



Innovating Responsibly.™

Navigating The Talent Landscape

Strategies for Acquisition, Hiring, Retention & Internships



Danielle Stilwell
HRD Recruitment Manager



Visit Our Website
www.cfpwood.com



Founded in 1957, Columbia Forest Products is North America's leading manufacturer of hardwood plywood and hardwood veneer products, which are used to create high-quality cabinetry, fine furniture, architectural millwork and commercial fixtures. Columbia's products are sold through a network of wholesale distributors, mass merchandisers and original equipment manufacturers.

Mission & Values



Company Mission

**To significantly serve our
employee-owners, their
families, customers,
communities and natural
resources**



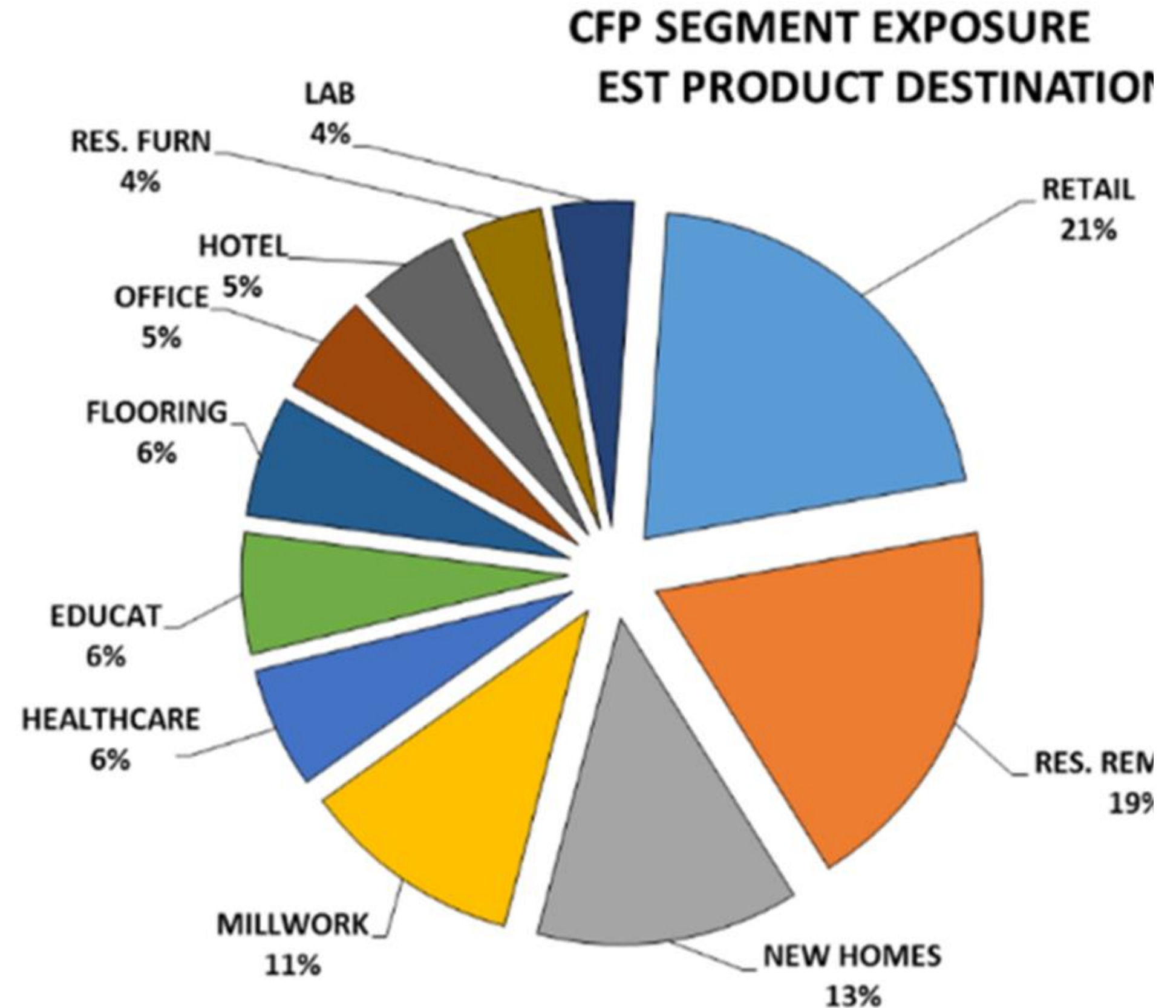
Company Values – S.A.W.S

**Customer Service
Absolute Integrity
We are Family
Share the Success**

