

Who's Who

in the

CAREER INDUSTRY™
DIRECTORY



2010 Inaugural Edition

WWW.THECAREERMAG.COM

About the Who's Who Publication

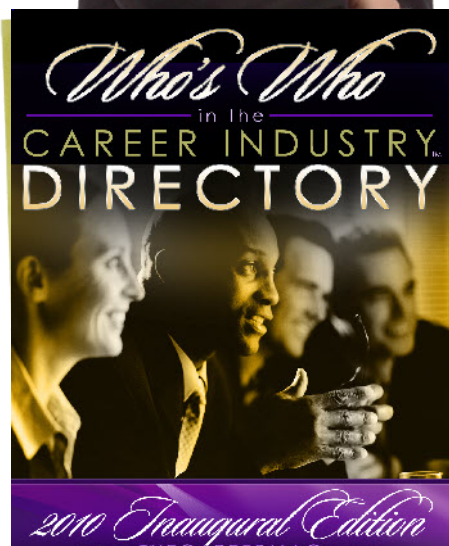
In 2008, the ever-popular CAREER Conversations Newsletter experienced a total make-over to re-brand as CAREER Magazine™, a green publication written by career industry professionals for job seekers, employers and entrepreneurs who may not need the Human Resources Department, but need Human Resources Expertise. CAREER Magazine's Publisher and team of researchers exhausted countless hours "surfing the Internet" seeking contributors to assist in fulfilling the publications mission of providing "behind the desk and/or in the trenches" career advice. Thinking it would be fantastic, to have a nationwide directory of career industry professionals to pull from at your fingertips; a search for a publication of its kind began only to come to harsh reality that it did not exist - - UNTIL NOW!

CAREER Magazine's **Who's Who in the Career Industry™** Directory will honor and celebrate men and women in the career industry who have made their mark in their specific occupations, professions, or in service to others in their communities. The 2010 Inaugural Edition of **Who's Who in the Career Industry™** Directory will be the first of many editions that will honor, expose, and recognize career industry professionals while providing an outlet for instant credibility and networking.

About the Publisher

Stephanie C. Harper, PHR, CCP, CHRM is Certified Human Resources Professional with 18 years of "behind the desk and in the trenches" experience in the career industry. Adopting the mind set that *purpose has less to do with me, and more to do with others fulfilling their purpose because of me*, Ms. Harper transitioned from Corporate Employee to Empowering Entrepreneur in 2001. CEO of STEP Enterprises, Inc. Ms. Harper assists individuals and small businesses with career strategies and human resources consulting.

An avid writer whose expertise has been sought by organizations from Atlanta to Australia, she has contributed to Women for Hire (Good Morning America's Contributor), The Wall Street Journal, The Atlanta Journal Constitution, Georgia Department of Labor, Society of Human Resource Management, Association of Job Search Trainers and and Greater Diversity News to name a few. Her commitment to the career industry is evidenced as a published author, article contributor radio employment expert, and highly requested career event presenter. Ms. Harper is married and has two daughters.



Recognition

Exposure

Credibility

Networking

The 2010 Inaugural Edition of **Who's Who in Career Services™** Directory is here to share your career, your story and your accomplishments with the world! This is all about you! Your listing in CAREER Magazine's **Who's Who in Career Services™** Directory is a tribute to your professional achievements and a privilege you share with other career industry professionals who are leaders in their various and highly respected industries.

CAREER Magazine's **Who's Who in Career Services™** Directory commemorates the accomplishments of career industry professionals and gives each recipient an additional accolade to add to their resume, bio and/or online credentials. This annual publication is a great conversation piece to display at the home or the office.

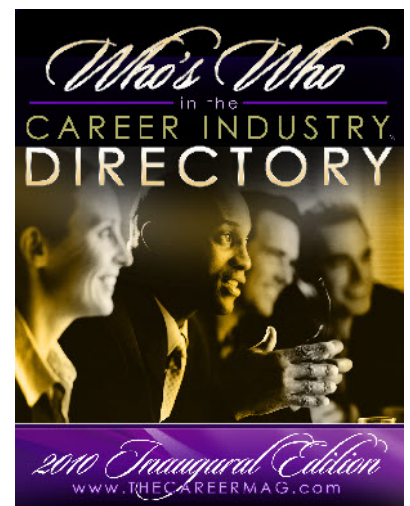
Along with one (1) complimentary copy of the **Who's Who in Career Services™** Directory, each recipient will also receive a Wall Plaque of Achievement in solid wood, laser engraved, and personalized as a tribute to their success, making a powerful statement while adding credibility to your profession.

Your Listing in the Who's Who in the Career Industry™ Directory is the next step to secure:

- **Recognition** of your accomplishments
- **Exposure** for future career endeavors
- **Credibility** in your field
- **Networking** opportunities

Making you a prime candidate for:

- Business growth
- Career growth
- Consulting
- Employee recruitment



Inclusion Criteria

In order to set sustainability and promote positive images of the career industry profession, CAREER Magazine's Executive Leadership team has implemented the following criteria for Who's Who recipients.

Individuals are selected based on their accomplishments which must be quantifiable and verifiable. We are interested in professionals who are innovative and who have clear, definable accomplishments in the career services industry.

Criteria Guidelines:

- Minimum of 5 years in the Career Industry
- Minimum of Bachelor's degree / or 10 years experience
- Contributions towards productivity, sustainability, employment through career service outreach
- Initiative & innovation- planning, management, leadership
- Contribution to community, public, or private sectors regarding research and education
- Commitment to the career industry profession
- Vocational Development – education, courses taken, designations, work experience, writing samples
- Commitment to professional growth
- Exemplary leadership abilities demonstrated in the career service profession
- (Optional) Excellence in outreach and building public awareness of career service programs and developments through the completion of a single project or program over several years or during a career.

