

# HR Marathon

Setting the Pace for the Future



**42<sup>nd</sup> Annual Ohio Human Resource Conference**

**September 17-19, 2014**

**Kalahari Resort**

**Sandusky, Ohio**



## A letter from the Conference Chair HRMarathon Setting The Pace For the Future

I like to run. Running is a competitive sport that has a personal aspect to it that I find very rewarding. Running can also be a team sport. And, I see many comparisons between running and HR.

That is why I wanted a theme about running as it is so important to me. The lessons learned from competing can help our people achieve greatness by being the best they can be – for both themselves and for their organizations.

I really like the perspective of HR as a marathon of sorts. Team play, personal bests, camaraderie – all from 900 Human Resource Professionals coming together in one location. Basically – one big race!

We hope that you'll join us for: HR Marathon. Setting The Pace For the Future – held at the beautiful Kalahari Resort from September 17-19, 2014. We have a speaker line up that is broad and diverse. Our program committee is sprinting hard to earn a personal best for this year's line-up of conference speakers. Our confirmed keynotes include:

**Bill Taylor** (Fast Company) speaking on the topic of "Practically Radical: Transforming Your Company and Challenging Yourself" and **Dick Hoyt** (Team Hoyt), an inspirational competitor and father whose topic is "Racing Towards Inclusion."

Please take a moment to review the program schedule in this brochure to plan your conference. Look for information about our two pre-conference sessions, SHRM book store, networking social, Thursday social event – and our 5K race! Remember to save time to network with our many Exhibitors and Sponsors, your peers, and enjoy the fun of being at Kalahari!

Continue to visit our website ([www.ohioshrmhrc.org](http://www.ohioshrmhrc.org)) for exciting updates on this annual event! And please follow us on Twitter at #OHSHRM14.

The Ohio HR Conference is known for providing a quality program, large number of credits and value for your registration dollar. You can experience this amazing event for only \$399 if you register and pay by July 1, 2014.

On behalf of the Ohio SHRM State Council and the Ohio HR Conference Committee – we look forward to seeing you in September for **HRMarathon Setting The Pace For the Future**.



Heather Speer-Edwards, SPHR  
Chair – 2014 Ohio Human Resource Conference

## Message from the Program Chair:

We are so excited about the 2014 program! Our committee has networked with a wide array of speakers – locally, nationally and globally!

You can choose from 30 speakers in this year's program with topics on all of the important HR issues of the day. Our program covers an expansive range of HR topics, which are certain to expand your technical knowledge and enable you to develop as an HR professional. See how many credits have been pre-approved by The HR Certification Institute with our convenient "QR code" in this mailer or visit [http://www.ohioshrm.org/hr\\_conf/HRCI\\_News.cfm](http://www.ohioshrm.org/hr_conf/HRCI_News.cfm)

Please take a moment to review the program schedule and carefully plan out your day. We're sure that you want to join us in September for HR Marathon. Setting The Pace For The Future.

Sheri Caldwell, PhD, SPHR  
Program Chair

### New: The 5K Race/Walk Thursday, September 18th Race at the Kalahari Conference Center.

We're excited to have a 5K Race to Benefit the SHRM Foundation. We're working with Hermes Sports and Events for registration for our first 5K to support the SHRM Foundation. Run, jog, or walk, to support a great cause. Race date will be Thursday Sept. 18th at 7 am on the Kalahari property.

Interested in Participating? Please use the link to register on our website:  
[ohioshrmHRC.org](http://ohioshrmHRC.org)

The SHRM Foundation is a 501(c)(3) nonprofit affiliate of the Society for Human Resource Management (SHRM). The Foundation is a legally separate organization and is not funded by SHRM membership dues. The SHRM Foundation's work includes innovative academic research grants, scholarships and educational resources. The work of the SHRM Foundation is made possible by your generous tax-deductible donations.



