



Arkansas Association of
Colleges and Employers

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Drive-In Workshop

Prospects for '08: The Latest in Career Planning and
Recruiting

Pulaski Technical College, North Little Rock, AR
Grand Hall – First Floor
Friday, January 11, 2008

Thursday, January 10, 2008:

Board meeting – (Board Members Only)

Charles C. Owen, (PA), Managing Partner, Gill Elrod Ragon Owen
- The future of AAACE as a Non-Profit Organization.

Early Bird Dinner – Bill Valentine's Italian Restaurant

www.travs.com/dickey/billval

Reservations are required. (Everyone is welcome).

Friday, January 11, 2008:

8:00 – 10:00 a.m.

Registration and Continental Breakfast

10:00 – 10:15 a.m.

Welcome by Ron Orick, Director of Career Services at the University of
Arkansas - Fort Smith and President of AAACE

Welcome by Dianne Butler, Career Counselor at Pulaski Tech University
and Dr. Dan F. Bakke, President of Pulaski Technical College

10:15 – 11:45 a.m.

Keynote Presentation - Jay Cranford, Creative Director at Cranford, Robinson and Woods

“Branding your Recruitment Marketing Strategy in a Competitive Market Place”

11:45 a.m. – 1:00 p.m. - Lunch

Cathy Tuggle, Owner/Broker – Apartment Hunters.com

“On-line Relocation Assistance: a Critical Partner in the Recruiting and Placement Process ”

1:00 – 2:00 p.m.

Keynote Presentation – John Yates, Attorney at Acxiom Corporation

“2008 Immigration Update”

2:00 – 2:15 p.m.

Break

2:15 – 3:30 p.m.

Keynote Presentation - Natalie Kauffman, Board Member of the National Career Development Association and Director of the Center for Career & Service-Learning at the College of Notre Dame of Maryland

“NCDA: an Invaluable Partner for Educational Institutions and Industry”