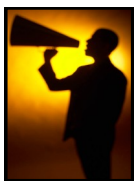


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#### Call for Fall AACE Newsletter Submissions!

Please submit to  
Monique Forehand at  
[monique.forehand@uafs.edu](mailto:monique.forehand@uafs.edu)

#### *Types of submissions:*

- Best practices for employers of career services
- Member accolades/honors
- Member spotlight
- Resource Recommendations (career library, professional development, etc.)
- Special announcements

## FROM THE PRESIDENT



I am honored to have the opportunity to serve as the President of the Arkansas Association of Colleges and Employers (AACE). I would like to thank our board members and committee volunteers for making this year a success. It's hard to believe that the close of another AACE year is here. It was a windy road with many speed bumps along the way. We lost a few board members but new members volunteered quickly to fill the spots. We have overcome many obstacles this year and are now stronger than ever.

Our accomplishments include the following:

- Fully functional website and email
- New corporate sponsorship tier
- Update in our membership year and change to bi-laws
- Record breaking attendance at the December Drive in Workshop
- Marketing materials including brochures, business cards, an advertising letter, and a new member welcome letter

On that note, I propose a challenge for everyone to bring in at least one new member this upcoming year. This is an opportunity to welcome new colleagues to join us. This will mean more occasions for sharing of best practices and networking, a greater audience with whom to build our organization's brand, and new professional development and mentoring possibilities.

I would also like to personally invite all of our members to get involved in an area of your interest. Getting involved in the organization helps to enhance your professional growth and networking skills.

It has been a pleasure working with all of you this year and I look forward to the future ventures we can accomplish together.

Sincerely,

*Heather Reese*

AACE President

#### KNOW SOMEONE WHO MIGHT WANT TO JOIN AACE?

Business Cards and Brochures will be available to share with contacts and promote membership. Contact Tina Goodman for promotional items at [tina37@yahoo.com](mailto:tina37@yahoo.com).

#### MEMBERSHIP BENEFITS INCLUDE:

- Connections to other professionals
- Advice, feedback, and insight
- Growth and professional development opportunities



**AACE**

Arkansas Association of  
Colleges and Employers

P.O. Box 45, Little Rock, AR 72203

Contact us at:  
[contactus@arkace.org](mailto:contactus@arkace.org)

[www.arkace.org](http://www.arkace.org)

## NEW MEMBER SPOTLIGHT: BUTCH GARDNER

In January of 2012, Dr. Butch Gardner was hired as the Director of Career Services at Harding University. Prior to this appointment, he served as the Director of First Year Experience at Harding from 1999 - 2012 and as the Dean of Students/Assistant Vice President at Harding from 1987-1999.

Dr. Gardner's academic accomplishments include a Bachelor's and Master's degree from Harding University and a Doctorate of Education from the University of Arkansas—Little Rock. In addition, Dr. Gardner is actively involved in a variety of community services programs including 12 years of service on the Board of Commissioners with the Searcy Housing Authority, Chairman of the Board of Commissioners for Arkansas NAHRO, Former Chairman of the Criminal Detention Facility Review Committee under Governor Mike Huckabee, and Former member of the Searcy Board of Public Utilities.

Born in Mendenhall, MS, Dr. Gardner has been married for 34 years to the former Sheila Patterson and they have 3 children, and 2 grandchildren.

Please welcome Dr. Butch Gardner to AACE!!!



## NEW MEMBER SPOTLIGHT: AYLSSA WELCH

Alyssa Welch, a Recruiting Specialist for Acxiom, is a Fall 2009 graduate of the University of Arkansas at Little Rock. Alyssa primarily focuses on finding top talent for her organization while building long lasting relationships through every encounter. Alyssa is a member of SHRM (Society of Human Resource Management), CAHRA (Central Arkansas Human Resource Association), and the Little Rock Alumnae Chapter of Delta Sigma Theta Sorority, Inc. Alyssa is currently pursuing her Masters of Business Administration at Webster University. In her spare time, Alyssa enjoys spending time with family, blogging, traveling, and volunteering.

Please welcome Ms. Alyssa Welch to AACE!!

