



LaidOffCamp **Phoenix**

APRIL 30, 2011

SESSION SCHEDULE

(Subject to Change Prior to Event)

	FINDING A JOB	STARTING YOUR OWN BUSINESS	COMMUNITY BUILDING/ NETWORKING	SURVIVING LAYOFF	TOOLS
ROOM →	#109	#101	#202/203	#201	#205/206
8:00-8:45	Welcome/Getting The Most Out Of LaidOffCamp (#109/110/111)				
9:00-9:45	What Workforce Connections Can Do For You (David Lopez, Cheryl Kaufman)	Building Buzz For Your Business (Wendy Kenney)	Reinventing Yourself (Ila Sowins-Dunmire)	Financial Planning During Transition (Richard Ross)	Twitter: The Hidden Job Market (Jessica Pierce)
10:00-10:45	The Search - Projecting Your Value and Experience (Dave Cooke)	Opportunities in the New World of Work (Pam Slim)	The Power of Building a Network (Brandon Willey)	The Truth About Mortgage Options (Brian Verschage, Steve Ortiz)	Using Social Media To Get the Job Of Your Dreams (Wendy Kenney)
11:00-11:45	Effective Techniques For Working With Recruiters (Judy Vignjevic)	Selling for Small Business Owners (Chris Conrey)	Making Your Network Work For You (Jamise Liddell)	Healthcare Options (Jack Alspaugh)	Leveraging LinkedIn (Diana Potapenko)
11:45-12:30	Lunch (#110/111)				
12:30-1:15	What Recruiters Look For When You Apply to a Job Online - The Inside Scoop (Cameron Kerner)	Making Your Dream a Reality (Randy Walters)	Building Community, Gangplank Style (Derek Neighbors, Jade Meskill)	Life After Bankruptcy (Christine Springer)	Easy Ways To Build Your Own Website (Joshua Strebel)
1:30-2:15	Building a Resume To Show Your Value (Amanda Collins)	Launching a Business 101 (Christie Simmons)	Effective Networking (Gelie Ahkenblit)	Financial Planning During Transition (Mark Naprstek, Tom Gustafson)	Put Your Best Foot Forward With Technology (Charlene Kingston)
2:30-3:15	Interviewing - An Interactive Session with an Active Recruiter (Danny Meaux)	Branding on a Small Business Budget (Stephanie Liebold)	Reevaluate Your Expertise and Reinvent Your Career (Lori Quan, Susan Baier)	Healthcare Options (Jack Alspaugh)	Leveraging LinkedIn (Michael Frost)
3:30-4:00	Wrapup (#109/110/111)				



FINDING A JOB

SESSION	DESCRIPTION	SPEAKERS
What Workforce Connections Can Do For You	How to effectively use Workforce Connections resources to hone your skills and find a job.	David Lopez, CWDP (Certified Workforce Development Professional), - Trainer is an employment and training strategist who has become recognized as a professional trainer and keynote speaker for both private and public sectors. He is noted as having helped individuals move past their limitations toward new successes! Cheryl Kaufman is a Business Service Representative with Arizona Workforce Connection.
The Search - Projecting Your Value and Experience	Despite what we have been told, our resume doesn't really tell our story. It only shares the statistics of where we worked and who we worked for. What makes each of us a unique and valuable member in an organizational team is the gifts, talents, and experiences we provide – not our titles and roles. The purpose of this session is to provide participants with a process to discover their unique value and how to communicate it effectively to others in the search and interview process.	Dave Cooke helps companies improve revenue, engage customers and build high-performing organizations. You can find him at www.SalesCooke.com .
Effective Techniques For Working With Recruiters	Learn about the different types of recruiters, how to select and work with a good recruiter, setting the right expectations for what a recruiter can do for you. Discover how to be prepared when talking and working with a recruiter	Judy Vignjevic has 10 years experience in account management, sales, and recruiting with 5 years dedicated specifically in the staffing industry working as a Recruiter, Client Account Manager, and currently as a Sales Manager at TSS (Technology Staffing Solutions) . She is experienced in working with and interviewing hundreds of candidates throughout the years and has placed individuals at leading companies throughout the valley. She has specifically worked with candidates in technology, sales, marketing, and operations at all levels from entry to executive.
What Recruiters Look For When You Apply to a Job Online - The Inside Scoop	In this session we will discuss how recruiters sort through resumes of job applicants, what makes a resume stand out, and how to differentiate yourself.	Cameron Kerner graduated with BS Degree in Marketing from ASU and has been in Information Technology Staffing in the Valley for over 13 years. He has worked in both a recruiting and sales capacity, and currently owns Enable Staffing LLC , a boutique Information Technology Staffing Company.
Building a Resume To Show Your Value	Your resume shouldn't just say what jobs you have held -- it should show what you are capable of, what your talents are, and how you can put them to use for an employer. Learn ways to put your best foot forward when developing your resume.	Amanda Collins operates The Grammar Doctors, supporting clients around the world with targeted marketing copywriting, career consulting and resume design. You can find her at www.grammardocs.com .
Interviewing - An Interactive Session with an Active Recruiter	Designed to provide some insight from a recruiters perspective. Session will be interactive and cover Preparation, the Interview itself, and Post interview.	Danny Meaux has been a Vice President with Red Roof Inns for just over 14 years. He has worked in the Valley for 10 years. He is constantly interviewing candidates and makes the hiring decisions for his area.



