



## **Bob Hosenfeld to Address Use of Online Media in Effective Branding of Federal Agencies for Recruitment at Human Capital Management: Federal Conference**

Alexandria, VA – 11/13/08 – STG International’s Vice President of Strategic Initiatives Robert ‘Bob’ Hosenfeld will participate in the Human Capital Management: Federal (HCMF) Symposium panel discussion, “Recruiting Top Talent: Utilizing Online Media for Effective Branding of Your Agency.”

Trends indicate that in the next five years, nearly one-third of the federal workforce is expected to leave or retire, leaving agencies with detrimental gaps in human capital. In this panel, Mr. Hosenfeld will join other government recruitment experts to discuss the use of the latest technologies and online media for federal recruiting efforts. Mr. Hosenfeld will share his experience and valuable lessons learned at U.S. Customs Border and Protection, where he lead a results-driven HR program of nearly 700 employees with an annual budget of over \$160 million providing strategic and tactical support for more than 70,000 employees. For more information on the discussion, please visit

[http://www.wbresearch.com/hcmfusa/agenda\\_main\\_full1.asp#1045](http://www.wbresearch.com/hcmfusa/agenda_main_full1.asp#1045).

Mr. Hosenfeld joined STG International in October 2008 as Vice President of Strategic Initiatives. He came to STG after serving as Assistant Commissioner for Human Resource Management for the U.S. Customs and Border Protection (CBP), a component of the U.S. Department of Homeland Security. In that post, he was instrumental in leading CBP to meet the Presidential mandate to double the size of the U.S. Border Patrol by the end of 2008. Mr. Hosenfeld is a recipient of the President’s Rank Award in recognition of outstanding leadership, consistently demonstrating strength, integrity, industry, and a relentless commitment to excellence in public service.

### Information for this event:

**What:** Human Capital Management Forum’s panel discussion, “Recruiting Top Talent: Utilizing Online Media for Effective Branding of Your Agency.”

**When:** Wednesday, November 19, 2008. 10:45 a.m. to 11:25 a.m. Please allow time to pass through security.

**Location:** Sheraton National Hotel, Arlington, VA.

**Registration:** Register at:

[https://secure.wbresearch.com/SRS2k.dll/DelegateEdit?del\\_guid={42A97A3C-716B-4AE9-AE6C-618AA87CDF1A}](https://secure.wbresearch.com/SRS2k.dll/DelegateEdit?del_guid={42A97A3C-716B-4AE9-AE6C-618AA87CDF1A})