## 2014 Ohio Human Resource Conference Schedule

**9:00<sup>am</sup> - 11:00<sup>am</sup>** Pre Conference Sessions

**9:30<sup>am</sup> - 11:00<sup>am</sup>**

**11:00<sup>am</sup> - 1:15<sup>pm</sup>** Lunch Break/Opening Keynote

**1:15<sup>pm</sup> - 1:30<sup>pm</sup>** Break

**1:30<sup>pm</sup> - 2:45<sup>pm</sup>** Concurrent Session 1

**2:45<sup>pm</sup> - 3:00<sup>pm</sup>** Break

**3:00<sup>pm</sup> - 4:15<sup>pm</sup>** Repeat Concurrent Session 1

**4:15<sup>pm</sup> - 4:30<sup>pm</sup>** Break

**4:30<sup>pm</sup> - 6:00<sup>pm</sup>** Solo Acts

**6:30<sup>pm</sup> - 8:30<sup>pm</sup>** Exhibitor/Sponsor Reception Exhibitor Hall

**Doug Shaw**

**Val Grubb**

**Bill Taylor**

**Kimberlie England and Debra Crow**

**Max Muller**

**Bruce Boguski**

**Jennifer McClure**

**Brian Blasko**

**Todd Hunt**

**The Art of Leadership**

**Built to Grow: Turning your HR Department into an Engine for Growth**

**Practically Radical: Transforming Your Company and Challenging Yourself**

**Navigating Change: A Proven Model for Influencing Employee Behavior**

**HR Metrics that Matter**

**Achieve the Impossible**

**The Future of HR: 4 Keys For Creating Competitive Advantage Through Innovative People**

**Leadership...It's Not Just A Fancy Title**

**Communication Bleeps and Blunders in Business**

**Wednesday**



# 2014 Ohio Human Resource Conference Schedule

## Thursday

<b>7:00<sup>am</sup>-8:30<sup>am</sup></b>	5K Run - On Kalahari Property		
<b>7:15<sup>am</sup>-8:30<sup>am</sup></b>	Early Bird Sessions		
		<b>Cari Gray, CSP</b>	Running the SAFETY Marathon
		<b>Scott Schreiber and Dan Ripberger</b>	Improving the ROI on Your Compensation Investment
		<b>Mark Butler</b>	Diversity and Inclusion: Your Success as an HR Professional Depends on it!
<b>8:30<sup>am</sup>-9:30<sup>am</sup></b>	Breakfast	Location TBD	
<b>9:00<sup>am</sup>-10:15<sup>am</sup></b>	Concurrent Session 2		
		<b>Meg Ressler</b>	Leadership Development and Succession Planning - Developing Your Race Participants and a Path to the Future
		<b>Scott Warrick</b>	Moving from Tactical to Strategic HR: 2014 Employment Law Update
		<b>Val Grubb</b>	Preparing to Lead: Essential Project Management Skills for the HR Executive
		<b>Anne Warfield</b>	Executive Presence - Are You Giving Up Your Power?
		<b>Doug Shaw</b>	Collaboration - For The Long Run
<b>10:15<sup>am</sup>-10:30<sup>am</sup></b>	Break / Open Exhibit Hall		
<b>10:30<sup>am</sup>-11:45<sup>am</sup></b>	Panel Session		Strategic Management / Leadership Development Panel
	Moderator	<b>Kevin Ames/OC Tanner</b>	
	Panelists	<b>Robin Wood-Root Learning</b>	
		<b>Paula Russell - Owens Corning</b>	
		<b>Niki Mosier - Spangler Candy</b>	
<b>11:45<sup>am</sup>-1:45<sup>pm</sup></b>	Lunch / Exhibit Hall		
<b>1:45<sup>pm</sup>-3:00<sup>pm</sup></b>	Repeat Concurrent Session 2		
<b>3:00<sup>pm</sup>-4:30<sup>pm</sup></b>	Exhibit Hall and Final Drawing		
<b>4:30<sup>pm</sup>-4:45<sup>pm</sup></b>	Break / Exhibit Hall		
<b>4:45<sup>pm</sup>-6:15<sup>pm</sup></b>	Solo Acts		
		<b>Commander Drew Brown</b>	The 11 Facts Of Life
		<b>Cy Wakeman</b>	Hardwiring Accountability into Your Workforce Through Coaching for Great Performance
<b>6:30<sup>pm</sup>-8:30<sup>pm</sup></b>	Social Event / Dinner and Entertainment		

