



NAVIGATING THE FUTURE

March 14, 2014
2014 Northern Ohio
Human Resource Conference
I-X Center
Cleveland, Ohio

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NOHRC
NAVIGATING THE FUTURE

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Welcome Letters



Welcome Letter from NOHRC Chair

Thank you for joining us for the Northern Ohio Human Resource Conference – **Navigating The Future**. We are glad that you have made the decision to attend Northeast Ohio's foremost human resource conference along with over 600 of your peers at NOHRC 2014!

We know that you will receive a great deal of value from today's programming and hope that our decision to add in a third set of concurrent sessions hasn't made it too difficult for you to decide which sessions to attend. The HR Certification Institute has pre-approved the conference for 5.25 recertification credits – 3.0 of which may be considered as strategic business credits!

Prepare to be entertained, educated and captivated as we enhance our skills to lead, strategize, and *navigate the future* of human resources at today's conference.

Opening our day will be the gifted duo known as Talent Anarchy – Joe Gerstandt and Jason Lauritsen. Get a good seat by getting to the Ballroom early to hear Joe and Jason speak on the topic of "Un-Management: Confronting the Inconvenient Truth about Innovation."

Our Luncheon Keynote will be Stuart Crabb, Head of Learning and Development at Facebook. Stuart's topic will be on "The Changing Face of Work" and we'll learn how Facebook adapted its organization to connect with the changing workforce and learn more about the future of HR. Certainly a nice tie-in with our conference theme!

As mentioned above, we have added a third set of concurrent sessions at NOHRC 2014. Our concurrent sessions offer 18 possible sessions to attend from 16 separate speakers! We are proud to offer such a talented group of individuals for *Navigating The Future*.

Annually NOHRC supports a worthy cause through its "NOHRC Giving Back" initiative. We are excited that The Hospice of The Western Reserve is in attendance at today's conference and is manning a table in the exhibit hall. Please stop by to see how you can support such a worthy organization. Their table will be right outside of Registration in the exhibit hall.

NOHRC provides a great opportunity to network with HR professionals, speakers and nearly 100 exhibitors. We're again offering *The Network Frenzy*, a fun way to meet, interact and talk with exhibitors and fellow registrants at the conference. The Network Frenzy allows registrants to collect raffle tickets from each vendor in the exhibit hall. The more vendors you talk to, the more raffle tickets you earn for great prizes!

We'll end the day with the famous "After Hours Social" generously sponsored by Alliance Solutions Group. Plan on joining us at the 100th Bomb Group Restaurant and "cruise" with the great folks from Alliance.

Feedback about your conference experience is welcome and encouraged. Please give your thoughts via the conference evaluation that will be sent to your email address following the conference.

Thanks again for attending NOHRC 2014! We hope that you will take away plenty of ideas from all of our great speakers at *Navigating The Future*.

Jeri Johansen
2014 NOHRC Chair

Jacki Thrasher
2014 NOHRC Vice Chair



President's Welcome Letter

On behalf of the Cleveland SHRM Board of Directors, I wish to welcome you to the 48th Annual Northern Ohio Human Resource Conference (NOHRC), sponsored by Cleveland SHRM! We are thrilled to host this "nearly half-century old" annual conference and are proud to note that we have again have over 550 registrants in attendance. Thank you Northeast Ohio!

With over 500 members and growing, Cleveland SHRM's membership includes practitioners and service providers from all HR disciplines and professional levels.

As Northeast Ohio's premier human resource conference, "*Navigating The Future*" again provides an exceptional opportunity for HR Professionals in Northeast Ohio. We hope that you will enjoy today's forward-thinking programming in a great venue to network with peers and an opportunity to learn innovative HR practices.

Thank you to NOHRC Chair Jeri Johansen and our Vice Chair Jacki Thrasher. Both have demonstrated leadership in making this conference a success. Thanks also to all of NOHRC Committee members for their contribution, dedication, and time to make this conference the best ever!

I further offer a word of thanks to the many NOHRC exhibitors and sponsors, who made this day possible and helped to keep our attendance costs down.

Lauren Rudman
President, Cleveland SHRM



HOSPICE OF THE WESTERN RESERVE

Hospice of the Western Reserve is a community-based, non-profit agency dedicated to the belief that no one who has a serious illness should die alone, afraid or in pain, and that dying people of all ages have a right to hospice care.

Hospice and palliative care is a philosophy that includes pain management and symptom control for the patient, and emotional and spiritual support for patient and family.

Since 1978, Hospice of the Western Reserve has been providing care to patients and families wherever they live—at home, hospital, assisted living or long-term

care facility. Patients with no caregiver or whose family cannot care for them at home, may stay in one of our care settings.

It is Our Care Promise to provide comfort care to seriously ill people regardless of their ability to pay, and a Financial Resource Advocate can help patients and families discuss financial options. Hospice of the Western Reserve is a Medicare/Medicaid-certified hospice program, offering a comprehensive hospice benefit.

Please support Hospice of Western Reserve by participating in their raffle drawing here at NOHRC or for donations, please visit them in the Exhibit Hall.

