

# ROLLING OUT THE RED CARPET

THE 43<sup>RD</sup> ANNUAL  
OHIO  
HUMAN  
RESOURCE  
CONFERENCE



**September 16-18, 2015**  
**Kalahari Resort**  
**Sandusky, Ohio**

# Welcome...



## ROLLING OUT THE RED CARPET

We hope that you'll join us for Rolling Out the Red Carpet – held at the beautiful Kalahari Resort from September 16-18, 2015. We have a "star studded" speaker line up that is broad and diverse. Our confirmed keynotes include: Bill Rancic winner of the television show THE APPRENTICE. Bill is a successful entrepreneur, a best-selling author and appears on the E! TV show Giuliana and Bill, and Mark Sanborn - author of The Fred Factor, Cavett Award Winner, and Speaker Hall of Fame Inductee.

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

We hope you will continue to visit our website ([www.ohioshrmhrc.org](http://www.ohioshrmhrc.org)) for exciting updates for the conference. Follow us on Twitter at @OhioHR.

The Ohio HR Conference is known for providing a quality program, large number of credits and value for your registration dollar.

On behalf of the Ohio SHRM State Council and the Ohio HR Conference Committee - we look forward to seeing you in September for **ROLLING OUT THE RED CARPET**.

*Sandy Maguire*

Chair – 2015 Ohio Human Resource Conference



## PROGRAM CHAIR

We are very excited about the 2015 program! Our committee has networked with a wide array of speakers – locally, nationally, and globally!

You can choose from over 20 speakers in this year's program with topics on all of the important HR issues of the day. Our program covers an expansive range of HR topics, which are certain to expand your technical knowledge and enable you to develop as an HR professional.

Please take a moment to review the program schedule and carefully plan out your day. We're sure that you want to join us in September for **ROLLING OUT THE RED CARPET**.

*Clay*

Clayton D. Morris, SHRM-SCP, SPHR  
Program Chair

Register Today at  
[www.OhioshrmHRC.org](http://www.OhioshrmHRC.org)

Join us at the beautiful Kalahari Resort for the  
43<sup>rd</sup> Annual Ohio Human Resource Conference  
September 16-18, 2015

The 2015 Ohio HR Conference - Rolling out the Red Carpet has been approved for 17.5 SHRM Professional Development Credits (PDC) and submitted for 17.5 recertification credits (5.5 of which are considered business credits) from the HR Certification Institute!



The Ohio SHRM State Council is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM-SCP.

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.



## Thursday Night - Social

7:00pm - 1:00am

JOIN US FOR OUR  
SOCIAL EVENT!  
SIT-DOWN DINER,  
COMEDIAN  
AND DANCING!



Join the gliteratti for the Evolution of Dance Neon Party - featuring comedian and entertainer Judson Laipply and DJ ROCK! Plan to dress to the nines and stroll on our Red Carpet, as you enjoy our Neon Club Party-Night Out on the Town. The event features an appetizer reception, dinner, and a great night of comedy and dancing.

Our social event is generously sponsored by:



# 2015 Conference Schedule

**Wednesday - 9/16/2015**

8:30a-9:45a	<b>Pre-Session</b> LEGISLATIVE UPDATE - TOP 5 PUBLIC POLICY ISSUES AFFECTING HR IN OHIO	<b>Tony Fiori</b>
10:00a-1:00p	<b>Opening Session Networking/Lunch</b> OPENING KEYNOTE	<b>Bill Rancic</b>
1:30p-2:45p	<b>Concurrent #1</b> HAPPY CRAP: OSCAR BEST POSITIVE APPROACH STRATEGY! WHO ARE YOU WEARING? STAY CHIC WITH THE LATEST IN EMPLOYMENT LAW WHY DOES HR HATE VENDORS? WHY DO VENDORS HATE HR? GREAT WORK	<b>Erica Oliver</b> <b>Julie Pugh</b> <b>Chip Ramsey</b> <b>Joel Bishop</b>
3:00p-4:15p	<b>Repeat Concurrent #1</b>	
4:30p-5:45p	<b>General Sessions</b> HR REVIVAL: HOW REVIVING YOURSELF WILL WAKE UP YOUR TEAM AND BRING LIFE TO YOUR COMPANY ALIGNING HR PRACTICES WITH COMPANY VISION, MISSION AND CULTURE	<b>Dawn Burke</b> <b>Mark Simpson and Patrick Sterling</b>
6:00p	<b>Exhibitor Hall Opens</b>	
6:00p-8:30p	<b>Exhibitor Reception - Exhibit Hall</b>	
9:00p-1:00p	<b>ExLongnecks-Networking, Drinks &amp; Dancing</b>	

