



ELEVATE YOUR RECRUITING GAME.

Explore New Approaches.
Enhance Your Skills.



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Explore New Approaches. Enhance Your Skills.

Thursday, September, 5, 2024 | 8:30 AM – 4:15 PM | Hilton - Omaha, NE

HIRE

CONFERENCE AGENDA

8:30 – 9:15 AM

REGISTRATION & NETWORKING - Grand Central Foyer

9:15 – 9:30 AM

WELCOME REMARKS - Grand Central Ballroom A

Heath Mello | *President & CEO, Omaha Chamber* & Mark Haner | *Director of North American Sales, LinkedIn*

9:30 – 10:30 AM

KEYNOTE SESSION 01 - Grand Central Ballroom A

Joanie Bily | *Division President, Employbridge* - *Recruiting Smarter with Data Analytics*

10:30 – 10:45 AM

BREAK, NETWORKING & MOVE TO THE NEXT SESSION

10:45 – 11:45 AM

BREAKOUT SESSION 01

(GRAND BALLROOM A)

Angela Cooper | *Founder & Principal Consultant, Mindpower Strategic* - *Eliminating Roadblocks in DE&I Recruitment*

(GRAND CENTRAL BALLROOM D)

Sara McCue | *Partner, Baird Holm LLP* - *Legal Considerations in Recruitment*

11:45 – 12:45 PM

LUNCH - Grand Central Ballroom A

12:45 – 1:45 PM

KEYNOTE SESSION 02 - Grand Central Ballroom A

Todd Smith | *Principal Founder & CEO, Symphony Workforce Foundation*
Connecting Students & Businesses at Scale (Through Choice & Data)

1:45 – 2:00 PM

BREAK, NETWORKING & MOVE TO THE NEXT SESSION

2:00 – 3:00 PM

BREAKOUT SESSION 02

(GRAND BALLROOM A)

Kim Hurst | *Independent Training Consultant* - *Staying Sane in the Hiring Game*

(GRAND CENTRAL BALLROOM D)

Mark Mathia | *Chief Experience Officer (CXO), Signature Performance, Inc*
The Recruitment Revolution: Shaping Future Business Success

3:00 – 3:15 PM

BREAK, NETWORKING & MOVE TO THE NEXT SESSION

3:15 – 4:15 PM

BREAKOUT SESSION 03

(GRAND BALLROOM A)

Michelle Hill | *Coach & Leadership Development Facilitator, Revela*
Lightning Round Recruiting Session: Sharing Secrets to Conquer Talent Challenges

(GRAND CENTRAL BALLROOM D)

Mark Haner | *Director of North American Sales, LinkedIn* - *The Early Impact of AI Tools for Recruiting*

4:15 – 6:00 PM

HAPPY HOUR, sponsored by MyStaff Inc. - Grand Central Foyer

THANK YOU

2024 HIRE CONFERENCE COMMITTEE

CO CHAIRS:

Anna Charron, *Walmart* & Kim Lynch, *MyStaff*

MEMBERS:

Liz Chase, *FNBO*

Kiley Maddux, *Businessolver*

Justine Olson, *OrthoNebraska*

Katherine Ortiz, *University of Nebraska-Lincoln*

Kelly Risley, *Henry Schein One*

Kristin Sterba, *Remedy Staff*

Nicolette Villwok, *E & A Counseling Group, Inc.*

MORNING KEYNOTE

GRAND BALLROOM A

Recruiting Smarter with Data Analytics



Joanie Bily, *Division President, Employbridge*

Joanie Bily is a prominent authority on labor market data, workplace trends and expert career advice. An accomplished executive with over 25 years of experience, Bily is the author of *Dive in D.E.E.P.: Strategies to Advance Your Career, Find Balance, and Live Your Best Life*.

Employbridge, the largest industrial staffing company in the U.S., is where she oversees staffing for both commercial and professional staffing businesses. Bily also led RemX, the professional staffing division at Employbridge for over 8 years and launched RemX Contact Center Solutions, the industry leader in workforce staffing solutions for large U.S. call and contact centers.

She has been recognized as one of the “Most Powerful Women in Staffing” by Staffing Industry Analysts for seven consecutive years (2016-2023) and was the recipient of the World Staffing Summit Award in 2021.

Presentation: *Recruiting Smarter with Data Analytics*

Joanie will provide an overview on the latest labor market data and economic trends impacting the workforce. She will share the latest research from Employbridge’s Voice of the American Workforce and explore new and emerging trends for employers and employees.

In addition, she will wrap up her presentation with a few strategies and tips from her recent book, *Dive in D.E.E.P., Strategies to Advance Your Career, Find Balance and Live your best Life*. She will cover tips on setting goals, dreaming big and living life with no regrets.