Schedule of Events

7:00 - 8:00 AM	Registration and Continental Breakfast		
8:00 - 9:15 AM	Opening Keynote		
	Joe Gerstandt and Jason Lauritsen	Un-Management: Confronting the Inconvenient Truth about Innovation	Grand Ballroom
9:15 - 10:00 AM	Visit the Exhibit Hall		
10:00 - 11:00 AM	Concurrent Sessions		
	Dan Toussant and Katherine Burik Ron Raque	Stop Wandering: Recruit with a Map and Plan	Room 13
		Leading in the Human Age: How Talent Mobility Can Drive Engagement and Organizational Performance	Room 14
	Garcia Glover	Learning Organizations: The Future for Engagement. Retention. Results. PRE-APPROVED FOR STRATEGIC BUSINESS CREDIT	Room 7
	Cindy Bowman Mindy Chapman	Health Care Reform Today & Tomorrow	Room 15
		24/7/365: When Aren't You HR? Managing Liability Through Managers, Supervisors & Executives	Room 16
	Michael A. Couch	Living Your Corporate Mission Vision and Values: HR's Role in Successful Strategy Deployment	Room 17/18
11:15 - 1:15 PM	Luncheon Keynote		
	Stuart Crabb	The Changing Face of Work	Grand Ballroom
1:15 - 2:00 PM	Visit the Exhibit Hall		
2:00 - 3:00 PM	Early Afternoon Concurrent Sessions		
	Joe Gerstandt	Diversity + Inclusion = Innovation: Putting Diversity of Thought to Work	Room 17/18
	Don Everett Sharlyn Lauby	If Values Matter, Shouldn't You Measure Them? Leveraging Social Media for Business Performance and Growth	Room 16
		PRE-APPROVED FOR STRATEGIC BUSINESS CREDIT	Room 7
	Jason Lauritsen	Power and Politics in the Organization: Understanding the Game PRE-APPROVED FOR STRATEGIC BUSINESS CREDIT	Room 15
	Ted Moss	What's Your Password? The Pros and Cons of Social Media Background Checks	Room 14
	Jo Anne Rioli Moeller	Total Rewards After The Affordable Care Act	Room 13
3:00 - 3:30 PM	Visit the Exhibit Hall/Break		
3:30 - 4:30 PM	Late Afternoon Concurrent Sessions		
	Sharlyn Lauby	Leveraging Social Media for Business Performance and Growth (Repeat Session) PRE-APPROVED FOR STRATEGIC BUSINESS CREDIT	Room 7
	Steve Browne	And Now for HR Completely Different!!	Room 16
	Sara Christiansen	Performance Management 180: Maximizing The Return On Your Human Capital Investments PRE-APPROVED FOR STRATEGIC BUSINESS CREDIT	Room 17/18
	Diane Govern	Five Steps for Aligning Human Resources to Organizational Strategy	Room 15
	Robert M. Hall	Understanding the Neuroscience of Organizational Change: The New Language for Human Resources	Room 14
	Jo Anne Rioli Moeller	Total Rewards After The Affordable Care Act (Repeat Session)	Room 13
4:30 - 5:00 PM	Prize Drawings - Exhibit Hall		

"The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit."



HORIZONTAL BOOKS

Back again for a fifth year, the NOHRC Bookstore - staffed by Horizontal Books. Come in, browse and purchase some of the leading print and audio materials from the human resources industry. Visit the bookstore today in the Exhibit Hall.

Horizontal Books is committed to providing quality reading material at affordable prices. Since 2005, Horizontal Books has been building a presence as an online-only bookseller. Now you can also visit their retail location in Ohio City. Horizontal Books is located at 1921 West 25th Street, Cleveland Ohio or via the web at www.horizontalbooks.com



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Network Frenzy / Grand Prizes!

Back by popular demand from last year—**Network Frenzy!** The Network Frenzy is a fun way to network with vendors while collecting raffle tickets for our Grand Prize “Pick Your Prize” Style Raffle!

Step 1: Network with as many vendors as you can! The more you make a connection with vendors, the more tickets you'll receive!

Step 2: Exchange all your vendor tickets for “Pick Your Prize” style raffle tickets!

Beginning at 1:30, attendees will be able to exchange all ticket stubs from vendors in for “Pick Your Prize” style raffle tickets to use for the Grand Prize raffle. There will be a booth near the grand prize table to turn in all tickets.

Step 3: Stay for the Grand Prize Drawing at 4:30 (winners must be present to win)! Check out the prize table full of fabulous prizes--table is near the escalators. Prizes include Playhouse square dinner/hotel/show packages, a signed CAVS jersey, admission tickets to Cleveland-area events and more!

Grand prizes include:

- Three (3) Playhouse Square Prize Packages (2 tickets, hotel stay & dinner)
- Signed Tyler Zeller CAVS jersey
- \$50 Cheesecake Factory Gift Card
- Movie gift basket
- 50 minute massage from Marengo Luxury Spa
- Four (4) General Admission Tickets to the Rock & Roll Hall of Fame
- CSU Gift bag
- Two (2) Custom Cleveland paintings and two (2) gift certificates to Painting with a Twist
- Four (4) IX Center Event Tickets
- Professional Development Executive Education program at Baldwin Wallace University

Opening Keynote



Joe Gerstandt and
Jason Lauritsen

Un-Management: Confronting the Inconvenient Truth about Innovation

Your organization is probably talking about innovation. You may even be investing in programs and initiatives with the aim to create more innovation. There is no doubt regarding its importance. Innovation is survival. But, is it actually happening?

In this provocative keynote, you will gain a deeper understanding of innovation and discover many common misconceptions about how it works. You will confront the inconvenient truth that much of modern management practice is anti-innovation and that innovation begins with culture. You will learn that leading successfully in an environment of constant change that demands innovation requires new thinking and a different approach.

Joe Gerstandt is the sage consultant. He's a middle-aged white guy who is a national thought-leader on issues of diversity and inclusion — need we say more? He brings a unique and powerful perspective to everything he does. The core of Joe's work is to help organizations solve issues of diversity, culture and innovation through consulting, training and speaking. Listening to Joe speak, you will hear tales of his days as a U.S. Marine and Gulf War veteran blended with his experience in sales, education, and community-building. To say that Joe is intense and passionate about his work would be an understatement. He is one part professor, one part philosopher and one part "not quite right." Be prepared.

