

**HR SuperHeroes UNLEASH YOUR POWER**



**49<sup>th</sup> Annual  
Northern Ohio  
Human Resource Conference**

Friday, March 20, 2015  
IX Center • Cleveland, Ohio



**HR SUPERHEROES**  
UNLEASH YOUR POWER

**A Special invitation to all HR SuperHeroes and Professionals  
in Ohio and throughout the empire! March 20, 2015**

Please join us for the 49<sup>th</sup> annual Northern Ohio Human Resource Conference (NOHRC) **HR SuperHeroes** – **UNLEASH YOUR POWER** – brought to you by Cleveland SHRM.



Get ready to *unleash your power* at this one-day conference designed specifically for human resource professionals like you! Our focus is to provide continuing education on current trends within the HR field in order to foster professional development. We also offer networking opportunities with more than 600 peers and over 100 vendors showcasing the latest in HR technology, products and services.



The area's most engaging HR conference, NOHRC 2015 offers some of the best speakers from around the country. Join speaker Scott Burrows during his inspiring Morning Keynote, as well as the very talented Libby Sartain, our Luncheon

Keynote. We've also improved the schedule this year to optimize learning for our attendees. By moving one of our concurrent sessions from the afternoon to the morning, we hope everyone will maintain their Superhero strength and avoid the afternoon "kryptonite crash!"

The conference is open to all HR professionals in need of an affordable, dynamic event that will help them gain knowledge needed to succeed in the HR profession, as well as offering recertification credits. Your whole team will come back to work – *ready to save the world!*

- **Enjoy Networking** – opportunities to connect with 600+ HR professionals.

- **Earn Recertification Credits** – earn HRCI credits for PHR and SPHR recertification – including those hard-to-get business credits! Our program is currently under review by HRCI for recertification credits. We'll update the website when the number of credits has been confirmed.
- **Learn from Incredible Speakers** – listen to expert speakers from around the country. Visit our website [www.nohrc.org](http://www.nohrc.org) for a complete schedule.
- **Browse our Exhibit Hall** – want to keep up-to-date on the hottest HR technology products and services? We'll have over 100 exhibitors for you to visit.
- **Visit the Bookstore** – staffed by Horizontal Books, shop for books, CDs and other educational materials. We'll also be hosting speaker book signings in the bookstore after their sessions.
- **Participate in NOHRC Gives Back** – annually, NOHRC supports a local not-for-profit organization. We're pleased to announce that Cleveland SHRM has selected *Prayers from Maria* as this year's local charity. You may remember the very powerful field of sunflowers on Interstate 90 a few months ago! Read more about this terrific organization at [nohrc.org](http://nohrc.org).
- **Have Fun and Network at our After Hours event** – it wouldn't be NOHRC if we didn't have our "After Hours Social" generously sponsored by **Alliance Solutions Group**.

In keeping with our theme – expect a few superhero-type surprises throughout the day!

Jacki Thrasher  
Conference Chair

Rebecca Pelfrey  
Vice-Chair



The Cleveland Society for Human Resource Management Foundation (CSHRMF) is pleased to announce a year-long partnership with Prayers from Maria Children's Glioma Cancer Foundation (PFM), a non-profit dedicated to elevating awareness about and funding research into the causes, treatments, prevention, and cure for the deadliest childhood brain tumors called gliomas. CSHRMF will work to raise funds and awareness for PFM through several charitable events over the next year and will be included as the NOHRC Gives Back partnership for NOHRC 2015.

Ed and Megan McNamara started Prayers from Maria Children's Glioma Cancer Foundation that is dedicated to funding global research into the causes, prevention, treatments and cure for childhood brain tumors, known as gliomas. The foundation has an impressive Medical Board that consists of some of the best doctors in the country for this disease. Because childhood gliomas are grossly under funded, the McNamara family is diligently working to make a difference by raising public awareness and bringing hope to children and their families who live with this disease. To date, the Foundation has awarded close to half a million dollars in grants to desperately needed research.