**Thursday - 9/17/2015**

7:15a-8:30a	<b>Early Bird</b> HR, IT'S TIME TO GET BOLD DON'T GET HURT ROLLING OUT THE RED CARPET - SAFETY BASICS A SPOTLIGHT ON LEAVES OF ABSENCE HAZED AND CONFUSED: THE IMPACT OF MARIJUANA LEGALIZATION IN CO AND WA AS WELL AS OHIO'S PROPOSED BALLOT INITIATIVES	<b>Broc Edwards</b> <b>Cari Gray</b> <b>Julie Pugh and Lee Geiger</b> <b>Kelly Duke</b>
8:30a	<b>Exhibitor Hall Opens</b>	
9:00a-10:15a	<b>Concurrent #2</b> TALENT AND PERFORMANCE MANAGEMENT, RE-THINK SOCIAL RECRUITING NEARSIGHTED HR HEALTHCARE UPDATE 3 LEGAL TIPS TO HELP HR PROFESSIONALS WIN AWARDS IN A SUPPORTING ROLE BRAND NAME HR: GIVING YOUR FUNCTION LIFE AND PURPOSE!!	<b>Rachelle Falls</b> <b>Heather Kinzie</b> <b>Kate Bang</b> <b>Jim Wilkins</b> <b>Steve Browne</b>
10:30a-11:45p	<b>General Session</b> LEADERSHIP ODYSSEY - BECOMING THE HERO	<b>Jennifer McClure</b>
12:30p-2:15p	<b>Lunch - Exhibit Hall</b>	
2:30p-3:45p	<b>Repeat Concurrent #2</b>	
3:00p-4:30p	<b>Final Prize Drawings - Exhibit Hall</b>	
4:30p-5:45p	<b>General Sessions</b> LESSONS FROM HOLLYWOOD: HR AND POP CULTURE THE TALENT TIPPING POINT	<b>Robin Schooling</b> <b>Bill Boorman</b>
4:30p	<b>Exhibitor Hall Closes</b>	
6:45p-1:00a	<b>Sit Down Dinner, Comedian and Dancing</b>	

**Friday - 9/18/2015**

7:15a-8:30a	<b>Early Bird</b> TALENT SHORTAGES & SKILLS GAPS: 5 WAYS TO WIN THE WAR FOR TALENT EMPLOYEE WELLNESS: MOTIVATION, INCENTIVES AND PARTICIPATION HOW TO KEEP GENDER BIAS FROM BEING SWEEPED UNDER THE RUG	<b>Jennifer McClure</b> <b>Heather Ratliff</b> <b>Tom Mobley &amp; Cori Mobley</b>
8:45a-10:00a	<b>Concurrent #3</b> YOUR CULTURE SUCKS...BUT YOU STILL HAVE TO HIRE! WHAT IF EMPLOYEE ENGAGEMENT ACTUALLY MATTERED YOUR TITLE MAY BE HR BUT TRUST ME YOU'RE IN MARKETING TAKE YOUR T.H.A.N.K.S. TO THE BANK	<b>Robin Schooling &amp; Bill Boorman</b> <b>Broc Edwards &amp; Cheryl Gochis</b> <b>Jim Smith</b> <b>Lisa Ryan</b>
10:15a-11:30a	<b>Repeat Concurrent #3</b>	
11:30a-2:00p	<b>Lunch and Closing Session</b> FRED FACTOR	<b>Mark Sanborn</b>

# 2015 Conference Sessions

**Welcome to Rolling Out  
The Red Carpet -  
the 2015  
Ohio HR Conference.**

**NETWORK WITH 900 HR  
PROFESSIONALS AT THE KALAHARI  
RESORT IN SANDUSKY.  
EXPERIENCE A TERRIFIC CONFERENCE -  
AS WELL AS A FEW SURPRISES!**

1. Arrive early on Wednesday to attend our 9:00am pre-conference session with an update on legislative issues.
2. Our opening session will again include lunch this year. Arrive at 11:00am to grab a boxed lunch and a good seat for the opening session with Bill Rancic!
3. Be comfortable and wear jeans at the conference.
4. Enjoy the SHRM bookstore for the latest books and materials in HR.
5. We're having a sit down dinner, comedian, and dancing until 1:00<sup>AM</sup> for our Thursday night social! (If you like, dress in your club attire.)
6. Shop the expanded exhibit hall space at Kalahari with nearly 100 exhibitors.
7. Look for our new and improved conference app!



