

19TH ANNUAL REGIONAL CONFERENCE



# RECRUITMENT NOW: IT IS A WHOLE NEW WORLD



**THE MARYLAND ASSOCIATION FOR HEALTH CARE  
RECRUITMENT IS PROUD TO ANNOUNCE OUR 19TH ANNUAL  
REGIONAL CONFERENCE!**

**LOCATION: VIRTUAL! LINK WILL BE SENT BEFORE CONFERENCE**

**WEDNESDAY, OCTOBER 20, 2021 • 8:30AM – 1PM**

At our conference, “Recruitment Now: It is a Whole New World,” you will hear from expert speakers and learn about best practices to keep your recruiting function personal and meaningful. Network with some of the area’s top recruiters and leave with practical ideas and information that you can use immediately.

# CONFERENCE AGENDA

8:30 - 8:45am

*President's Welcome*

8:45 - 9:00 am

*Vendor booth break*

9:00 - 10:00am

*Keynote Speaker Dr. Anirban Basu "Anirban Basu and the Chamber of Data"*

10:00 - 10:15am

*Vendor booth break*

10:15 - 11:15am

*Ryan Fahey & Erin Stafford*

*"Marketing/Recruiting Lessons learned in the Pandemic"*

11:15 - 11:30am

*Vendor booth break*

11:30am - 1:00pm

*Kraig Long "Legal Update"*

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# SPEAKERS



**Anirban Basu** is Chairman & CEO of Sage Policy Group, Inc., an economic and policy consulting firm in Baltimore. In 2014, Maryland governor Larry Hogan appointed him Chair of the Maryland Economic Development Commission. Anirban also serves as the chief economist to Associated Builders and Contractors and as chief economic adviser to the Construction Financial Management Association. In 2007 and then again in 2016, Mr. Basu was selected by the Daily Record newspaper as one of Maryland's 50 most influential people. The Baltimore Business Journal named him one of the region's 20 most powerful business leaders in 2010. He holds four graduate degrees, including a JD and a PhD.



**Ryan Fahey** is the Senior Director of Digital Marketing at Aya Healthcare. He is an accomplished digital marketer with over 11 years of digital multi-channel marketing performance in paid search, organic search, paid social, display, email, and conversion rate optimization. He has led digital strategies at well-known brands such as Verizon, AutoZone, Honeywell, and Chiquita. Over his 3 years at Aya Healthcare he has built out a strong digital footprint in order to assist recruitment efforts. This includes ranking Aya #1 for many highly searched industry keywords, tailoring digital efforts to various user journeys, and reporting on the performance for ongoing actionable improvements.



**Erin Stafford** is the VP of Marketing at Aya Healthcare. She has a diverse international background in every aspect of advertising, marketing, media and communications, and has led strategic marketing for dozens of global brands such as MTV, Nike, 20th Century Fox, Coke and Apple. During her nearly 5 year tenure at Aya, Erin and her team of 20+ have orchestrated the creation of a consistent, recognizable brand that leads the industry in marketing innovation and has helped Aya grow by over 400%.



**Kraig Long** is a Partner at Nelson, Mullins, Riley & Scarborough, LLP. Kraig is a lawyer that specializes in Labor & Employment Law defending employers against claims of discrimination and harassment, wage and hour violations, failure to accommodate, wrongful termination, and retaliation. He also regularly counsels and trains supervisors and managers on accommodating employees with disabilities, managing family and medical leave, creating diverse and inclusive workplaces, and minimizing litigation risks in the workplace. Kraig has authored or co-authored articles on labor and employment law issues for Matthew Bender & Company's monthly Labor and Employment Bulletin and the Society for Human Resource Management's Court Report. Kraig also serves on the Prince George's County Judicial Nominating Committee and is president of the Judge Alexander Williams, Jr. Center for Education, Justice & Ethics, a nonprofit organization at the University of Maryland devoted to researching, developing solutions to, and providing a forum for discussing the challenges facing underserved and disadvantaged communities. Since 2015, Kraig has been recognized by Maryland Super Lawyers for his work defending employers in employment litigation. In 2019, he received The Daily Record's Leadership in Law Award, and in 2021 he was honored as a Leader in Diversity by the Baltimore Business Journal.



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## REGISTRATION DETAILS

Email form to [ddixon@umm.edu](mailto:ddixon@umm.edu). Online registration available on September 1st, visit [www.mahcr.com](http://www.mahcr.com) for online registration. Payment due by October 6th. To pay by check, mail to Dawn Dixon, UM UCH, 501 S. Union Ave, Havre de Grace, MD, 21078. Zelle payments accepted! Email [ddixon@umm.edu](mailto:ddixon@umm.edu) for details.

### Costs:

	MAHCR/NAHCR Mbr	Non-member	Student
Early Bird	\$45	\$65	\$15
After 9/15	\$65	\$75	\$20

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Email address: \_\_\_\_\_

Organization: \_\_\_\_\_

MAHCR Member: Yes/No

Additional registrants:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

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