



LaidOffCamp SW Valley

Saturday, January 7, 2012

Estrella Mountain Community College, 3000 N Dysart Rd

LaidOffCamp SW Valley - Saturday, January 7, 2012							
7:30-8:00	Welcome - Getting the Most Out of LaidOffCamp - Estrella Hall Community Room						
	Mariposa Hall - Rm 133	Mariposa Hall - Rm 134	Mariposa Hall - Rm 135	Mariposa Hall - Rm 138	Mariposa Hall - Rm 139	Mariposa Hall - Rm 152	Mariposa Hall - Rm 140
8:10-9:05	Veterans' Support and Benefits (Daniel Evans)	The Truth About Stress: Can You Use Exercise & Nutrition or Not? (Lyle Bartelt)	Plan B: How to Effectively Work with a Recruiter (Michael Gallagher)	Rock Solid Confidence for Veterans (Jan Whalen)	Surviving Financial Hardships (Russell Wenk & Mark Sidell)	Discover Your Hidden Talents With KUDER	Resource Center
9:15-10:10	Making Your Network Work for You (Jamise Liddell)	Building Community, Gangplank Style (Katie Charland)	What Workforce Connections Can Do For You (Jerry Carlton)	Rock Solid Confidence: Discovering Your Unique Style (Jan Whalen)	Surviving Financial Hardships (Russell Wenk & Mark Sidell)		
10:10-10:45	Networking Break						
10:45-11:40	Re-branding Yourself...What Employers Are Really Looking For (Paul Smiley)	Building a Resume to Show Your Value (Lori Norris)	What Workforce Connections Can Do For You (Jerry Carlton)	Twitter: The Hidden Job Market (Stacy Pearson)	Interview Skills (Angelek Larkins)		
11:50-12:40	Using Technology (Nancy Sanders)	Starting Your Business (Jeff Swenson)	Thinking Big and the Zen of Career Path (Parrish Spisz)	LinkedIn for Job Seekers (Stacy Pearson)	Interview Skills (Angelek Larkins)		
12:40-1:30	Lunch/Networking/Camp Wrap-Up - Estrella Hall Community Room						
	Finding a Job						
	Starting Your Own Business						
	Community Building/Networking						
	Surviving Layoff						
	Technology Tools						
	Career Exploration at EMCC						
	Resource Center						

FINDING A JOB

Session	Description	Speakers
<p>What Workforce Connections Can Do For You</p>	<p>How to effectively use Workforce Connections resources to hone your skills and find a job.</p>	<p>Jerry Carlton, the Rapid Response Coordinator with Maricopa Workforce Connections, is knowledgeable of the challenges faced by those transitioning to a new place of employment or re-careering. He has worked with literally thousands of dislocated workers during his extensive career in workforce development. Carlton is a certified Wizard of Work.</p>
<p>Interview Techniques</p>	<p>The interview is the most dreaded of all job search activities. Preparation for the interview will increase confidence and can mean the difference between getting hired or not. You will learn how to formulate personal, positive responses to typical tough interview questions and you will understand how to sway the interview process in your favor</p>	<p>Angelek Larkins is a trainer for Maricopa Workforce Connections where she presents workshops on topics such as Interview Techniques, Resume Writing, Basic Computer, Skills, Labor Market Information, and Career Assessment. She has over 10 years direct supervision in the private sector and is able to bring the perspective of both the Interviewer and Interviewee to her classes.</p>
<p>Resumes That Get Results</p>	<p>This informative workshop includes resume tips, formatting ideas, skills assessments, and more. Receive current information on how to prepare a resume that will entice employers to call you for interviews. Determine which resume style best markets your personal brand with examples of different resume formats.</p>	<p>Lori Norris, owner of Get Results Career Services, is a Certified Professional Resume Writer and Job and Career Transition Coach. She has served as a career consultant to job seekers on a local, national, and international level since 2002. She has helped countless customers create compelling resumes that get the results job seekers desire – interviews.</p>

More Finding a Job session information on the next page!