## Opening Keynote

### How to Succeed in Business and Life



#### BILL RANCIC

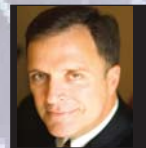
Many strategies helped make Bill Rancic a successful entrepreneur. From starting a boat wash and wax business while in college

to running a million dollar company and working for Donald Trump, Bill will share the ups and downs on his road to success.

Bill's talk gives the audience a glimpse on lessons he has learned throughout his many business experiences. Some of the lessons are; How to Break from the Pack, Make Each Day Count- Twice, and Separate Your Expectations from your Shortcomings. This motivational speech is packed with advice that audience members can apply to their lives immediately.



## Closing Session



#### Fred Factor

#### MARK SANBORN

What can HR professionals learn from a postal carrier? Once you are familiar with The Fred Factor, you'll know that there is much to learn!

Mark Sanborn's bestselling book The Fred Factor has sold over 2 million copies. In this presentation, Mark Sanborn shares stories, illustrations and insights that HR professionals and their organization can use to create employee loyalty, innovative thinking and an elevated workplace experience.

Drawing from his work with top leaders and organizations, he engages listeners with the why, what and how of taking any job, product or service up a notch. He teaches how to replace money with imagination, build and keep better relationships, and rejuvenate purpose and passion to have more fun and greater success at work. You'll learn:

- Why Fred isn't always in the customer service department: how to spread the spirit of Fred throughout your organization.
- The only thing better than a committed individual is a team of committed individuals: how to create a team of Freds.
- What to do when you're "Head Fred:" how to be a leader of extraordinary performers.
- How to harness and use creativity and commitment to get great people and great results.



# 2015 Conference Sessions

## Opening “Pre Conference”



### Legislative Update- Top 5 Public Policy Issues Affecting HR in Ohio

TONY FIORI

- Learning about state HR issues that will either positively or negatively affect Ohio businesses,
- Developing effective relationships with hometown legislators in the Ohio House of Representatives and Ohio Senate as well as members of the Governor’s Cabinet;
- Understanding how HR professionals can influence public policy.

## Concurrent #1



### Happy Crap: Oscar Best Positive Approach Strategy!

ERICA OLIVER

- Participants will learn the importance of positivity for personal and professional success
- Participants will practice positive approach strategies;
- Participants will gain strategies to increase their personal energy and positivity;
- Organization will have a noticeable improvement in employee engagement, teamwork and positive interpersonal communication.



### Who are You Wearing? Stay Chic with the Latest in Employment Law

JULIE R. PUGH, ESQ., SHRM-CP, PHR

- Learning about the latest legal trends affecting the human resources profession;
- Understanding how the changing legal landscape impacts future business strategies and decisions;
- Growing more aware of how state and local legislation affects telecommuters or remotely assigned employees.



### Why Does HR Hate Vendors? Why Do Vendors Hate HR?

CHIP RAMSEY

- Learn how both HR professionals and resource partners can communicate in a professional manner;
- Learn how to network with one another the right way;
- Learn how to develop a true business partnership between HR and resource partners, respectfully, and maintain professional relationships that will last a very long time.



### Great Work

JOEL BISHOP

- Participants will learn the 5 competencies (things people do) that directly impact business results;
- Participants will be able to communicate, build, and present strategies to increase business results within their organization;
- Participants will learn how to assess the impact of their strategies, and measure the results of their efforts.

## General Sessions



### HR Revival: How Reviving Yourself will Wake Up Your Team and

### Bring Life to Your Company

DAWN BURKE

- Discuss how we got here identifying the culprits of HR stress and burnout;
- Introduce ways to revive, re-energize and re-engage yourself and your team;
- Explain why engagement is crucial to driving business results.



### Aligning HR Practices With Company Vision, Mission and Culture

MARK SIMPSON  
PATRICK STERLING

- How to connect HR practices to the business;
- How to challenge to status quo,;
- How to operate in a fun/loving culture and get results.

## Thursday



### HR, It's Time to Get Bold

BROC EDWARDS

- Learn what it means to practice bold HR and the impact it has on employees, managers, and business results;
- Identify the most important areas participants want to improve in their own jobs/careers and how to do that;
- Create a specific, practical, action plan to create even better results right away.



