

# 2010 PHRA Annual Conference & Exhibition

## Programming/Speaker Details

Approved for 9.75 General  
Credits and 7.25 Strategic  
Credits



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*Approved for 1.25 CLE Credits*

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**Opening Keynote Address Presented by the Disney Institute**  
**Storytelling: A Meaningful Translation of Culture**  
**Mark W. Matheis , Business Programs Facilitator and Content Specialist**  
**September 21, 2010**  
**8:05 am – 9:35 am**  
**General Session Room**

### **Storytelling: A Meaningful Translation of Culture**

The power of “story” has been an ever-present force in the nearly hundred-year history of The Walt Disney Company. Today, storytelling is considered a critical and relevant leadership tool for gaining emotional buy-in from stakeholders and employees. The impact of effective storytelling is felt by large and small organizations around the world. Learn how Disney uses the elements of storytelling to pass on the culture that keeps its business world-class. Through this *Disney Institute* presentation you will discover how you can translate your own organization’s culture in a meaningful way through the power of storytelling. Why? Because people will be listening.

**Presenter, Mark W. Matheis**, started his career with the *Walt Disney World*® Resort in 1990 at the Disney Reservation Center. Since that time, Mark has advanced through a variety of key roles within the organization, from Front Desk host at *Disney’s Grand Floridian* Resort & Spa, to Entertainment Manager at the *Magic Kingdom*® Park, to his current role as Content Specialist with *Disney Institute*. In 1992, Mark was selected from more than 350 applicants to be an instructor for Disney Traditions, the company-wide orientation program. Mark’s interest and passion for “the Disney story” quickly led him to a level of knowledge that has earned him recognition as a Disney historian, as well as a leading resource for the detail that supports a vast array of program content.

In his *Disney Institute* role, Mark has delivered thousands of *Disney Institute* programs, including Professional Development programs, Team programs, and Disney Adult Discoveries. He has designed and delivered *Disney Institute* experiences, both in Florida and California.

### **Education**

Mark received his associate of arts degree from Miami-Dade College in Miami, Florida.

**Senior Executive Panel Discussion Facilitated by SHRM**  
**September 21, 2010**  
**9:35 am – 10:35 am**  
**General Session Room**  
*Approved for 1 Strategic Credit*

The panel will be composed of executive HR professionals – V.P. and above and they will be talking from a strategic perspective only. We will be discussing Healthcare – future implication on the bottom-line and challenges, HR aligning with Business and their role, talent management – future (challenges in having the right people in the right place to meet the business needs), strategic plans in the next two to three years to meet future economic challenges, As HR continues to transform to the role of strategic business partner, how are they transitioning their HR departments from tactical to more strategic, what they feel the future role of HR will be in organizations and what competencies will be needed to be a successful and effective HR professional.

**Panel Members:**

Jeff Smith, CHRO, RTI International Metals

Tamiko Stanley, Asst. Director, EEO Officer, City of Pittsburg

Robert Howard, VP Human Resources, Koppers

Sally Wade, VP Human Resources, Mitsubishi Electric Power Products, Inc.

Brian Kelly, VP Human Resources, LB Foster

**Linking HR to YOUR Business Success – “Compliance 101...The Basics”**

**Jane Lewis Volk, Special Councils - Meyer Unkovic & Scott, LLC**

**Sponsored by the SMC Business Council**

**September 21, 2010**

**9:40 am – 10:40 am**

**Rotunda**

**Find out how critical HR is to your organization through a program tailored to small/medium size businesses.**

## **Critical Strategies for Today's HR Issues**

**Paul Endress**

**September 21, 2010**

**11:20 am – 12:35 pm**

**Rotunda**

This program shows you how modern technology and psychology can enhance HR functions in everything you do. You'll learn how succession planning provides for the future of your company, and hiring the best fit for each position starts the process on the right foot. We'll cover how providing non-linear growth opportunities will keep your existing top employees, while coaching to create superstars will improve everyone across the board.

You will leave this session knowing the whys and hows of this fact: It's much cheaper and much more effective to keep existing employees than it is to go out and find new ones.

### **Learning Objectives:**

- 1.** How to identify the generational differences between Generation Y, Boomers and Traditionalists and why you must treat each generation of your employees differently and what you can do to keep them all happy, motivated and challenged.
- 2.** How to provide non-linear (non-traditional) opportunities to employees so they remain happy, motivated and challenged.
- 3.** How to use modern technology along with the benefits of psychology to solve problems like succession planning, employee engagement, generational issues, turnover and retention.

**Presenter, Paul Endress** is an innovative expert and author on the application of psychology to business in the areas of communication, persuasion and influence, leadership and sales. An inspiring speaker, he has helped thousands of individuals and business executives bring peace and harmony, and financial riches to their lives through his seminars, speeches, and products. Paul has been quoted on the front page of USA TODAY, as well as in the New York Times, Wall Street Journal, Forbes magazine and dozens of other leading business publications.

Paul is the President and CEO of the organizational development firm of Maximum Advantage and is the author of The Everything Principle™, Persuasion Dynamix™, and is the founder of PersuasionOne™, the nation's premier educational organization dedicated to teaching people from around the world how to use advances in modern psychology to effectively influence others and succeed beyond their wildest dreams.

