

NEWS RELEASE

For Regional Distribution



For Immediate Release

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Recruiting Top Talent – A Regional Perspective

SPENCER, IOWA - The Lakes Area Employers' Council (ECI) will be meeting on Wednesday, October 17, 2007 from 11:30 a.m. to 1:00 p.m. at Spencer Hy-Vee, at 819 N. Grand Ave, Spencer, Iowa. All employers, human resource personnel, accounting, payroll, and other staff members are invited to attend. Featured speaker will be Gary Miller, Advertising Director, of the Sioux City Journal.

Gary is currently the Advertising Director for the Sioux City Journal. His career in advertising has spanned 26 years. Originally Gary is from Louisiana where he held VP of Marketing and Advertising positions for regional newspaper groups as well as holding the position of Operations Manager and Business Development Director for one of the largest Advertising Agencies in New Orleans. He has worked with some of the largest Advertising Agencies and retailers in the world. Gary spent two solid years flying weekly from coast to coast meetings with agencies in New York and LA helping them to achieve their advertising and recruitment needs. Lee Enterprises, owner of the Sioux City Journal has asked Gary now to train some of their newspapers across the country about the benefits of internet recruiting with Yahoo.

Topics to be covered by Gary Miller:

- Why recruit online?
- Who is online?
- How to make your online recruiting effective.
- Reaching the passive job seeker.

Questions will be entertained by Gary Miller.

Pre-registration is requested by Friday, October 12, 2007 to Bob Becker, (712) 262-1971 ext.126 or Robert.Becker@iwd.iowa.gov The cost of the meal will be underwritten by The Sioux City Journal. There will be no cost for the meal or workshop. However, you must pre-register and if you register, please attend. A certificate of attendance will be provided to attendees for recertification purposes.

The Lakes Area Employers' Council is a local employer group supported by Iowa Workforce Development Region 3 and 4, and is part of the statewide Employers' Council of Iowa system. This employer's group addresses workforce issues, and provides both educational and networking opportunities for employers and human resource professionals. Contact Bob Becker at Robert.Becker@iwd.iowa.gov if you have questions about this training session or about the Lakes Area Employers' Council.

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