### Don't get Hurt Rolling out the Red Carpet – Safety Basics

CARI GRAY

- Explain the main elements in an effective safety program;
- Avoid common safety pitfalls companies encounter;
- Identify common hazards and deficiencies in safety programs;
- Locate resources to get your safety program “Red Carpet Worthy.”



### A Spotlight on Leaves of Absence

JULIE R. PUGH, ESQ., SHRM-CP, PHR AND  
LEE P. GEIGER, ESQ.

- Identify issues in leave of absence management;
- Learn more nuanced regulations contained within the Family Medical Leave Act;
- Understand the relationship between leave of absence decisions and compensation decisions.



### Hazed and Confused: The Impact of Marijuana Legalization

### in CO and WA as well as Ohio's Proposed Ballot Initiatives

KELLY DUKE

- Overview of the legalized marijuana industry and regulatory structure in Colorado;
- Discussion of employment issues that arise in connection with legalized marijuana;
- Best practices (both preventative and disciplinary) for operating in this rapidly growing industry.

# 2015 Conference Sessions

## Concurrent #2



### Talent and Performance Management Re-Think Social

#### Recruiting

RACHELLE FALLS

- Determine best practices in using multiple social platforms for recruitment;
- Identify which social platforms to use;
- Discuss how to measure engagement and why metrics are important.



### Nearsighted HR

HEATHER KINZIE

- Clearly identify the work they do as either tactical or strategic, and rid themselves of the guilt for doing tactical work;
- Understand the various reasons why it has been difficult to align their tactical work towards strategic objectives;
- Identify operational activities to help align their work towards strategic objectives;
- Identify and adopt the proper mindsets to ensure their passion and energy are focused on the ultimate objectives of their HR program and organization.



### Healthcare Update

KATE BANG

- How to complete a 1094-C and 1095-C for an Applicable Large Employer;
- What information will be needed to complete both forms;
- What questions to ask vendor partners to ensure accurate and timely fulfillment of this requirement.



### 3 Legal Tips to Help HR Professionals Win Awards in a Supporting Role

JIM WILKINS

- Plan for the workplace impact of more widespread same-sex marriages in Ohio;
- Understand what the revamping of the FLSA white-collar exemptions will mean for your organization;
- Understand the NLRB's new emphasis on protected concerted activity and what it means in the non-union workforce.



### Brand Name HR: Giving Your Function Life and Purpose !!

STEVE BROWNE, SHRM-SCP, SPHR

- Transitioning from "Soft Skills" to "Relevant Skills" - The first step in establishing the HR Brand is to position ourselves in a new way where we show the business skills we bring to our role and the organization;
- Developing and Defining Your HR Brand - This will look at how HR is currently viewed by Sr. Management in attendees organizations and then see how/why it should shift to a Branded position;
- Making Your Brand Come to Life - These are takeaways that attendees will create during the workshop on setting the steps of making their brand move from design to action;
- Integrating your Brand with the Company Brand - Attendees will learn how they can make the HR/Employment Brand support and promote the overall brand of their organization.

## General Session



### Leadership Odyssey: Becoming The Hero That Takes

#### Your Business To The Next Level

JENNIFER MCCLURE

- Identify your purpose - and why you must connect with it in order to fulfill your destiny.
- Discover the four things every leader must develop or acquire and the secrets to overcome uncertainty when obstacles appear.
- Understand the four archetypes of people whom you'll confront in your journey and what you can learn from them.
- Increase your impact, grow your influence and deliver results when faced with opportunities and challenges in business - and in life.

## Repeat Concurrent #2

### General Sessions



### Lessons from Hollywood: HR and Pop Culture

ROBIN SCHOOLING

- HR: Where work, the economy, and pop culture intersect;
- When the "fringe" becomes mainstream, how does that impact HR;
- Portrayal of HR in movies, TV and print;
- How pop culture has re-defined "family" and how this impacts HR;
- The cult of celebrity; what we can learn about personal, professional and employer branding;
- HR lessons learned from celebrities "going rogue" (doing bad things).