Jason Lauritsen is the reformed corporate guy. For nearly a decade, he spent his days in the belly of the beast as a corporate Human Resources leader where he had to actually "walk the talk" each day. Today, he consults with organizations to help them transform how they approach talent and leadership development. Since his first management job as a corn detasseling team leader at age 13, Jason has been studying people and why they do what they do. Classically impatient, curious and well groomed, Jason's early career was a rapid progression of sales and management roles including launching, leading and ultimately selling a small business in his mid-twenties. He's a leader, sales guy, entrepreneur and corporate executive — all rolled up in one.

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Conference Information

Concurrent Sessions -AM



**Dan Toussant and
Katherine Burik**

Stop Wandering: Recruit with a Map and Plan

It is easier than ever to find passive and active candidates. You would think this buyer's market would be great for talent acquisition. However both business and candidates report dissatisfaction.

Leaders still see talent and leadership shortages. Turnover, especially first year turnover, is going up. Current workers are looking for jobs at unprecedented rates. Candidates still report frustration with the job search process.

This presents a conundrum on all sides. Human resource professionals are right in the middle. We often coordinate recruiting and provide training for hiring managers. Candidates interacting with human resources draw conclusions about the company that undermine branding efforts. Something is amiss. Both candidates and companies are having trouble finding the right matches because they go at the process in a haphazard manner. Unless and until we stop wandering and recruit with a map and plan the mismatch will continue costing companies and candidates time, effort, and money.

Both constituents need a plan - a talent search marketing plan. This presentation challenges the participant to get back to basics with a plan. This session explores how better planning will help both parties make a better match.

Dan Toussant writes on-line about finding jobs, speaks regularly to groups about hiring well, and offers ideas and tips on finding a good job. Staying in his hometown and advancing his career has given him a street-smart education on job-finding, and provides the basis for his unique perspective on how to find a

good job and advance your career. He also recruits for management and professional positions as an executive recruiter, and offers leadership training programs to companies seeking to mentor their management teams.

Katherine Burik is an energetic and creative leader. She offers candidates and companies a better way to organize job searches and improve interviewing skills to achieve long term career and talent development goals. Her frustration with the candidates she saw and the talent development process in general while a human resource executive led her to found The Interview Doctor with her business partner, Dan Toussant.

At The Interview Doctor, Dan and Katherine coach candidates who are looking for jobs and companies looking to improve talent about how to organize the job search, interview better, and get the job or candidate they want. The processes are similar. They speak frequently to groups about career development and successful job search techniques. Katherine and Dan blog about the job search process at The Interview Doctor blog, www.jobinterviewcoaching.org/blog/. Dan and Katherine, business partners in The Interview Doctor, recently published Job Search Marketing Plan, the first book in The Job Seeker Manifesto series, available now at Amazon, Apple, and Barnes & Noble. Two other books, Resume 2.0 and Tell Me About Yourself will be published in 2014.

They firmly believe getting a new job these days is a marketing adventure requiring a good plan.



Ron Raque

Leading in the Human Age: How Talent Mobility Can Drive Engagement Organizational Performance

One in three executives cite a shortage of talent at all levels as their most pressing HR concern. Further, 28% say they are challenged with a lack of future leaders in their organizations. Operating in the Human Age is creating a climate of unpredictability, complexity and reduced flexibility for many organizations as they struggle to embrace the complexities of economic,

political and social challenges. These challenges are forcing organizations to take new approaches to develop, mobilize and engage their talent. This requires having a clear understanding of your talent pool and thinking differently about how to continuously develop your bench strength and talent pipeline.

This session is designed to demonstrate how talent mobility can play a role in an organization's talent management strategy to drive engagement and organizational performance. We will share strategies that have proven to be successful in delivering measurable results and provide action steps for building a talent mobility strategy that is innovative yet pragmatic.

Ron is a Senior Consultant for the Ohio Valley market of Right Management. He has held consulting and leadership roles with Right Management since the establishment of the Louisville office in 1985. In addition to practicing in the area of talent management, he holds leadership responsibility for offices in Ohio and Kentucky. He has extensive experience in providing executive coaching services to C-suite and key level executives from diverse industries and geographic markets. He has trained and mentored executive coaches in the region for many years. Ron has training and certification in a variety of assessment instruments and is a National Board Certified Counselor.

Ron's career includes over 25 years of experience in leadership, organizational development and career coaching roles. He has assisted a wide range of corporations with organizational assessment, talent management and leadership development solutions. He has completed a Bachelors degree in Psychology, a Masters degree in Career Counseling, and doctoral studies in Educational Psychology. He has authored a variety of articles related to career development and is a guest lecturer in MBA leadership classes.



Garcia Glover

Learning Organizations: The Future for Engagement. Retention. Results.

Today's complex, dynamic, global business environment demands that organizations develop the capacity to continuously learn, adapt, and change. It's imperative that traditional organizations become learning organizations in order to drive future competitiveness, retain top talent, and effectively manage change. Workforces must be engaged; impact business results; provide a competitive advantage. As strategic HR professionals you must be the catalyst for the creation of these learning organizations. First, by selling leaders cases for learning and development initiatives that speak the language of business: to successfully get buy-in and required investments. HR's ultimate role will be to promote a learning culture throughout their organizations-from the lowest to highest level-and across functions. In this discussion filled session, you'll see what a learning organization looks like, complete a learning culture self-audit, and get applicable, strategic work tools that will help you gain support for the creation of a twenty-first century learning organization.

Garcia Glover is a 20 year practitioner with notable achievements in HR, sales, talent development, management, and leadership. He was a fiery college baseball coach and Army Officer who brings the same passion to the business world. His reputation for meeting the most challenging organizational goals and objectives was earned as an Executive, Administrative Manager, and Sales Manager for various Fortune 500 companies and small businesses. Currently, he is a Senior Advisor at BDP Consultants, a leading Training and Development firm that specializes in sales, customer service, and team development training. Moreover, he facilitates riveting "straight talk" seminars that prod, provoke, and challenge; all in the spirit of a fun learning environment. Garcia received his M.B.A. degree from Indiana Wesleyan University and credits his profound understanding of the intricate workings of the ever changing business landscape for his past and future success.