**Talent Management 2015: Generation Y Rising**  
**Mary Lawrence Wright**  
**September 21, 2010**  
**11:20 am – 12:35 pm**  
**North Club – Room 3**

The emergence of Generation Y (30 years old and younger) and the imminent retirement of the Baby Boomers (50+ years old) is expected to produce a seismic shift in the workplace. Although the recession has delayed the urgency of this looming issue by one or two years, the resurgence of the economy will push it once again to the forefront.

As Pittsburgh restructures its economy along the lines of knowledge based, global industries in the health care and high technology sectors, the attraction and retention of knowledge based workers, of all generations, will be the critical source of competitive advantage.

Human resource executives who can embrace and leverage specific generational strengths in support of organizational values and mission will attract the top talent of every age. And in an increasingly competitive economy, it is *all* about the talent.

**Learning Objectives:**

1. Emerging Workforce Generational Profile
2. Best Practice Multigenerational Employers
3. Workforce 2015 Strategies and Solutions - Accelerate *Your* Agenda

**Presenter, Mary Lawrence Wright** is CEO of Career Compass Worldwide. Mary is a Certified Executive Coach with broad based international corporate leadership experience. In 11 years with British Petroleum in Europe and the United States and three years with the Central Intelligence Agency in Langley, Virginia Mary developed expertise in building multi cultural teams and driving cross cultural change. Upon returning to the United States in 2008, Mary founded Career Compass Worldwide.

Mary coaches rising leaders through periods of rapid organizational change and personal transition to identify, action, and exceed personal and organizational goals. Mary's specialties include leadership development, multi generational and multi cultural team development, and change management.

## HR's Role in Strategy: Impact or Interference? Invited or Ignored?

Bill Thomas

September 21, 2010

11:20 am – 12:35 pm

North Club – Room 1

Approved for 1.25 Strategic Credits



Presentation Sponsored by the HR Leadership Forum

Business and HR leaders agree that there's a more strategic role HR can be playing. But when either side is asked what that means specifically – a blank gaze usually follows. It's no wonder then that many HR leaders aren't sure how to get there and business leaders wouldn't recognize it if they were there. While much has been said and written about *what* HR's role must be, and *why* – far less guidance exists on *how* to get there. The current economic situation is challenging business leaders (both for-profit and non-profit) to redefine "business as usual." And it's an ideal opportunity for HR leaders to redefine "HR as usual." The current recession can be the springboard for a more strategic, value-add HR role in your organization. This session provides the perspectives, questions and key tools needed to play that more strategic role. And it will show you *how* to get there.

### Learning Objectives:

1. Understand more clearly what it means (and doesn't mean) to be "strategic" in both business and HR, and the steps HR can take to create real value in the strategy process.
2. Identify the roadmap and best practices being used by HR leaders to move from operational HR to strategic HR.
3. Use the key tools – including proven business and HR strategy models – to raise HR's strategic contribution and leadership.

**Presenter Bill Thomas**, managing principal of Pittsburgh-based consulting firm Centric Performance, has 30 years of HR and Operations experience specializing in strategy, implementation and metrics. He has worked with dozens of different HR strategies, competencies, organizations and delivery models – in both for-profit and non-profit settings. Prior to Centric Performance, he held national and global HR management roles with PricewaterhouseCoopers and Dell Computers, respectively, where he played significant roles in the design and implementation of successful business strategies.

His clients include Baker Hughes International, Baylor University, CenterPoint Energy, Champion Technologies, Hess Corporation, Marriott International, Matthews International, Medrad, Inc., Mylan Labs, Mount Lebanon School District, the State of Texas and the University of Texas, among others. He has a BA in Business and MA in HR. Bill is a nationally recognized speaker and author whose work has been featured in Human Resource Executive, CEO magazine, Executive Excellence, PHRA Perspectives, Quality Progress and others.

**Linking HR to YOUR Business Success**  
**Pre-Hire Assessment and Recruiting**  
**James Hazen, Owner - Applied Behavioral Insights**  
**SMC Track**  
**September 21, 2010**  
**11:20 am – 12:35 pm**

**Find out how critical HR is to your organization through a program tailored to small/medium size businesses.**

## **Strategic Talent Management: Putting Strategy Before People**

**Michael Couch, SPHR**

**September 21, 2010**

**1:35 pm – 2:50 pm**

**North Club - Room 2**

*Approved for 1.25 Strategic Credits*



### **Presentation Sponsored by the HR Leadership Forum**

Five of the Top 10 challenges identified by CEO's in a recent Conference Board survey dealt with concerns about the effectiveness of their organization's talent. This presentation will outline an approach to Strategic Talent Management that addresses these challenges and defines a critical, strategic role for HR.

For HR to be seen as a collaborative business partner, understanding the implications of business strategy and the demand it places on the organization's talent is critical. This presentation will outline an approach to Strategic Talent Management that describes how business strategy can be translated into talent demands, how the existing organization capacity can be assessed and compared against the strategic requirements, and how any gaps can be addressed through Strategy Driven Organization Development.