**For more information about PFM, contact Rachael Stalzer, J.D., Executive Director of Prayers from Maria Children's Glioma Cancer Foundation at 216-401-3484 [rstalzer@prayersfrommaria.org](mailto:rstalzer@prayersfrommaria.org) or visit <http://prayersfrommaria.org>**

# 2015 Schedule of Events

## *UNLEASH YOUR POWER*

**7:00 – 8:00 AM** *Registration and Continental Breakfast – Visit the Exhibit Hall*

**8:00 – 9:15 AM** *Opening Keynote*

*Scott Burrows*

**9:15 – 9:45 AM** *Visit the Exhibit Hall*

**9:45 – 10:45 AM** *Concurrent Sessions*

*Kathleen McComber*

*Kim E. Ruyle*

*Kate Bang*

*Maia Beatty*

*Lori Kleiman*

**10:45 – 11:30 AM** *Visit the Exhibit Hall*

**11:30 – 12:30 PM** *Concurrent Sessions*

*Conni LaDouceur*

*Keith A. Friede*

*Lori K. Long, Ph.D., SPHR*

*and Christy Gray*

*Christopher Bauer, PhD, CSP, CFS*

*Gabe Howard*

**12:30 – 2:30 PM** *Luncheon Keynote*

*Libby Sartain*

**2:30 – 3:15 PM** *Visit the Exhibit Hall*

**3:15 – 4:15 PM** *Concurrent Sessions*

*Michael Gruber*

*Ali Payne, M.S.*

*Nancy Conway*

*Seth P. Briskin*

*Mike Bollinger*

**4:15 – 4:45 PM** *Prize Drawings*

**Developing The HR Mindset**

**Violence In The Workplace - A Personal Experience**

**Accelerating Innovation With High Potential Talent**

**Be The Company That Solved Health Care**

**LGBTQ Diversity: 3 Fundamental Differences You Need To Know**

**Doing It On Your Own: HR Department Of One**

**Source Like The FBI!**

**Be A HERO: Driving Integrated, Strategic Total Rewards Decisions  
In The Era Of PPACA**

**The Cape Matters: Designing A Physical  
Environment To Support Your Company Culture**

**Professional Ethics: A Preventive Maintenance Approach**

**Mental Illness Mythbusters**

**The New Consumer Of Work**

**Discipline & Strategy: Veteran Recruiting**

**Evolving Your Wellness Strategy To Impact Culture &  
Employee Engagement**

**The NEW SHRM Certification**

**HR Kryptonite – The Employment Issues That Sap  
Your Superpowers!!**

**Tuning Into Big Data - HR By The Numbers**

**Platinum Sponsors**



## Session Descriptions

### OPENING KEYNOTE

8:00-9:15

#### ***Developing The HR Mindset***

**Scott Burrows**



The true measure of success is how well you adapt to change, doubt, uncertainty and fear—and the belief system you employ must be powerful enough to conquer those obstacles. As audiences worldwide have discovered in this life-changing keynote, renowned speaker and author Scott Burrows' own riveting story of overcoming

incredible physical, personal and professional challenges through sheer determination, will power and goal setting is uplifting and infectious. Using his physical paralysis as a visual metaphor, Scott reveals how to drive personal and business results using the same mental focus that helped him rebuild his life. The dynamic principles of Vision Mindset Grit inspire people to unprecedented levels of empowerment and self-confidence, setting the stage for developing cutting-edge ideas and leadership strategies that will benefit your entire company.

### LUNCHEON KEYNOTE

12:30-2:30

#### ***The New Consumer Of Work***

**Libby Sartain**



Business competes for talent today in a free global marketplace in which traditional definitions of job and employee are increasingly outmoded. As a direct result, HR leaders must also change traditional ways of working in order to maintain their central role in the organization of the future.

While many influences are bringing about this change, perhaps the most important is the way in which the worker now approaches and engages with work. Workers today use the sensibilities of consumers to search for overall work experiences that not only provide a sense of connection and fulfillment, but also a part of their personal brands.

