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Cheezhead blog scores big

By **LESLIE STROOPE**

1:56 pm, June 29, 2006

File this one under cheesy deals.

An Indiana-based online employment network has shelled out \$7,101 through an eBay auction for exclusive sponsorship rights on Cheezhead, a Cleveland-based blog that focuses on technology within the Internet recruiting industry.

Cheezhead creator Joel Cheesman started the bidding price at 99 cents. Indianapolis-based JobCentral National Employment Network posted the winning bid of \$7,101.

Mr. Cheesman said the idea came about after brainstorming ways to subsidize the cost of getting to the Society for Human Resource Management's annual conference, which took place June 25 to 28 in Washington, D.C.

JobCentral got wind of the auction through the Cheezhead blog and decided to bid, according to JobCentral and Direct Employers executive director Bill Warren. JobCentral is a service of the Direct Employers Association, a nonprofit consortium of U.S. corporations that focuses on developing and managing systems to reduce Internet recruiting costs.

"It's brilliant," Mr. Warren said. "Anybody that smart and innovative — I want him working for us."

Mr. Cheesman said that when he started the bidding at 99 cents, he had no idea that it would grow to the amount that it did.

"If it had gotten to \$500 to cover the conference it would have unbelievably surpassed my greatest expectations," Mr. Cheesman said.

Mr. Warren said his company had to bid three times, eventually setting its maximum bid at \$10,000 before it won the auction.

"He certainly put his reputation out on the line," Mr. Warren said. "He had some confidence — it could have gone the other way."

Per the auction's guidelines, Mr. Cheesman wore a T-shirt touting JobCentral's sponsorship at the Society for Human Resource Management's conference. He also touted JobCentral's sponsorship during podcasts from the show, as well as gave the company \$500 worth of banner impressions on the Cheezhead blog.

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