Cindy Bowman

Health Care Reform Today & Tomorrow

Explore timely, strategic considerations resulting from the Affordable Care Act (ACA). The delay of the ACA's employer mandate until 2015 offers employers one additional year to evaluate all new opportunities and new risk exposures, including a comprehensive demographic analysis of eligible, but not currently enrolled employees, spousal coverage options and projected employee subsidy eligibility. This session includes an assessment of plan design options, alternative funding (e.g., defined contribution models) and contribution structures to control escalating costs. During this time of unprecedented change within an evolving health insurance market, we will focus on proactive action items, including 2014 efforts to mobilize new initiatives, engage employees, and reiterate the value of your benefit plan(s).

Cindy Bowman is a Senior Consultant with Oswald Companies. She works in the area of Business Development and Client Management in the Group Benefits Department. Her current responsibilities include new business development and the service and retention of existing clients. She consults on and provides innovative employee benefit solutions to local, national, and international employers.

She has more than 26 years of experience in the insurance industry including extensive experience in Welfare Benefits. At Oswald, her strategic focus lies in identifying, measuring, and managing employee and organizational risks, with integrated solutions to aid employers in gaining real control of health-related excess employment costs and in quantifying outcomes and return on investment. Her expertise includes the following areas:

Strategic Planning

- Plan and contract review
- Employee communications and education
- Vendor evaluation and relationship management
- Benefit trends and legislative updates

- Self-insurance/alternative funding arrangements
- Health plan data analysis
- Claims advocacy
- Benefit Plan benchmarking

Prior to joining Oswald Companies, Ms. Bowman was a Vice President at both Aon and Mercer Consulting where she was responsible for the overall management and retention of employee benefit accounts. She has also had experience with several managed care companies in the development of customer service departments as well as provider relations. Ms. Bowman's experience as a Human Resource Coordinator for a mid-size manufacturing firm has rounded out her previous experiences.



Mindy Chapman

24/7/365: When Aren't You HR? Managing Liability Through Managers, Supervisors & Executives

This highly interactive, skill-building session will immediately help HR professionals train their supervisors, managers and executives so they have the critical workplace tools for managing the law during the lifecycle of the employment relationship. It is what they don't know that they should know that creates irreversible liability for themselves, HR and the organization. This session reveals the top 50+ best practices that every manager, supervisor and executive must have from hiring through firing involving federal and state laws in order to avoid personal and organizational liability in 2014.

Mindy Chapman is President of Mindy Chapman & Associates LLC and the founder of the acclaimed Workplace Training that Clicks & Sticks®. She has been hailed by the nation's top professional associations including the SHRM, the American Bar Association, and the Ethics & Compliance Officers Association as a top ten national speaker and authority on civil rights compliance training and employment law issues. Federal and state compliance agencies, including the U.S. EEOC and the Department of Justice, have recognized and approved Ms. Chapman's compliance training because of its unique ability to take complex legal and business concepts and distill them into practical business tools. This memorable approach helps organizations to avoid liability, minimize risk and create a culture of respect and retention of talent.

Mindy is in constant demand for on-site employment law training and risk management. She is also a co-author of one of the best selling books published by the American Bar Association titled, "Case Dismissed: Taking Your Harassment Prevention Training to Trial." Ms. Chapman also writes one of the top-rated national employment law blogs for The National Institute of Business Management called, "Case-in-Point" where she reports on critical cases and the practical lessons that will "click and stick" with us so we don't end up in court to personally learn the lessons first hand.

Mindy is a graduate from Northwestern University School of Law where she was a published member of the Journal of International Law and Business and earned the Lowden-Wigmore Prize for legal scholarship.



Michael A. Couch

Living Your Corporate Mission, Vision and Values: HR's Role in Successful Strategy Deployment

In a recent survey, senior executives at 197 global companies said their firms achieved only 63% of their strategy's potential. The executives agreed that strategy execution is more important than strategy development but 66% said they were worse at execution than development. The presentation will outline an approach to assure that organizations achieve their strategy's potential; build the strategy into the DNA of the organization and effectively live mission, vision and values.

Michael Couch has made a career out of improving the performance of organizations and helping them grow. His unique background in operations, business unit management, human resources, and organization effectiveness allows him to wear many hats and collaborate with people throughout a company to build strategy-driven, strategy-capable organizations.



Conference Information

Luncheon Keynote



Stuart Crabb

The Changing Face of Work

The new generation entering the workforce lives in a socially connected world, seem to reject conventional work practices, whilst appearing to be incredibly demanding about what they want and expect from their career. They view traditional incentives, performance management and feedback mechanisms as largely irrelevant. They don't only live to work, they also work to live. At the vanguard of this generational shift and its implications for the way organizations need to operate, is Facebook—a game-changer for how people around the world connect and share, and how organizations need to connect to and engage their talent. Learn how Facebook, as an organization, addresses the challenge of creating an entirely new landscape built around the core pillars of culture, communication, participation and personal growth. Using Facebook as your guide, build a picture of how your people strategy can be customized for the needs of this new generation.

Stuart Crabb is a seasoned and multi-disciplined Human Resources leader, with more than 23 years experience in building high growth US and European companies, and a reputation for effectively managing transition and change, including mergers & acquisitions and periods of hyper growth. His work is built on extensive international HR experience in internet media, software sales, manufacturing, engineering, research and consulting. Prior to Facebook, he ran his own consulting practice in the San Francisco Bay Area specializing in international leadership consulting. He is also former a former Head of Talent Development at Yahoo, and Sr. Business Consultant at The Marcus Buckingham Company. He has also held various HR leadership positions with Yahoo!, Siemens, Compaq/HP, Portal Software/Oracle and British Aerospace.

