Be the Employer of Choice: Recruiting and Retaining the Right Employees

DATE
April 18, 2018
9:00 am – 4:30 pm

LOCATION
Handelman Conference Center
7090 Samuel Morse Drive
Suite 400
Columbia, MD
Registration & breakfast at 8:30 am
Doors open at 8:15 am

TARGET AUDIENCE
• Executive Directors
• Administrators
• Human Resources Staff
• Assisted Living Managers
• Managers and Supervisors

FEES
• LifeSpan Members: $165.00
• LifeSpan Nonmembers: $265.00

CEU – 6.0
• Administrator
• Assisted Living Manager

AGENDA

8:30 am – 9:00 am   Scan-in / Registration / Breakfast

9:00 am — 12:30 pm

A) Retaining Your Best Employees (Hourly and Salary) and Attracting New Ones

Anne O’Brien, Consultant, McQuade Consulting LLC

One of the biggest challenges for any organization is turnover. This session will discuss the cost of replacing and filling vacant positions. The financial costs include (1) lost productivity, (2) advertising vacant position, interviewing, screening and pre-employment testing, (3) orienting and training new employee. The session will also review how turnover affects the company in general and why it matters, what attracts the best employees to a company and once you get them, how can you keep them. We’ll discuss ways to combat turnover and create an environment where employees thrive and become your best recruiters.

12:30 pm — 1:00 pm   Lunch

1:00 pm — 4:30 pm

B) How to Succeed at Recruiting, Hiring and Managing Millennials

Tangie Newborn, President, Immense Solution

They are known as Millennials, Gen Y, Gen Next, Echo Boomers, the Baby-on-board Generation, Screenagers, Facebookers and the MySpace Generation, to name just a few. Whatever you choose to call them, they are the nearly 80 million young adults born (according to the U.S. Bureau of Labor Statistics) between 1976 and 2001 who have already joined or are preparing to join the workforce. Even as these workers become commonplace in the workplace, these employees continue to perplex managers. Despite your best efforts to be successful at finding, hiring and managing millennials, many of these professionals may already be laying the groundwork for their next career move. Businesses of all sizes have difficulty recruiting and retaining skilled talent, regardless of demographic groups. This session will focus on strategies to attract, retain and manage millennials.

4:30 pm   Adjourn
# Registration Form

**Be the Employer of Choice: Recruiting and Retaining the Best Employees**  
**Wednesday, April 18, 2018**

**PLEASE PRINT.** Copy this form for multiple registrants. Please register and return by **April 13, 2018**.

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<th>Name</th>
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<th>NH Administrator License</th>
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Facility Name __________________________________________________________

Facility Address _______________________________________________________________________________________

City __________________ State __________ Zip ______________________

Work Phone __________________ Fax __________________

Fee:  
- [ ] LifeSpan Members $165  
- [ ] Non-members $265  
- **Total Amount Due** $_________

Please mail with check payable to: **THE BEACON INSTITUTE**, 7090 Samuel Morse Drive, Suite 400, Columbia, MD 21046

Or fax with credit card information to **410.381.6061**

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CVV2 Security Code ______ Expiration Date ______ Signature ________________________________

Credit Card Mailing Address _______________________________________________________________________

Card Holder Email Address _______________________________________________________________________

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**For additional information please call Annmarie Gordon at 410.381.2401, x240 or agordon@lifespan-network.org**

**www.LifeSpan-Network.org**