
9:30 a.m. to 10:30 a.m.	<b>General Session, "Energize the Enthusiasm...That Exists Within," Paul Vitale</b>
10:30 a.m. to 11:00 a.m.	Break
11:00 a.m. to 12:00 p.m.	#7 – Effective Recruiting with Social Media in 15 Minutes a Day, Melyssa Bernstein  #8 – The Right Formula for Recruiting Pharmacists  #9 – Using Innovative Strategies to Reach the Generations, Sandy Haeberle
12:00 p.m. to 12:15 p.m.	Break
12:15 p.m. to 2:00 p.m.	Regional Meetings – Best Practices (boxed lunch)
2:00 p.m. to 2:15 p.m.	Break
2:15 p.m. to 3:15 p.m.	#10 – Healthcare Recruiters Beware – Using Social Media for Background Screening, Robert Capwell  #11 – What Do You Mean I Can't Wear My Nose Ring to Work? That's Unfair!, David Steffen  #12 – Recruitment Metrics that Matter, David Szary
3:15 p.m. to 3:30 p.m.	Break
3:30 p.m. to 4:30 p.m. (Repeat Sessions 10 – 12)	#13 – Social Media Secrets – Tips, Secrets, & Pitfalls for Recruiters, Robert Capwell  #14 – What Do You Mean I Can't Wear My Nose Ring to Work? That's Unfair!, David Steffen  #15 - Recruitment Metrics that Matter, David Szary
4:30 p.m. to 4:45 p.m.	Break
4:45 p.m. to 5:30 p.m.	NAHCR Committee Meetings 1. Conference 2. Membership Recruitment and Retention 3. Communications 4. Education
5:00 p.m. to 7:30 p.m.	Reception (Bernard HODES Group)

**Saturday, July 10, 2010**

7:30 a.m. to 8:15 a.m.	Continental Breakfast
8:15 a.m. to 8:30 a.m.	Break
8:30 a.m. to 9:30 a.m.	#16 – Out of the Box Retention: Innovative Strategies That Work, Janice Buehler, Andrea (Corky) Holm, Judith Russell and Deborah Smith
	#17 – Developing Our Next Generation of Healthcare Workers, Andrea Perry
	#18 – Understanding the Registered Nurse Audience – It’s Impact on your Advertising Budget, Michael Tierney
9:30 a.m. to 9:45 a.m.	Break
9:45 a.m. to 10:45 a.m. (Repeat Sessions 16 – 18)	#19 – Out of the Box Retention: Innovative Strategies That Work, Janice Buehler, Andrea (Corky) Holm, Judith Russell and Deborah Smith
	#20 – Developing Our Next Generation of Healthcare Workers, Andrea Perry
	#21 - Understanding the Registered Nurse Audience – It’s Impact on your Advertising Budget, Michael Tierney
10:45 a.m. to 11:00 a.m.	Break
11:00 a.m. to 12:15 p.m.	<b>Closing Keynote “Shed or You’re Dead – How To Stay Alive And Thrive in the Midst Of Healthcare Change!,” Kathy Dempsey</b>
8:00 a.m. – 1:00 p.m.	Conference Certificates Available at Registration Desk