In his role at Facebook, he is responsible for supporting organizational performance through the deployment of learning programs, consulting services and tools. This includes a specific focus on new hire acculturation, professional skills development, manager effectiveness, building high performance teams and leadership development. Stu has a Bachelors Degree in Law from The University of Westminster in London UK, a Masters Degree in Manpower Studies and a Postgraduate Diploma in Human Resource Management from The University of Portsmouth, UK. An Englishman by birth, he has lived and worked in Australia, Germany, Scotland and now the USA, and has traveled to more than 45 countries around the world, having consulted in many of them, including Russia, China, India and throughout Europe. He now resides in Palo Alto, California, with his partner, three young daughters and a multitude of pets! A passionate proponent of strengths based development at work and in life, his Clifton Strengthfinder 'top 5' strength themes are: Strategic, Developer, Positivity, Communicator and Woo.



Navigating the future of wellness

Bravo Wellness is the industry leader in administrating compliant wellness incentive programs. We provide a flexible technology platform unlike anything else in the industry, enabling you to build a program that works for you and your organization's unique culture. By providing the tools for success, yet focusing on and rewarding results, you can help to ensure a brighter and healthier future for your employees. Partner with Bravo **today** and build a better **tomorrow**.

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Concurrent Sessions Early PM



Joe Gerstandt

Diversity + Inclusion = Innovation: Putting Diversity Of Thought To Work

While it is often not included in conversation around diversity and inclusion, cognitive diversity is of increasing significance to our organizations due to the integral role that it plays in decision making, problem solving and innovation. As innovation becomes increasingly critical for the success of our organizations, we cannot afford to leave cognitive diversity out of conversation. This information-rich message will unpack the what, why, and how of putting cognitive diversity to work for you.

Joe Gerstandt is the sage consultant. He's a middle-aged white guy who is a national thought-leader on issues of diversity and inclusion — need we say more? He brings a unique and powerful perspective to everything he does. The core of Joe's work is to help organizations solve issues of diversity, culture and innovation through consulting, training and speaking. Listening to Joe speak, you will hear tales of his days as a U.S. Marine and Gulf War veteran blended with his experience in sales, education, and community-building. To say that Joe is intense and passionate about his work would be an understatement. He is one part professor, one part philosopher and one part "not quite right." Be prepared.



Don Everett

If Values Matter, Shouldn't You Measure Them?

Do employee values matter? Many executives would posit that they could easily be the most significant factor regarding an organization's capacity to achieve its desired performance metrics and/or objectives. And they would be correct.

Values can be articulated in a mission statement; however, they cannot be trained or projected onto others. Values are unique to individuals, and any organization or team, in pursuit of its goals, may be insufficiently bound or severely challenged by its "weakest link" - the individual with the most conflicted values. Attendees will be introduced to values science and will learn how human capital can be measured like a thermostat measures temperature, and then correlated with workplace performance data.

Don Everett is founder and CEO of Workforce Interactive. He is certified on the values science instrument co-developed by Nobel nominee Dr. Robert Hartman and Dr. Robert Smith; and has performed more analysis involving the correlation of human values to operating performance metrics than any other in his discipline.



Sharlyn Lauby

Leveraging Social Media for Business Performance and Growth

The concept of social networking isn't just for teenagers anymore. More and more businesses and professionals are using social media as a way to generate revenue and interact with customers (both internally and externally). When case studies show the use of social tools exceeds email, then businesses have to stand up, take notice and join the movement. For business professionals, this becomes an opportunity to develop an internal marketing and communications strategy to support our organizations.

But what exactly is the philosophy behind social networking? This presentation offers an overview to the purpose of social media (it's not what you might think) and the key considerations for developing and implementing a social networking strategy in your organization.

Sharlyn Lauby, SPHR is president of ITM Group Inc., a consulting firm which focuses on developing training solutions that engage and retain talent in the workplace. The company has been named one of the Top Small Businesses in South Florida.

She is also the author of the blog HR Bartender, a friendly place to talk about workplace issues. The blog has been recognized as one of the Top 10 Business Blogs Worth Reading by the Society for Human Resource Management (SHRM) and SparkHire's Top 25 Must-Read Blogs for Employers.

Her personal goal in life is to find the best cheeseburger on the planet.



Jason Lauritsen

Power and Politics in the Organization: Understanding the Game

It is easy for an HR professional to overlook or dismiss the role that politics plays in making things happen inside of an organization. Politics is a part of life in every organization, good or bad. This session will explore the role that power and politics play in organizational decision making. As human resources leaders, understanding these dimensions can mean the difference between effectiveness and irrelevance.

We will explore these questions:

1. Where does power come from?
2. Why should I want more power and how do I get it?
3. How does politics affect the role of HR?

Attendees will gain practical skills and approaches for how to grow their influence with the organization to become more effective leaders and agents of change.

Jason Lauritsen is the reformed corporate guy. For nearly a decade, he spent his days in the belly of the beast as a corporate Human Resources leader where he had to actually "walk the talk" each day. Today, he consults with organizations to help them transform how they approach talent and leadership development. Since his first management job as a corn detasseling team leader at age 13, Jason has been studying people and why they do what they do. Classically impatient, curious and well groomed, Jason's early career was a rapid progression of sales and management roles including launching, leading and ultimately selling a small business in his mid-twenties. He's a leader, sales guy, entrepreneur and corporate executive — all rolled up in one.

Conference Information



Ted Moss

What's Your Password? The Pros and Cons of Social Media Background Checks

It's estimated that over 85% of businesses utilize social media to attract and recruit job candidates. There is also a growing trend among employers to check out the social media profiles of potential employees.