Libby's keynote has an essential message for all HR leaders: You can guide your organization through this competitive marketplace by treating your worker pool more like consumers and less like employees. Think of each phase in the worker life cycle as a branded experience and design your HR programming to deliver this experience. Workers will become more engaged and your organization will be prepared for the impending brain drain likely to occur when the economy turns around and disengaged workers head for more meaningful work.

This talk will challenge audience members to:

- Establish a team at the top with Marketing, Communications and Business operations to create the right worker experience at each stage of the employment life cycle
- Consider the both needs of the business and sensibilities of workers to meet changing business requirements
- Become an organization that creates strong connections with its prospective talent pool and a reputation for providing a great worker experience.

### CONCURRENT SESSIONS

9:45-10:45

#### ***Violence In The Workplace - A Personal Experience***

**Kathleen McComber**



This presentation will examine workplace violence statistics and provide real

tools to implement a workplace violence policy and plan along with real tips for signs of trouble. The session will provide key points of workplace violence prevention. You will also receive information on the following topics:

- Program, policy and prevention ideas
- Open communication and sensitivity training for employees
- Prescreening and selection tips that lower the risk of negligent hiring
- Risk and threat assessment information
- Employee Assistance Programs and what they provide
- Handling terminations to reduce the threat of violence

Kathleen will share her personal experience with violence in the workplace tragedy at her company and the lessons she learned.

#### ***Accelerating Innovation With High Potential Talent***

**Kim E. Ruyle**



To innovate is to create and implement something new and different.

Innovation is a fresh approach to solving a problem and application of the solution. Innovation is both thinking and doing. Innovation is follow through, the commercialization of a good idea. Innovation is vital because it's the only way you can reliably achieve profitable growth. And profitable growth is the chief objective of every CEO. Your CEO cares about innovation, and so should you! What are the research-based drivers of innovation? How do you identify the talent that will accelerate innovation? How are those key employees developed and engaged? What are the real implications for diversity? For team leadership? For organizational culture? The answers may surprise you! Leading innovation is

one of the most difficult of all leadership challenges, and HR has an important role to play in creating organizational capability for innovation.

#### ***Be The Company That Solved Health Care***

**Kate Bang**



This program is based on the book - *The Company That Solved Health Care* - which was written by the Chairman of a company

called Serigraph that began its initiative to control health-care costs in 2003, when its annual health-care bill was \$5 million and another \$750,000 was needed for the projected 15 percent annual increase. The company employed three strategies for reform, each of which can cut the health-care bill by 20 percent to 40 percent--consumer responsibility, the primacy of primary over specialty care and centers of value. Applied in concert with other management methods, these three approaches almost eliminated growth in health-care costs while improving the quality of employee care.





**LGBTQ Diversity: 3  
Fundamental  
Differences You  
Need To Know**

**Maia Beatty**

This session addresses the three fundamental differences in LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Questioning) diversity training that, if you are unaware of them, can derail your best intentions for inclusion.

- This diversity is invisible - you can't tell by looking, you can't ask, and it's a taboo subject for many.
- Substituting any other protected class (race, religion, disability, etc.) with LGBTQ will not address the underlying emotions that often accompany discussions about this community or develop an inclusive culture.
- Effective LGBTQ Diversity Training requires skilled facilitators who can help anticipate and navigate the emotional landmines of this topic and open the door to inclusive conversations throughout the organization.



**Doing It On Your  
Own: HR  
Department Of One**

**Lori Kleiman**

Many organizations have a single HR practitioner. The executive team expects you to have CHRO depth of knowledge, the employees want answers to their question now. Finance wants benefit bills yesterday. How do you navigate to meet the needs of all your internal customers? Learn tips from a former sole practitioner and consultant to small businesses. Practical real world advice to get control of your day and shine in the HR function.

**CONCURRENT SESSIONS  
11:30-12:30**



**Source Like The FBI!**

**Conni LaDouceur**

Do you conduct sensitive investigations like an FBI/CIA Agent? Learn the what-you-say and what-you-don't-say to get the information you need by phone via NLP/Neuro-linguistics programming. Conni LaDouceur will play real calls identifying on-target talent, reporting relationships, phone numbers, email addresses - to supplement the research you find online. Her proven-results approach fills in the gaps to give you full spectrum talent mapping, finding the most qualified talent and the most available talent. Come learn from a pioneer and seasoned professional how to rediscover the lost art of original telephone research through her empowering telephone sourcing techniques. Excel in finding and recruiting the UN-findable via this fun, fearless formula and improve your reputation as the Deliverer of Results!