#### **As a result of this session, participants will:**

- Understand the challenge that faces HR in viewing talent and organization capability from a strategic perspective
- Understand how to translate business strategy into talent demands
- Learn how to assess their organization's present capability and to compare it against strategic requirements
- Understand how to address capability gaps in a fashion that provides the greatest impact on business results
- Preview case studies related to the approach

**Presenter, Michael Couch** likes to help businesses grow. He has made a career out of improving the performance of organizations, both as a business executive and as the owner of Michael Couch & Associates, an organization effectiveness consultancy. His unique background in manufacturing operations, business unit management, and leading organization effectiveness allows him to partner with senior leadership, wear many hats, and collaborate with people throughout a company, building organizations that have a positive impact on the bottom line.

Michael is the President of the HR Leadership Forum of Western PA and was recently elected to the Board of the Pittsburgh HR Association. You can learn more about Michael at his website:

[www.mcassociatesinc.com](http://www.mcassociatesinc.com).

**Effectively Rewarding Performance**  
**Robert J. Greene, PHD, SPHR, GPHR**  
**September 21, 2010**  
**1:35 pm – 2:50 pm**  
**North Club – Room 1**

How effectively an organization defines, measures, manages and rewards performance will have a profound impact on its success. Each organization must establish guiding principles that are consistent with its mission, culture and objectives. It must then fashion custom performance and rewards management strategies for each part of the organization that fit the nature of the work being done and the workforce doing it. HR must then ensure that strategies conform to the guiding principles, are integrated with each other and that facilitate the attainment of its objectives. HR strategists must continuously scan the environment, in order to anticipate changes that may render current strategies ineffective and respond by refining them and ensuring they remain equitable, competitive, appropriate and acceptable to employees.

**Learning Objectives:**

1. Establish the criticality of HR's role in defining, measuring, managing and rewarding performance
2. Identify and evaluate the alternative approaches to rewarding performance
3. Provide strategies for linking rewards to performance that fit an organization's context

**Presenter, Dr. Robert J. Greene** is CEO of Reward Systems, Inc. and has over thirty years of industry and consulting experience. He has published over 100 articles and book chapters and his book *Rewarding Performance* is being published in 2010. Bob was a principal designer of the SPHR, PHR, CCP and GRP professional certifications and was awarded the first Keystone Award by the American Compensation Association (now World at Work) for achieving the highest level of excellence in the field. He serves on the faculty of DePaul University, in their MSHR and MBA degree programs. He has spoken at some 20 SHRM national conferences and numerous state and local HR conferences.

**Keys to Design a Sizzling Senior Management Presentation**  
**Bonnie Budzowski, MA**  
**September 21, 2010**  
**1:35 pm – 2:50 pm**  
**North Club – Room 3**

You are scheduled to make a presentation to senior management. It's your opportunity to shine as a professional, to present yourself as an excellent communicator and sound business partner. Are you ready?

Do you strive to design presentations that capture senior management attention and move your projects forward? Would you like to learn how to structure your presentations for immediate power and impact? Do you struggle to make complex information accessible and persuasive—in a condensed timeframe? Do you wonder how to make audience members remember your presentation—and remember YOU as a polished professional?

If so, this presentation is for you! Join nationally acclaimed presentation expert and author, Bonnie Budzowski, for an eye opening session that will transform your next presentation—and catapult your chances for success.

**Learning Objectives:**

1. Learn how to capture senior management attention—and hold it throughout a presentation
2. Discover a proven way to make complex information manageable in a tight timeframe
3. Take home a checklist to evaluate your presentation against senior management criteria

**Presenter Bonnie Budzowski, MA**, Executive Director of inCredible Messages, helps clients to build the skills needed to grab attention, sell their ideas and move others to action.

An expert in communication and persuasion, Bonnie delivers results as she works with corporations, associations, sales teams, and universities. She is a nationally in-demand speaker, trainer, and one-on-one coach. Based on education, experience, and endorsement, you can be confident Bonnie is well-qualified to address complex issues. She holds an MA in Communication, and, with 20+ years of experience, she is a proven professional.

Bonnie is author of *Secrets to Get Busy People to Respond to Your Messages* and *Clickety Clack: 86 Ways to Keep Your Speech on Track*.

An outstanding speaker, Bonnie is Past President of the National Speakers Association, Pittsburgh Chapter. At a national level, Bonnie is Past Managing Editor of *Speaker Magazine*.

**The Real Evidence Behind Talent Management: What We Don't Know Will Hurt Us**  
**Bruce Court**  
**September 21, 2010**  
**1:35 pm – 2:50 pm**  
**Rotunda**

We all have no doubt that the right talent, in the right place, at the right time will assure the success of our clients' businesses. Yet despite the increasing importance of talent, we still manage to implement practice after practice with little evidence that what we are doing really works. During this session we will review key findings from a portfolio of recent research on the impact of various talent management practices. Then the probe begins. Do we really have the "proof" we need?

**Learning Objectives:**

1. Review the types of evidence that support talent management practices.
2. Understand common measurement mistakes.
3. Identify your own role in the measurement cycle and how you can learn to perform it.

**Presenter, Bruce Court** is the leader of a sales team that works with clients in many different industries across seven states. He represents the needs of clients within our company as well as representing DDI to our clients. Prior to his current role, Bruce has over 20 years of experience working in organizational change, executive development, selection, and performance management. As a consultant, he has worked with numerous organizations both profit and non profit, spanning many industries, including manufacturing, telecommunications, healthcare, hospitality, banking and finance, sales and pharmaceuticals.

