



For Immediate Release.
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Contacts: Carol Morgan
Telephone: (712) 262-1971 ext. 126

Innovative Recruiting Strategies — An Untapped Source of Employees

ALGONA - Businesses today are facing one of the most challenging hiring markets in decades. With unemployment at historic lows, finding quality employees is more difficult than ever. Because the best staff employers can hire is no better than the best of those who apply, human resource professionals must recruit the best. In order to get top-quality employees, companies must go after them persistently, proactively, and creatively.

The Kossuth County Employers' Council (ECI) will provide a no-cost session to learn about "Innovative Recruiting Strategies – An Untapped Source of Employees" on Wednesday, November 1, 2006 from 11:30 a.m. to 1:00 pm at the Kossuth Regional Health Center, 1515 South Phillips in Algona.

As the massive boomer generation begins to retire and fewer skilled workers are available to replace them, companies will face a labor shortage and brain drain of dramatic proportions. This program offers a powerful action plan to help companies find and keep employees who will enable them to find and keep success.

The program's panel of presenters include:

- Norma DeLaO with the New Iowan Center in Sioux City. 50% of America's workforce is now of another ethnicity or culture; learn the fine nuances to recruiting, hiring and retaining multicultural employees.
- Craig Cretsinger with the Disability Navigator program in Spencer. Navigators develop resources for businesses to support the employment of people with disabilities and provide information and training about programs, adaptive technology and accommodations.
- Mary Rasmussen with the Senior Investment Program (SIP). More employers are finding that investing in mature employees makes good business sense. Employers can employ mature workers through SIP at little or no cost to the business.
- Jeanne Sorenson Wright, IWD Program Coordinator. Get a tax credit when you hire! The Welfare-to-Work and Work Opportunity Tax Credits reduce an employer's cost of doing business.
- Patricia Cady with the Iowa Vocational Rehabilitation Services. IVRS assists the business community in employment of qualified persons with disabilities through no cost placement services, pre-screening, employer support & consultation, worksite consultation, technical advisement and on-the-job training.
- Chris Nilles with Iowa Workforce Development in Sioux City. The new IowaWorks system allows you, the employer, to enter your own job orders and search the applicant resume database.

Pre-registration is requested by Friday, October 27th to Paula Seely, (515) 295-4602 or seelyp@mercyhealth.com. Lunch will be served at no cost and room accommodations are limited so please register early. A certificate of attendance will be provided to attendees for recertification purposes.

The Kossuth County Employers' Council is a local group supported by Iowa Workforce Development Region 3, and is part of the statewide Employers' Council of Iowa. This employer's group addresses workforce issues, and provides both educational and networking opportunities for employers and human resource professionals. Contact Carol Morgan if you have additional questions at Carol.Morgan@iwd.iowa.gov.

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An Equal Opportunity Employer/Program

Auxiliary aids and services are available upon request for individuals with disabilities.
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