## Friday

<b>7:00<sup>am</sup>-8:30<sup>am</sup></b>	Breakfast	Breakfast in Hallway outside Exhibit Hall	
<b>7:15<sup>am</sup>-8:30<sup>am</sup></b>	Early Bird Sessions		
		<b>Ed Byers</b>	Managing the Media and Social Media Before They Manage You
		<b>Dale Dwyer</b>	Got A Solution? HR Approaches to 5 Common and Persistent Business Problems
		<b>Clay Morris</b>	The Strategy Behind Corrective Action and Performance Improvement in the Public Sector
		<b>Zonya Foco</b>	Conviction over Convenience: Staying Healthy in a Culture that's ANYTHING BUT!
<b>8:30<sup>am</sup>-8:45<sup>am</sup></b>	Break	Location TBD	
<b>8:45<sup>am</sup>-10:00<sup>am</sup></b>	Concurrent Session 3		
		<b>Carrie Sponseller</b>	Finish Strong: Managing LOA's Under the ADA and FMLA
		<b>Steve Browne</b>	Surprise Topic to be announced shortly!
		<b>Linda Gravett</b>	Recruiting and Retaining for Learning Agility
		<b>Sara Christiansen</b>	Critical Leadership: Why Traditional Management Techniques Are Counter-productive in the Modern Workplace
		<b>Tom Dickson</b>	Harassment in the Workplace
<b>10:00<sup>am</sup>-10:15<sup>am</sup></b>	Break	Location TBD	
<b>10:15<sup>am</sup>-11:30<sup>am</sup></b>	Repeat Concurrent Session 3		
<b>11:30<sup>am</sup>-2:00<sup>pm</sup></b>	Closing Lunch / Keynote		
		<b>Dick Hoyt</b>	Together- You Can Do Anything!



**Thank you to our Diamond Sponsor - Alliance Solutions Group**

## 2014 Conference Sessions



### DOUG SHAW

#### Understanding the critical importance of collaboration to help support and develop the organization's strategy.

- Develop and integrate collaborative practice into HR strategy and your wider organizational strategic requirements.
- Develop an understanding of what makes a high performing team and how to build and sustain one.

In addition to the functional expertise HR already does so well, there is more we can do to create greater value for our organizations. This is more than just being a strategic partner, or being commercially focused, this is a role only HR can play. HR is uniquely connected with all other parts of the organization and it is through a systemic approach that these connections can be tuned to help create additional strategic value. This session highlights some of the challenges that present themselves when trying to collaborate at work, for example, reward mechanisms, working in silos, and 'busyness'. We outline some real workplace challenges and look at a number of collaborative techniques and how they were applied to solve those challenges, some of which have worked, some not. Through the session we'll use real examples plus a range of published research to illustrate the importance of collaboration.



### VALERIE M. GRUBB

#### Built to Grow: Turning your HR Department into an Engine for Growth

- Attendees will learn how revenue growth affects a company's structure;
- How to prepare your HR department and organization for expansion; and,
- What it takes to earn a "seat at the table" with your CEO.

Unfortunately, more often than not, HR leaders are so focused on the day-to-day tasks, you miss that your own department is not structured properly and can actually hurt your company's growth opportunity. This session will provide a step-by-step guide on how to create a dynamic team and flexible structure that can support the organization as it expands to meet customer demands. You will learn that what you do today may not support your organization in the face of expansion (and what to do about it!). Walk away with the 10 secrets of creating a department and organization built to grow. You will learn how to develop your strategy for leading organizational change as well as how to evaluate your organizational effectiveness and where you should focus first to maximize your benefit to the company.



### BILL TAYLOR

#### Practically Radical: Transforming Your Company and Challenging Yourself

- What you see shapes how you change. The most successful companies don't just outcompete their rivals; they redefine the terms of competition by embracing unique ideas.
- Where you look shapes what you see. The most creative CEOs aspire to learn from innovators far outside their industry as a way to leapfrog their rivals.
- There's nothing wrong with your organization that can't be fixed by what's right with our organization. Savvy change agents don't disavow the past. They rediscover and reinterpret what's come before as a way to develop a line of sight into what comes next.

