

**End Date: 11/19/2014 9:30 AM**

Registration &amp; Networking: 7:30am - 8:00am Program: 8:00am - 9:00am Where: The Brickwood at St. John's, 1325 Elmwood Avenue, Rochester NY 14620

How can you and your company recruit qualified diverse staff to meet the goals of the company? By the end of this session, participants will:

- Recognize demographic changes in the workplace
- Educate that “diversity” is not the same as “minority” while trying to increase awareness of opportunities for a diverse workforce
- Avoid quick fixes to answer long term relationships with diversity
- How to interview effectively for diverse applicant pool
- Become employer of choice for diverse workforce
- Foster diversity and culture aware workforce
- Measure effectiveness of recruitment strategies for diverse workforce

Presenters: Michelle L. Halloran, SPHR Director of Human Resources and Corporate Compliance eHealth Technologies Michelle graduated from State University of Geneseo with a Bachelors’ Degree in Accounting and proceeded to work for The Arc of Monroe County in various Finance positions until she graduated from the Rochester Institute of Technology with a Masters’ in Career and Human Resources Development. Since attaining her Masters’ Michelle earned her Senior Professional in Human Resource certification with Society of Human Resource Management and was in several Human Resources roles at The Arc of Monroe responsible for recruitment, benefits, employee relations/performance, management training, metric analysis, and HR compliance. Since 2012 Michelle has been the role of Director of Human Resources and Corporate Compliance with eHealth Technologies as a key member of the leadership team overseeing the direction, management, and development of all aspects of the Human Resources function. In addition to GVSHRM Diversity Council, she also volunteers at Mary Cariola Children’s Center on the Board of Directors and has Chaired of the Human Resources Committee, Chairs the Personnel Committee and on the Board of Directors for Rochester Childfirst Network in addition to volunteering for the Human Resources Committee at Big Brothers and Big Sisters.

Jerry DiBartolo Director, Business Operations Aerotek Jerry

Sisters. Jerry DiBartolo Director, Business Operations Aerotek Jerry DiBartolo is the Director of Business Operations with Aerotek. Aerotek is an industry leader in recruiting and staffing. Jerry first started with Aerotek in 1998 after graduating from Western Illinois University. Throughout his time with Aerotek, he has partnered with many companies to develop strategies to find the top talent in the marketplace. This program is sponsored by Focused 401(k) Partners

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**PRICING:** GVC SHRM Member: \$30      Non-Member: \$40      Member in Transition: \$15

Brickstone at St. John's,  
1325 Elmwood Avenue,  
Rochester, NY 14620