FINDING A JOB (con't)

Session	Description	Speakers
<p>Plan B: How to Effectively Work with a Recruiter</p>	<p>The job market is more competitive than ever — great career opportunities are hard to find and even harder to land. Employers are looking for talented people with the skills and smarts to succeed — and they are being more selective than ever. It may be time to look to Plan B. Working with a recruiter is one way to increase your chance of finding a great job.</p>	<p>Michael Gallagher received his BS in Marketing from Arizona State University. He is a former owner/publisher of two regional publications serving the Arizona tourist industry. His primary training and education centered on corporate sales and marketing. Over the years, his experience in working with human resource departments had resulted in his career move into the recruiting arena. Now an Executive Search Consultant for Agency 1820, he is actively engaged in creating intelligent staffing, recruitment and retention solutions that generate substantial benefits for organizations, managers and job seekers – uniting tomorrow’s leaders with today’s top companies.</p>
<p>Re-branding Yourself...What Employers Are Really Looking For</p>	<p>Presidents and CEOs have finally come to the conclusion that attitude, character, integrity, selflessness, loyalty, and commitment are equally, if not more important than a well-written resume. Why? We can train aptitude, but we cannot teach attitude, which is the key to teamwork. Employers, including Sonoran Technology, have adopted a "right fit talent" recruiting strategy which has been the key to our success. Are you the right fit for the employer?</p>	<p>Paul Smiley is the Founder and President of Sonoran Technology and Professional Services. He is responsible for creating and implementing Sonoran’s vision of becoming a preferred, industry leading small business known for providing highly skilled, value-added, and cost effective professional services for Federal Government and Department of Defense. Mr. Smiley is a retired Air Force Lieutenant Colonel with over 2,000 flying hours in the E-3 AWACS aircraft and is a combat veteran of OPERATION DESERT STORM.</p>

STARTING YOUR OWN BUSINESS

Session	Description	Speakers
Starting Your Business	This is an introduction to what you need to know to start your small business, including how to decide on a business, determine your capabilities, legal structure, taxes, licensing, naming and general feasibility analysis of the idea..	Jeff Swenson is a Business Counselor with the AZ Small Business Development Center Network (AZSBDC) coordinating the organizations support efforts for the Southwest Valley. Jeff is an experienced business owner that has built companies, managed business turnarounds, and directed M and A initiatives. Jeff possesses a unique blend of expertise in technology, growth strategy development, strategic business planning, organizational development, coordinating operations, and establishing/leveraging strategic partnerships.

COMMUNITY BUILDING/NETWORKING

Session	Description	Speakers
Making Your Network Work For You	The seeds of a powerful, effective network are right at your fingertips -- among your friends, neighbors and family members. This session will show you how to harness the power of your own network to achieve your goals.	A strong Business Liaison and superb Career Strategist, Jamise Liddell serves with the City of Phoenix in Community and Economic Development.
Building Community, Gangplank Style	Gangplank is a group of individuals and small businesses creating an economy of innovation and creativity in the Valley. In addition to serving as an incubator for new web concepts, Gangplank offers a free co-working environment in Chandler to support freelancers and independents in the tech, interactive, media, real estate and other industries.	Katie Charland is the Director of Operations, Volunteers & Community Outreach for Gangplank. Her role consists of putting ideas into action, supporting the initiative leaders and ensuring the vision of Gangplank's original founders continues to move forward. She has a background in communications and nonprofit management, as well as served in the Teach for America corps as a 7th grade Texas History teacher.

SURVIVING LAYOFF

Session	Description	Speakers
The Truth About Stress: Can You Use Exercise & Nutrition or Not?	Do you think stress happens to you? Do you feel like you can't control stressors, they just come to you? During this transition in your life you need to know the true answers to these questions. Come engage in a real conversation with straight talk about the reality of stress management.	Lyle Bartelt has been at Estrella Mountain Community College for 11 years and is presently the Manager of Fitness & Wellness. Prior to coming to EMCC he worked for 16 years in corporate fitness. He has a Master's degree in Exercise Physiology from ASU and a Bachelor's degree in Physical Education from FSU. .
Surviving Financial Hardships	How to address/mange debt from a legal and tax perspective. Relevant topics, including credit card debt, tax debt, short sales, foreclosures and business debt.	Mark Sidell's firm, Sidell & Co. PLLC, focuses on providing accounting, tax and financial consulting services to small and medium sized business as well as individuals. Russell Wenk's law firm, Trullinger & Wenk, PLLC, focuses on bankruptcy, divorce/family law, business start-up and litigation.
Thinking Big and the Zen of Career Path	Explore the power of thinking big to open up to new opportunities. Learn about the Universal Laws of Success, how thoughts can influence state of being, and why finding out what drives you makes a difference. Discover a new path to defining success on your own terms.	Parrish Spisz has 20+ years' experience in the private and public sectors. He'll share his personal experiences with career ups and downs to give you a boost in finding your next gig.
Rock Solid Strategies to Re-Tool and Re-Purpose for A Civilian Career after Military Service	"At any given time in the last decade, less than 1% of the U.S. population has been on active military duty..." (Sabrina Tavernise, The New York Times). This means that today's veterans have leadership, training and skills not present in 99% of the American population. Rock Solid Strategies, tailored for veterans, will focus on tools and techniques in understanding the depth of your uniqueness. It will assist you in building a bridge between what employers look for and the valuable lessons you gained through military service.	Jan Whalen, MASL is the Founder and President of Personal JAZ, a training and seminar company. She has created presentations and character building programs for students, authors, executives and athletes. Jan's style is non-threatening, refreshing, fun and uplifting. Two parts motivation; eight parts down-to-earth techniques to use immediately.