**AACE**

Arkansas Association of  
Colleges and Employers

## MEMBER NEWS—ACCOLADES, HONORS, AND UPDATES

Tamara Mitchell and Cyndi Crisel from Arkansas State University—Mountain Home completed the National Career Development Facilitator Training.

National Park Community College hosted Declare Your Major week to assist students with confirming their major February 13-17th.

National Park Community College recently implemented the NACE Symplicity/CareerLink management system.

David Flake served as the Logistics Chair for the American Heart Association Central Arkansas Heart Walk for the second time and served as the Team Captain for the Arkansas Dept. of Parks and Tourism team. He was also appointed to serve on the AHA Heart Walk Executive Committee.

Pat Widders and Ron Orick attended the Arkansas Society for Human Resource Management Conference in Springdale, AR April 25-27th.

Monique Forehand will attend the NACE 2012 Conference & Expo in Las Vegas, NV June 12-15th.



### 2011-2012 Board Members (From left)

Ed Rayburn—4 Year College Rep (ASU)  
 Tiffany Johnson—Treasurer (UCA)  
 David Flake—Past President (ADPT)  
 Heather Garcia—Former President (has resigned)  
 Heather Reese—President (former President-Elect) (DHS)  
 Lori Magar—Secretary (UA)  
 Monique Forehand—Historian (UAFS)

## CORPORATE CONFERENCE SPONSORSHIP LEVEL DESCRIPTIONS

### *Bronze (\$125):*

Listed on Companies Attendees Name Badge  
 Listed on Sponsor page in Annual Conference Program

### *Silver (\$250) Above plus:*

Advertising on AACE web site conference section with link to URL for 6 months

### *Gold (\$500) Above plus:*

¼ page Ad in Annual Conference Program  
 Recognition at opening and closing of Annual Conference  
 Email blast sent to AACE membership with your listing as sponsor and link to URL of your choice

### *Platinum (\$750) Above plus:*

½ Page Ad in Annual Conference Program  
 Advertising on the front page of the website for 6 months

### *Diamond (\$1000+) Above plus:*

1 Complimentary Registration to one conference  
 Full page Ad in Annual Conference Program



## WINTER CONFERENCE SPONSORS



### ARKANSAS DEPARTMENT OF HUMAN SERVICES

Department of Human Services  
618 Main Street  
PO Box 1437—Slot W301  
Little Rock, AR 72203-1437  
(501) 682-1001  
[www.ar-dhsjobs.com](http://www.ar-dhsjobs.com)



Acxiom  
301 Industrial Blvd, PO Box 2000  
Conway, AR 72032  
(501) 342-4119  
[www.acxiom.com](http://www.acxiom.com)



Department of Parks and Tourism  
1 Capitol Mall  
Little Rock, AR 72201  
(501) 682-6888  
[www.arkansas.com/employment](http://www.arkansas.com/employment)

## CONFERENCES

### AACE WINTER CONFERENCE

*Harnessing the Power of  
Technology & Social Media  
For Career Services and Employers Today  
December 2, 2011  
Hendrix College—Conway, AR*

The Winter Drive In Conference held on December 2nd, 2011 at Hendrix College in Conway, Arkansas provided AACE members from across the state with some excellent information regarding the “power of technology and social media”. The one day event allowed the members to interact and network with other professionals, while learning how to take advantage of technology and new social media programs to enhance their everyday practices.



The day began with keynote speaker, Matt Kaiser, Vice President of NAS Recruitment Communications. Mr. Kaiser, presentation titled “*The Recruiting Revolution: Leveraging the Power of Social Media*” discussed how technology and social media has become a leading trend that can be effectively utilized

to reach and influence thousands of people in minutes. He provided the members with engaging tips and techniques on how to attract top talent and build a strong brand awareness.

The wrap up session following the keynote speaker, was presented by Luke Irvin, Founder of Irvin Media and Co-Founder of Conway CoWork. Mr. Irvin discussed various types of technologies in social media today and how employers and career services professionals can effectively utilize those technologies.



# 2012 SUMMER CONFERENCE AGENDA

Join us at the AACE 2012 Summer Conference June 7th and 8th in Little Rock, Arkansas .

To register, go to <http://www.arkace.org>.