Learning Objectives:

- How and why employees make decisions regarding their careers
- How employee needs have evolved in response to our current economic climate
- Recommendations on how to attract and retain new talent

BREAKOUT SESSION 01

GRAND BALLROOM A

Eliminating Roadblocks in DE&I Recruitment



Angela Cooper, *Founder and CEO, Mindpower Strategic*

Angela Cooper empowers organizations to create inclusive, high-performing cultures. With over 20 years of experience in business strategy and change management, Angela is a recognized leader in driving organizational health and performance. She speaks, teaches, and consults on topics related to diversity, equity, and inclusion, serving as a trusted advisor for business leaders committed to fostering positive change.

Presentation: *Eliminating Roadblocks in DE&I Recruitment*

Learning Objectives:

- Understand and be able to Express the Importance of DE&I
- Identify and Overcome Roadblocks in DE&I Recruitment
- Embrace a Culture Add Mindset
- Become a DE&I Ambassador
- Take Action for Change

GRAND BALLROOM D

Legal Considerations in Recruitment



Sara McCue, *Partner, Baird Holm LLP*

Sara A. McCue's practice focuses on employment compliance, the Americans with Disabilities Act, and public accommodations law. She represents and counsels employers in various industries. Sara provides day-to-day compliance advice, assists in policy creation and revision, and conducts internal workplace investigations. In addition, Sara represents clients in the defense of administrative claims, such as complaints filed with the U.S. Equal Employment Opportunity Commission, as well as other federal, state, and local agencies.

Sara is an experienced public speaker. She regularly conducts workplace training on harassment prevention, reasonable accommodations, and other topics. Since 2022, Sara has been selected by her peers for inclusion in The Best Lawyers in America: Ones to Watch® in the field of Labor and Employment Law Management.

Sara received her Juris Doctor, with distinction, from the University of Nebraska College of Law, where she was the Editor in Chief of the Nebraska Law Review.

Presentation: *Legal Considerations in Recruitment*

Today's employers must consider a variety of legal issues when it comes to recruiting. From navigating artificial intelligence to using social media, those who are recruiting have more tools available than ever before. But many developments in recruiting now pose unique legal issues for employers. Join Sara as she discusses the legal landscape of recruiting and tools employers can use to ensure compliance with the law.

Learning Objectives:

- Understand recent guidance related to the use of artificial intelligence in recruiting
- Develop knowledge of anti-discrimination laws that impact recruiting
- Consider impact of social media on recruitment

LUNCH KEYNOTE

GRAND BALLROOM A

Connecting Students & Businesses at Scale *(Through Choice & Data)*



Todd Smith, *Principal Founder & CEO, Symphony Workforce Foundation*

Todd Smith guides the organization's vision and growth by empowering students to discover career opportunities uniquely aligned with their personal aspirations, they strengthen communities, relationships and economic futures.

With a passion for technology and education, Smith has 25 years of IT, consulting and educational organizational leadership experience. After graduating from the University of South Dakota (where he served as the captain of the football team), he found immediate success leading sales teams for a multi-national technology company. Smith then transitioned to a leadership role with one of the largest privately held education firm in the country.

Presentation: Connecting Students and Businesses at Scale *(Through Choice & Data)*

In today's dynamic job market, connecting students with the right opportunities requires a blend of choice and data-driven strategies. This session will showcase innovative approaches to scaling student-business connections, emphasizing the importance of engaging students from diverse backgrounds and pathways.

Learning Objectives:

- Understanding how data-driven insights can enhance student-business connections.
- Exploring innovative methods for engaging students from diverse backgrounds.

OCTOBER 1 & 2
AT CHI CONVENTION CENTER

THE
CONFERENCE

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The Fifth Annual Conference on Opportunity, Diversity and Equity gathers over 850 attendees to drive change through dynamic educational sessions and purposeful relationship-building opportunities.



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BREAKOUT SESSION 02

GRAND BALLROOM A

Staying Sane in the Hiring Game



Kim Hurst, *Independent Training Consultant*

From her early career in customer service, Hurst discovered her passion for helping people through HR and organizational development roles. Previously serving as a Training Consultant with Best Care EAP of Nebraska Methodist Health System, Hurst carved a niche in promoting self-care, mental health awareness, and psychologically safe workplaces. Over the past five years, she has collaborated with more than 300 client organizations across the U.S. and has facilitated training and workshops for over 25,000 participants. Her focus has been on enhancing leadership, individual skills, and cultivating healthy behaviors for personal wellness and professional success.

Presentation: Staying Sane in the Hiring Game

Can't wait to get started pouring through resumes on that new job req? Possibly, you're starting to feel like such a broken record when discussing company culture in an interview that you find yourself frequently asking your candidate "did I go through that part with you already?" Or maybe you've gotten to the point of needing a "self-pep-talk" before each meeting with "THAT" hiring manager? Our collaborative session will provide the necessary framework for how to get ahead of workplace stress with preventative actions as well as how to relieve burnout and reignite that spark if your flame has gone out.

