



Cape Cod Human Resources Association

HR NEWS

Cape Cod Human Resources Association P.O. Box 665, Hyannis, MA 02601

October 2008

www.cchraonline.com

Meeting Review

Creative Recruiting Techniques

Panel Members:

Linda Markham – Cape Air
Del Pontremoli – RHC
P.J. Layng – Zurick-Davis
Jennifer Brabants – Ocean Edge
Resort

How do you attract and select good candidates in the current economic environment?

Del Pontremoli identified three
recruitment challenges in
hospitality and healthcare on
Cape Cod:

- Cost of living
- Shortage of high-end talent
- Seasonal business cycle

One way to combat these issues
is to make your organization an
employer of choice. To enhance
your reputation strive to make
your company a place where
people want to work. This can
be done by conducting
workplace surveys and exit
interviews. If people feel they
are respected and valued, they
will stay. Compensation is one
of the last reasons why people
leave a job. Implementing an
inexpensive employee
recognition program is a good
first step.

Jennifer Brabants commented
that Ocean Edge is having
difficulty recruiting both high-end
managers and entry level
employees. Entry level
applicants are having difficulty
with the cost of living on the
Cape. High-level applicants are
concerned about the lack of job
security and stability.

Linda Markham explained how
Cape Air developed an
innovative program to deal with
the issue of pilot recruitment. It
is called the *Gateway Program*.
Cape Air partners with colleges
and universities to recruit interns
with the promise of full-time
employment. In addition, they
partner with larger airlines such
as JetBlue to offer employment
to Cape Air pilots who want to
move on to larger planes.

P.J. Layng suggested another
useful tool in recruiting is to bring
a person in from the field or
technical area to develop the
recruiting strategy and work on
the recruiting team. The idea of
active vs. passive recruitment
was also discussed. Passive
recruitment refers to the
traditional technique of placing
advertisements and waiting for
applicants. Active recruitment
includes targeted recruiting and
the use of “head hunters”.

CALENDAR OF EVENTS

This Season's Speaker Series
Building A Strong Workforce

October 30, 2008 7:30 am

Margaret Holtman Strategic Talent Management

This lively, interactive session will
focus on the importance of an
integrated strategic plan and proven
techniques for optimal recruiting,
development and retention of key
talent.

Ms. Holtman is an author and
consultant who, not only understands
what it is like to be a leader today, but
also offers realistic advice for
successfully leading in changing and
complex business environments.

Currently, in her practice, Margaret P.
Holtman & Associates LLC, Ms.
Holtman consults on all aspects of
leadership development. She is co-
author of *Leading at the Edge:
Leadership Lessons from the
Extraordinary Saga of Shackleton's
Antarctic Expedition*, which describes
the use of adventure, story and
metaphor (Metaventuresm approach) to
teach leadership in organizations.

Holiday Inn, Route 132 Hyannis



Meeting Review, Cont.

Other creative ideas included referral bonuses, relocation packages, and the use of unique advertisements. Social networking websites such as LinkedIn and Facebook were mentioned. The panel also indicated that Craig's List was an up-and-coming tool for recruitment.

When asked by the audience about strategies to convince upper management about the necessity of these initiatives, the panel responded that presenting the plan in an outcome based way is critical. Management needs to see how the plan will benefit the organization.

Thank you to our panelists for their insight and specific suggestions. Our speakers attracted a crowd of over 40 members!

Member Websites

- Rehabilitation Hospital of the Cape and Islands
www.hrci.org
- Cape Air
www.flycapeair.com
- ZurickDavis
www.zurickdavis.com
- Ocean Edge Resort
www.oceanedge.com

Resources

Books of the Month

The Truth About Profiting from Social Networking. Patrice-Anne Rutlege

101 Strategies for Recruiting Success. Christopher Pritchard

Web Sites

Facebook www.facebook.com
LinkedIn www.linkedin.com
Craigslist www.craigslist.com

Want to share a good website, book, article or resource? Send it to Michele Rocray
Michele@pleasantbayassoc.com

Member Spotlight

Carol Forgione, our CCHRA Scholarship Chair, has over twenty years of experience in the Human Resources field, and currently holds the position of Assistant Vice President/Human Resources Manager with Cape Cod Five Cents Savings Bank based in Orleans. Since relocating to the Cape from the Boston area in 2000, Carol has gained exposure to a number of different industries in the area, serving as Human Resources Manager for Woods Hole Group in Falmouth, C&I Steel in Hyannis and Accusonic Technologies in Falmouth. She holds a BS in Business Administration from UMass Lowell, and an MBA from Rivier College. Carol resides in Brewster with her husband and son.

Please send your bio, article or news to Michele Rocray at
Michele@pleasantbayassoc.com

Membership

Dues are \$60/\$165. For more information contact Laura Johnson, Membership Chair at ljohnson_ma@hotmail.com or 508-385-3009.



Scholarships Available

The Scholarship Reimbursement Program is available to CCHRA members and students who are residents of Cape Cod pursuing education in Human Resources. Apply today at www.cchraonline.com. ■

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