**Linking HR to YOUR Business Success**  
**Health Care Reform: What you need to know NOW!**  
**Rich Klavon, Vice President – SMC Insurance Agency, Inc**  
**SMC Track**  
**September 21, 2010**  
**1:35 pm – 2:50 pm**

**Find out how critical HR is to your organization through a program tailored to small/medium size businesses.**

## **Do's and Don'ts of Performance Reviews: 6 Practical Tools to Have Them Be a Win: Win**

**Barbara Schwarck**

**Michal Nachmany**

**September 21, 2010**

**3:40 pm – 4:55 pm**

**North Club – Room 1**

Performance reviews serve as one of the most important managerial tools in all organizations. The opportunity for managers to improve performance, acknowledge achievements and create an open dialogue with their employees contributes to each company's bottom line.

In this interactive presentation, we will talk about the importance of implementing or improving an organization's performance review process, including making distinctions between casual feedback sessions and formal performance reviews. As HR is often the 'driver' of this process, we will review the entire procedure, including preparation, training, and motivating the evaluating managers, as well as execution and follow-up.

Participants will learn about the important dos, don'ts and must have's of each program, and they will be able to learn and practice the six critical skills necessary for successful execution: creating rapport, creating a safe space, giving constructive feedback, setting goals, acknowledging/championing, and follow-up.

### **Learning Objectives:**

1. Importance of Performance Reviews as a managerial tool, and the role of HR in the process.
2. The actual process, from implementation to completion, review, and follow-up.
3. The "how to", including dos and don'ts, and the six practical tools that will result in a 'win-win' for all.

**Presenter, Barbara Schwarck, President** of Clear Intentions, has a rare set of skills, enabling her to deliver powerful coaching and training to a variety of people interested in clarifying, identifying and achieving goals that impact the bottom-line. Her company, Clear Intentions, is an international people development company that offers coaching, training and assessment services to executive women and CEOs who want to create exciting new possibilities for their future, and international leaders who want to be successful communicators in all cultures and environments.

**Michal Nachmany** has broad experience in leading global strategic processes for multi-national companies. She is an accomplished HR executive and Executive Coach. In the past five years, she functioned as the VP of Human Resources for an international telecommunications company, active in over 40 countries throughout the world. There she facilitated the establishment of a global HR function which included the creation of HR departments in over 40 countries.

**Lead Smarter, Not Harder: The Top 5 Myths of Effective Leadership & Employee Engagement and How to Turn Them Around**

**Aparna Suresh**

**September 21, 2010**

**3:40 pm – 4:55 pm**

**North Club – Room 3**

*Approved for 1.25 Strategic Credits*



**Presentation Sponsored by the HR Leadership Forum**

Learn why these common myths have been and persist in being mistakenly accepted as truths, and the high cost they extract as a result such as poor employee performance, poor decisions, lack of innovation, defensive employees and compliance to change rather than the desired change itself. Find out what you need to do to turn these myths around to engage and lead your employees effectively and thus gain a significant advantage over those companies that still choose to believe in these myths.

Learn specific leadership practices that engage employees and more effectively execute leadership tasks that involve employee coaching/direction such as making decisions, solving problems, giving feedback, and implementing change. These surprisingly simple yet effective leadership practices are grounded in pioneering research in neuroscience, sociology, and leadership.

**Learning Objectives:**

1. Enumerate the top 5 myths of effective leadership & employee engagement.
2. Realize the cost of believing and acting on these myths.
3. Learn effective leadership practices that result in more engaged and productive employees.

Aparna Suresh is president of Organic Organization Development, LLC, and is known for her highly interactive leadership workshops that enable leaders to develop effective leadership practices, which translate into real business outcomes including greater productivity and enhanced employee engagement.

Aparna brings a unique global leadership perspective as a member of that rare species, a female engineer, who has worked for Fortune 500 companies including GE, Vodafone and Motorola in the U.S., England and India. She holds a Master's in Organizational Leadership from Gonzaga University, and a Master's in Engineering & Information Sciences from the University of Reading, England.

Aparna has conducted leadership development workshops at Carnegie Mellon University, Duquesne University's School of Leadership and Professional Advancement, ASTD, CCAC and at multi-national companies in the Greater Pittsburgh area.

## **Virtual Leadership: Managing and Leading in Global Organizations**

**Jeff Mikula**

**September 21, 2010**

**3:40 pm – 4:55 pm**

**Rotunda**

Welcome to the new reality of virtual organizations. Whether it's a project team spread throughout different locations, a four-person satellite office in Dallas or Tokyo, or a customer service rep that works out of her house, as organizations remain lean while reaching out to the global marketplace, virtual teams and organizations are created. At the same time, the improved technologies that make the teams efficient and effective create their own new challenges.

Designed for leaders of virtual teams or HR/Learning/OD leaders supporting virtual teams, this program explores:

- The six core competencies of the virtual leader
- What it takes to manage the logistical realities of a virtual team
- How to best provide organizational leadership to a virtual team
- The technologies available to improve the effectiveness and efficiency of virtual teams

### **Learning Objectives:**

1. Understand the six core competencies of a virtual leader.
2. Learn to manage the logistical realities while providing the organizational leadership to the virtual team.
3. Be aware of the technologies available to the virtual leader and how they can increase the effectiveness and efficiencies of the virtual team.