We are living through the age of disruption. You can't do big things anymore if you are content with doing things a little better than everybody else or a little different from how you did them in the past. In an era of hyper-competition and nonstop reinvention, the only way to stand out from the crowd is to stand for something special. Originality has become the acid test of strategy.



### KIMBERLIE ENGLAND AND DEBRA CROW

#### Navigating Change: A Proven Model for Influencing Employee Behavior

- Understand the process for successfully implementing change at an organization;
- Identify the key components in creating a change management strategy; and,
- Review many examples of best practices in assessing change readiness and strong communications.

Change is on the horizon for just about every viable organization. Rapid growth plans, evolving technologies, health care reform, and mergers/acquisitions all create the need to look at how you manage change at your organization. Findley Davies and The Andersons have worked together for a number of years on managing change at the organization. Leaders from both organizations will share the process for managing change and provide specific examples of how they've implemented change and associated results. In this session, you will get to preview:

- A visual model representing the process for successfully implementing change;
- An efficient effective method for developing any change management strategy;
- Case studies about the process, including lessons learned;
- Metrics used to assess change readiness and evaluate success of the change; and
- Best practices for strong communications.

There will also be open discussion to allow the audience to ask questions and share their own experiences with change management.



### MAX MULLER

#### HR Metrics That Matter

- Employ a three-part process in measuring HR's impact on various organizational processes and operations;
  - Create HR-related formulae; and,
  - Interface raw data collection, metrics and analytics to create meaningful information
- The management truism, "You can't control what you don't measure," certainly applies to HR initiatives and operations within any organization. During this information packed session participants will learn exactly how to identify which metrics are most important to their respective organizations and, significantly, how to construct the formulae by which to measure both the costs and impacts of their HR efforts.



### BRUCE BOGUSKI

#### Achieving the Impossible

- Identify the personal effects of positive belief on health, confidence, performance and success.
- Using attitude adjustment techniques to succeed in challenging situations.
- Discuss the impact of finding humor and fun in what you experience and how they can affect performance.

An enlightening and entertaining presentation exploring what it takes to produce amazing results in anything we attempt. The presentation contains powerful techniques that can alter a person's belief system so that they can accomplish goals previously thought to be impossible.



### JENNIFER MCCLURE

#### The Future of HR: 4 Keys For Creating Competitive Advantage Through Innovative People Strategies

- Increase understanding of the business and take a longer term, "big picture" approach to HR in order to participate as a contributing partner in the organization's strategic planning process.
- Collaborate effectively with internal and external partners to deliver products and services that enable the organization to be agile, innovative and responsive to the needs of customers and employees.
- Use data to develop systems and processes to measure and quantify results in order to gain executive support.

Today's business climate continues to change at a rapid pace. Ongoing economic uncertainty and market volatility, combined with a changing global landscape, requires human resources professionals to possess a high level of business acumen and deliver value to multiple stakeholders. To thrive in the business environment of the future, the competencies and capabilities of human resources professionals must evolve. HR must know the business, focus strategically, solve business problems and influence change to impact business results and deliver strong competitive advantage. In this session, Jennifer McClure will define four critical skills today's HR leaders must develop to fully participate as business leaders - not just human resources leaders - in an increasingly complex global environment. She'll also highlight the most effective ways to collaborate with internal and external partners to deliver products and services that enable the organization to be agile, innovative and responsive to the needs of customers and employees.



## 2014 Conference Sessions



### BRIAN BLASKO

#### Leadership...It's Not Just a Fancy Title!

- Participants will learn how to motivate and influence others;
- Participants will view change as opportunity; and,
- Participants will be able to recognize and engage in leadership quality vs. quantity.

People follow people...not titles! This fun-filled and educational program focuses on gaining interpersonal skills for your leadership development. A great leader will motivate, inspire and educate everyone and anyone who is interested in listening. An OUTSTANDING leader will do the same thing...even if their audience is "not" interested! Come be the leader others "want" to follow, not "have" to.



