



2016 RAM/SWANA **Recycling** Pre-Conference Session
Dem-Con Tour and Employee Hiring, Retention, and Marketing Training

0.6 Type II & III MPCA CEU for Landfill Operator Recertification

Wednesday, October 5, 2016

8:00 a.m. – 4:00 p.m.

Bloomington Room, DoubleTree Hotel, 7800 Normandale Blvd, Bloomington, MN

The morning session/tour will highlight materials processing methods and recycling opportunities, allow attendees to explore Dem-Con's use of the latest technology and media and to hear from a public school recycling cartons partnership with them. The afternoon session is devoted to employee hiring, retention, and marketing. If you have a job to fill, or are having troubles with employee retention, this session will help you learn where to post jobs (free!), how to access current social media sites, and improve your organization's web site to attract the best staff, and strategies to retain your current staff.

Moderators: Sandy Gunderson, Becker County; Cheryl Gullickson, PHASE; Sarah Hellekson, City of Plymouth.

- 8:00 - 8:30 a.m. **Meet at DoubleTree Hotel front lobby**
- 8:30 - 9:00 a.m. **Depart for Dem-Con Materials Recovery Facility** (13020 Dem Con Drive, Shakopee, MN 55379. Carpooling encouraged & directions/maps will be provided).
- 9:00 - 11:30 a.m. **Innovations in Processing and Education:** Dem-Con Companies
Best Management Practices for School Recycling: Megan Kooman, Edina Public Schools; Winnie Martin, Parent and Go Green Committee Member; Debbi Dodson, School Recycling Coordinator, Carton Council.
- Tour of Dem-Con Material Recovery Facility:** Bill Keegan, Dem-Con Companies.
- 11:30 - Noon **Depart Dem-Con Materials Recovery Facility/return to DoubleTree Hotel, Bloomington, MN**
- Noon – 1:00 p.m. **Lunch**
- 1:00 - 4:00 p.m. **Afternoon Session: Employee Hiring, Retention, and Marketing:**
Having difficulty filling positions? Retaining staff? Listen to a fresh out-state perspective on the challenges of hiring and retaining employees. Carrie Pike, Director of Human Resources, Pine Habilitation and Supported Employment, Inc. (PHASE).

Explore best practices to attract and keep valued employees for your organization. Learn how to use the DEED web site to post (and find) jobs. Mike Lang, Field Operations Area Manager, Minnesota Department of Employment and Economic Development (DEED).

Social Media: What do you really need to know to use social media and not be overwhelmed? What is important? Color, font, typeface, good design. Learn how to use your web site to promote job openings. Caleb Werth, Web Coordinator, Recycling Association of Minnesota; Cara Lee, Communications Manager, Richardson, Richter & Associates.

4:30 p.m.

SWANA welcomes you to join the Young Professionals Reception. All attendees welcome.