

## NAHCR 2010 Image Conference

We hope you plan to attend the 36th Annual Image Conference, July 6-10, at the Mandalay Bay in Las Vegas, NV.

The conference committee has put together an excellent educational agenda with new topic offerings and new speakers. There will definitely be something for everyone.

There are several social events offering networking time for all attendees to get reacquainted with old friends and meet new ones, too.

The pre-conference offerings include three one day workshops. These are the Advanced Recruiter Workshop, the Recruitment and Retention Core Curriculum Workshop and NEW for 2010, the Recruitment Metrics Workshop.

The NAHCR Credentialing Exam will be offered on Tuesday, July 6. In order to sit for the exam you must meet the following criteria: a minimum of two years experience in health care recruitment and currently employed as a health care recruiter. The new criterion to sit for the exam does not require that you be a member of NAHCR. To register for the CHCR exam, please visit the NAHCR Web site at [www.nahcr.com](http://www.nahcr.com). The fee for members to take the exam is \$395.

The Credential Review Course also will be offered. This session is a comprehensive review of the key aspects of which each health care recruiter must have knowledge to be a professional in his/her field. This course also will help prepare those taking the CHCR exam.

**NAHCR members registering for the Image Conference before May 31, 2010, will receive a reduced registration fee of \$600, which is a savings of \$100..**

**Registration materials are available at [www.nahcr.com](http://www.nahcr.com).**

## 2010 Image Conference

NAHCR  
2501 Aerial Center Parkway Ste. 103  
Morrisville, NC 27560

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**RECRUITMENT**

*A*

*Royal Flush!*

Right People  
Right Number  
Right Skills  
Right Time  
Right Job

**JULY 6-10, 2010 • MANDALAY BAY**

**What Happens in Vegas Stays in Vegas, What You Learn at Image Stays with You Forever!**

Presorted  
First-Class Mail  
U.S. Postage  
PAID  
Raleigh, N.C.  
Permit No. 60

## Schedule at a Glance

### Tuesday, July 6, 2010

7:30 a.m. to 4 p.m.  
8:30 a.m. to 5 p.m.

8:30 a.m. to 5 p.m.  
8:30 a.m. to 5 p.m.  
8:30 a.m. to 11:45 a.m.  
12 p.m. to 6 p.m.  
5 p.m. to 5:45 p.m.

6 p.m. to 8 p.m.

### Wednesday, July 7, 2010

7:30 a.m. to 4 p.m.  
7:45 a.m. to 8:30 a.m.  
8:30 a.m. to 10 a.m.

10 a.m. to 10:15 a.m.  
10:15 a.m. to 11:15 a.m.  
11:15 a.m. to 2:15 p.m.  
2:30 p.m. to 3:45 p.m.  
3:45 to 4 p.m.  
4 p.m. to 5 p.m.

5 p.m. to 6 p.m.  
6 p.m. to 7 p.m.  
7 p.m. to 9:30 p.m.

### Thursday, July 8, 2010

7:30 a.m. to 4 p.m.  
8 a.m. to 11 a.m.  
10:30 a.m. to 11 a.m.  
11:15 a.m. to 12:15 p.m.  
12:15 p.m. to 12:30 p.m.  
12:30 p.m. to 1:45 p.m.  
1:45 p.m. to 2 p.m.  
2 p.m. to 3 p.m.

3 p.m. to 3:30 p.m.  
3:30 p.m. to 4:45 p.m.  
4:45 p.m. to 5 p.m.  
5 p.m. to 6 p.m.

Registration  
Recruitment & Retention Core Curriculum 6:30 p.m. to 8:30 p.m.

Advanced Recruiter Workshop  
Recruitment Metrics Workshop  
Credentialing Review Course  
CHCR Credentialing Exam  
New Member/First Time Attendee Reception  
Presidents' Council Meeting and Dinner (Advance)

Registration  
Continental Breakfast  
Welcome and Opening General Session 1, Terry Braverman  
Break  
General Session 2, Patrick Schwerdtfeger  
Exhibit Hall Opens (with lunch)  
General Session 3 – Open Forum  
Break  
Annual Business Meeting and Installation of 2010 Board of Directors (non-members and vendors invited)

Break  
Reception  
Gala Awards Dinner (Gannett Healthcare Group) 3:15 p.m. to 3:30 p.m.  
3:30 p.m. to 4:30 p.m.

Registration  
Exhibit Hall Opens (with Breakfast)  
Exhibitors and BOD Meeting  
General Session 4, Vicki Hess  
Break  
Vendor Demos (with Lunch) 4:30 p.m. to 4:45 p.m.  
Break 4:45 p.m. to 5:30 p.m.