### TODD HUNT

#### Communication Bleeps and Blunders in Business

- Tune in to where your listener is "coming from," and tailor your communication style to leverage people and process in pursuit of profitability.
- Discover the eight problem words that could cost you customers or members.
- Re-think your voice mail greeting to eliminate confusion and save valuable time.

You said one thing; your customer or coworker heard something else. Nobody was wrong, but now everybody's confused...and you have to fix it. Laugh and learn as Todd Hunt shares examples from business, revealing how to communicate -- not just so clearly that we're understood, but so precisely that we cannot possibly be MISunderstood. We'll laugh at ourselves too, with Todd leading the way. He's a Recovering Anal Retentive Professional (RARP), who finally learned to lighten up!

## Thursday



### CARI GRAY, CSP

#### Running the SAFETY Marathon

This session is meant for companies who are struggling to keep up with safety. Employers of all sizes will benefit from this class by leaning the main elements for a successful safety program and common pitfalls they may face. We will discuss the hazards and deficiencies commonly found in safety programs for companies of this size. We will also focus on many of the available resources for companies to tap into to enhance their safety programs. Explain the main elements in an effective safety program Identify common hazards and deficiencies in safety programs Locate resources to get your safety program on the "right track"



### SCOTT SCHREIBER & DAN RIPBERGER Improving the ROI on Your Compensation Investment

- Understanding the components of compensation and the alignment to organization strategy;
- Best practices in motivating and rewarding individual performance; and,
- Best practices in annual incentive / bonus plans With salary increase budgets expected to be 3.0% again in 2014, for the 4th year in a row, organizations

must begin to better differentiate pay for their top performance or risk losing them as the economy begins to turn. Current conditions dictate that the successful companies will find better ways to link compensation to the individual's performance. This session will begin by reviewing historical salary planning past practices. We will explore better ways to identify key performers and distinguish the allocation of pay in order to better align pay and performance. The redistribution of limited budgets through the use of Merit Increase Guidelines will be reviewed and analyzed. The various approaches of annual incentive / bonus designs for all levels of employees will be explored in-depth. Additionally, the application of Long-term incentive plans, typically reserved for senior management, will be reviewed as a valuable tool for recognizing key performers.



### MARK BUTLER

#### Diversity and Inclusion: Your Success as an HR Professional Depends on it!

- Participants will be able to articulate the difference between affirmative action and Diversity;
  - Participants will be able to articulate the business case for diversity and inclusion for their organization; and,
  - Participants will understand the value diversity and inclusion adds to the HR professional
- This session is for the HR practitioner who wants to have a practical, high-level understanding of why diversity and inclusion is necessary for organizational success. This session will establish the proper definition of diversity; identify the five elements needed in the diversity mission statement and the key differences between affirmative action and diversity; and discuss a diversity business case, the strategic approach needed to ensure success, the pros and cons of metrics and practical metrics to gauge success.



### MEG RESSLER

#### Leadership Development and Succession Planning...Developing Your Race Participants and a Path to the Future

- Confidence in bringing forward the business case for leadership development & succession planning;
  - A path to launch or refresh leadership development and succession planning processes; and,
  - Practical insights, templates, methods & tools for immediate application
- Integrated Development Strategy & System...the Playbook Overview...a holistic view
- Components and how they fit together
  - The Case for Succession...
    - Why it's essential
    - Getting your leaders on board and creating ownership and commitment
  - Leadership Development...
    - Getting started
    - Sample tools and templates
    - Best practices and lessons learned
    - Communication
  - Succession Planning
    - Trends and insights about Succession Planning
    - Aligning succession planning with business strategy
    - Sample tools and templates

- Best practices and lessons learned
- Communication



### SCOTT WARRICK

#### Moving from Tactical to Strategic HR: 2014 Employment Law Update

- Understand the critical relationship between what it means to be a "STRATEGIC PARTNER" and being a "TACTICAL" HR person.

- Understand the difference between "CONTRACTS" and "POLICIES" and when HR needs to use each to reserve rights for the organization.
- Understand what important changes have occurred in the law across the last year and what HR needs to do to reserve the necessary rights for their organizations.

