

HR SUPERHEROES UNLEASH YOUR POWER
49th Annual Northern Ohio Human Resource Conference



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



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UNLEASH YOUR POWER

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John Ruth, *President*
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RESOURCE MANAGEMENT

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HR SUPERHEROES
UNLEASH YOUR POWER



Thank you for joining us for the Northern Ohio
Human Resource Conference –

**HR SuperHeroes –
UNLEASH YOUR POWER.**

**We are glad that you have made the decision to
attend Northeast Ohio's foremost human resource
conference along with over 600 other superheroes
at NOHRC 2015!**



We know that you will receive a great deal of value from today's programming. The HR Certification Institute has pre-approved the conference for 5.25 recertification credits – 3.0 of which may be considered as business credits! You can earn 6.25 Professional Development Credits (PDC) from the new SHRM certification.

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

Opening our day will be the talented Scott Burrows. Get a good seat by getting to the Ballroom early to hear Scott speak on the topic of "Developing the HR Mindset."

Our Luncheon Keynote will be Libby Sartain. Sartain's topic will be on "The New Consumer of Work," and certainly a speaker you will not want to miss!

Annually NOHRC supports a worthy cause through its "NOHRC Gives Back" initiative. We are excited that Prayers from Maria 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 enjoy the hospitality 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 2015! We hope that you will take away plenty of ideas from all of our great speakers at HR Superheroes – "Unleash Your Power."

Jacki Thrasher
2015 NOHRC Chair

Rebecca Pelfrey
2015 NOHRC Co-Chair



On behalf of the Cleveland SHRM Board of Directors, I wish to welcome you to the 49th 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 600 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, "HR Superheroes – Unleash Your Power" 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 Jacki Thrasher and our Co-Chair Rebecca Pelfrey. 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

HORIZONTAL BOOKS

Back again for a sixth 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.

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

Our bookstore is generously sponsored by the Ohio Chamber of Commerce.



**Chamber
Champion**



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” Raffle!
 (Stay for the Grand Prize Drawing at 4:15 as Winners must be present to win!)

Grand prizes include:

Playhouse Square Dinner/Show/Hotel Package

Overnight Stay at Sawmill Creek

Baskets Galore Snack Basket

Cleveland CAVS Basket

Cleveland Indians Basket

Sweet Melissa’s Gift Card

4 Tickets to a CSU Men’s Basketball Game

Elements Bistro Gift Card

Edible Arrangements Gift Basket

Petitti’s Garden Center Gift Card

Berea Style Studio Basket

Great Lakes Cheese Basket

Cleveland Playhouse Show Tickets

Overnight Hotel stay at Marriot

Chili Starter Set Gift Basket

House of Blues Gift Card

Gift Card and 2 Show Tickets to the Music Box Supper Club

Mitchell’s Ice Cream Gift Card



PlayhouseSquare
**GRAND PRIZE
 SPONSOR**



How to play Network Frenzy

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” 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 2:30, 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 4:15
 (winners must be present to win)! Check
 out the prize table full of fabulous
 prizes--table is near the escalators.
 Prizes include PlayhouseSquare
 dinner/hotel/show packages, a signed
 CAVS jersey, admission tickets to
 Cleveland-area events and more!



**Prayers from
 Maria**

Children's Glioma
 Cancer Foundation*

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
 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 <i>Scott Burrows</i>	Developing The HR Mindset	Ballroom
9:15 – 9:45 AM	Visit the Exhibit Hall		
9:45 – 10:45 AM	Concurrent Sessions <i>Kathleen McComber</i> <i>Kim E. Ruyle</i> <i>Kate Bang</i> <i>Maia Beatty</i> <i>Lori Kleiman</i>	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	Room 13 Room 14 Room 15 Room 16 Room 7
10:45 – 11:30 AM	Visit the Exhibit Hall		
11:30 – 12:30 PM	Concurrent Sessions <i>Conni LaDouceur</i> <i>Keith A. Friede</i> <i>Lori K. Long, Ph.D., SPHR and Christy Gray</i> <i>Christopher Bauer, PhD, CSP, CFS</i> <i>Gabe Howard</i>	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	Room 13 Room 14 Room 15 Room 7 Room 16
12:30 – 2:30 PM	Luncheon Keynote <i>Libby Sartain</i>	The New Consumer Of Work *	Ballroom
2:30 – 3:15 PM	Visit the Exhibit Hall		
3:15 – 4:15 PM	Concurrent Sessions <i>Michael Gruber</i> <i>Ali Payne, M.S.</i> <i>Elissa O'Brien</i> <i>Seth P. Briskin</i> <i>Mike Bollinger</i>	Discipline & Strategy: Veteran Recruiting Evolving Your Wellness Strategy To Impact Culture & Employee Engagement The HR Professional Competency Model: A Road Map for Success HR Kryptonite – The Employment Issues That Sap Your Superpowers!! Tuning Into Big Data - HR By The Numbers*	Room 13 Room 14 Room 15 Room 16 Room 7
4:15 – 4:45 PM	Prize Drawings		