More Surviving Layoff session information on the next page!

SURVIVING LAYOFF (con't)

Session	Description	Speakers
<p>Veterans' Support and Benefits</p>	<p>This session will cover veteran's priority of service and services offered at the local one stop/workforce connections around the valley, and will lightly touch on VA benefits and support programs.</p>	<p>Daniel Evans is a Disabled Veterans Outreach Program Specialist working for the Arizona Department of Economic Security. Daniel is also a disabled veteran who served for 20 years in the United States Air Force prior to relocating to Phoenix 11 years ago.</p>
<p>Rock Solid Confidence: Discovering Your Unique Style</p>	<p>In order to present yourself to a new employer with true confidence, you first need to know yourself very well and the combination of skills you bring to the table. This workshop is designed to assist you in naming the qualities that make you unique—Your Personal JAZ. Learn 4 modes of thinking, 16 basic communication elements, a quick way to organize what to say (without sounding like you're bragging), and more.</p>	<p>Jan Whalen, MASL is the Founder and President of Personal JAZ, a training and seminar company. She has created presentations and character building programs for students, authors, executives and athletes. Jan's style is non-threatening, refreshing, fun and uplifting. Two parts motivation; eight parts down-to-earth techniques to use immediately.</p>

TECHNOLOGY TOOLS

Session	Description	Speakers
Twitter: The Hidden Job Market	Twitter is defined as an “in-the-moment” transfer of information. Find out how, why and where companies are utilizing it to source candidates. Learn how you can find the positions that aren’t advertised anywhere else, and be the first responder to those positions that you actually want!	Stacy Pearson co-founded Up Agency in 2011, after five successful years at one of the most prominent PR firms in Arizona. She directed publicity, social media and advertising campaigns on a variety of issues – from special events to crisis management. Her efforts earned coverage nationally and internationally. She graduated from Arizona State University with a degree in Journalism and spends entirely too much time on Social Media. For clients, of course.
Leveraging LinkedIn	This workshop will give tips and strategies on how to leverage LinkedIn for your job search.	Stacy Pearson co-founded Up Agency in 2011, after five successful years at one of the most prominent PR firms in Arizona. She directed publicity, social media and advertising campaigns on a variety of issues – from special events to crisis management. Her efforts earned coverage nationally and internationally. She graduated from Arizona State University with a degree in Journalism and spends entirely too much time on Social Media. For clients, of course.
Use Technology to Build Relationships, Demonstrate Value and Discover Your Next Career	Learn three tricks to incorporate tech tools in your career search. Today’s job seeker needs to embrace (don’t be scared!) technology. By learning to use simple online (free!) tools, you can position yourself as a valuable prospective employee, while researching which firms and opportunities are the best fit for you.	Nancy Sanders owns Three Dog Marketing, a marketing, communications and sales firm. Prior to that, Nancy worked in the human resources field for almost 10 years, recruiting and hiring more than 1,000 people. Three Dog Marketing works with clients to build relationships, demonstrate value, and generate revenue. These same strategies work for job seekers. Three Dog Marketing @ www.ThreeDogMarketing.com

CAREER EXPLORATION AT YOUR COMMUNITY COLLEGE

Session	Description	Speakers
Discover Your Hidden Talents With KUDER	Kuder Journey is an all-inclusive online career resource tailored to fit your needs. Kuder Journey allows you to complete career assessments, explore career and educational options, and provides tools to assist in the job search process. Take the online Kuder career assessments on Kuder Journey to explore your interests, skills, and values. Then, find out which occupation or career pathways align with your results. The more information you obtain about a career allows you to make better and more informed career decisions. If you are interested in taking the Kuder Career Assessments, stop by the Career & Transfer Center to get started.	