How should HR use the law to "RESERVE RIGHTS FOR THE EMPLOYER" to accomplish their Strategic Goals? What are the legal differences between CONTRACTS and POLICIES and when each should be used by HR? How did the U.S. SUPREME COURT re-define who a "SUPERVISOR" is under TITLE VII? What is the new definition of "PSYCHOLOGICAL CONDITIONS" under WORKERS' COMPENSATION? Why was getting to work on time NOT seen as an "ESSENTIAL FUNCTION" under the ADA? Which laws cannot be limited to a "SIX MONTH STATUTE OF LIMITATIONS"? What is the new FMLA rule on "CARING FOR ADULT CHILDREN"? Is "VEGANISM" a religion? ...and MUCH, MUCH more... Join Scott Warrick as he reviews the most important employment law changes and updates in his own practical and entertaining style. Scott will use his three decades of Legal/Human Resource Management experience to tell you how to use this information IMMEDIATELY!



### VALERIE M. GRUBB

#### Preparing to Lead: Essential Project Management Skills for the HR Executive

- Garnering support across the organization to ensure success of new business initiatives.
- Essentials of Project Management: In-depth analysis of pre-project planning; identifying goals, deliverables and requirements (even when constantly shifting); creating the work breakdown structure; developing comprehensive time and cost estimates that fit
- Developing metrics to measure your human capital to determine fit for your project management team including how to organize and inventory skills, knowledge, personality, availability and previous experience to meet a project's requirements.

Managing projects can be challenging, especially if they span multiple divisions, time zones and even countries. Done wrong, it can destroy careers (or your company!). Done right, it can garner you a "seat at the table." From global outsourcing to rolling out an ERP system to leading change management initiatives, the HR executive has the unique opportunity to spearhead projects that can directly affect the company's bottom line. To do so though requires your Project Management skills to be in peak performance and constantly at the ready. This highly interactive session will help you be prepared to lead by providing in-depth step-by-step instructions on how to 1) Plan for Success, 2) Manage and Execute and 3) Deliver Results all while 4) Meeting Budget constraints.

## 2014 Conference Sessions



**ANNE WARFIELD**

### Executive Presence - Are You Giving Up Your Power?

- How to strategically communicate so you speak with authority & authenticity;
  - How to take the complex and make it simple and focused; and,
  - How to build trust and move people to action
- Executive Presence-Are You Giving Up Your Power? Have you ever wondered why two people can say the same thing, where one message inspires people to action and the other falls flat? Ever wondered why some people just seem to command respect and trust? As the world becomes more virtual, it is more important than ever that leaders can move people to action when they aren't in the room with them. In this session you will learn how to use Outcome Thinking®, a brain-based methodology, to exude Executive Presence and be more influential.



**DOUG SHAW**

### The Art of Leadership

- Develop long term human capital needs in partnership with and support of the organization strategic process and plan.
- Develop and integrate the HR strategy with the wider organizational strategic requirements.
- Learn and apply new techniques to aid creative thinking and improve problem solving.

Recent research shows how we excel at creativity and collaboration as young children, only to experience alarming declines in these critical and strategic abilities as we move through the education system and into work. Today's world of work places a high value on our ability to collaborate strategically yet we continue to cling to formulaic, safe, predictable practices which often fail to deliver the results we need. Once people begin to use creative methods to explore ideas, solve problems and create value, their ability to think laterally and to generate options increases significantly and quickly. It is time to get back to exercising some creativity basics in order to help foster a more strategic collaborative culture at work. We invite you to join us for this inspiring workshop to identify some practice that can help you and your organization bring more collaboration and creativity to bear on your work.