*Designated for Business Credit



Cleveland SHRM is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP or SHRM-SCP. Attendees that attend the entire conference can earn 6.25 Professional Development Credits. The SHRM certificate may be downloaded from the NOHRC password-protected page after today's conference.

"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."



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.

Scott Burrows is living proof your life can change in an instant. By the age of 19, he was playing college football at Florida State University as a wide receiver and a top-ranked kick-boxing champion, with his last fight broadcast by ESPN.

On November 3, 1984, Scott's life took a dramatic and irreversible turn. He was involved in a serious automobile accident that left him paralyzed from the chest down and diagnosed a quadriplegic.

Despite his grim diagnosis, Scott refused to be sidelined. He made the decision to take action, to focus on the positives of the experience as opposed to dwelling on the obvious and overwhelming negatives.

With the tremendous clarity provided by his singular focus, Scott resolved to thrive in his life by using three principles:

- Vision helped him see complete success in his mind's eye first.
- Using Mindset, he let go of the past and focused 100% on what he could control.
- With Grit, he was determined to take action and persevere until he succeeded.

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.

Kathleen McComber, MA, SPHR, CCP, is currently the Assistant Vice Chancellor for Human Resources for the University of Arkansas for Medical Sciences in Little Rock, Arkansas. She joined UAMS in June, 2002. Prior to that, she was Corporate Vice President of Human Resources for Edgewater in Fayetteville, AR. for five years, prior to this position she held various executive human resources positions in retail, information technology and human resource consulting.

In her current position, she is responsible for the human resource campus function in the UAMS Medical Center, which employs over 3500, as well as campus responsibility for the operations function that includes

compensation, HRIS, recruitment, education and organizational development, employee relations, affirmative action, immigration, compliance, benefits, employee services, and performance management for 11,000 employees.

Ms. McComber has over 30 year's experience in the human resource profession and has done extensive work in the areas of compensation, benefits, employee relations, performance leadership, diversity and organizational development twenty-five of those at the senior level in the organization.

She is a member of the Central Arkansas Human Resource Association and currently serving on the board and the Society for Human Resource Management (SHRM), where she was on the national board for seven years, having served as Chair in 1998. Kathleen holds a lifetime certification from the Human Resource Certification Institute as a Senior Professional in Human Resources and has served a four-year term on their national board. She served six years on the SHRM Foundation Board where she served as Chair in 2003. She also holds a certification from World at Work as a Certified Compensation Professional.

She holds a B.S. in Education from the University of Arkansas and an M.A. in Management from Webster University. She is on the faculty of the University of Arkansas for Medical Sciences in the College of Public Health and Webster University teaching leadership and human resource classes at the graduate level, including a graduate class on Violence in the Workplace.



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.

Kim Ruyle is President of Inventive Talent Consulting, LLC, a Miami-based firm that provides strategic talent management and organizational development consulting for leading global organizations. He is an Associate in Korn Ferry's Global Associate Network. Kim has thirty years of experience in human resources, organizational development, and general management. Previously, he spent nearly six years with Korn Ferry Leadership and Talent Consulting, most of it serving as Vice President of Research & Development where he led the development of assessments, HR tools, and thought leadership.

Kim has presented at more than fifty national and international conferences, published dozens of articles and book chapters, served on numerous expert panels and editorial boards, and authored or co-authored five books on talent management and leadership development. Kim has been privileged to work with senior leaders in 30 countries. His academic credentials include three master's degrees and a PhD. Kim's latest book, "Lessons from a CEO's Journal," was published in 2014.