*I Want It NOW!*

*Recruiting Candidates & Advising Career Paths In This New Digital Age*

Holiday Inn Presidential, Little Rock, AR

## CONFERENCE AGENDA HIGHLIGHTS

Thursday, June 7, 2012

- 8:00-9:00      **Registration and Buffet Breakfast**
- 9:00-9:15      **Welcome**—Heather Reese, AACE President
- 9:15-10:45     **SPEAKER:** Pat Widders, Ron Orick, and Monique Forehand (UAFS Career Services)  
“Who Says You Can’t have it Now?”
- 11:00-12:30    **SPEAKER:** Kay Cullum, Dir. Global Campus Relations & Diversity (Wal-Mart Inc.)  
“It’s 2012: Do You Know Who Your Peers Are?”
- 12:30-1:30     **Lunch (Provided)**
- 1:30-3:00      **SPEAKER:** Shane Broadway, Interim Director (Arkansas Department of Higher Education)  
“Arkansas 2025”
- 3:00-3:15      **Break**
- 3:15-4:15      **SPEAKER:** Lauren Snow, Lavette Thomas, and James Schafer (Verizon)  
“Social Media: How to Prepare your students for the first impression?”
- 5:00-6:00      President’s Reception, Presidential Suite
- 6:00-8:00      **Dinner on your own—River Market**

Friday, June 8, 2012

- 8:00-9:00      **Continental Breakfast & Business Meeting**  
Election for 2013 Officers
- 9:00-11:00     **SPEAKER:** David Hults (Activ8Careers)  
“From Roadkill to Roadmap”
- 11:00-11:15    **Wrap up & Closing**



**ARKANSAS  
DEPARTMENT OF  
HUMAN  
SERVICES**

Summer Conference Diamond Sponsors:



# UPCOMING EVENTS FOR 2012-2013

## FALL 2012:

- June 7-8 - AACE Spring Conference, Little Rock, AR
- September 19 - Graduate & Professional School Fair (OBU)
- September 21 - Graduate School Fair (Harding)
- September 25 - Business Career Fair (U of A)
- September 26 - STEM Career Fair (U of A)
- October 3 - Career Fair (Pulaski Tech)
- October 4 - Career Fair (U of A)
- October 4 - Graduate School Fair (U of A)
- October 16 - All Majors Career Fair (ASU)
- October 17 - Fall Education, Nursing and Health Professions Fair (ASU)
- November 14 - Graduate School Fair (JBU)
- October 17 - Career Connections Day (UALR)
- October 18 - Career Fair and Grad School Expo (UAFS)
- October 25 - Psychology Symposium (UAFS)
- October 25 - Career Fair (College of the Ozarks)
- October 31 - Health Fair (UCA)
- October 31 - BIG Career Fair (ATU)
- November 1 - Graduate/Professional Expo (Hendrix)
- November 7 - Fall Career Fair (UCA)

## SPRING 2013:

- February 20 - Engineering EXPO (U of A)
- February 21 - Employer/Internship Fair (Hendrix)
- February 21 - Career Fair (College of the Ozarks)
- February 22 - Teachers' Fair (UCA)
- February 26 - Open House (Metropolitan Career and Technical Center)
- February 28 - Educators' Fair (ATU)
- February 28 - Career Fair (U of A)
- March 5 - Engineering Career Fair (ATU)
- March 5 - All Majors Career Fair (ASU)
- March 6 - CJ Symposium (UAFS)
- March 6 - Spring Job Fair (UCA)
- March 6 - Education, Nursing, and Health Professions Fair (ASU)
- March 7 - Education Career Fair (UAFS)
- March 7 - Career & Graduate School Fair (OBU)
- March 12 - Health Sciences Job Fair (UAFS)
- March 12 - Career Fair (Metropolitan Career and Technical Center)
- March 13 - Career Connections Day (UALR)
- March 13 - Career Fair (UACCB)
- March 14 - Spring Career Fair (UAFS)
- March 21 - Spring Career Expo (Harding)
- March 27 - Spring Career Fair (UAM)
- April 3 - Career Fair (Pulaski Tech)
- April 3 - All Majors Job Fair (NPCC)
- April 10 - Student & Alumni Career Fair (ATU)