**MODERATOR: KEVIN AMES**

**PANELISTS: ROBIN WOOD  
PAULA RUSSELL  
NIKI MOSIER**

### Panel Session Strategic Management / Leadership



**COMMANDER DREW  
BROWN**

### The 11 Facts Of Life

Fact #1 WAKE UP, SHOW UP, and PAY ATTENTION, especially to detail. Fact #2 BE HAPPY, BE NICE, and HAVE FUN! Fact #3 The Circle Theory EVERYTHING YOU DO COMES BACK TO YOU. Fact #4 HAVE PURPOSE. Find your gift and use it. Fact #5 The Art of Thought, The Art of Communication, The Art of Action Fact #6 GOOD WILL OVERCOME EVIL. Fact #7 USE COMMON SENSE AND MODERATION. Fact #8 EMIT INTEGRITY and RESPECT! Fact #9 DEVELOP SELF-DISCIPLINE Fact #10 TREAT OTHERS, AS YOU WANT TO BE TREATED. Fact #11 YOU GOTTA BELIEVE! THE ELEVEN FACTS IN LIFE ARE TO BE READ, STUDIED, LIVED, TAUGHT, OR IGNORED.



**CY WAKEMAN**

### Hardwiring Accountability into Your Workforce Through Coaching for Great Performance

- Gain a true understanding of the four elements of the competency of accountability with a variety of performance management techniques such as one on one sessions, hosting tough conversations.
  - Adopt interviewing and hiring techniques through understand the relationship between accountability and engagement and become fluent in a new employee value metric that measures accountability.
  - Understand the importance of coaching and mentoring in the development process and learn to practice a simple model for feedback including an introduction to a new developmental tool "Feedforward."
- Everyone is talking about accountability but few organizations are actually successful in ensuring that personal accountability is hardwired into their talent and everyday business operations. Join Cy as she breaks down the core competency of personal accountability and gives you no nonsense, workable strategies to hire for, coach for, and develop for accountability in your workforce! After all, personal accountability is the foundation of Reality Based Leadership - a revolution in leadership.

## Friday



**ED BYERS**

### Managing the Media and Social Media before they manage you.

- Protecting your Company from viral Social Media Attacks;
- Protecting your Company's reputation in a Media crisis; and,
- Protecting your Company's brand- get out in from of "the buzz: before it gets out in front of you.

Today's Social Media platforms can spell disaster for unprepared businesses. However, with the right policies, skills and knowledge, social media does not need to be a threat to your brand or reputation. HR professionals need to know where these viral threats originate and how to deal with them before they become a crisis of epic proportions - and what do you do when the news media then comes calling? Now what? Are you prepared?



**DALE DWYER**

### Got A Solution? HR Approaches to 5 Common and Persistent Business Problems

- To discover why organizational problems don't get solved and what to do about it.
  - To explore the five persistent problems that keep executives up at night.
  - To learn how HR professionals can develop approaches that will address the five major business problems that all organizations face.
- If your organization is like most organizations, it continues to be plagued with problems in the wake of economic turbulence, realignment of workforce demographics, global competitiveness, and other environmental, cultural, and legal challenges. Most

organizational problems are not usually able to be solved completely or even at all, but require ongoing resolution. Ironically, the very problems that lead managers to decide to downsize, reduce pay, increase employee contributions to insurance, or lock out unionized workers could be addressed, and in many cases resolved, by the very people who are most affected by such decisions. In this session you will learn how to involve employees at all levels in addressing the challenges and problems in your organization. Best of all, you will learn new approaches to help your organization deal with five of the most common and persistent organizational problems.



**CLAY MORRIS**

### The Strategy Behind Corrective Action and Performance Improvement in the Public Sector

- Attendees will learn to contribute as a partner in the organization's strategic planning by providing and leading workforce planning discussions with management, developing and presenting long-term forecast of human capital needs at the organizational level. (Business Management and Strategy #3)
- Attendees will be provided with the tools to develop and execute annual goals and objectives that correlate with the organization's strategic plan performance expectations which include new programs/services expectations. (Business Management and Strategy #12)
- Attendees will learn the value of developing and implementing a discipline policy based on organizational code of conduct/ethics, ensuring that no disparate impact or other legal issues arise. By ensuring that no disparate impact or other legal issues arise. (Employee and Labor Relations #6 & #7)

More Public sector employers are faced with budgetary constraints that require higher levels of performance and accountability out of their employees. Unfortunately Collective Bargaining, Classified and Civil Service rules and laws have done more to protect employees and their inherent right to employment than to allow management to demand higher levels of performance.



