



***BROADCAST***

***RECRUITING: THE RULES HAVE  
CHANGED!***

***STEVEN ROTHBERG  
COLLEGERECRUITER.COM***

***Thursday, November 8, 2007***

**9:30 – 10:30 AM CT / 10:30 – 11:30 AM ET**

**8:30 – 9:30 AM MT**



**BROADCAST**

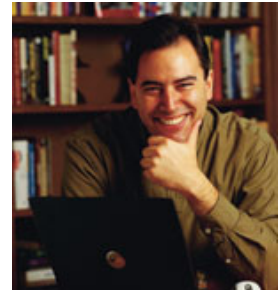
**THURSDAY, NOVEMBER 8, 2007  
9:30 – 10:30 AM CT**

**LEADERSHIP TRACK**

## **Recruiting: The Rules Have Changed!**

**Featuring:**

**Steven Rothberg**, President and Founder,  
**CollegeRecruiter.com** & College Career Connector  
*Winner of the 2007 Weddle's User's Choice Award for Best Job Boards*  
[www.CollegeRecruiter.com](http://www.CollegeRecruiter.com)



**Target Audience: Leaders, Managers, Supervisors & HR Associates**

**Program Overview:**

There are new considerations for how companies recruit in the marketplace today. Our industry is facing a mass exodus of Boomers over the next five years; how do we begin now to prepare for it? The things that brought employees in ten years ago may not entice new employees to join the natural gas industry. How does a company market to Gen X'ers and Millennials? Are there creative ways to re-use the Boomers to keep them contributing their knowledge and experience?

**Participants will be able to:**

- Understand the new rules for recruitment
- Know what it takes to recruit Gen X'ers and Millennials
- Learn creative ways to re-use Boomers
- Understand why a system need to be put in place to attract new talent into our companies

**Follow-up Web Conference:**

December 18, 2007, **"Effectively Handling Recruiting Challenges"**

# BIOGRAPHY

November 8, 2007

## Steven Rothberg

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Steven was born in Winnipeg, Canada in 1966. He graduated with a Bachelor of Commerce (Honors) from the University of Manitoba in 1988. While in college, Steven spent a summer working in London, England designing the first management compensation database used by Argos Distributors, which was one of the United Kingdom's largest retailers. In his senior year, Steven convinced the University to outsource the publication of its campus map to his micro company. Steven gave the maps to the University for free and earned his revenues from the sale of advertising around the borders. After graduating, Steven sold the business to two of his friends and moved to Minneapolis.

Steven enrolled at the University of Minnesota School of Law in 1988. While in law school, Steven was selected for and had his article published by the University of Minnesota Law Review. In 1991, Steven graduated and was admitted to the bar.

While Steven worked as a judicial law clerk in the fall of 1991, he founded Adguide Promotions, later re-named Adguide Publications, Inc. (the Company). Steven is intimately involved with all operational and strategic decisions. He is also primarily responsible for sales and marketing efforts, including the publication of CollegeRecruiter.com Newsletter, which is emailed to tens of thousands of job seekers, and the Company's affiliate program, through which it buys on-line advertising from thousands of other web sites.

Steven has become widely recognized as an expert in online marketing, particularly in the fast growing areas of affiliate / revenue share programs; emailed newsletters; audio and video PodCasts, blogging and job sites.

Steven has been widely quoted by local, regional, national and international media, including ABCNEWS.com, American Way (in-flight magazine for American Airlines), Associated Press, Black Collegian, Business Week, Chicago Tribune, CNN.com, CNN Headline News, Emerging Business (Small Business Administration), Entrepreneur, Fortune Small Business, Globe & Mail (Canada), Human Resource Executive, Journal of Career Planning & Employment (National Association of Colleges and Employers), Marketing Matters (American Marketing Association), Microsoft bCentral, MyBUSINESS Magazine (National Federation of Independent Businesses), Reuters, Sales & Marketing Management, Smart Business (Ziff Davis), StarTribune.com, USA Today, Washington Times, Washington Post, and the Wall Street Journal.

Steven is also a frequent guest on radio and television shows, including Bloomberg Radio (nationwide), CNN Headline News, CNN Radio, Entrepreneur radio, KCCO radio (Minneapolis / Saint Paul), National Public Radio's Talk of the Nation (186 stations nationwide), NBC Nightly News (nationwide), WBIX radio (Boston), and WCCO radio (Minneapolis / Saint Paul).

Steven regularly speaks at conferences, trade shows, and seminars related to on-line marketing and staffing.

**SIGN – IN**  
***RECRUITING: THE RULES HAVE CHANGED!***  
**November 8, 2007**

Site Coordinator \_\_\_\_\_

Company / City \_\_\_\_\_

	√ CPE Credit	Name (PLEASE PRINT)	Department	Title	Rec'd Handouts? √
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**Please return this evaluation form to your site coordinator ASAP.**  
**Site Coordinator: Please FAX or Email sign-in to 972-620-8518.**



***This form is provided for your convenience as a record of satisfactory completion of Continuing Professional Education through SGA.***

**Name of Participant:**

**Name of Course:** ***RECRUITING: THE RULES HAVE CHANGED!***

**Field of Study:** **Leaders, Managers, Supervisors & HR Associates**

**Date Attended:** ***November 8, 2007***

**Sponsor and Authorizing Agent:** **CTN/Southern Gas Association  
3030 LBJ Freeway, Ste 1300  
Dallas, TX 75234**

**State of Texas #001245**

**Total CEU Credits:** **1 Recommended Credit**

**This document is provided for your records.  
Your signature on the Sign-In Sheet for the Program  
in which you participated is record of your attendance.**

**EVALUATION**  
***RECRUITING: THE RULES HAVE CHANGED!***  
**November 8, 2007**

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We would appreciate your comments and recommendations concerning the value of the information presented:

1. How will this broadcast help you perform your job duties?

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2. In your opinion, what were the strengths of this program?

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3. In your opinion, what were the weaknesses of this program?

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4. Your observations of the instructor's effectiveness (such as organization, presentation skills, pace).

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5. General comments or recommendations on how to improve this program?

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**Please rate the next four questions from a high of "5" to a low of "1"**

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| 6.  | My overall satisfaction with the program was                           | 5 | 4 | 3 | 2 | 1                        |
| 7.  | As far as my job is concerned, the program content was                 | 5 | 4 | 3 | 2 | 1                        |
| 8.  | The extent to which my interest level was maintained was               | 5 | 4 | 3 | 2 | 1                        |
| 9.  | The extent to which my positive expectations were met was              | 5 | 4 | 3 | 2 | 1                        |
| 10. | If you would like a follow-up Conference on this subject, please check |   |   |   |   | <input type="checkbox"/> |

Evaluators Signature: \_\_\_\_\_ Company: \_\_\_\_\_

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**For more information, contact:**  
**Nadine Fred, 972-620-4015 [nfred@ctn-energy.org](mailto:nfred@ctn-energy.org)**