The Executive Staff of CAREER Magazine defines career industry professionals as those who work in the following roles : Human Resources, Recruiting, Benefits, Compensation and Payroll, Training and Development, Job Training, Job Analyst, Career Coach, Career Counselor, Employee Relations, Employment Interviewers and other career-related roles to include authors and entrepreneurs specializing in career services, professional and trade associations. If you are unsure if a position qualifies, you may email your credentials to whoswho@thecareermag.com or contact CAREER Magazine at 404.604.4511.

CAREER Magazine's Executive Staff reserves the right to include honorable mentions for career industry professionals who are retired individuals or those who may not fit into the traditional role of the career industry professionals.



Levels of Participation

Level I: Directory Listing Only (158 available)

- Photo
- Logo (if applicable)
- Contact information
- One (1) Personalized Who's Who in the Career Industry Wall Plaque
- One (1) complimentary copy of the *Who's Who in the Career Industry™ Directory*

Investment: \$200.00

Level II: Half Page Bio (158 available)

- Photo
- Logo (if applicable)
- Contact information
- One (1) Personalized Who's Who in the Career Industry Wall Plaque
- One (1) complimentary copy of the *Who's Who in The Career Industry™ Directory*
- 180 character bio

Investment: \$325.00

Level III: Full Page Bio (158 Available)

- Photo
- Logo and/or product (if applicable)
- Contact information
- One (1) Personalized Who's Who in the Career Industry Wall Plaque
- One (1) complimentary copy of the *Who's Who in the Career Industry™ Directory*
- 300- 500 character bio (depends on photo size)

Investment: \$475.00

CAREER
MAGAZINE
www.TheCareerMag.com

Level IV: Purple Pages (only 36 available)

- Photo
- Logo and/or product (if applicable)
- contact information
- One (1) Personalized Who's Who in Career Services Wall Plaque
- One (1) complimentary copy of the *Who's Who in the Career Industry™ Directory*
- 300- 700 character bio (depends on photo size)
- Photo included on front page of publication and promo pages of Who's Who 2010 Edition
- Guest on Career Conversations Talk Radio Show with Stephanie C. Harper
- "Spotlight On Success" Profile in a 2010 Edition of CAREER Magazine

Investment: \$600.00

Checks payable to:

CAREER Magazine

P.O. Box 54166, Atlanta, GA 30308

Memo: Who's Who /Your Name

PayPal

info@thecareermag.com

Frequently Asked Questions

What is the purpose of the Who's Who in Career Services Guide?

It is an annual publication that honors and celebrates career achievements of career industry professionals. Its sole intention is to provide an opportunity for exposure, recognition, credibility and networking.

How does CAREER Magazine define Career Industry Professionals?

The Executive Staff of CAREER Magazine defines career services professionals as those who work in the following roles: Human Resources, Recruiting, Benefits, Compensation, Training and Development, Job Training, Job Analyst, Career Coach, Career Counselor, Employee Relations, Employment Interviewers and other career-related roles to include professional and trade associations. If you are unsure if a position qualifies, you may contact our offices. Entrants however must live within the United States.

How do I nominate someone for inclusion in Who's Who? Will you tell who nominated him or her?

You can nominate someone for inclusion in Who's Who by completing the online form located at www.thecareermag.com or sending an email to whoswho@thecareermag.com. Yes, it is our practice to disclose the person who nominated potential recipients. This ensures nominees that a selection process took place and they are chosen professionals with career progression.

Can I nominate myself for inclusion in Who's Who?

Absolutely! Please complete the online form or send an email to whoswho@thecareermag.com or contact CAREER Magazine by phone at 404.604.4511

Why pay to become a part of the Who's Who if people can find me online for free?

The World Wide Web is a great tool if you have time to spend countless hours doing research. The Who's Who guide serves as a premier listing of career services professionals. Not only does it showcase your pertinent contact information, it allows others outside of your immediate network or current membership organization to locate you and utilize your services.

How do you decide who is included in Who's Who?

The Editorial Panel at CAREER Magazine, CAREER Magazine Publisher and Executive Board Members of CAREER Education, Inc. are responsible for deciding who is included in each publication. There are criteria for inclusion in Who's Who. The Editorial Panel considers other entrants are considered by reviewing their career, achievements, awards and notability. General information can be found in the Who's Who Inclusion Criteria.

If you include me in Who's Who do I have to buy a copy of the book?

No. Each participant will automatically receive one (1) complimentary copy of the book, along with a wall plaque. Additional copies are available for sale at www.thecareermag.com or you may contact our sales department purchase at our secure online store.

When is Who's Who published? How can I change my information?

A new edition will be published during the first quarter of each calendar year. Prior to publication, all bio's will be sent to each recipient prior to publishing. Once the final copy has been approved, changes cannot be made.

Is Who's Who available electronically?

Only an online listing will be available electronically. For a tangible copy of the complete publication, it must be purchased through our online store. The online listing functions and printer-friendly output, making it a fantastic research tool.

Is there a closing date for nominations?

The closing date for the 2010 Inaugural Edition is January 31, 2010. The publication process will take approximately 4-6 weeks to complete.

Who can I contact for additional information?

CAREER Magazine Offices @ 404.604.4511 or by email at whoswho@thecareermag.com