**Be A HERO: Driving  
Integrated,  
Strategic Total  
Rewards Decisions  
In The Era Of PPACA**

**Keith Friede**

Healthcare reform's impending employer shared responsibility requirement creates challenges that profoundly affect total rewards strategy and decisions - but also present an epic opportunity for your total rewards professionalism to evolve to demonstrate the importance and effectiveness of integrated total rewards strategy in leading your organization to achieve its key objectives. In this session, you'll actively participate in learning how to avoid serious and sometimes hidden total rewards risks to create the most cost-effective overall employer value proposition that achieves talent objectives.



**The Cape Matters: Designing A  
Physical Environment To Support  
Your Company Culture**

**Lori K. Long, Ph.D., SPHR  
and Christy Gray**

Just as the cape represents more than a decorative accessory on your favorite Superhero, your company's physical space can support or distract from your company's culture. Is your workplace filled with grand wooden desks and grandfather clocks or foosball tables and slides? The physical environment contributes to a company's culture in subtle and meaningful ways. This session will emphasize the importance of creating a company culture that supports your company's strategic plans and provide guidance in designing a physical environment to support the culture you want to create.



**Professional Ethics:  
A Preventive  
Maintenance  
Approach**

**Christopher Bauer,  
PhD, CSP, CFS**

This won't be a review of the ethics code, case studies, or case law! Instead, it will be a unique program designed to help assure that you and your entire organization are able to more easily "walk the talk" of great ethics. This often-humorous program will show us ethics risks we never even knew we had and what can be done right now to make sure those risks don't turn into costly ethical and legal problems on the job. You will also learn how even a slightly changed focus on ethics can significantly build your organization's bottom line.

Ethics and fun aren't words you normally hear in the same sentence. However, Dr. Christopher Bauer has been making professional ethics both straightforward and fun for international audiences for more than 25 years. He will present ethics differently than you have probably ever experienced them before. The tone will be conversational and the ideas immediately applicable. You will leave with easy, practical ideas and tools to reduce your risk for ethics difficulties while simultaneously reducing the risk of your colleagues, coworkers and entire organizations.



### **Mental Illness Mythbusters**

**Gabe Howard**

Gabe speaks on a variety of topics related to mental illness as well as sessions on the state of the mental health system.

Everything he does seeks to raise the level of understanding, care, and awareness of people living with mental illness. The Encompass program, specifically, is a wonderful program so that business people understand what is necessary to have a mental health aware workplace.

### **CONCURRENT SESSIONS**

**3:15-4:15**



### **Discipline & Strategy: Veteran Recruiting**

**Michael Gruber**

With more than 1 million service members returning to civilian life, many employers are making veteran recruitment a core

part of their talent acquisition strategy. Veteran hires bring character, discipline, and leadership skills to the workplace, but tapping into the military recruitment market can be a challenge for unprepared employers. Taking a strategic approach to military recruiting is the key to finding top quality hires.



### **Evolving Your Wellness Strategy to Impact Culture & Employee Engagement**

**Ali Payne, M.S.**

What if everything you thought you knew about wellness is evolving? As new data comes to light regarding the minimal impact of stand-alone physical-based wellness programs, organizations are beginning to evolve their strategy. In the past, it was considered cutting-edge to have a wellness initiative tied to claims analysis and fitness. This is no longer true. High-performing organizations are realizing that the key to positively impacting long-term workplace productivity, attracting and retaining top talent and engaging employees resides with changing culture.

Ali Payne, will lead an interactive discussion, highlighting the new evolution of wellbeing versus wellness. Ali will share fresh insight on how organizations are turning the dial on previously held beliefs regarding wellness and shifting their focus to impact an employee's "total health" taking into account an individual's financial, career, community, and emotional health as well as physical wellbeing. This comprehensive approach is making waves as the most meaningful way to change culture long-term. And, what if you could do so with little to no budget?



