



California Placement Association 43rd Annual Conference
February 29 – March 2, 2012
Disney's Paradise Pier® Hotel, Anaheim, CA

www.calplacement.org

Registration forms and more information online

“What A Ride!”

The Ups & Downs of Employment



Scheduled: Job development/placement, job search technology, barriers to employment, social networking, interviewing, strategic resume writing, employer panel, best practices, resource table available for attendees to share informational materials and more!

Who Needs This Conference? Employment professionals in the areas of:

- *Employment Services*
- *Job Development*
- *One-Stop Shops*
- *Recruitment*
- *Disability Services*
- *Human Resources*
- *Job Placement*
- *Career Professionals*

Disney's Paradise Pier Hotel

www.disneyland.disney.go.com/paradise-pier-hotel

1717 S. Disneyland Drive Anaheim, CA 92802



- Located in the Downtown Disney District, great dining and entertainment are just steps away.
- Refurbished rooms feature spectacular views of California Adventure Park or surrounding cityscape.
- A range of hotel services are available to all guests including a business center, fitness facility and more!
- Free high-speed wireless internet

CPA Conference Hotel Rates:

\$129 plus taxes for single/double/triple/quad
 Deadline to register at this rate: Feb. 7, 2012
 Ask for CPA rate.

Call (714) 520-5005 or book online 24/7

www.mydisneymeetings.com/gpcb12a

Rate is good up to three days before and after conference.

Self-Parking: \$10.00 per day

Check-in: 3 p.m. Check-out: 11 a.m.

Discounted Group Disneyland Tickets available online before you arrive. Valid February 25 to March 3, 2012

www.mydisneymeetings.com/gpcb12a

CPA Conference Registration Fees:

(Thru 2/7/2012)

\$225 CPA Member \$270 Non-Member

Conference Registration Day Rates:

\$75 February 29 \$125 March 1 \$75 March 2

Begins 1 p.m. Feb. 29 Ends 11:30 a.m. March 2

Questions? Contact Rosa Asencio

(909) 274-5941 Email: rasencio@mtsac.edu

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Payment: Checks, Cash & P.O.'s No credit cards
 CPA TAX ID#: 953833997



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CPA Conference Schedule

Wednesday, February 29, 2012

12:00 p.m. - 5:00 p.m.	Conference Registration Open
1:00 p.m. - 1:15 p.m.	Welcome/Introductions
1:15 p.m. - 2:15 p.m.	<u>Opening Keynote Speaker:</u> Neal Shaffer, Author and Social Media Strategy Consultant <i>"Understanding Social Media as a Necessary Skill for Job Search & Professional Careers"</i>
2:15 p.m. - 2:30 p.m.	Break
2:30 p.m. - 3:45 p.m.	<u>Speaker:</u> Brad Pollak, Owner of The Brad Pollak Company <i>"Interview Training: Helping You Get the Job You Want"</i>
3:45 p.m. - 4:00 p.m.	Break
4:00 p.m. - 5:00 p.m.	<u>The "UNCONFERENCE"</u> <i>Group discussions on placement topics of your choice</i>
6:00 p.m. - 8:00 p.m.	President's Reception/Hors d'oeuvres/Door Prizes



Thursday, March 1, 2012

8:00 a.m. - 5:00 p.m.	Conference Registration Open
8:00 a.m. - 9:00 a.m.	Continental Breakfast
9:00 a.m. - 10:15 a.m.	<u>Workshops:</u> <i>"Strategic Resumes" OR "Social Networking – Beginners to Experts"</i>
10:15 a.m. - 10:30 a.m.	Break
10:30 a.m. - 11:45 a.m.	<u>Workshops:</u> <i>"The Hidden Job Market" OR "Placement Challenges & Best Practices"</i>
11:45 a.m. - 12:00 p.m.	Break
12:00 p.m. - 2:00 p.m.	Lunch/Awards/Door Prizes Lunch Speaker: Lola Gillebaard, Comedian <i>"How to Take Your Work Seriously While Taking Yourself Lightly"</i>
2:00 p.m. - 2:15 p.m.	Break
2:15 p.m. - 4:15 p.m.	<u>"An Afternoon with Disney!"</u> Panelists from various Disney departments will discuss recruitment and Disney topics.
4:15 p.m. - 4:30 p.m.	Closing Remarks
6 p.m. - ?	Dinner on Your Own Meet in the lobby and groups will walk to Downtown Disney and nearby restaurants for dinner & networking



Friday, March 2, 2012

8:00 a.m. - 9:00 a.m.	Conference Registration Open
8:00 a.m. - 9:00 a.m.	Full Breakfast and CPA Conference Business Meeting (All Welcome)
9:15 a.m. - 10:00 a.m.	<u>Employer Panel:</u> <i>"The Ups & Downs of the Job Search! Tips from the Experts"</i>
10:00 a.m. - 10:15 a.m.	Break
10:15 a.m. - 11:15 a.m.	<u>Employer Panel, continued</u>
11:15 a.m. - 11:30 a.m.	Door Prizes/Evaluations/Adjourn



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CPA Conference Keynote Speaker



Neal Schaffer

“Understanding Social Media as a Necessary Skill for Job Search & Professional Careers”

<http://windmillnetworking.com/about/>

Neal Schaffer is an author, speaker, and social media strategy consultant and has appeared in the Wall Street Journal, Bloomberg Business Week, Yahoo!, and the American Express Open Forum. A graduate of Amherst College, he is fluent in Chinese and Japanese and currently resides in Irvine, California where he proudly serves on the marketing committee for the United Way of Orange County.