1. What Do We Do With All The New Grads?  
2. Walk on the (New) Wild Side of Recruitment  
3. Innovations in Recruitment: Best Practices to Source and Attract Top Talent 5 p.m. to 7:30 p.m.

Break  
General Session 5, Richard Simmons  
Break  
4. A Talent Community – If You Build It, They Will Come  
5. Understanding the Registered Nurse Audience-It's Impact on your Advertising Budget 9:30 a.m. to 9:45 a.m.

### Friday, July 9, 2010

7:30 a.m. to 4 p.m.  
8 a.m. to 9:15 a.m.  
9:15 a.m. to 9:30 a.m.  
9:30 a.m. to 10:30 a.m.  
10:30 a.m. to 11 a.m.  
11 a.m. to 12 p.m.

12 p.m. to 12:15 p.m.  
12:15 p.m. to 2 p.m.  
2 p.m. to 2:15 p.m.  
2:15 p.m. to 3:15 p.m.

3:15 p.m. to 3:30 p.m.  
3:30 p.m. to 4:30 p.m.

5 p.m. to 7:30 p.m.

### Saturday, July 10, 2010

7:30 a.m. to 8:15 a.m.  
8:15 a.m. to 8:30 a.m.  
8:30 a.m. to 9:30 a.m.

9:30 a.m. to 9:45 a.m.

6. "The Disengaged Dozen" How They Affect Your Bottom Line and Your Employee Retention Strategy  
President's Reception (LWWW/Wolters Kluwer Health)

Registration  
Vendor Demos (with Breakfast)  
Break  
General Session 6, Paul Vitale  
Break  
7. Effective Recruiting with Social Media in 15 Minutes a Day  
8. The Right Formula to Recruiting Pharmacists  
9. Using Innovative Strategies to Reach the Generations

Break  
Regional Meetings – Best Practices (boxed lunch)  
Break

10. Healthcare Recruiters Beware – Using Social Media for Background Screening  
11. What Do You Mean I Can't Wear My Nose Ring to Work? That's Unfair!  
12. Recruitment Metrics that Matter  
Break  
13. Healthcare Recruiters Beware – Using Social Media for Background Screening  
14. What Do You Mean I Can't Wear My Nose Ring to Work? That's Unfair!  
15. Recruitment Metrics that Matter (Repeat Sessions 10 – 12)

Break  
NAHCR Committee Meetings  
1. Conference  
2. Membership Recruitment/Retention  
3. Communications  
4. Education  
Reception (Bernard Hodes Group)

Continental Breakfast  
Break  
16. Out of the Box Retention: Innovative Strategies That Work  
17. Developing Our Next Generation of Healthcare Workers  
18. The Future Nursing Workforce  
Break

9:45 a.m. to 10:45 a.m.

10:45 a.m. to 11 a.m.  
11 a.m. to 12:15 p.m.

Conference Certificates will be available at the registration desk from 8 a.m. until 1 p.m. on Saturday, July 10.

Please note: Some concurrent sessions will repeat. This change was made based on the evaluations from the 2009 Image Conference.

To see the presenters and full descriptions of each session, please visit [www.nahcr.com](http://www.nahcr.com)

### Hotel Information

A block of rooms has been reserved at the Mandalay Bay. To make reservations, contact the hotel directly at 877.632.7800. Be sure to mention National Association for Health Care Recruitment in order to receive the group rate.

### Things To See and Do at Mandalay Bay

#### The Lion King

Experience the phenomenon. Visually stunning, technically astounding and with a musical score like none other you've ever heard. Giraffes strut, birds swoop, gazelles leap. The entire savannah comes to life and as the music soars, Pride Rock slowly emerges from the mist.

#### Aquarium & Sharks Reef

Welcome to the deep blue world of Shark Reef. Here you will come face-to-face with some of the earth's most fascinating creatures in North America's only predator-based aquarium and exhibit. See sharks of all kinds, along with sawfish, giant rays, endangered green sea turtles, piranha, moon jellies and the rare golden crocodiles.

#### House of Blues

The House of Blues in Las Vegas opened in 1999 inside the Mandalay Bay Hotel and Resort on Las Vegas Blvd. This venue features an open air balcony, and is home to over 300 pieces of original folk art and 50,000 bottle caps incorporated into Mr. Imagination's mural decorating the entrance.

#### Lazy River and Wave Pool

Voted by Trip Advisor as one of the best Pools in the U.S. in 2006, Mandalay Bay's 11-acre tropical Sand-and-Surf Beach will have you believing that you're in the Caribbean. Open only to guests, this gigantic tropical playground offers three pools, several whirlpools, a Lazy River ride, and a full sand beach fronting a huge Wave Pool\*.

### Fine Dining