Learn how to protect employee and job applicant rights, as well as best practices to avoid legal risk. Find out whether your HR department should use social media as part of your applicant screening process.

Ted L. Moss is the founder and CEO of Crimcheck.com, a global provider of employment screening and hiring technology solutions. Ted is recognized for his expertise on employment screening, safe hiring practices, workplace investigations and fraud, FCRA compliance and negligent hiring in the workplace.

Ted Moss, a licensed investigator, has over 30 year's experience in the criminal justice field and his designation of CPP (Certified Protection Professional) from ASIS International, for which he also served as a Regional Vice President, compliments his field.

Mr. Moss has an enduring passion to help employers hire the right people. He publishes articles and speaks at numerous business, security & human resources conferences on various topics related to safe hiring practices, compliance, and investigations.



Jo Anne Rioli Moeller

Total Rewards After The Affordable Care Act

The employee value proposition requires a thoughtful review with the implementation of the Affordable Care Act. Both employees and employers have new channels open for meeting medical coverage needs

as well as mandates that will have to be considered when considering the total compensation package.

This session will cover:

- Potential reallocation of dollars from medical plans
- Employee and employer mandates
- New employee and employer choices with public and private exchanges
- Opportunity to further differentiate total rewards by groups of employees
- Trade-off opportunities in compensation and benefit programs
- Impact on staffing, talent management and severance packages
- Change management and employee assistance in understanding the ACA

Jo Anne is a recognized leader in managing the total rewards functions through changing legislation, mergers, business initiatives and trends.

She assumed the leadership of the total rewards function for KeyBank in April 2012. She came to Cleveland from Boca Raton, Florida where she led global compensation, benefits and HRIS for Office Depot. She has over 20 years of experience in leading this function at fortune 500 corporations such as John Deere, Zimmer Holdings, and SunTrust.

Jo Anne is currently in the midst of launching a Cleveland Compensation Association. In the past, she has been involved in the Executive Compensation Council of the Conference Board and active in World at Work.

During her 5 years in Florida, she served on the Board of the Palm Beach Cultural Council and held the position of Treasurer. She also served on the Board of the Boca Festival for the Arts and was an ardent supporter of the Palm Beach International Film Festival. Further, she has been a member of Wunder's Cemetery Board in Chicago since 2002.

She retired as a Commander of the US Navy with over 20 years of service in the intelligence community. She holds a B.S. in Economics from Western Michigan University and a M.S. in Public Administration from DePaul University.

Concurrent Sessions Late PM



Sharlyn Lauby

Leveraging Social Media for Business Performance and Growth (Repeat Session) See Earlier Session Description



Steve Browne

And Now for HR Completely Different!!

HR continues to struggle with transitioning into a business role. This is primarily due to the fact that HR continues to think that a traditional approach will move things in a "new" way. Time for something completely different! This session will show how HR can truly be creative in its approach to all facets of HR within an organization regardless of industry. Participants will learn new methods which will keep HR relevant, integrated, energized, and engaged!

Steve Browne, SPHR is the Executive Director of Human Resources for LaRosa's, Inc. - a regional Pizzeria restaurant chain in Southwest Ohio, Northern Kentucky and Southwest Indiana with 18 locations and over 1,400 Team Members. Steve has been an human resource professional for 20+ years and has worked in the Manufacturing, Consumer Products, and Professional Services industries in various Human Resources roles. He facilitates a monthly HR Roundtable in Cincinnati and runs an internet message board for HR professionals that reaches 5,700 + people internationally on a weekly basis. Steve takes active leadership roles in his church, his kids scouting and sporting activities and other civic/professional boards.



Sara Christiansen

Performance Management 180: Maximizing The Return On Your Human Capital Investments

Companies are constantly stating "our employees are our greatest asset," but what does this mean? If you look at your organization's financial statements, you will most likely find that payroll and benefits are the largest liability (or cost). Employees actually become an asset when we can truly quantify their performance- the extent to which an employee's contributions exceed (or fail to equal) the investment of their employment.

However, when you ask the typical HR professional about their role in driving improved performance, you will likely hear about the merits of their organization's annual performance review form. The conversation usually evolves into a grand debate about bell curves, forced rankings, and equitable rating methods.

Although we have great intentions, empirical research repeatedly tells us that the traditional performance management systems actually have a negative impact on business results.

In fact, most of our traditional management tools, like organizational charts, job descriptions, and progressive discipline, originated in the early 1900's. These tactics are simply not effective in the modern workplace.

This seminar will provide you with progressive and practical tools that will assist you to maximize and quantify the return on your organization's human capital investments.

During her 20 year career as a Social Scientist, Sara Christiansen has had the privilege to work with very diverse companies in many varying industries in the private and public sectors.

Sara has vast experience working with professionals at all levels in an organization. Whether delivering a formal presentation to a room full of executives, or providing one-on-one

guidance to a new employee; Sara's passionate style allows her to connect with all audiences in a way that energizes individuals to perform at a higher level.

As the VP of Client Services at Ideation Consulting, Sara is responsible for providing customized human resource services that drive true business results. She has developed organizational development, talent development, and customized training solutions that have improved employee engagement and performance in many organizations.

Recently Sara has been commissioned by many SHRM chapters to facilitate Human Resource Development seminars. The feedback for these sessions has been overwhelmingly positive and Sara has been invited by many of the chapters- and member companies- to come back and present at future seminars.

Sara has recently released her new book entitled *CRITICAL LEADERSHIP: why traditional management techniques are counter-productive in the modern workplace.*



Diane Govern

Five Steps for Aligning Human Resources to Organizational Strategy

This presentation will highlight five key steps to aligning human resource (HR) practices with organizational strategy. In a rebounding economy characterized by severe financial pressures, the development of strategic HR practices has become an urgent mandate in many organizations. With significant and widespread institutional shifts resulting from globalization, heightened competition, and rapid innovation, leaders must optimize their most significant source of competitive advantage - human capital - and align HR strategies, structures, and processes with organizational goals.