Neal has published two books on LinkedIn: “*Maximizing LinkedIn for Sales and Social Media Marketing*” was published in July, 2011. Neal’s first book, “*Windmill Networking: Maximizing LinkedIn*,” continues to be one of the best-selling books in its genre. Neal is currently working on his third book, tentatively titled “*Windmill Networking: Maximizing Twitter*.” He is also a frequent social media conference speaker.

As President of Windmills Marketing, Neal has led social media strategy creation, educational workshops and implementation coaching for Fortune 500 software companies as well as celebrities with hundreds of thousands of social media fans.

Neal Shaffer/Windmills Marketing Customer Testimonials:

- *Neal brings his passion, experience and creativity to help us embrace social media for our company. Neal’s energy and expertise prove to be critical for us as we developed our comprehensive social media strategy in a collaborative meaningful endeavor. We continue to consult with Neal as we navigate this new frontier of social media. Thank you, Neal.* – Ed Aschoff, CEO, Dansure
- *Best investment I made this year was hiring Neal Schaffer as a Social Media Marketing consultant. He’s brilliant, and a really good guy to boot.* – Joe Rogers, CEO, American Joe
- *I have worked with Neal in developing my online brand. I found his knowledge, organization and end result extremely valuable. He demonstrated a high degree of expertise and his presentation was clear and immediately actionable. He was sensitive to my requests and brought immediate results. In addition, his style is open and willingly gave his time to responding to all my questions thoroughly. I certainly would recommend Neal.*
– Gloria Goytia, Owner, Gloria’s Gourmet Cookies





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Conference Speaker



Brad Pollak

Owner of The Brad Pollak Company

“Interview Training: Helping You Get the Job You Want”

<http://www.bradpollak.com/about.html>

Brad Pollak will present vital information in his interview training sessions and will focus on showing how a candidate can put their best foot forward in any job interview by being an active participant in the conversation with the prospective employer, by asking appropriate questions, by listening, by taking notes and by answering questions in a way that will show how they can add value to the organization.

Brad has over 20 years of marketing and management experience in the record industry. In 2006 he started a new career as managing director at an executive search firm in Long Beach. He arrived at the search firm on the eve of a global recession and was soon inundated with requests from candidates to help them find work.

In 2010, Brad founded Brad Pollak Company, a marketing consultancy dedicated to helping business professionals and students market themselves. His services include marketing advice to individuals and businesses, interview training for business professionals and for students and resume assessment.

These are a few of the testimonials written by the high school teachers and college instructors who attended “Interview Training for the Job You Want” presentation at the recent “Educating for Careers” conference in Sacramento on March 5, 2011:

- *“Excellent presentation. I’ve taught interviewing skills at the high school level for 25+ years – [and] I still learned many useful tips to share with students.”*
- *“Great speaker, interesting, engaging, good sense of humor.”*
- *“Stimulated ideas on where I can improve my teaching of interviews. These were good, concrete thoughts that will help my teaching.”*
- *“It offered practiced advice and information that can be applied to anyone at varying levels of education and job searching.”*





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Conference Speaker



Lola Gillebaard

Comedian/Speaker/Voted California's Funniest Female in 2011

"How to Take Your Work Seriously While Taking Yourself Lightly"

www.laughandlearn.org

Lola was born and raised in Rocky Mount, North Carolina. A premature birth left her with poor motor control and other serious health challenges that would result in 17 major surgeries. She has also had a bout with cancer. She now shrugs it all off as "just a big nuisance" on her wonderful path through life and finds humor with every step. Today, at 70+, Lola says, "I have to live forever, because I'm just getting started!"...And people believe her!

As a graduate of Salem College, she was chosen to be included in Who's Who in American Colleges and Universities. She began her career as a teacher, then met and married her husband Hank and settled in Southern California, where she eventually raised four sons. As an associate college professor, businesswoman, free-lance writer, wife and mother, she has always touched people's hearts and funny bones.

In addition to her recent vote as California's Funniest Female, Lola received the first-place *Reader Digest* writer's award for her article, "Old Enough to Die" about her father, which has been published internationally. She also co-authored the book, "*Change Your Life with Humor.*"

Lola has researched the benefits of humor for the past thirty-five years and witnessed the magic of its healing. Her most recent book, "*Laughter Made from Experience.*" is filled with inspiring and heart-warming stories of her many challenging situations told with the Southern charm, wit and humor that is Lola's signature style.

Lola's career as a humorous speaker has taken her across the United States many times. She was recently appointed to the Health and Integrated Medicine Board at University of California-Irvine after her performance of "*Laughter is the Best Medicine*" at the Susan Samuelli Center.





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Getting There!

John Wayne/Orange County Airport (SNA), 14 miles
 Long Beach Airport (LGB), 21 miles
 Los Angeles International Airport (LAX), 34 miles

Disneyland Resort Express: (800) 828-6699 or www.graylineanaheim.com
 Super Shuttle Van Service: (800) 200-6655 or www.supershuttle.com.com
 Alamo Car Rental located at Downtown Disney: www.alamo.com

For more information about the conference, contact:

Rosa Asencio
 Conference Registration
 Phone: (909) 274-5941 Fax: (909) 468-4038
 Email: rasencio@mtsac.edu

Eric Hilden
 Conference Chair
 Phone: (949) 582-4278
 Email: ehilden@saddleback.edu



Reminders:

Conference Dress: Casual

Please Bring Door Prizes!

Would you like to donate items for Conference Bags?

(Examples: pens, pencils, notepads, candy, highlighters, and promotional materials from your program)

If you would like to donate, send items by February 20th to:

Eric Hilden, Saddleback College
BGS #204
28000 Marguerite Parkway
Mission Viejo, CA 92692

Resource table will also be available for attendees to share informational materials
(job placement handouts, marketing handouts, best practices resource materials, upcoming event info)