

TO: Area News Media

FROM: Scott Duncan

DATE: December 19, 2008

SUBJECT: FORUM ANNOUNCES PROGRAM TO AID PROFESSIONAL RECRUITING

The Forum for Pennsylvania's Heartland has launched a new program — *ProConnect in Pennsylvania's Heartland* — to assist local businesses, institutions, and non-profit organizations recruit professionals. The program was created to help local employers market the skills and talents of accompanying partners or those persons who typically follow a professional hire moving to a region.

ProConnect facilitates résumé exchange through a website used by participating employment contacts. The résumé exchange is intended to provide additional exposure for accompanying partners in their employment search, and increase their chances of identifying quality job leads. In addition, the website helps organizations promote the region to individuals who are considering relocation.

Two dozen employers are currently using *ProConnect* to support and enhance their professional recruiting efforts. "The *ProConnect* website helps TPS reach a wider audience and find high quality candidates to fill our professional positions," said Kelli Lytle, a human resource generalist for the New Columbia manufacturer. The site can be accessed at www.paproconnect.com.

Annette Camuso-Sarsfield, Director of Human Resources for Playworld Systems, Lewisburg, added, "*ProConnect* allows employers to sit down with job candidates who are contemplating relocation to our area and easily access information about the region that is most important to the specific individual. Priorities are different for everyone and the breadth of information available on the site can accommodate almost any request a person has about the area — schools, housing, entertainment, shopping, etc."

ProConnect can also provide a worthwhile service for professional job seekers new to the area. Bucknell University's Executive Director of Human Resources Marcia Hoffman said: "*ProConnect* is a great resource for Bucknell and for the members of its faculty and staff in identifying career opportunities for accompanying partners. Within 24 hours of posting a resume, the spouse of a new Development hire received two calls from area recruiters, one of which led to a great job offer."

ProConnect is free for local employers, and is sponsored by Bucknell University, Geisinger Health System, Playworld Systems, Susquehanna Health, Susquehanna University, and TPS. Other partners instrumental in developing the initiative include Bloomsburg University of Pennsylvania, Central Pennsylvania Workforce Development, Central Susquehanna Opportunities, Inc., Cherokee Pharmaceuticals, LLC, Lycoming College, and SEDA-Council of Governments.

Established in 1989, the Forum for Pennsylvania's Heartland is a non-profit organization comprised of local public and private entities that pursue opportunities related to education, innovation, and economic development affecting the Pennsylvania Heartland region.

Employers interested in participating in *ProConnect* can register online at www.paproconnect.com. Questions about this program or Forum should be directed to Scott Duncan at sduncan@seda-cog.org. # # #