**Presenter, Jeff Mikula** is the founder and principal consultant for New Dimensions in Learning, a learning and organizational development company founded on the belief that every individual and every organization has a rich bounty of untapped potential. Once described as "a hyperactive squirrel after it drank a two-liter of Mountain Dew", Jeff's high-energy personality allows him to easily get and keep a group's attention.

Jeff's client list includes GE, Pfizer, Alcan, Northrop Grumman, Russell Standard, and one of the ten largest banks in the country. His areas of expertise include change leadership, group dynamics, executive coaching, the intergenerational workforce, virtual leadership, emotional intelligence, business communications, lean/six sigma, and many regulatory topic areas.

**Linking HR to YOUR Business Success**  
**Panel Discussion of Business Owners**  
**SMC Track**  
**September 21, 2010**  
**3:40 pm – 4:55 pm**

**Find out how critical HR is to your organization through a program tailored to small/medium size businesses.**

**Panel Members:**

Cheryl Katz, James R. Kukurin & Associates  
Chuck Wozniak, Creekside Springs, LLC.  
Janis Lybarger, Microsonic, Inc.  
Frank Mihalina, Marketplace Direct, Inc.  
Becky Allen, CSE, Corporation  
Chris Simcic, Wojanis Supply Company, Inc.

## **Communication Strategies to Get and Keep Your Seat with Your Executive Team**

**John Rodgers**

**September 22, 2010**

**9:00 am – 10:15 am**

**North Club – Room 1**

Now more than ever HR professionals are asked to create strategic plans for their departments that demonstrate a clear connection to the overall company goals and objectives. HR professionals are expected to contribute to the bottom line by providing the organization with tangible returns on investments when it comes to talent management and workforce development. This session will provide the HR executive with a streamline structure that identifies action steps that will move the organization from its' current reality to its' desired outcomes. Not only do HR Executives need a great plan that adds value to the organization, they also need to be able to influence the thinking and decision making of others. Participants will learn communicate their ideas with greater passion to better sell their goals, outcomes and direction.

### **Describe the top three learning or service objectives of your Proposal:**

1. Use a mapping tool to identify your initiatives that will bring value to the executive team
2. Build a business plan that will align your initiatives with your company's desired outcomes
3. Learn influencing skill to better communicate your plan to the executive team

Presenter, John R. Rodgers, Jr. is a 1984 graduate of Pennsylvania State University. John earned his Master's degree in History with an emphasis in Research Methods from Shippensburg University. Currently, he is the franchise owner and President for JR Rodgers & Associates, Inc., the Dale Carnegie Training® Franchisee situated in Pittsburgh Pennsylvania, which represents counties in Pennsylvania, New York, Ohio, and West Virginia. As owner, he manages all instruction and marketing for Dale Carnegie Training® in his franchise.

John has been a Dale Carnegie® trainer since 1989 and has gained international recognition by Dale Carnegie & Associates, Inc. as one of the top trainers and marketing associates in the world. In the past two years, John has become one of Dale Carnegie's *elite* Executive Coaches. In this role, John works with Senior Vice Presidents and C-Level Executives to achieve maximum business results by working through people to improve over-all effectiveness and efficiencies.

**Mentoring For The Next Generation of HR Leaders**  
**Rex Gatto Ph.D**  
**September 22, 2010**  
**9:00 am – 10:15 am**  
**North Club – Room 3**

Mentoring, as formulated by Rex Gatto Ph.D., is a developmental process of an experienced person guiding the development of a less experienced person in the workplace. This time-tested program provides measurable results of development and growth for individuals in an organization. HR leaders are increasingly using these techniques not just for themselves, but for their employees as well. Successful mentoring helps to create a better and more productive workplace.

It is never too soon to think about developing the next generation of workers. The experienced person working with the less experienced person creates a strong future. Dr. Gatto's mentoring workshop introduces and explains the entire mentoring process, explains how to help the mentor and the mentee develop goals, provides a roadmap for the program, and presents tools to establish a successful mentoring relationship.

**Learning Objectives:**

- Retaining the right people
- Developing future leaders
- Achieving a competitive edge
- Guiding less experienced people toward achieving success
- Supporting employees with integrity

**Presenter, Rex Gatto, Ph.D.**, winner of the American Society of Training and Development Outstanding Speaker Award, is an internationally known speaker and author whose insights and breakthrough research on the characteristics of U.S. management have helped organizations enhance their productivity and individuals enrich their lives. He is a licensed professional counselor, certified psychologist and board member of the National Association of Cognitive and Behavioral Therapists. He was recently named a fellow and member of the Academy of Cognitive Therapy. Dr. Gatto has been featured often in the media by, among others, the New York Times, The Business Times, KDKA TV, The Accounting Web, KQV Radio, Polaris International Quarterly, The Pittsburgh Post Gazette, The Aspen Law and Business Advisory and the St. Paul Pioneer Press. He has authored the highly acclaimed "Smart Manager's FAQ," in addition to books on stress, presentation, work/life balance through time, and mentoring.