Senior Consultant with O.E. Strategies, Inc., Diane Govern is a recognized expert with nearly 20 years experience helping clients create strategic alignment, talent management, and leadership development programs. She has a proven track record of managing complex business integration and business transformation projects that require a blend of strategic leadership, technical, change management and executive coaching skills. Dr. Govern is recognized for her ability to see the larger picture and achieve measureable results.

As a trusted advisor to executives and leaders, Dr. Govern has worked in a diverse range of industries including financial services, healthcare, construction, transportation and public sector organizations. Dr. Govern is a member of the Society for Industrial Organizational Psychology (SIOP), the Society for Human Resource Management (SHRM) and the American Society for Training and Development (ASTD). She is a certified trainer for AchieveGlobal leadership and customer service programs. She earned her doctorate in Industrial/Organizational Psychology from the University of Akron.



Robert M. Hall

Understanding the Neuroscience of Organizational Change: The New Language for Human Resources

Whether you are changing a process or implementing a new enterprise initiative, it all requires changes in human behavior. Many good ideas that have support still fail to be implemented or are done so inefficiently which suggests that something else is impacting the process.

In this session we will explore what is happening in the brain (yours and others) when we ask it to change and how you can respond to that as an HR professional in a way that increases the likelihood of efficient action, all using the language of brain-science!

Robert M. Hall is the Manager of Human Resources Training and Development for Kent State University where he oversees a staff of trainers who serve an audience of 5000+ faculty and staff. The primary focus for Robert's group is to provide tools and skills to help people think and engage differently in the workplace to improve organizational performance. Robert is a certified Neurocoach Practitioner for Change and Transformation through the NeuroBusiness Group. With these skills Robert uses brain science to help Kent State and other organizations improve their communication and leadership. Prior to Kent State, Robert worked in HR Training and Development for large global organizations such as Ernst & Young and AT&T.



Jo Anne Rioli Moeller

Total Rewards After The Affordable Care Act (Repeat Session) See Earlier Session Description

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I-X Center, Cleveland, OH March 14, 2014

To keep track of your recertification activities, check the box by each session you attended. To earn recertification credit hours, please log the activities to your online recertification application at www.hrci.org.

Note: PHR certificants may attend any of the sessions pre-approved for specified credit hours for general credit as long as it has been pre-approved by the HR Certification Committee.

This program, 200210, has been approved for 5.25 (HR (General)) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit the HR Certification Institute website at www.hrci.org.

NOTE: To earn Business recertification credit hours for the sessions listed above, please enter each session attended as a "Self-Reported Continuing Education" activity to your recertification application.

Sessions pre-approved for Business Credit

<input type="checkbox"/> Learning Organizations: The Future for Engagement. Retention. Results	March 14, 2014	10:00-11:00	1.0
<input type="checkbox"/> Leveraging Social Media for Business Performance and Growth	March 14, 2014	2:00-3:00	1.0
<input type="checkbox"/> Power and Politics in the Organization: Understanding the Game	March 14, 2014	2:00-3:00	1.0
<input type="checkbox"/> Leveraging Social Media for Business Performance and Growth	March 14, 2014	3:30-4:30	1.0
<input type="checkbox"/> Performance Management 180: Maximizing The Return On Your Human Capital Investments	March 14, 2014	3:30-4:30	1.0

HR UNIVERSITY

2014



Session Details

SESSION 1: **Employment Law Fundamentals (April 10th)**

SESSION 2: **Compensation & Benefit Plan Design Basics (April 24th)**

SESSION 3: **Staffing & Recruitment Practices (May 8th)**

SESSION 4: **Orientation and Performance Management Plan Basics (May 22nd)**

SESSION 5: **Communication Skills for HR Professionals (June 5th)**

To register:

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This series is pending approval for 30 general recertification hours through HRCI.

When?

Wednesday, April 10th, 2014
(Kick-off session)

9:00am - 4:00pm

Doors open at 8:30 a.m. for a light breakfast and networking. Lunch is included.

Where?

ERC Training Center
387 Golf View Lane, Suite 100
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How much?

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Non-members: \$930 for 5-class series
\$300 per session