### The Talent Tipping Point

BILL BOORMAN

- Attendees will understand the need to design proactive strategic talent acquisition initiatives in order to meet the changing dynamic between candidates and employers
- Attendees will learn how to evaluate current and future organizational needs in order to create talent acquisition plans that support organizational growth while balancing employee retention and succession goals
- Attendees will understand how the effective use of HR technology can support talent acquisition activities while also providing data and metrics for allow for the measurement of achievements

## Friday Early Bird



### Talent Shortages & Skills Caps: 5 Ways to Win the War for Talent

JENNIFER MCCLURE

- Lead the organizational change process to implement new systems and methods for developing, attracting and recruiting critical talent to meet strategic business objectives;
- Develop and implement new recruiting, retention and leadership development programs and initiatives to address changing business needs and compete for in-demand/scarcie talent;
- Participate as a contributing partner in the organization's strategic planning process by ensuring that the organization has the right talent at the right time and in the right place;
- Improve capabilities to align people strategies with organizational objectives.

# 2015 Conference Sessions



## Employee Wellness: Motivation, Incentives and Participation

HEATHER RATLIFF,  
RN/BSN,MS,MPA

- Learn concepts of human motivation and to apply them for enhancing employee wellness programming participation;
- Learn to conduct risk reduction analysis of the workplace for illness prevention of lifestyle related diseases;
- Learn to evaluate when incentives are and are not an effective part of a corporate wellness benefit program.

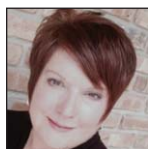


## How to Keep Gender Bias From Being Swept Under the Rug.

TOM MOBLEY &  
CORI MOBLEY

- Give a brief overview of the studies exposing gender bias
- Provide a concrete understanding of bias;
- Feature an interactive component
- Explain helpful practices on how to identify and overcome your own biases;
- Include a discussion to foster new, creative techniques to overcome bias that you can implement in the workplace.

## Concurrent #3



## Your Culture Sucks...But You Still Have to Hire!

ROBIN SCHOOLING AND  
BILL BOORMAN

- Learn how HR must set new direction in today's talent-centric workplace;
- Understand need to evaluate social/ behavioral, cultural, economic, and risk factors;
- Build effective and creative processes for talent management.



## What if Employee Engagement Actually Mattered

BROC EDWARDS  
AND CHERYL GOCHIS

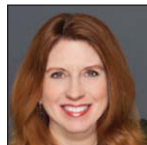
- Learn what it means to practice bold HR and the impact it has on employees, managers, and business results;
- Identify the most important areas participants want to improve in their own jobs/careers and how to do that;
- Create a specific, practical, action plan to create even better results right away.



## Your Title May Be HR But Trust Me You're in Marketing

JIM SMITH

- Define and understand both the distinction between and importance of Marketing, Sales, and Brand Management;
- Create a Feature/Benefit/Value Matrix for your department/function;
- Consider how the emerging "HR Business Partner" title challenges you to position HR services as solutions to business needs and problems;
- Examine your Organizational, Departmental, and Personal Brand, and seek ways to coordinate all three in collaboration with your Marketing function;
- Apply a simple marketing/sales framework to several traditional HR processes to notice the value of an internal Marketing Strategy that aligns with the overall corporate brand.



## Take Your T.H.A.N.K.S. to the Bank

LISA RYAN

- Discover low cost/no cost ways to creatively engage, encourage and keep your employees;
- Learn the differences between how engaged and disengaged team members affect the bottom-line;
- Examine current research, studies and articles on employee engagement and why it matters.

## Back by popular demand - the SHRM Bookstore!

We are excited to have the SHRM Bookstore at the Ohio HR Conference.

In addition to being "The World's Largest HR Bookstore" they will also be bringing other great HR-related items to purchase.

The SHRM Bookstore will be located in the hallway between the Zambezi room and the restrooms in the north hallway.

You can't miss it!

Hours of operation are:

### Wednesday

September 16th  
9:00 am - 6:30 pm

### Thursday

September 17th  
7:00 am - 6:30 pm

### Friday

September 18th  
8:00 am - Noon



## Silent Auction to benefit Cathy (Maher) Schonauer

The Ohio SHRM State Council will be holding a silent auction to benefit Cathy (Maher) Schonauer. Cathy, a long-time State Conference/State Council volunteer and member of our HR Community, has been recovering from Sepsis. After enduring the most severe stage, Septic Shock, both of her hands and feet were amputated in order to save her life. We anticipate having many wonderful items that you will be able to bid on to help Cathy on her road to recovery and this new chapter in her life.

2015 Ohio Human Resource Conference  
c/o AM&C  
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