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**WorkforceLogic to Sponsor Human Capital Institute 'Blended Workforce'  
Innovation Tour in Costa Mesa, Chicago and San Francisco.**

**SONOMA, Calif. – August 27, 2008** – The Human Capital Institute (HCI), a global professional association and educator that is advancing the science of strategic talent management, has announced that WorkforceLogic, an innovative workforce management company focused on risk mitigation, talent acquisition management and contingent workforce planning, will sponsor a live, three-city HCI Innovation Tour focused on creating an effective, blended workforce that satisfies the demands of multi-generational talent.

HCI's Innovation Tour, *Unite or Ignite? Creating a Dynamic, Blended Workforce that Works*, will feature remarks by Rebecca Ryan, Founder of Next Generation Consulting, and Carol Mahoney, Vice President of Talent Acquisition for Yahoo! The networking and breakfast event will take place from 7:30 a.m. to 11 a.m. local time on Wednesday, Sept. 10 at the Westin South Coast Plaza in Costa Mesa, Calif.; on Wednesday, Oct. 1 at the University Club of Chicago; and on Tuesday, Oct. 7 at the Doubletree Hotel, San Francisco Airport in Burlingame, Calif. For full location details and directions, visit [www.humancapitalinstitute.org](http://www.humancapitalinstitute.org).

Rebecca Ryan is an energetic entrepreneur and the founder of Next Generation Consulting (NGC), a research and consulting firm that helps clients engage the next generation. NGC has conducted interviews, focus groups, and surveys with more than 25,000 young professionals since 1998. Cities, states, arts organizations and companies use NGC's research and applications to attract and develop the next generation of citizens, patrons, employees and customers. Ryan summarized her firm's research in her 2007 book, *Live First, Work Second: Getting Inside the Minds of the*

*Next Generation.* She was named the 2004 Entrepreneur of the Year by the U.S. Association for Small Business and Entrepreneurship and the 2006 Communicator of the Year by Women in Communication.

Carol Mahoney, Yahoo!'s Vice President of Talent Acquisition and Global Mobility, joined Yahoo! in late 2003 to help advance the talent agenda for the internet giant in anticipation of hyper growth. She has leveraged her 20-plus years of staffing experience to build a formidable talent acquisition machine for Yahoo! that has produced more than 10,000 high-profile hires during the past three years. Mahoney also has held a variety of HR leadership positions as well as provided subject matter consulting for companies like Intuit Inc., Pro-Quest Inc., Synopsys Inc., Digital Equipment Corporation and Advanced Micro Devices. In the late 1990s, she combined efforts with Gardner Consulting to create and deliver "Guerilla Recruiting," a hands-on workshop geared at helping high-growth companies compete in the war for talent.

"Blended Workforce" attendees can expect to learn how leading organizations in different industries are developing strategies to manage the multi-generational workforce, including redefining succession plans, implementing world-class workforce planning strategies and transforming talent practices.

"The dynamic blend of fixed and variable talent is one of the fastest-growing business strategies today," said Bill Craib, Vice President of HCI's online communities. "While promising new Gen X, Gen Y and Millennial employees are available to fill some of the gaps left by aging and retiring Boomers, these younger workers have different workplace demands and endless global opportunities. Talent management strategies are essential for attracting and keeping the right mix of employees."

"Organizations of all sizes and types already have begun to see a dramatic shift in the talent mix available to them," said Steve McCarthy, WorkforceLogic, COO. "WorkforceLogic is pleased to help HCI share proven methods in how to prepare for this new batch of talent, creating an innovative, blended workforce that impacts business today and in the future."

The WorkforceLogic-sponsored HCI Innovation Tour is \$99 with advance registration at [www.humancapitalinstitute.org](http://www.humancapitalinstitute.org), and is recommended for director, vice president and C-level executives in human capital, recruiting, finance and operations, as well as for talent-focused CEO, CFO and COOs. HCI Professional Members attend free of charge.

## **ABOUT WORKFORCELOGIC**

WorkforceLogic is an innovative workforce management company focused on risk mitigation, talent acquisition management and workforce planning. As a professional advisor, WorkforceLogic helps clients strategically manage their workforce acquisition process while managing costs and mitigating risk.

The company helps clients create and execute an innovative strategy for managing the acquisition of their workforce that fits their budget, specific business goals and market response requirements. Some WorkforceLogic premier clients include Brocade, Bank of the West and Sony Computer Entertainment America. For more information, visit [www.workforcelogic.com](http://www.workforcelogic.com).

## **ABOUT THE HUMAN CAPITAL INSTITUTE**

The Human Capital Institute (HCI) is a global network of more than 115,000 members in 40 countries committed to shaping the world's new talent economy. Leaders, executives, and practitioners in HCI's network represent organizations of all sizes across public, charitable and government sectors, and collaborate on the next practices in strategic talent management. Through communities, education, events and research, HCI provides actionable, results-driven solutions to help members foster talent advantages to ensure organizational change for competitive results. In tandem with HCI's training, peer-to-peer learning, and public and private research on talent management best practices, the HCI Human Capital Strategist designation sets the bar for expertise in talent strategy, acquisition, development and new economy leadership. [www.humancapitalinstitute.org](http://www.humancapitalinstitute.org).