



**Interview with Randy Richardson**  
**2010-2011 Chairperson, New Mexico Business Leadership Network**  
**General Manager for New Mexico Operations, Jobing.com**

**[Announcer]** This podcast is presented by the NTAR Leadership Center, helping state leaders help adults with disabilities to employment and better economic opportunities through collaboration, innovation, and change.

**[Laurie Harrington]** Welcome to Research in Brief, a feature podcast of the NTAR Leadership Center. I'm your host, Laurie Harrington. Randy Richardson is the current Vice Chairperson and incoming 2010-2011 Chairperson for the New Mexico Business Leadership Network. Randy joined Jobing.com in October of 2002 as General Manager for the New Mexico Operations. He is responsible for the overall management of all sales activities as well as community relations initiatives and has taken Jobing.com from an entrant in the New Mexico recruitment media to leading locally focused employment website. Jobing is the nations largest locally focused recruitment media and technology services company. Randy has more than twenty-seven years in human resources, sales and marketing, and has been an active business professional in New Mexico for eighteen years. He has managed recruitment, outplacement, staffing, and human resource activities for international, national, and regional organizations during his career. Thank you for being with us today, Randy. Can you tell me why it's important to align state economic development initiatives and the business community with "to work" initiatives for people with disabilities in New Mexico?

**[Randy Richardson]** It's important for us to partner with state and economic development. There are a couple of reasons for that. One is the businesses, despite the news we hear about high unemployment, if you'll look online or the newspaper, there are still a lot of jobs that need filled. And, in order to help our state grow economically, we work with government agencies and private employers to tap into the resources the disabled community has to facilitate economic growth. And on the flip side, we also feel it's extremely important to get more wealth distributed throughout the disabled community. There has been a disconnect between business and the disabled community and a lot of, I guess operating under myth and just lack of knowledge. So our mission is to educate employers and let them know about the great talent pool that exists in the disabled community.

**[Laurie Harrington]** Please describe for us the work the New Mexico BLN is doing with Kirtland Air Force Base and the US Forest Service.

**[Randy Richardson]** Sure, glad to. Both of those organizations requested our help, the New Mexico Business Leadership Network, to help them become the leading government agencies, at least in their regions, in terms of hiring within the disabled community. They realized some of the tools that they are currently using actually put up barriers to people even applying for the positions. So we're just getting started with this, but we're going to help them tap into resources that are geared towards the disabled community. A lot of the positions would be good fits. And we want to help bring awareness to potential employees about these organizations. One of the things that we're talking about is getting the Forest Service in particular involved in some of the



social networking. In this case it's easier for them to work with us, with an outside agency, because we're not quite as constrained as to what we can and can't do when it comes to social networking. They're a government agency, they kind of have their hands tied, and many people within the disabled community tap into the various social media outlets and channels. So, that's a good example.

**[Laurie Harrington]** You've just described how the New Mexico BLN has partnered with local agencies and employers in the community. How does a Business Leadership Network form those partnerships and sustain them?

**[Randy Richardson]** I guess the short answer is everyone, whether they're a paid staff member or a member of the board of directors works real hard. To expand on that, we all make a point, and particularly the staff, of the New Mexico Business Leadership Network, to constantly seek out opportunities where those employers will be and to make those connections. Perhaps it's a community event, a professional event, perhaps geared towards employment or something. Some of their human resources organization's events. Anywhere where we're going to find employers, whether it be government sector or private, we all make a point to have one or more of us there. We talk about the New Mexico Business Leadership Network. And that's really how we initiate and sustain relationships and awareness and what we're doing. Another thing that we do, is we have an annual Disability Employment Awareness Month event. Which, interestingly we don't hold it in October, intentionally, which as we know is Disability Employment Awareness Month. But we hold it in November, sort of after all the other noise has quieted down, we draw a large crowd of public sector and private sector employers. It's just a great forum, it's casual, but they get a lot of information at this event. We just had ours, oh, two weeks ago, three weeks ago and had a great turn out. Got a lot of interest from those employers in working with us, in tapping more into disabled community to fill the positions. It's constantly seeking out opportunities and making a point to be there. Not just here locally, New Mexico is a big state geographically and the staff travels to all corners of the state, wherever there is a meeting of employers to bring our message.

**[Laurie Harrington]** How does the state Business Leadership Network develop credibility with employers and get their foot in the door so to speak with local employers?

**[Randy Richardson]** One of the ways we sort of get in the door if you will, with employers, and establish credibility and knowledge is that we provide training and information to those employers. Whether it be disability awareness training, ADA information, going in and perhaps bringing an expert in assistive technologies, a little bit of tax incentive consulting. We provide a lot of services to the employers, most free of charge, we put on a couple of training seminars where there is a very small fee to cover the expenses. But we offer a lot of value to area employers. In addition, I think what helps our credibility, is that the organization, the board of directors is very active and it's made up of various business leaders in our community, all in different fields. Many of us have ties to employment, perhaps human resources. But we're looked at as a credible resource. Sometimes I know in my role in the private sector I'll perhaps listen more to a professional colleague in the community than I will someone from a government agency tell me what I need to know. So I think that approach has been a big help for us.



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**[Laurie Harrington]** Thank you for talking with us today Randy. I've been speaking with Randy Richardson the 2010-2011 Chairperson for the New Mexico Business Leadership Network. This is Laurie Harrington for Research in Brief for the NTAR Leadership Center. For more information about the NTAR Leadership Center and its research activities visit [www.ntarcenter.org](http://www.ntarcenter.org).

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