STARTING YOUR OWN BUSINESS

SESSION	DESCRIPTION	SPEAKERS
Building Buzz For Your Business	Learn how to drive buzz that can bring new visibility and customers to your business!	Wendy Kenney is founder of 23 Kazoos , where she helps clients get from where they are to where they want to be. Wendy is a well-known speaker on social media and marketing and author of the book Building Buzz For Your Biz .
Opportunities in the New World of Work	The world of work isn't like it used to be. Today's workforce is filled with opportunities to work differently, do work you love and contribute to companies and people all around you.	Pamela Slim is a seasoned coach, writer and speaker who helps frustrated employees in corporate jobs break out and start their own business. Her blog, Escape from Cubicle Nation , is one of the top career and marketing blogs on the web. A former corporate manager and entrepreneur herself for more than a decade, she deeply understands the questions and concerns faced by first-time entrepreneurs. Her expertise in personal and business change was developed through many years consulting inside corporations such as Cisco Systems, Hewlett-Packard and Charles Schwab, where she coached thousands of executives, managers and employees.
Selling for Small Business Owners	Having your own business means having to sell what you do. This session helps you learn how to identify and screen prospects, close sales and still run your business at the same time.	Chris Conrey leads the charge of sales and business development for Chandler-based Integrum Technologies , a web and mobile software development firm. He is also one of the big sales brains behind the "Don't Sell Me Bro" podcast series.
Making Your Dream a Reality	Recognize the power of believing in yourself and your dream! Self marketing works wonders when you fully believe in who you are and what you want to achieve, and you realize the one thing you have TOTAL control over that isn't on your resume is YOU! Your dream -- that deep,haunting dream that EVERYONE has -- can be actualized!	Randy Walters started Pittsburgh Willy's Gourmet Hot Dogs after he was fired from his job of 11 years at a Chandler hospital. At age 53, with no experience in the restaurant world or any business background, he had a revelation based on a television commercial -- and now lives his dream with a successful business.
Launching a Business 101	Looking to start a business or take a hobby of yours and make it official? If you've never started a company before it can seem overwhelming. Come and learn how to launch a company in AZ and our favorite tips and tricks to make your journey to success, well, simple.	Having spent many years both running small businesses and consulting, Christie learned to create business success from the ground up. Over the past 15 years, she has refined her innovative process for launching small businesses and currently enjoys coaching others through the process via her launchmie.com workshops. She also is currently running her "dream business," a dance fitness center called Express MiE.
Branding on a Small Business Budget	Learn what branding is and how it can help your business. This session will give you tips on how to understand your own brand and present a more professional image to potential customers - without spending a fortune!	Bold Avenue founder Stephanie Liebold has a passion for providing excellent graphic design and extraordinary service to small businesses and not-for-profit organizations.



COMMUNITY BUILDING/NETWORKING

SESSION	DESCRIPTION	SPEAKERS
Reinventing Yourself	Go ahead and tell me I am a nurse. Yes, I am; but I am more than that! Don't let your last job define you - you can do anything you can put one's mind to. Learn how to reevaluate your skills and talents and put them to use in a new way.	Ila Sowins-Dunmire has been a nurse most of her adult life. She lost her last full time permanent job about a year and a half ago, took classes at the Goodwill and the Maricopa Workforce and is now going back to school to get a Bachelors degree, in finance. In the past year and a half, she has worked at temp agencies for nurses, two event companies, an outbound call center, Shutterfly, and H & R Block.
The Power of Building a Network	These days, jobs are gotten through a complex trail of people who know someone, who know someone, who know someone. Learn the power of developing your own network, and some tips on how to manage all of that information so you can tap into it when you need to.	Brandon Willey is CEO and founder of RedPear , a Tempe-based web and mobile development agency, and Vyllij , an online relationship-management software solution.
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. In this capacity Liddell oversees a hosts of professional contractors, and is a top Phoenix Workforce Trainer. She has also worked in many legislative, media and public affairs capacities for the Federal Government including The Department of The Interior, The State Department, and for the U.S. Congress as a Legislative Fellow.
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.	Derek Neighbors and Jade Meskill are founders of Gangplank , a co-working space, philosophy and community in downtown Chandler. They are also founders of Integrum Technologies , a Chandler-based software development firm.
Effective Networking	Learn about the many networking opportunities available in the Valley, and how to make the most of them so they work for you.	Gelie Ahkenblit is the founder of NetworkingPhoenix.com , the Valley's one-stop shop for professionals, entrepreneurs and anyone else looking to find networking events, chamber of commerce mixers, useful business seminars and leads club.
Reevaluate Your Expertise and Reinvent Your Career	Layoff can be an eye-opening opportunity to take a new direction in your life. In this session you will learn how to look at your background, skills and talents in new ways, use your skills in one industry to position yourself effectively when applying in another, and evaluate the parts of your work that you love and turn them into a full-time job or business. Learn to see the relationship you've built along the way as part of your "social wealth portfolio"!	Susan Baier has over 25 years of experience in product and brand management, marketing research, business development and strategic planning with Fortune 100 firms, small companies and marketing agencies. None of which has prevented her from being laid off twice and nearly fired more times than she can count. In 2009 Susan started her own company, Audience Audit Inc. , which provides strategic marketing advice and market research. She also leads a team of volunteers who host Chandler's LaidOffCamp twice a year, offering people out of work with support to build a community, use the best tools and strategies to find a job, and feel like they can make it one more day without throwing themselves off the balcony. When she's not working (and sometimes when she is), Susan spends her time building her community in Chandler and elsewhere, connecting people who can help each other out, and drinking beer. Lori Quan has been an Economic Development Specialist for the City of Chandler for the past three years, working on the front lines of the city's efforts to attract new businesses to Chandler and help existing ones to expand.



