



Monday, September 29 | 12:15 – 1:15 pm

## Networking Luncheon

By definition, networking is the practice of building and maintaining relationships, especially with others whose friendship could bring advantages such as a new job, professional or business opportunities. The most common networking these days for employment is conducted through personal encounters and online social media.

Having a strong personal and professional network, more than any other factor, often is the difference that allows individuals to remain nearly consistently employed and have access to the most desired opportunities.

Frank De Safey and Craig Travis of Sequence Staffing will speak and offer their professional knowledge, experience and expertise on developing a productive network in an employment landscape that's shifted radically over the past few years. Key being to understand how personal branding and continual career development goes hand-in-hand with professional networking activities. They will also speak specifically about the special consideration of networking in today's era of electronics, online applications and the ins and outs of navigating the ever-changing employment industry landscape.

*Following is more information on Frank De Safey and Craig Travis from Sequence Staffing.*

## Frank DeSafey

President / Founding Principal

### PROFESSIONAL PROFILE

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One of the most well-known and recognized executive search consultants in the niche building, housing and construction, environmental, and engineering industries in the United States and internationally, Frank DeSafey is the founding principal of Sequence Staffing. With more than 19 years of experience in these fields, he is especially known and highly respected for the success of the firm and has personally undertaken hundreds of high profile building, planning, engineering and construction related search assignments over the years.

In fact, he has earned accolades for his ability to find and fill the most challenging positions with exceptional candidates that have not only made immediate contributions to their new employer, but have helped redefine organization's corporate cultures that has achieved greater productivity and efficiencies. Frank has also been a pioneer in the development and use of new electronic medium recruiting strategies and efforts.

A well noted speaker and networker, he is known throughout the industry as a strong proponent of continual career planning and professional re-investment. He is considered one of the key industry thinkers adding to concepts of branding and networking with consideration of the ever evolving and new technologically driven employment landscape.

Sequence is the premier executive search and recruitment firm committed to providing employment solutions for the core enterprises responsible for planning, building and maintaining our nation's communities, infrastructure, natural resources, and environment.

The organization has a long seated building and planning technical knowledgebase to address the industry's growing demand to assist organizations in finding skilled and qualified personnel to achieve success.

## Craig Travis

Vice President - Recruiting, Personal Branding & Candidate Marketing

### PROFESSIONAL PROFILE

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“Everyone has a story so tell yours compellingly,” advises Craig Travis, leading personal branding and candidate marketing expert, especially known for his highly effective, commanding communication style that has been referred to “as bold as it is innovative.”

Noted for his keen insight, creative approach and in-depth understanding of the emerging job market, he is particularly proficient defining candidates’ brands and successfully marketing clients to win the finest positions throughout the U.S. and abroad. He has redefined the way candidates are perceived and marketed, and is widely respected for helping candidates establish, build, market, and polish their brand to clearly stand apart from others.

An accomplished writer, career planner and public speaker, Craig is the foremost creator for Sequence producing exceptionally powerful candidate marketing materials, including customized resumes, cover letters, biographical and professional profiles, project lists and portfolios, social media and web content, and other vital personal brand marketing materials for career-minded individuals in a wide array of occupations and industries.

He is deservedly acknowledged for providing an exceptional level of service and expertise at Sequence in the recruitment, branding and marketing of candidates for the core enterprises responsible for planning, building and maintaining our nation’s communities, infrastructure, natural resources, and environment.

Craig previously held leadership positions with the U.S. House of Representatives, California State Assembly, Hawaii State House of Representatives, Republican National Committee, Republican Party of Hawaii, and the California Department of Insurance. He is also an avid LAA Angels baseball fan.

Sequence is the premier executive search and recruitment firm committed to providing recruiting and career planning solutions to the building, planning, environmental, engineering, and construction industries throughout the United States and around the world.