CONCURRENT SESSIONS 9:45-10:45- CONTINUED

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.

Kate Bang currently leads a talented team of professionals to deliver exceptional service and support to employers managing employee benefit programs. Under Kate's leadership, USI Insurance has experienced extraordinary growth in the Cleveland market. Prior to assuming this role, Kate also served USI Insurance as Vice President, Senior Account Executive, and as an Employee Benefits Consultant. She has extensive new business development and client management experience in the employee benefits industry.

Kate has authored articles for local publications and delivered benefits presentations to local, national, and international audiences. Prior to joining the agency in 2004, she was responsible for the establishment and growth of an employee benefits division for an Akron-based insurance agency.

Kate is a licensed Life and Health Agent and a Certified Employee Benefits Specialist (CEBS). Kate also served as President of the Northeast Ohio ISCEBS Chapter and is a member of the Akron chapter of the Society for Human Resource Management.

A committed volunteer, Kate participates throughout the Cleveland community as a member of the Circle of Red for the American Heart Association, the Engaging Women's Committee at the Union Club of Cleveland, a board member for The City Mission, and an active member of Vistage International. Kate also teaches Junior Achievement classes to local students.

Kate graduated Summa Cum Laude with a Bachelor of Arts degree from Bowling Green State University and earned an MBA in Systems Analysis from Baldwin-Wallace College. She also earned the Certified Employee Benefit Specialist (CEBS) Designation from the International Foundation of Employee Benefit Plans and Wharton School of Business in 2003.

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.

Chief Inspirator of Maia Beatty & Associates and Your Guide to a More Powerful You is known internationally as a Leadership Coach, Master Trainer, Keynote Speaker and author of five books. Her latest book, *Dance into Your Power* shares her blueprint for accomplishing anything you want in life.



Lori Kleiman

Doing It On Your Own: HR Department Of One

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.

Lori Kleiman is a Chicago based business expert with more than 25 years of experience advising companies on HR issues. Her background as a human resources professional and consultant gives her unique insight on how HR professionals and executives can work together effectively to achieve business goals.. Her programs are designed to provide critical HR updates and best practices to small businesses. In addition, she is an adjunct faculty member at Oakton Community College and DePaul University.

Previously, Lori founded HRPartners, a boutique HR consulting firm that was acquired by Arthur J. Gallagher & Co. in 2007. Lori continued with Gallagher to lead the firm's HR consulting practice before branching out again as an independent consultant, author and speaker.

Lori has a Master's degree in human resources, has been certified as Senior Professional in Human Resources (SPHR) by the HR Certification Institute and is a member of the National Speakers Association.

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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!

Conni LaDouceur, President and Chief Sourcing Strategist, ExecuQuest Corp., Baltimore, is one of the most respected authorities on sourcing strategies, delivers unsurpassed ROI via research, sourcing, Search/Research Success by ExecuQuest training and consulting to companies worldwide.



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 professionals 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.

Keith leads the Talent & Organization Development practice for Arthur J. Gallagher & Co. North Central Region. His primary consulting focus is delivering strategic consulting expertise, talent development programs and organization development interventions to client organizations. He also mentors, coaches and trains Gallagher employees in developing their strategic consulting capabilities. Keith is a frequent presenter at national and regional professional conferences throughout the U.S.



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.

Lori Long is a Professor of management at Baldwin Wallace University and a Faculty Fellow in the Center for Innovation and Growth. She holds a Ph.D. in Business Administration from Kent State University, a Master of Labor Relations and Human Resources from Cleveland State University and a Bachelor of Arts from Bowling Green State University. Dr. Long is also the President of LK Consulting, LLC, a human resource management consulting firm and she has over twenty years of experience in the practice of human resource management.

Christy Gray, President of Gray Haus Studios, is an artist and design professional with 20 years experience in project management, organization, planning, sales and marketing. From working collaboratively with artists and clients to developing commissioned artwork for public spaces, Gray facilitates the process with business clients to create a diverse mix of artwork for their environments that both enhances the space and communicates the mission.