North American Operations



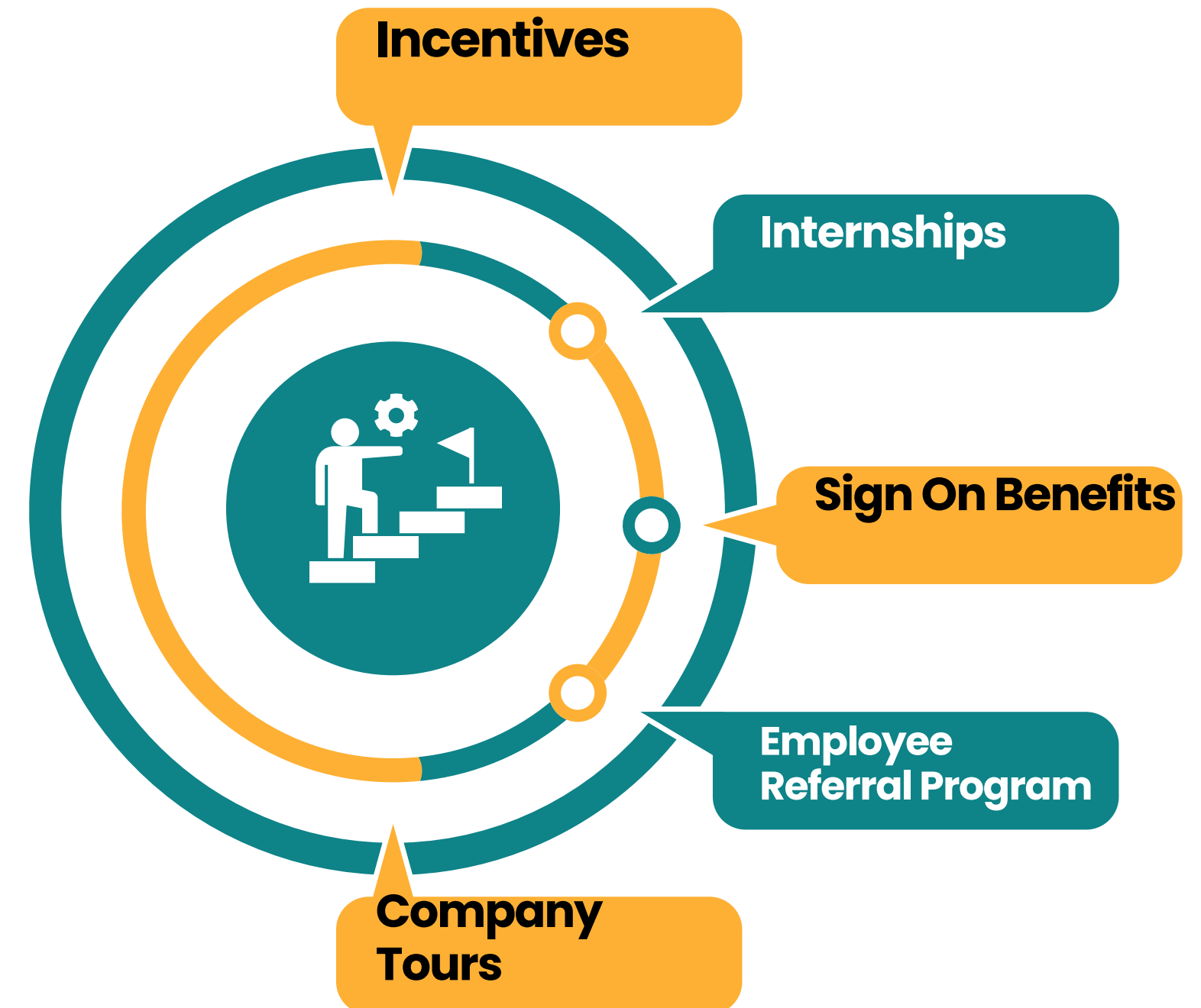
Product Destinations



Recruiting Talent – Generational Landscape

Recruiting Talent isn't about hiring anymore.
Recruiting Talent is about selling a vision, hiring for character and training for skill.

Millennials have overtaken boomers as the largest generation – Generation Y



Top Options To Retain Talent



Flexible Scheduling



Bonus / Gain Share/ Profit Sharing/401K Match



Apprenticeship / Internship / Internal Mentoring/ Buddy System



Competitive Pay / Benefits Options



Career Development

Top Talent Pipelines



**High School / Colleges /
Universities**



**Apprenticeships
Internships
Work Based Learning**



**Job Boards –
Media Platforms**



Career Events

Transferable Skills

Problem Solving

The process of finding solutions to difficult or complex challenges.