### **The NEW SHRM Certification**

**Nancy Conway**

Learn how you can obtain the new SHRM Certification to advance your career. If you are currently certified, learn how to obtain this certification for

FREE in 2015. Not certified? Learn how this certification can take you to the next level.

SHRM Certification is 100% focused on the competencies and knowledge all HR professionals need to lead in today's business community. The new SHRM credentials, SHRM-CP and SHRM-SCP tests HR competencies as well as knowledge, and their application, to ensure the professional's ability to demonstrate what they know, and what they can do with their knowledge in the variety of situations they encounter. SHRM-CP and SHRM-SCP are based on in-depth research focused on—and backed by—global employers and business leaders. They reflect what HR practitioners need to know to be leaders in their organizations and in the profession.



### **HR Kryptonite - The Employment Issues That Sap Your Superpowers**

**Seth P. Briskin**

The villains are everywhere. Laws, lawyers and governmental agencies are poised to catch you off-guard. Don't be unprepared!

Class action wage and hour litigation is on the rise; congressional action is pending; and governmental agencies are making and enforcing rules at unprecedented levels.

As an HR professional, you not only need be compliant with current law, you need to anticipate where employment law is heading. Seth Briskin will guide you through recent workplace developments and prepare you to fight back against HR Kryptonite.

In this session you will learn how to protect yourself from wage and hour liability; how to stay compliant with the FCRA, ADA, FMLA and other dangers lurking in the alphabet soup; and how to preserve your status as an at-will employer. Seth will cover how to avoid/eliminate sexual harassment from your workplace, and provide strategies to avoid costly employment law mistakes that may land you in court and on the front page of the newspaper.



### **Tuning Into Big Data - HR By The Numbers**

**Mike Bollinger**

"It's all just data, but for now it's big." Arun Jacob

Honing in on Big Data has universal impact on your organization's performance in quality, marketing, customer retention and HR. What is it? How can HR leaders use it to predict behaviors that impact attrition, engagement and strategic workforce planning? How can data metrics and analytics align with overall business strategy? What types of data must be considered? Where do HR leaders start? How do practitioners move from hypothesis to action? Join this session led by Mike Bollinger to explore answers to these questions and discover the skills necessary to embrace the numbers that can no longer be ignored.

Visit our  
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our speakers  
and to register!  
[NOHRC.org](http://NOHRC.org)



**2015 Northern Ohio  
Human Resource Conference  
March 20, 2015 I-X Center**

**Registration Information**

Register online today by visiting  
[www.nohrc.org](http://www.nohrc.org)

**REGISTRATION COSTS**

SHRM Member\*:

\$195 until February 14, 2015

\$245 after February 14, 2015

Non Member:

\$225 until February 14, 2015

\$275 after February 14, 2015

Retired/Student/Transition:

\$ 99 until February 14, 2015

\$119 after February 14, 2015

\* SHRM price is valid for Cleveland SHRM Members, National SHRM Members and all local SHRM Chapters in Ohio!

**CONSIDER BRINGING YOUR TEAM!**

Five or more individuals from the same organization may receive a 5% group discount when paid by a single form of payment and accompanied by a completed registration form for each attendee.

NOTE: Group discounts may be processed online at [www.nohrc.org](http://www.nohrc.org).

Call the NOHRC Hotline for details 440.940.6534 or via email at [info@nohrc.org](mailto:info@nohrc.org).

REGISTRATION/CONFIRMATION: Confirmation will be sent via e-mail upon registration. Paid registrants receive FREE parking at the I-X Center.

Dress is casual for the day and jeans are encouraged. Please note that cancellations before March 1, 2015 will be refunded less a \$25 administrative fee unless the registration is transferred to another HR professional in your organization.

**No** refunds or cancellations after March 1, 2015.

**Contact us at**  
**[info@nohrc.org](mailto:info@nohrc.org)**

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