CONCURRENT SESSIONS 11:30-12:30 - CONTINUED



**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.

Christopher Bauer is a clinical psychologist by training with over twenty-five years of experience as a trainer, speaker, author, and consultant. Between coaching, speaking and consulting, he has worked with front-line workers to senior executives and everyone in-between. Clients of Dr. Bauer have run the gamut from small and medium sized businesses and organizations to every level of staff and management at Fortune 500 corporations. He works regularly with HR organizations.

Although ethics and fun are not words typically found in the same sentence, Dr. Bauer's programs have long been helping international audiences build and maintain great ethics while having a terrific time. His keynotes and seminars are frequently billed as "Serious Ethics Programs That'll Make You Laugh!"

Dr. Bauer's articles on how to build and maintain great professional ethics have appeared in such journals as CEO Refresher, CFO Magazine, and many others. The latest edition of his book, "Better Ethics NOW: How To Avoid The Ethics Disaster You Never Saw Coming" has been a business ethics Top Seller on Amazon.com and he publishes a free "Weekly Ethics Thought" read by thousands of subscribers worldwide.

**Designated for Business Credit*



**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.

Gabe Howard is a motivational speaker, mental illness blogger and writer, as well a person living with severe mental illness. Over ten years ago, Gabe was diagnosed with bipolar and anxiety disorders after being admitted to a psychiatric hospital. Later, he would be terminated from his job with a Fortune 100 company, giving him firsthand experience of discrimination against the mentally ill.

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 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.

After a distinguished 30 year career in human resources Libby Sartain is now an active business advisor and Board Member. As CHRO of both Yahoo! Inc. and Southwest Airlines, Sartain led significant business transformation initiatives as a member of executive leadership teams and guided global human resources efforts focusing on attracting, retaining, and developing employees. Her focus has been growth companies where she developed employment brand strategies that helped grow the workforce exponentially while establishing company reputation as a leading employer of choice. Both Yahoo and Southwest were listed on the Fortune 100 Best Companies To Work For in America and the Fortune 500 during her tenure.

Sartain serves on the Boards of Directors of Peet's Coffee and Tea, Inc., (Nasdaq: PEET), and Manpower Inc. (NYSE: MAN). She is an adviser/board member to several start-up companies and consults with corporate clients.

Sartain also served as chairman of the board of the Society for Human Resource Management in 2001 and was named fellow of the National Academy of Human Resources in 1998. She holds an MBA from the University of North Texas and a BBA from Southern Methodist University. She was named by Human Resources Executive as one of the 25 most powerful women in HR in 2005.

Libby co-authored: "HR from the Heart: Inspiring Stories and Strategies for Building the People Side of Great Business," "AMACOM and Brand from the Inside: Eight Essentials to Connect Your Employees to Your Business," Josey-Bass. Her new book, "Brand for Talent: Eight Essentials to Make Your Talent As Famous As Your Brand," published in early 2009 Josey-Bass. She is a frequent speaker and is often quoted as a thought leader in human resources. You can read her posts weekly at her Brand For Talent blog (www.brandfortalent.com).

She resides on a ranch near Bastrop, Texas, about 30 miles from Austin. She is married and has grown daughter (who is an M.D – Libby's kind of proud of that!).

**Designated for Business Credit*

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.

Clients looking to win the war for talent and marshal a qualified workforce can benefit greatly from the expertise of Michael Gruber. In addition to his 10 years of experience in recruitment process outsourcing, Michael was an HR Leader for the largest personnel branch of the U.S. Army in Europe. In his current role, he designs and manages operational strategy for ADP RPO. He pursues a variety of business strategies and works continuously to enhance the company's portfolio of service offerings.



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?

Walk away with ideas that can be implemented immediately. We will provide a set of solutions/strategies to begin making a change in wellness strategy; these ideas will include little to no cost options.

Ali has a sincere interest in meeting her clients' population wellness needs. She places a strong value on building best-in class programs through strategic development for all sizes of businesses. Ali believes population wellness consulting strategy is the key driver behind compressing health care costs and creating a resilient workforce. As an Area Vice President, she has the opportunity to help companies develop health promotion and wellness cultures for clients who might not have dedicated staff, and for clients who are looking to bring additional structure and analysis to existing health initiative programs.