**ZONYA FOCO, RD, CSP, CHFI**

### Conviction over Convenience: Staying Healthy in a Culture that's ANYTHING BUT!

- Better understand the underlying forces behind the obesity/diabetes epidemic and how we must lead our culture in a total paradigm shift.
- Cite simple strategies that can be used to re-wire the brain creating innate healthier food preferences.
- Understand the value and power of "community" among team members, both physical and in making lasting lifestyle habit changes.

From simple strategies to re-wire the brain for healthier food preferences to capturing the power of "community" for lasting lifestyle changes, Zonya delivers a compelling plan for embracing a healthy lifestyle "paradigm shift" with conviction over convenience.

## 2014 Conference Sessions



### CARRIE SPONSELLER

#### Finishing Strong: Managing Leaves of Absence Under the FMLA and ADA

- Understanding and identifying the intersection of various leave laws with an emphasis on the ADA and FMLA;
- Understanding legal obligations after expiration of the FMLA leave; and,
- Understanding leave as a reasonable accommodation under the ADA.

Managing leaves of absence under the FMLA and ADA



### STEVE BROWN

#### Surprise Topic To be Announced Shortly



### LINDA GRAVETT, PH.D.

#### Recruiting and Retaining for Learning Agility

- Define learning agility and its importance in recruitment, employee development and retention;
- Explore how to use the interview process to identify learning agility; and,
- Understand concrete steps as a leader to foster learning agility in employees.

This fast-paced, interactive session addresses what learning agility is and why HR leaders should care about how to recruit for and develop learning agility in employees. The session will include interview excerpt role plays and discussion breakouts using the concepts introduced. Concrete steps to build and sustain a workplace environment that fosters learning agility will be provided.



### SARA CHRISTIANSEN

#### Critical Leadership: Why traditional management techniques are counter-productive in the modern workplace

- Attendees will discuss the role of strategic HR in the modern workplace;
- Attendees will learn how to quantify employee value and the return on their human capital investments; and,
- Attendees will explore progressive performance management techniques

Our traditional ideas about leadership and talent management are becoming less and less effective at driving success in the modern workplace. Our organizations are changing at an incredibly rapid pace and in order to lead change we must change how we lead. If HR hopes to be embraced as a strategic business partner, we must step forward and start leading the leaders in our organizations. This program will present innovative techniques to drive high levels of engagement and accountability in your organization. All of which will lead to an improved work culture and increased business results.



### THOMAS A. DIXON

#### Harassment in the Workplace

- Explore legal and cultural implications of workplace misconduct;
- Evaluate "must have" aspects of harassment policies; and,
- Examine how "legal" harassment policies are bad employee relations tools.



### RICHARD E (DICK) HOYT

#### Together- You Can Do Anything!

- Disability awareness;
  - Overcoming adversity; and,
  - Do the best that you can to achieve your goals.
- The one hour motivational speech has an inspirational message of "Yes You Can" - which is the motto of Team Hoyt. It also promotes teamwork and a "Can Do" attitude, and touches upon disability awareness.

## Welcome to: HR Marathon. Setting the Pace For the Future



Network with 900 HR Professionals at the Kalahari Resort in Sandusky. Experience a terrific conference- as well as a few surprises!

1. We are offering TWO pre-conference sessions. One session at 9:00am, the other at 9:30am to gain additional knowledge and credits.
2. Our opening session will again includes lunch this year. Arrive at 11:00am to grab a good seat for the opening session and enjoy lunch!
3. Be comfortable and wear jeans at the conference.
4. Enjoy the SHRM bookstore for the latest books and materials in HR.
5. Participate in the 5K Race on Thursday Morning. The race will benefit the SHRM Foundation and will be held on the grounds of Kalahari.
6. The Thursday night social will be spectacular.
7. The NUHOP Group is back for a fun networking activity.
8. Shop the expanded exhibit hall space at Kalahari with nearly 100 exhibitors.
9. Look for our new conference app!

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### September 17-19, 2014

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*- Erin Henry (MVHRA President 2012-2013)*

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*- Steve Browne (Past Ohio SHRM State Council Director and current MAC representative.*