## **Health Care Reform: Preparing for the Short Term, Planning for the Long Term**

**Laurie DuChateau, Counsel**

**Jacqueline M. Herzog, Associate**

**September 22, 2010**

**9:00 am – 10:15 am**

**Rotunda**

*Approved for 1.25 CLE Credits*

### **Framing Reform: Brief Overview of Reform**

- Health Care Reform Overview
- Insurance Market Reforms

### **Immediate Impact on Employers in 2011 and 2012: Insurance Market Reforms**

- Overview of Significant Changes, including:
  - Grandfathered Plan Status
  - Defining Dependent
  - Enrollment of Adult Dependents
  - Claims and Appeals
  - Preventive Services and Cost-Sharing Requirements
  - Pre-Existing Condition Exclusions
  - Lifetime and Annual Limits
  - Rescissions
  - Patient Protections
  - Early Retiree Reinsurance Program
- Up-to-the-Minute Recent Guidance

**Presenter, Laurie S. DuChateau, Counsel**, practices in the areas of health and welfare benefits, qualified plans, governmental plans and HIPAA. She represents local, national, and international employers, as well as public sector and not-for-profit entities, with respect to employee benefits and ERISA. Her work includes the design, drafting and operation of tax-qualified benefit plans and 403(b) plans; counseling clients on plan design matters and innovations; advising clients on fiduciary and income tax concerns, as well as compliance with the Internal Revenue Code, ERISA, and other statutes affecting employee benefit plans; benefit issues relative to mergers, acquisitions and other corporate transactions; and representing clients before the Internal Revenue Service, Department of Labor, and PBGC regarding audits and correction programs. With regard to welfare benefit plans, Laurie regularly advises and counsels clients in all aspects of employee benefit and ERISA issues relative to health plans, cafeteria plans, welfare benefit plans, flexible compensation programs, and post-retirement welfare benefits, which includes benefit and plan design, plan compliance, COBRA, HIPAA, Medicare Part D, domestic partner benefits, and plan administration. Laurie has analyzed the new health reform legislation and has begun assisting clients with its implementation.

**Presenter, Jacqueline M. Herzog**, is an associate in the firm's Tax, Benefits & Wealth Planning Group. Her practice involves a variety of employee benefit matters, including drafting and designing qualified pension and profit-sharing plans, health and welfare arrangements, deferred compensation plans, and employment agreements. Additionally, Jacki focuses on regulatory compliance with the Internal Revenue Code, ERISA, COBRA, and HIPAA, and she performs due diligence reviews of employee benefits issues in conjunction with mergers and acquisitions.

**Social Networking Track 1**  
**Geoff Peterson, General Lead**  
**Understanding Applications of Social Media in HR**  
**September 22, 2010**  
**9:00 am – 10:15 am**  
**General Session Room**

Understanding the Applications of Social Media in HR:

- Recruitment
- Employee Engagement
- Training, communication, and performance support

**Presenter, [Geoff Peterson](#)** is a Recruiting Leader, Sourcing Consultant, Speaker and Trainer. He is the Founder and Managing Principal of [General Lead](#), a provider of strategic staffing services, advanced sourcing solutions and custom recruitment training. Geoff is also the Founder of [RecruitChute](#), a resume delivery service connecting job seekers with thousands of employers. In addition, Geoff is the author of [The Sourcer's Playbook](#), a visual guide for finding talent on the web.

**Creating Line of Sight – How to Get to the Bottom Line Through Your Employees**  
**Ed Krow, SPHR, CCP, CHCM**  
**September 22, 2010**  
**11:15 am – 12:30 pm**  
**North Club – Room 1**

This interactive seminar will demonstrate the strategies for and benefits of focusing employees' efforts on the things that really matter to their organization. This session will explore the benefits of creating line of sight between employees' everyday behaviors and bottom line business results AND communicating this link to employees. The discussion will focus on identifying the factors that motivate various levels of employees to perform and the types of variable pay systems that can be used to reward high performers. This session will help owners/executives create a system that will attract, motivate, and retain key talent, as well as encourage employees to focus on continuous operational improvement. This session will emphasize the balance between organizational success and individual performance. This "line of sight" is an employee's perception of the degree to which his/her contributions are linked to the success of the organization. We will identify the proper variable pay programs that will create a link between employees' everyday performance and the organization's success and explore the concept of using multiple variable pay plans in an organization in order to motivate different groups and levels of employees.

**Learning Objectives:**

1. Identify key behaviors of all levels of employees and the link between those behaviors and the company's bottom line.
2. Learn how to create a line of sight in their employees that will motivate them to achieve results.
3. Determine the types of variable pay that can be used to motivate behaviors that will impact the company's bottom line results.

Presenter, Ed Krow is the Senior Human Resources Consultant with Parente HR Services, LLC, which provides consulting services in all areas of human resources management. He has specific expertise in developing compensation and performance management systems, as well as affirmative action planning. Ed has over 17 years of experience in the Human Resources field. Specifically, Ed spent several years operating his own business, Human Resources Essentials, LLC, as a Human Resources Consultant and Trainer. Prior to that, he spent 12 years with United Parcel Service in a number of Human Resources and Operations Management positions. Additionally, Ed is currently an adjunct professor at Millersville University. He is a regularly requested speaker for Human Resources conferences, seminars, and professional development sessions and has been quoted in numerous publications. In following his belief in giving back to the community, Ed serves on several not-for-profit Boards in Central Pennsylvania.