Prior to joining Gallagher Benefit Services (GBS), Ali spent four years with Motorola, Inc. as a Senior Wellness Coordinator. Through this experience, she understands firsthand the value and importance of benefit design, health initiatives and education in the workplace. Now she helps clients look at benefit plan design and population health in a whole new way. She helps her clients improve their employee retention and productivity through successful population health strategies and implementation. Additionally, she focuses on innovative methods to help lower company health care costs and improve overall morale.

Ali is a graduate of The University of Iowa with a Bachelors of Science degree in Exercise Physiology and Health Promotion. She also holds a Masters of Science degree in Health Promotion and Human Resource Management from Nebraska Methodist College in Omaha, Nebraska. She is an avid runner, tri-athlete and group fitness instructor. Her obvious enthusiasm and passion for health and wellness are contagious.



The HR Professional Competency Model: A Road Map for Success

Elissa O'Brien

If you or your organization want to understand the critical technical and behavioral competencies needed for individual success and growth at all levels of an HR career, come to this session. You will learn about the HR Professional Competency Model, which SHRM recently developed to allow HR professionals to systematically analyze their competency needs and to help organizations develop performance appraisal tools and other HR systems. In addition, you will learn how several SHRM competency self-development tools can accelerate your professional growth and increase your ability to contribute to the success of your organization.

Elissa O'Brien has over 20 years of proven human resource successes with significant strategic human resource leadership experience within diverse industries ranging from financial services to health care. Her specialized areas of strength include development and execution of workforce and HR strategies and programs, information systems, and service delivery mechanisms that align with customer and business needs; development of workforce scorecards and HR

performance metrics that assess effectiveness of results. Elissa has proven success as a strategic contributor in building organizational capability, a high performance culture, and executing initiatives to build employee engagement, change leadership, and organizational effectiveness through process improvement and team development. Her specialties also include labor relations and union negotiations, strategic planning, and organizational design.

Elissa recently served as Senior Vice President of Human Resources and Training with WinnCompanies, where she led the creation of strategic initiatives to ensure the efficient use of human resources by fostering a shared business vision among diverse groups with varied interests. As a member of WinnCompanies' senior leadership team, Elissa's responsibilities included the design, development and administration of human resources strategy, service delivery, policy and programs, including talent management, total rewards, employee/labor relations, organizational and employee development, payroll and HRIS management, and strategic planning facilitation.

Prior to joining the WinnCompanies, Elissa served as Director of Corporate Human Resources for Steward Health Care System, LLC and directly reported to the Chief Human Resources Officer. Steward Health Care System, a for profit hospital system, headquartered in Boston, with over 17,000 employees serving more than one million patients annually in 85 communities. Prior to joining Steward, she was Vice President of Human Resources for Wingate Healthcare. In this role she served as the chief HR Officer for Wingate Healthcare which employed 4,000 employees in over 20 different locations throughout Massachusetts and New York. She also served in various Human Resources roles which developed and created human capital strategies. In addition to her work experience, Elissa was an adjunct professor teaching Human Resources Management at Bryant University, a leading business school located in Rhode Island.

Elissa has served in a number of volunteer roles for the SHRM, including the Special Expertise Panel on Labor Relations, State Director for the Rhode Island State Council of SHRM and president of the Human Resources Management Association of Rhode Island. She has been an active member of SHRM since 1993. She has testified before the United States Senate committee on H.E.L.P., the U.S. Department of Labor and was an invited speaker at Georgetown University on the issues relating to the government mandates of leaves of absences and workplace flexibility.

Elissa earned her certification as a Senior Professional in Human Resources from the Human Resources Certification Institute. She holds a Master of Science Degree in Managerial Technology from Johnson and Wales University, Providence, R.I., and a Bachelor of Science degree in Human Resources Management from Salve Regina University, Newport, R.I.