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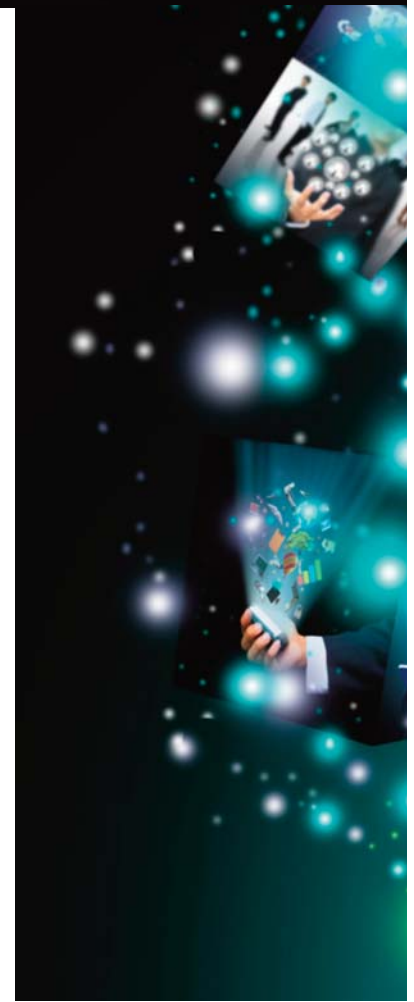
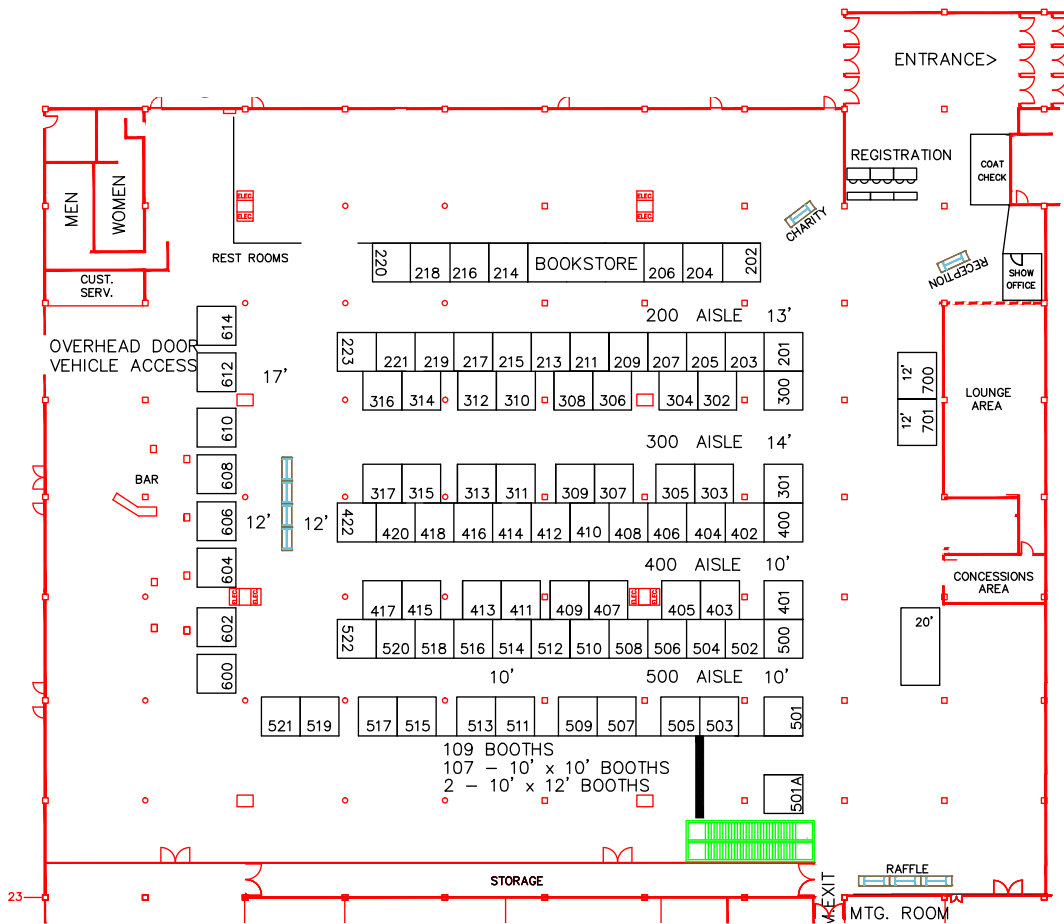
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Jennifer Cohen

Senior Vice President, Leadership Development
jcohen@rtcpi.com
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Founded in 1948, Robert Half pioneered the concept of professional staffing services. In March 2013, Robert Half once again was listed on FORTUNE® magazine's "World's Most Admired Companies" list. Robert Half, an Equal Opportunity Employer, currently has staffing and consulting operations in more than 400 locations.

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Brandon Scarbro, Marketing Coordinator

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Unique Home Solutions

Unique Home Solutions was founded in 1983 in Indianapolis IN. and in January 2014 opened it's doors in Northeastern Ohio. Unique has grown into one of the nations top home remodeling companies.

We offer a variety of products to help improve homes; including replacement windows, doors, siding, soffit, fascia, roofing, gutters and bath and kitchen makeovers. A dedicated service department and handyman teams serve our customers continuing needs.

Unique has over 160 employees in installation, sales, marketing and administration departments.

We are an employee Owned Company!

Jacqueline Olson

1545 W. 130th street, Hinckley OH. 44233

digitalmediadesign@sbcglobal.net

Office phone: 216-273-6111

Cell Phone: 2168490198

Vision Benefits of America

Vision Benefits of America (VBA) is a 50 year old non-profit Vision PPO. We provide value-packed vision benefits to more than 3 million members via our nationwide network. We control both the cost and the quality of your product, giving our clients the best value – highest quality at lowest prices.

Daniel A. Gissin, Director of Sales

300 Weyman Plaza, Suite 400

Pittsburgh, PA 15236

Phone: 1-800-432-4955, ext. 248

Fax: 412-881-7319

Email: dgissin@visionbenefits.com



VIPerks

VIPerks delivers a subscription-based employee benefits program that offers substantial discounts on top consumer brand products. The offers are exclusively available to participating employees from their employer. All sales are conducted via a private portal that lives on the employer's secure intranet. VIPerks handles all the transactions and works with our partnered employers on everything from implementation, on-boarding of employees, communications, reporting and web portal management. This program is turn-key and allows companies to offer best-in-class employee benefits without incurring significant costs or taxing existing benefits/HR staff.

Scott Moss, VP Strategic Partnerships

34555 Chagrin Blvd. Suite 50

Moreland Hills, OH 44022

Direct: (216) 409-1277

Scott.moss@viperks.net



Willory

Willory is a staffing and consulting firm focused exclusively in HR and payroll. We provide direct hire and temporary staffing support, as well as consulting services. Based in Akron, Willory has both a local and national reach. We've strengthened our HR services by recently acquiring the staffing division of The Human Resource Department, Inc.

John Bernatovicz, President

john@willory.com

330-576-5486

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