**The Everything HR Kit...A Complete Guide to Attract, Retain & Motivate High-Performance Employees**

**David Baker, SPHR**

**John Putzier, SPHR**

**September 22, 2010**

**11:15 am – 12:30 pm**

**North Club – Room 3**

This session to be co-presented by David Baker, SPHR, and John Putzier, SPHR authors of the newly released “*Everything HR Kit...A Complete Guide to Attract, Retain and Motivate High-Performance Employees*” (AMACOM Books) will provide a comprehensive roadmap for any size organization that wants to “up the ante” on their HR effectiveness. This session will walk you through a synergy of both strategic and operational initiatives that any HR professional will find useful in becoming a more valued and respected member of the strategic leadership team within their organization. Whether you are brand new to HR, or are a seasoned pro, the information included in this book and this session is a one-stop-shop for everything HR that covers the full spectrum of HR value added services.

**Learning Objectives:**

1. To understand the full spectrum of services that HR must provide to be a valued strategic partner.
2. To identify those functions/services that are lacking within your HR scope of responsibilities.
3. To begin the development of a specific, tangible action plan to take back to your organization’s leadership.

**Presenter, David Baker, SPHR** is President and CEO of Human Capital Advisors, (HC Advisors, LLC). David has been the Senior Vice President, Human Capital for Pepperweed Consulting, a national IT consulting firm and was previously with Adams Capital Management since July of 2001 to January 2008 as Partner, Human Capital. Prior to joining Adams Capital, David was the Director of Human Resources and Recruitment for the BATG Division of ADC Telecommunications, Inc., David also served as Director of Human Resources for TCI Cable and WQED Communications, the home of the National Geographic Specials and Mr. Rogers on Public Broadcasting.

**Presenter, John Putzier, M.S., SPHR** is President of FirStep, Inc., and author of three HR/Management books. He has served on the adjunct faculties of Carnegie Mellon University and Robert Morris University, and was invited to address the 2010 HR Summits in both Singapore and Hong Kong. He is a regular media source as an expert on current and emerging workplace issues and trends, and has appeared on CNN, NPR, The Wall Street Journal, USA Today and many others.

**Healthcare Trends & Strategies for Controlling Costs**

**Abbie Leibowitz, M.D., F.A.A.P.**

**September 22, 2010**

**11:15 am – 12:30 pm**

**Rotunda**

**Sponsored by Humana**



With the increasing interest in “consumerism” in healthcare, support services like health advocacy have become a valuable employee benefit. Employers recognize that professional support is needed to help employees and family members successfully navigate the complexities of healthcare and health insurance. Placed in the context of rising healthcare costs and compressed corporate benefit budgets, many employers find it cost effective to introduce services that relieve overburdened HR and benefits staff of the need to deal with these difficult issues.

Dr. Leibowitz will discuss the present state of healthcare spending, the drivers of medical cost increases, consumer-driven healthcare, the cost of employee healthcare concerns to employers, and how health advocacy and wellness programs fit into the suite of services employers may consider.

**Learning Objectives:**

1. Control rising healthcare costs
2. Improve worker productivity
3. Enhance the effectiveness of support programs

Abbie Leibowitz, MD is a co-founder, chief medical officer and EVP of Health Advocate, Inc. Before co-founding Health Advocate, Dr. Leibowitz was EVP of digital health strategy and business development for Medscape, Inc. and a member of the company’s board of directors. For the four years prior to October 2000, Dr. Leibowitz served as chief medical officer for Aetna U.S. Healthcare. Dr. Leibowitz joined U.S. Healthcare in 1987 and served in a number of senior level positions with the company. Before joining U.S. Healthcare, Dr. Leibowitz spent 12 years in private pediatric practice. He built and managed a seven physician pediatric group serving a diverse urban/suburban population of over 25,000 patients.

**Social Networking Track 2**

**MySpace or Your Space: Defining the Practical and Legal Metes and Bounds of the Interconnected Workplace**

**Lynn C. Outwater, SPHR & Esq.**

**September 22, 2010**

**11:15 am – 12:30 am**

**General Session Room**

*Approved for 1.25 CLE Credits*

Advances in science and technology have made social networking, blogging, viral media, cloud computing, and other business applications of electronic communications everyday workplace tools. They also have enabled the exchange of information in ways that have obliterated conventional boundaries between and among employees, employers, and the world. This concurrent session will explore the legal and practical implications of accessing and using information gathered with the assistance of social media and the implementation of an effective electronic communication policy for your workforce.

**Learning Objectives:**

1. To provide familiarity with laws and issues implicated by social networking
2. Practical strategies for addressing use and misuse of social media in the workplace
3. To provide elements of an effective social networking/media policy

Presenter, Lynn C. Outwater, SPHR & Esq., is the Managing Partner of the Pittsburgh office of Jackson Lewis, LLP, a national law firm with over 45 offices in key cities throughout the United States. The firm's over 565 lawyers limit their practice exclusively to labor, employment, immigration and benefits law on behalf of management. She received her undergraduate degree from Fordham University and obtained a Juris Doctorate degree from Albany Law School and holds a Master of Laws (in Labor Law) from New York University School of Law. Ms. Outwater is a member of the Pennsylvania and New York Bar Associations. Ms. Outwater currently serves on the national SHRM Foundation Board of Directors (2007-2010). She is a member of the Pittsburgh Human Resources Association. She was the elected Director for SHRM's Pennsylvania State Council for 2004 and 2005.