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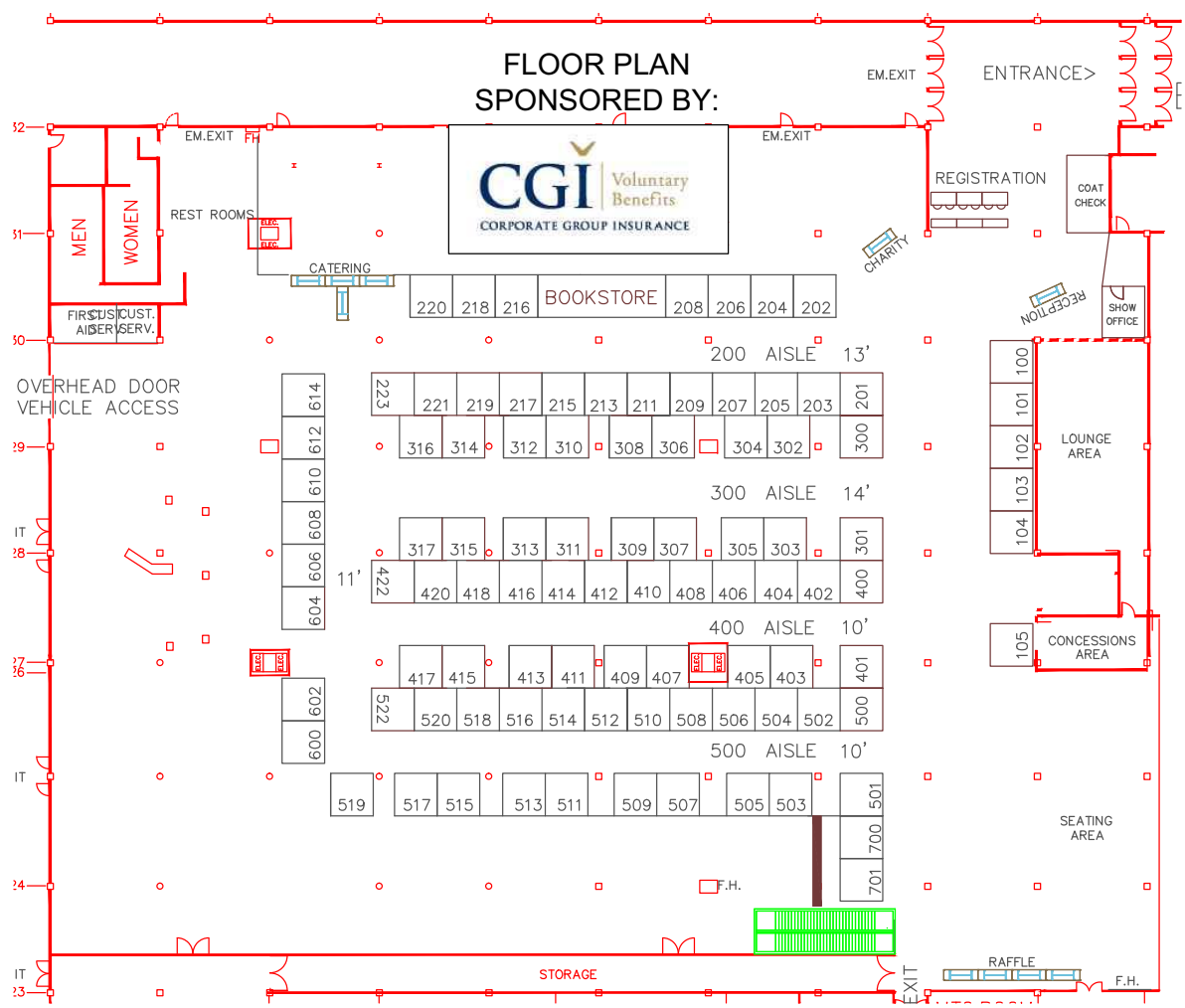
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- Professional Ethics: A Preventive Maintenance Approach
03/20/15 11:30am-12:30pm 1.0
- The New Consumer of Work
03/20/15 1:30pm-2:30pm 1.0
- Tuning Into Big Data - HR by the Numbers
03/20/15 3:15pm-4:15pm 1.0

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- Developing the HR Mindset
03/20/15 8:00am-9:15am 1.25

Concurrent Sessions 03/20/15 9:45am-10:45am 1.0

- LGBTQ Diversity: 3 Fundamental Differences You Need to Know
- Be The Company That Solved Health Care
- Doing it on your own: HR dept of one
- Violence in the Workplace - A Personal Experience
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- Mental Illness Mythbusters
- 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

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- Discipline & Strategy: Veteran Recruiting
- HR Kryptonite—The Employment Issues that Sap your Superpowers!
- Evolving Your Wellness Strategy to Impact Culture & Employee Engagement

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ADP is a comprehensive global provider of cloud-based Human Capital Management solutions that unite HR, payroll, talent, time, tax and benefits administration, and a leader in business outsourcing services, analytics and compliance expertise. Our unmatched experience, deep insights, and cutting-edge technology have transformed human resources from a back-office administrative function to a strategic business advantage.