Critical Thinking

The objective analysis and evaluation of an issue in order to form a judgment.

Solution Seeking

The process of constructing a course of action that will transform the current situation into one where the objective is complete.



Teamwork

The combined action of a group of people, especially when effective and efficient.

Recruiting on a Shoestring Budget – 5 Proven Ways to Recruit Top Talent

Offer Flexible Work Schedules

Flex Hours, Days, Remote Work, Ability to Balance Lives – Attractive to People – Selling Point for Small Business – Cost Savings by Offering Remote Work Options.

Opportunities for Advancement

Increase Status, New Challenges Increase Pay Career Coaching, Development of Career Paths.

Create Positive Culture

Toxic Culture = Decrease retention & Attraction of Talent
Positive Culture = Increase retention & attraction of talent.



Reward Options

Works of Affirmation, Tangible Gifts, Acts of Service, Thank You Notes, Pleasant Surprise

Foster Social Connections

Team Focus – Social Lunches, Happy Hours, Anything Goes Meetings, Book Clubs, Women's Forums, Coffee & Collaboration

Treat Employees Like People

Refrain from “it’s not personal”, work is personal – we all work with people all day; People don’t care how much you know, until you know how much you care – John Maxwell; Employees respect companies that respect them

Workplace Culture

Alignment with Mission, Values

Misalignment causes conflicting views of the existence of the Company, expectations of workforce talent



Character Matters

Hire for Character, Train for Skill

Character is infinitely more important in hiring decision than skill or industry experience because while you can train skill, you can't train character.



Empathy vs. Sympathy

Empathetic Leadership is the ability to understand the needs of others. Be aware of their feelings and thoughts. Today's leaders have to be "person focused" and able to work well with people varying teams, departments, countries, cultures and backgrounds

Talent Temperature

Engaged or disengaged. Be present. Be intentional, Be involved with employees. Name, Learning Style, Motivation, Goals, etc.

Free Recruiting Resources

NC Small Business Centers

<https://www.ncsbc.nt>



NC Careers - University Career Centers

<https://nccareers.org/university-career-centers>

NC Works Career Center

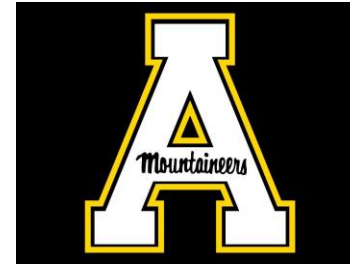
<https://www.commerce.nc.gov/jobs-training/resources-job-seekers/ncworks-career-center>



Media- Digital Marketing

Company Website, Facebook, Linked In, Twitter, Instagram, X, Tik-Tok, etc.

Intern Intro – Michael & Jose



Michael Lewis
Appalachian State University
Business Management



Jose Rico Martinez
Lenoir-Rhyne University
Business Management



Danielle Stilwell, HRD Recruitment Manager

25-year HR professional with experience spanning industries of pulp and paper, healthcare, and in-home care for individuals with intellectual disabilities



Academic Background & Career Experience

- **Education:** Bachelor of Arts in Sociology with a Minor in Business Administration, Lenoir-Rhyne University
- Career roles include HR Generalist, HR Manager, and HR Director

- Joined in 2020 as Human Resource Manager at Old Fort, North Carolina facility
- Promoted to Corporate HR Team in 2023 as HRD Recruitment Manager
- Oversees leadership qualification program for operations in the US and Canada
- Manages leadership qualification process and recruitment efforts for leadership roles

Commitment to Respect and Inclusion

- Advocates for respect and inclusion in cultivating future talent
- Collaborates with educational institutions to establish and grow the CFP Internship Experience

Leadership and Recognition

- Strong advocate for Servant Leadership
- Recipient of the 2024 HR Summit Award as an HR Professional Trailblazer by Search Solutions Group and Business North Carolina

Community Involvement & Professional Affiliations

- Past Board Chair, Board of Directors for McDowell County Chamber of Commerce
- Active volunteer with Lenoir-Rhyne University College of Business Advisory Board, NC Chamber Childcare Coalition, and the Manufacturing Council
- Professional memberships: Society for Human Resource Management (SHRM), Hickory Young Professionals (HYP)
- Serves as a North Carolina Notary Public



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Thank You

F o r Y o u r A t t e n t i o n



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