



Welcome to the

# International Association of Employment Web Sites

*The Sources of Success™*



## International Association of Employment Web Sites

Dear Colleague:

A growing number of interests—employment commentators and so-called employer associations—are now attacking the usefulness and even the viability of online employment Web-sites. They opine that corporate career sites or alternative online services are putting job boards and career portals out of work.

Up until now, the industry has been unable to mount a unified and effective response to this challenge. Although job boards have been in operation for at least a decade, they have not established a trade organization to speak on their collective behalf. As a result, there has been no authoritative and positive voice to tell the other side of the story. There has been no organization focused on educating and informing the public and the media about the important role and contributions of employment Web-sites.

No less important, this lack of a trade organization has prevented the development and promotion of industry standards and best practices. As a consequence, job seekers and recruiters alike have often found it difficult to differentiate between sites that are operated and led responsibly and sites that are not. This uncertainty further undermines the credibility and, ultimately, the prospects of the industry as a whole and every individual site within it.

For all of these reasons, I am pleased to announce the formation of the **International Association of Employment Web Sites** (IAEWS), a trade organization for job boards and career portals—whether they are operated by commercial enterprises, newspapers, professional and technical associations, alumni organizations or affinity groups—and the companies that provide products and services to those sites. This association has a single mission: to serve the interests and promote the success of the employment Web-site industry. It seeks to recognize and promote these sites for what they are—*The Sources of Success*<sup>™</sup>.



I invite you to join the IAEWS—your trade association. The mission of the organization and the benefits of membership in it are presented in the enclosed materials. We've tried to create an affordable investment that will serve your interests and advance your success. An Application Form is also enclosed.

Please act today and take this important strategic step for the future of your enterprise and the industry of which it is a part.

Best Regards,

Peter Weddle  
Executive Director

2052 SHIPPAN AVENUE

STAMFORD, CT 06902

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## The Mission of the IAEWS

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Through its Members, the International Association of Employment Web Sites (IAEWS) acts as a reliable source of timely and accurate information about the services, practices, and status of the global online employment industry. The Association also supports a range of initiatives to bring the contributions of its Members to the attention of the public at large as well as members of the media and government. Finally, the Association provides a forum for its Members to discuss, ratify and promulgate standards of operation that will best serve the job seekers, employers and recruiters who use their sites. These roles reinforce a single vision that recognizes employment Web-sites for what they are: *The Sources of Success™*.

### OUR COMMITMENTS

Members of the Association adhere to the industry's best practices in Web-site operation and management. Their activities are guided by a set of commitments to both the individuals and the organizations that use their services. Members commit to:

- Protecting the confidentiality of personal information in accordance with the products and services provided by a site and used by an individual.
- Providing accurate and up-to-date information about a site's products and services and their performance.
- Delivering a site's products and services as represented in published information describing them.

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## Who Are the Members of the IAEWS?

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The member organizations of the International Association of Employment Web Sites either:

- own and/or operate one or more employment-related sites on the Internet
- or*
- own and/or operate one or more companies or sites that provide products or services to employment-related sites on the Internet.

An employment-related site is defined to be one that provides products or services that are delivered online and are designed to help:

- Job seekers find a new or better job;
- Members of the workforce achieve career success;
- Employers identify, evaluate and/or select talent for their organizations;
- Third party recruiters identify, evaluate and/or select candidates for their clients.

Further, the site must not be operated by a direct employer for the recruitment of its own employees or by a staffing firm or executive search agency for the exclusive execution of its search assignments.

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## Benefits of Membership in the IAEWS

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Your organization's membership in the International Association of Employment Web Sites (IAEWS) provides the following benefits:

- The right to display the Association's member icon on your site, recognizing your organization's commitment to the highest standards of customer service, personal information security, and reporting accuracy.
- Increased visibility and credibility through a proactive and continuous media campaign that will:
  - promote an International Employment Web Site Week to acknowledge the important contributions the industry makes to individual career advancement and organizational recruiting success;
  - provide information and commentary to journalists about the capabilities and services of employment Web-sites.
- Access to private quarterly reports that will highlight research on recruiter and job seeker behavior online and their views of online employment services.
- Representation on a site that is promoted to the public and the media as the trade organization of employment Web-sites. This site will:
  - Identify the Association's members and recognize their commitment to the highest standard of operational excellence;
  - Explain the value proposition that differentiates employment sites from corporate career sites;
  - Provide educational content to help both job seekers and recruiters make best use of the services provided at employment Web-sites; and
  - Provide a venue for posting member press releases and announcements to the public.
- The opportunity to participate in the development of industry standards and best practices that will be promulgated to the public and media by the Association.
- The opportunity to participate in working groups and syndicated research projects that will develop appropriate responses to the challenges posed to the industry by competing service providers, proposed legislation and other factors.

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## Membership Application Form for the IAEWS

\_\_\_\_\_, an organization that either owns and/or operates one or more online employment Web-sites or serves and/or works with the online employment industry, wishes to become a member of the International Association of Employment Web Sites (IAEWS).

### ORGANIZATION INFORMATION

Address: \_\_\_\_\_

\_\_\_\_\_

Name/Title of point of contact: \_\_\_\_\_

Telephone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

### NAME/URL OF WEB SITE(S):

\_\_\_\_\_  
\_\_\_\_\_

(Please list the names/URLs of additional sites on a separate sheet and attach it to your application.)

### ANNUAL DUES

Annual dues are based on the organization's self-reported revenues for all of its sites\* and the following schedule.

SITE(S) REVENUE	ANNUAL DUES	SITE(S) REVENUE	ANNUAL DUES
Under \$1.0 million	\$450	\$10.1-25.00 million	\$3,000
\$1.0-3.0 million	\$750	\$25.1-50 million	\$4,000
\$3.1-5.0 million	\$1,000	\$50.1-100 million	\$5,000
\$5.1-7.5 million	\$1,500	\$100.1+ million	\$10,000
\$7.6-10.0 million	\$2,000		

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\* Organizations that own and/or operate multiple employment Web-sites should report revenue for all of the sites during the previous year of operation. For sites with no previous sales history, first year dues are set at \$350.00.

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Membership runs on a calendar year cycle. The initial dues payment must accompany the organization's membership Application Form. Thereafter, its annual dues are payable not later than January 7th of each year. Reminder invoices are sent out during December of the prior year.

#### METHODS OF PAYMENT

Amount due: \_\_\_\_\_ (Please see the table above)

#### Credit Card Payment

American Express  Mastercard  Visa

Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Name on the card: \_\_\_\_\_

Billing Street Address: \_\_\_\_\_

Billing City, State, Zip: \_\_\_\_\_

The charge will appear from WEDDLE's LLC on your credit card statement.

#### Check

Please make your check payable to: WEDDLE's LLC.

Send check and application form to: International Association of Employment Web Sites  
2052 Shippan Avenue  
Stamford, CT 06902  
USA

Please note that, due to the cost of currency conversion, we can only accept checks drawn on a U.S. bank and denominated in U.S. dollars. We apologize in advance for any inconvenience this may cause.