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BackTrack, Inc.

BackTrack, since 1994, is one of the few NAPBS Accredited background screening providers. Through strategic partnerships we also provide excellent drug testing, assessment testing, payroll and applicant tracking options. BackTrack has received many business awards including Inc. 500, Weatherhead 100, Northcoast 99 and Plain Dealer's "Best Places to Work".

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Baldwin Wallace University

Baldwin Wallace University is a private, liberal arts, Methodist-based college offering bachelor's and master's degrees, certificates, and professional development programs located in Berea, Ohio. In addition to our main campus, BW at Corporate College East in Warrensville Heights, Ohio offers evening and Saturday classes for bachelor's and master's degrees in business, and professional development and executive education.

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BGSU

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Founded in Cleveland in 1997, CareerBoard is an online job board that brings qualified local talent to employers. We offer a unique recruitment solution that delivers quality candidates across all industries and in every location in the US. We are passionate about making the connection between excellent talent and excellent companies.

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Century Federal Credit Union

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Ceridian

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www.clevelandplayhouse.com

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Cleveland SHRM

Cleveland SHRM is the local chapter of the Society of Human Resource Management: an international organization comprised of over 170,000 human resource professionals and considered the world's largest organization devoted exclusively to the professional needs of human resource management. Cleveland SHRM's origin spans over 50 years and provides opportunities for members to grow professionally, while contributing to the improvement of their organizations and communities within the Cleveland area.

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Jim Pribble & Associates/ HALO Branded Solutions

Jim Pribble - Corporate Branding Specialist, is an independent account executive affiliated with HALO Branded Solutions for over 25 years. Jim has worked extensively with HR Departments as a resource for employee motivation, incentive and recognition programs.

HALO Branded Solutions is a fully integrated global marketing firm specializing in use of branded merchandise to support client's ongoing marketing efforts and HR recruiting, retention and recognition programs.

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Hermes Sports & Events

The Cleveland Corporate Challenge is the premier corporate program in Northeast Ohio. Companies of all sizes participate in a 14 event athletic competition promoting employee wellness, company camaraderie and teamwork, and business networking all while helping local charities. Companies can choose to compete in all events (Corporate Cup) or in some (Independent Events). The top three teams in each division in each event receive an award for their achievement. Points are awarded based on performance in each event and are totaled at the end of The Challenge. The top 3 teams in each division at the end of the competition will have a donation made on its behalf to the charity of its choice and will also receive an engraved Corporate Cup.

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Improve Consulting and Training Group

Improve Consulting and Training Group, LLC is a personal and professional development consulting firm with extensive experience in leadership development and continuous improvement. Improve provides personal and professional development training, team-building, assessments, coaching and consultation. Improve works across various industries, and has been featured in Time Magazine, Black Voices, Smart Business Magazine and Bloomberg Businessweek.

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IntelliCorp Records

Intelicorp is an NAPBS accredited provider of background checks and employment screening solutions. A Verisk Analytics (NASDAQ:VRSK) business, we're on HRO Today's 2014 Baker's Dozen list of the nation's top 13 screening providers. Clients benefit from validated criminal searches, personalized service, and training and compliance education. Visit us at www.intellicorp.net.

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Kelly Services

Kelly Services, Inc. (NASDAQ: KELYA, KELYB) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire, and direct-hire basis. Kelly founded the temporary staffing industry in 1946, and has maintained a leadership position through the years based on a valuable premise: we invest in people.

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Denise Fulkerson

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O.E. Strategies, Inc.

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Founded in 1948, the Society for Human Resource Management (SHRM) is the world's largest HR membership organization devoted to human resource management. Representing more than 275,000 members in over 160 countries, the Society is the leading provider of resources to serve the needs of HR professionals and advance the professional practice of human resource management. SHRM has more than 575 affiliated chapters within the United States.

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Southam Consulting

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