**Closing Keynote Address, Reinventing Talent Management: The New HR Imperative**  
**William A. Scheimann, Ph.D.**  
**September 22, 2010**  
**1:30 pm – 2:30 pm**  
**General Session Room**

The old axioms for talent management are no longer valid. HR must develop a new playbook for growing and measuring the value of an organization's human resources. Based on national research and 70 executive interviews featured in his latest book *Reinventing Talent Management*, Dr. Schiemann will examine five trends that are redefining talent management and provide HR executives with a new performance model for assessing the effectiveness of their talent management approaches, along with a specific set of actions to help HR increase the value contribution of their organization's human resources, especially in an era of market dislocation.

**Learning Objectives:**

1. Attendees will learn a new framework for talent selection, on-boarding, performance management, and retention.
2. Attendees will learn the three powerful factors for optimizing performance
3. Attendees will learn how best practice organizations are reinventing talent management

Presenter, William A. Schiemann is Chief Executive Officer of Metrus Group ([www.metrus.com](http://www.metrus.com)), an organizational research and advisory firm specializing in strategic performance measurement and employee alignment, with headquarters in Somerville, New Jersey. Dr. Schiemann and his colleagues have consulted extensively with many major corporations on the development and implementation of business strategies, organizational diagnostics, people and HR measurement, talent acquisition and retention, productivity and quality improvement, and creating high performance cultures and successful merger strategies. Dr. Schiemann and his firm are known for their pioneering work in the creation of performance gauges and scorecards to measure strategy implementation, and for establishing linkages between employee, customer, and financial outcomes. His team has led many of the developments in employee surveys, including the development of strategic surveys.

William Schiemann is author of *Reinventing Talent Management: How to Maximize Performance in the New Marketplace*, co-published by Wiley and SHRM in 2009 ([www.reinventingtalentmanagement.com](http://www.reinventingtalentmanagement.com)). He is also co-author of *Bullseye! Hitting Your Strategic Targets Through High-Impact Measurement*, published by The Free Press in 1999. He has written extensively for many publications, including: *Across the Board*, *Boardroom Reports*, *Compensation and Benefit Management*, *Cost Management*, *The Deal*, *Financial Executive*, *Journal of Applied Psychology*, *Journal of Business and Psychology*, *Journal of Business Strategy*, *Journal of Strategic Performance Measurement*, *Leadership Excellence*, *Management Review*, *Personnel Journal*, *Pharmaceutical Executive*, *People & Strategy (formerly Human Resource Planning Journal)*, *Public Relations Journal*, and *Quality Progress*. He has also contributed chapters on employee surveys, internal service improvement and talent management for *Opinion Surveys in Organizations*; *The Internal Customer: Ensuring Internal Service Excellence*; *Achieving Internal Service Breakthroughs: Winning From the Inside Out*; *Getting Action From Organizational Surveys*; *Building High-Performance People and Organizations*; and *Performance Management: Putting Research into Practice*.

Bill is a frequent global speaker for both public and private forums, including such organizations as American Marketing Association, American Society for Quality, AICPA, Anheuser-Busch, BP, Conference Board, Human Resource Planning Society, IBM, Institutional Investor, International Institute for Research, International Productivity and Quality Council, Johnson & Johnson, Metropolitan New York Association for Applied Psychology, Niagara Mohawk, the Profit-Sharing Council, Society of Human Resource Management.

Bill currently serves as Chairman of the SHRM Foundation and on the Board of Advisors for the Institute for Sustainable Enterprise located at Fairleigh Dickinson University.

Prior to the founding of Metrus Group, Inc. in 1988, Dr. Schiemann was Senior Vice President with Sirota & Alper Associates and Vice President of Opinion Research Corporation (ORC), an Arthur D. Little company. In the latter role, he directed the organizational research division for six years and consulted with hundreds of organizations across most of the major industries in the U.S. and abroad. Prior to joining ORC, Dr. Schiemann served as both an internal organizational consultant and a manager of selection with AT&T.

Prior to his business and consulting life, Dr. Schiemann served on the business school faculties at Georgia Institute of Technology and the University of Iowa, teaching and conducting research in leadership, communications, organizational behavior and human resources. During his academic years, Bill has presented numerous papers to the Academy of Management and its regional affiliates, the American Psychological Association and its divisions and regional affiliates, and the Society of Industrial Organizational Psychology, and has published research in *Administrative Science Quarterly* and the *Journal of Applied Psychology*.

Over the years, Dr. Schiemann has also served as a reviewer for a number of academic journals and professional magazines, such as *Journal of Strategic Performance Measurement*, *Journal of Cost Management*, *Personnel Psychology*, and *Human Resource Planning*.

Dr. Schiemann received a Ph.D. in Organizational Psychology from the University of Illinois, an MBA from the Stuart School at Illinois Institute of Technology, and a BS in Psychology from Illinois Institute of Technology.

Bill received the coveted S. Rains Wallace National Dissertation Award from Division 14 of the American Psychological Association in 1977 for his ground-breaking research in organizational leadership and communications. He has also received the Distinguished Alumni Award from the School of Psychology at the University of Illinois.