SURVIVING LAYOFF

SESSION	DESCRIPTION	SPEAKERS
Financial Planning During Transition	Learn about financial options available to the un- and under-employed.	Richard Ross is an accomplished Finance, Strategy and Marketing Professional with 20 years of experience in Financial Services and Consumer Products. He has a diverse background including Financial Strategies, New Product Development, Brand Management, Hispanic Marketing, Account Management, Finance and Information Technology. He is currently a Financial Advisor for Edward Jones Investments .
The Truth About Mortgage Options	Underwater, bankruptcy, short sale - what does it all mean? What's the real story about your mortgage options when you're out of work or behind on your payments?	Brain Verschage and Steve Ortiz are Loan Consultants with Academy Mortgage .
Life After Bankruptcy	Bankruptcy happens. This session will discuss how you can move past it to achieve success.	Christine Springer is the owner of Desert Edge Legal Services, LLC, a legal services company located in Scottsdale, Arizona. She is a foreclosure defense expert specializing in mortgage loan audits for homeowners and investors. She works with a team of legal professionals, including attorneys, to help homeowners obtain the best possible resolution to their mortgage issues. You can find Christine at www.foreclosureindustry.com .
Financial Planning During Transition	Learn about financial options available to the un- and under-employed.	Mark Naprstek and Tom Gustafson are Financial Advisors with Merrill Lynch . They provide wealth management services including: investing, estate planning strategies, retirement planning strategies, concentrated stock positions, alternative investments and corporate relationship management.
Healthcare Options for the Unemployed and Underemployed	Learn about healthcare options, COBRA and other insurance-related topics as they relate to underemployed and unemployed workers, individuals and entrepreneurs.	Jack Alspaugh is with Gary Insurance Group , an independent insurance brokerage that works with small businesses, entrepreneurs and individuals to establish the best insurance protection for them.



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!	Jessica Pierce is the Founding Partner and Executive Director of Career Connectors , a community program dedicated to connecting real people with real careers. Jessica is a career transition, management and organizational development consultant, trainer and speaker specializing in professional development, career coaching and mentoring, teambuilding and group facilitation.
Using Social Media To Get the Job Of Your Dreams	Social Media is a powerful tool in searching for, applying to and getting the job you want. This session will show you which tools are the most important and how to use them effectively.	Wendy Kenney is founder of 23 Kazoos , where she helps clients get from where they are to where they want to be. Wendy is a well-known speaker on social media and marketing and author of the book Building Buzz For Your Biz .
Leveraging LinkedIn	This workshop will give tips and strategies on how to leverage LinkedIn for your job search.	Diana Potapenko has become an expert in the career transition industry with several years of experience in helping individuals find the right educational opportunities, make informed career decisions, and efficiently job search. Owner of Hire Me Resumes, Training and Coaching, Diana has presented over 140 workshops to nearly 1500 job seekers at the Maricopa and Phoenix One-Stop Career Centers, and has coached nearly 750 clients on labor market analysis and industry research.
Easy Ways To Build Your Own Website	It’s not as hard as you think to set up your own website to promote yourself as a job candidate, or for your small business. This session will discuss how to get your professional site up and running in minutes without hiring a developer or knowing how to write computer code.	Joshua Strebel is founder of Chandler-based Page.ly , which offers easy inexpensive setup, maintenance and secure hosting of Wordpress sites.
Put Your Best Foot Forward With Technology	Learn 10 ways you can use free technology tools to make a great first impression, organize your network, and build your confidence for your job interviews. I’ll provide the inspiration and a laser-focused set of tools selected to improve your job search today!	Charlene Kingston is the small business person behind the Social Media DIY Workshop . With more than 25 years experience connecting people with technology, she teaches business people how to incorporate customer conversations on social media into business operations.
Leveraging LinkedIn	This workshop will give tips and strategies on how to leverage LinkedIn for your job search.	Michael Frost is a recruiter with ISOS Technology , a Tempe-based full-service IT consulting and staffing firm.