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CONTACT:
Advanced Personnel Systems Inc.
(760) 941-2800
info@aps2k.com

Advanced Personnel Systems presents It's Good to be Green: Best Practices in Green Recruiting

SmartSearch® partners with GreenJobInterview.com and expert human resources consultant to show employers how to leverage environmentalism to attract and retain top talent

OCEANSIDE, CA May 2, 2011 – Advanced Personnel Systems, Inc. (APS) the makers of SmartSearch®, an industry leading talent acquisition and applicant tracking system, partners with Lizz Pellet, Chief Culture Officer at EMERGE International, and GreenJobInterview.com to present “It’s Good to be Green,” a free webinar on current trends in green recruiting.

More and more employers are recognizing that not only is a practical environmentalism policy good for the community and the planet, it can help reduce waste, improve operating efficiency, and increase profitability. Companies tout their environmental initiatives in annual reports, core values, community activities and even advertising. Yet, in one key area, companies often fail to leverage their environmental efforts – Human Resources and recruiting. Studies show a commitment to environmentalism and sustainability can be a factor the most desirable candidates weigh when choosing an employer.

In this presentation, author and human resources consultant Lizz Pellet will show how employers can ensure their sustainability practices and employment brand are in line with their organizational culture and values. The program features simple steps towards greener recruiting: How to fold the “green message” in employment branding; why recruiters and human resources professionals must include sustainability into their employee value proposition; and how to align company values with a sustainability program.

The program is co-sponsored by GreenJobInterview.com and will touch on how increased use of video technology and virtual recruiting are becoming key components of a “green” talent acquisition strategy – and how organizations that fail to incorporate these tools into the recruiting process may soon find themselves at a competitive disadvantage.

ADVANCED PERSONNEL SYSTEMS, INC.

4167 Avenida de la Plata, Oceanside CA 92056 • (760) 941-2800 • Fax (760) 941-3287 • www.smartsearchonline.com



The hour-long “It’s Good to Be Green” webcast is scheduled for Thursday, May 26, and is the fourth of a series of best practices webcasts presented by SmartSearch® in 2011, developed in partnership with its clients and vendor partners that have proven expertise in specific talent acquisition, recruiting, and staffing areas. For details and to register visit

<https://www2.gotomeeting.com/register/904198802>

About the speaker: Lizz Pellet, Chief Culture Officer, EMERGE International, is a Fellow from Johns Hopkins University and the Chief Culture Officer at EMERGE International. She is the author of the SHRM publication *The Cultural Fit Factor, Creating an Employment Brand that Attracts, Retains and Repels the Right Employees*. She has also written *Getting Your Shift Together: Making Sense of Organizational Culture and Change*. A dynamic educator, facilitator and moderator of LinkedHR Green, Lizz is a certified national speaker and has presented over 70 professional learning sessions in the past three years. www.emergeinternational.com

About GreenJobInterview.com: GreenJobInterview.com creates positive and valuable experiences in live virtual interviewing. By utilizing secure, browser-based technology and support services, organizations and candidates interact face-to-face while minimizing costs, maximizing time, and reducing environmental impact. Virtual interviewing is fast becoming a best practice as employers realize significant cost savings from reduced travel expenses, as well as ability to make better hiring decisions by increasing the size of the candidate pool and identifying “good fit” candidates faster. www.greenjobinterview.com

About SmartSearch®: Since 1986, Advanced Personnel Systems, Inc. leads the way in the development and deployment of quality talent management and recruiting solutions. Having pioneered the field of resume-scanning-based recruiting solutions, APS is a recognized innovator in on-demand technology and recruitment data management. Its signature product, SmartSearch®, currently in its fifteenth release, serves over 165,000 users and 4.7 million job seekers worldwide. www.smartsearchonline.com

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