



*Please RSVP by Monday,  
June 14<sup>th</sup>!*

## Northern California HR Brown Bag

- When:** Thursday, June 17, 2010  
9:30 a.m. – 12:30 p.m. (Breakfast served at 9 a.m.)
- Sponsor:** Kerri Smith, Addvantage Credit Union Staffing
- Where:** San Mateo Credit Union  
350 Convention Way, Redwood City  
(650) 562-1206
- Topic:** ***Open Enrollment Trends & Best Practices***, by PJ Jorgensen  
*and*  
***Secrets of Recruiting in Turbulent Times***, by Kerri Smith

**PJ Jorgensen** is the Director of Client Services for MacCorkle Insurance Service. She holds a designation of Professional with the Academy of Healthcare Management and has worked with employers ranging from 2 to 20,000 employees in both public and private sectors, including diverse companies such as University of Arkansas, Price-Costco, MGM Grand Casino & Resort, North American Title Company and Earthbound Farm.

Since moving into the Insurance Broker side of group benefits, PJ has utilized her administrative knowledge to help employers identify and customize solutions to assure timely and accurate administration of their benefit programs, including implementation of online enrollment systems, employee education campaigns, and continuing compliance with evolving state and federal regulations.

PJ's cumulative experience is the foundation of her day-to-day management of the Employee Benefits service team at MacCorkle, bringing strategic focus to client and carrier partnerships, benefit program designs, plan administration, and legal compliance.

**Kerri Smith** is the President/Owner of Addvantage Credit Union Staffing. After 8 years at IBM, Kerri entered the staffing industry in 1992. Since then, she has been "hands-on" in the frontline of recruiting and hiring. She has experienced the extreme hiring cycles of massive downsizing and layoffs in the early 90's, "staffing-up" in the mid 90's, the IPO & Mortgage booms in the late 90's through early 2000's, to today where we are experiencing higher unemployment, but lower availability in quality candidates meeting the high standards of the credit union industry.

Prior to opening Addvantage Credit Union Staffing in 2002, Kerri started Paragon Technical Staffing in 1995 in Southern California. Paragon grew to having multiple offices in multiple states; with close to \$10 million in annual sales and over 600 employees. Prior to opening Addvantage Group Staffing in 2002, Kerri sold her company in 1999 to a larger staffing company and helped them expand into other states. Currently, Kerri and her husband Joe, manage the day-to-day activities of Addvantage Group Staffing, servicing credit unions in California and Colorado, and are in the process of expanding the credit union placement services nationwide.

**RSVP:** [Stephanie Ross, \(650\) 562-1225 or ross@smcu.org](mailto:ross@smcu.org)

**Breakfast and lunch** will be provided by our generous sponsor host, Addvantage Credit Union Staffing.