Learning Objectives:

- Defining burnout and detailing the signs and symptoms
- Identifying and understanding your stressors
- Learning proven burnout prevention and relief strategies
- Supporting each other through collaborating on key issues during breakout
- Planning your specific "go-to" actions & celebrating milestones

GRAND BALLROOM D

The Recruitment Revolution: Shaping Future Business Success



Mark Mathia, *Chief Experience Officer, Signature Performance, Inc*

Mark Mathia oversees the associate experience, brand experience, and Signature's TalentXM service line. His calling is to attract and retain world-class talent and champion the Associate experience. Mark helped ignite the organizational experience strategy by introducing comprehensive engagement programming that connects the Associate experience with the client experience, curating a one-of-a-kind brand immersion that has led to Best Place to Work honors and exceptional performance ratings from clients. With a myriad of coaching credentials, including certification as a Gallup Strengths Coach, Integrative Enneagram Accredited Practitioner, Associate Certified Coach (ACC) through the International Coaching Federation (ICF), certified Positive Psychology Coach, and credentialed through the John Maxwell Team, as a coach, speaker, and trainer. Mark empowers Associates to bring their best selves to work through mentorship, coaching, and constant development opportunities.

Presentation: The Recruitment Revolution: Shaping Future Business Success

In this session, you will discover how to unleash your potential as a recruiting professional by mastering the five levels of influence that can transform the businesses you serve. Mark will guide you through the process of leading from where you are, assessing your current level, and taking the next steps towards making a lasting impact in any stage of your career.

Learning Objectives:

- You will learn to apply the five levels of influence as a recruiting professional
- You will learn where you are at and how to get to the next level of influence
- You will learn the value of experience management and how to expand your mindset and role
- You will learn how to grow in influence and impact through Attitude Aspiration and Approach

BREAKOUT SESSION 03

GRAND BALLROOM A

Lightning Round Recruiting Session: Sharing Secrets to Conquer Talent Challenges



Michelle Hill, *Coach and Leadership Development Facilitator, Revela*

Michelle is a seasoned leadership architect with a knack for igniting potential. With nearly two decades of molding leaders, she's mastered the art of inspiring action. Her competitive spirit and unwavering drive fuel her passion for transforming teams into high-performance powerhouses. Michelle is a results-driven leader with a track record spanning steel, hospitality, and consulting. Her diverse experience in operations, talent development, and sales equips her with a unique perspective, fostering adaptability and a broad understanding of different industries.

Presentation: Lightning Round Recruiting Session: Sharing Secrets to Conquer Talent Challenges

Ready to supercharge your recruitment strategy? Join our Lightning Round Recruiting, a high-energy session packed with actionable insights. Interact with small groups and tackle four key topics, technology and AI, candidate experience, talent acquisition challenges, and employer branding magic.

Learning Objectives:

- Build your professional network.
- Learn from others.
- Leave with fresh ideas.

GRAND BALLROOM D

The Early Impact of AI Tools for Recruiting



Mark Haner, *North American Sales Director, LinkedIn*

Over the past decade, Mark Haner has operated as both a hiring manager and developer of talent at LinkedIn. Having predominantly operated in leadership roles since 2005, Mark has specialized in the Advertising, SaaS and Technology sectors since 2007, with both domestic and international experience. Leading sales, account management, support, and advertising teams along the way; Mark has helped with business aspects ranging from sales performance, product go-to-market, & strategic partnerships, as well as opening & scaling large domestic and international locations for companies like Yahoo & LinkedIn.

Presentation: The Early Impact of AI Tools for Recruiting

Talent Acquisition and Recruiting Teams are at their most impactful when they focus on fostering relationships with potential hires, collaborating with hiring managers, and enhancing the visibility and appeal of their company's brand. With the advent of AI tools, these professionals are now able to dedicate a greater portion of their time to these high-value activities, as AI technology streamlines the process of candidate sourcing, job listing optimization, and crafting engaging organizational content. In this session, we will explore how to effectively leverage these technological advancements, while also examining initial trends that highlight the beneficial role of AI in the recruitment process.

Learning Objectives:

- Improve the comfort and awareness attendees have with AI as it relates to recruitment.
- Gain awareness on how AI is having a positive impact on the efficiency & effectiveness of recruitment processes.
- Learn about AI tools and the opportunities that exist to apply the benefits of this technology into recruitment strategies.

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ADDITIONAL UPCOMING EVENTS

COCKTAILS & CULTURE

SEPTEMBER 10 | 4:30 - 6:30 PM

The Farnam, Autograph Collection

THE CONFERENCE ON OPPORTUNITY, DIVERSITY & EQUITY

OCTOBER 1 & 2

Gallup & CHI Health Center Omaha

COFFEE & CONTACTS

OCTOBER 29 | 7:30 - 9:30 AM

Riekes Equipment

LEADERSHIP LAB

NOVEMBER 7 & 8

Midland University

HOLIDAY OPEN HOUSE

DECEMBER 5 | 4:00 - 6:00 PM

Greater Omaha Chamber

ANNUAL MEETING

JANUARY 23 | 4:00 - 6:00 PM

CHI Health Center Omaha



To view our calendar of all upcoming events go to:

OmahaChamber.org/events