2015 Philly SHRM Symposium

Engage. Learn. Connect.

Sheraton Philadelphia Downtown Hotel *April 1-2, 2015*







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Dear Philly SHRM Symposium Attendees,

Welcome to Philly SHRM's premier event of the year! I am very excited that you have decided to spend the day with us at the region's exclusive HR conference as we explore new ways to engage, learn, and connect.

Our keynote speaker this year is Erik Wahl, author of *UNthink*, who is known for his fresh perspectives and praised by audiences ranging from Microsoft and Disney to the U.S. National Security Agency. While Erik tends to defy traditional titles, some apt descriptors include philanthropist, entrepreneur, and graffiti artist. In this unconventional keynote session, Erik will challenge you to move beyond your habitual thought patterns and performance level and influence you to "UNthink" your way to a new understanding and help provide solutions to business challenges.

The Symposium will equip you with the tools, strategies, and actionable insights that you can implement immediately. It may well change the way you think about your career, your potential for broad impact, and your effectiveness as a business leader. So get ready for an incredible day!

Please take a few minutes to review the event agenda, track sessions and other details provided in this booklet. We also encourage you to download our event app on your smart phone to plan out your schedule and to connect with us on social media using #PhillySHRM. We look forward to hearing from you about the sessions and the key takeaways from the event.

Thank you for being committed to your career, your workplace, and our profession. Please take advantage of the opportunity that today will bring and enjoy!

Sincerely,

Marcia Zaruba O'Connor

2015 Philly SHRM Symposium Chair



Event App and Wi-Fi

Download our Event App!

Go to *http://eventmobi.com/SYMPOSIUM2015* or scan the QR code below. It's quick and easy and will allow you to stay connected with us throughout the day.

The app will allow you to connect with us on social media, view the agenda, read the session descriptions and speaker bios, and much more – all in the palm of your hand!



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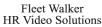




















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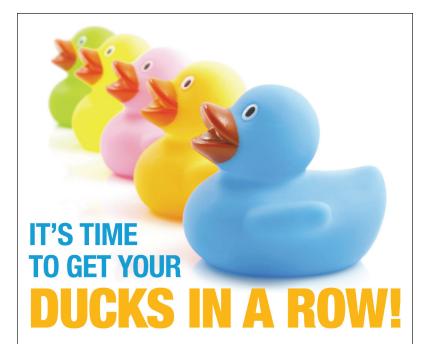








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Event Agenda

Pre-Conference: April 1, 2015 Approved for 2 Business HRCI Credits and 2 SHRM Professional Development Credits

3:30pm-4:00pm	Registration for Pre-Conference	Horizons Rooftop Ballroom
4:00pm-6:00pm	Interactive Presentation	Horizons Rooftop Ballroom
6:00pm-7:30pm	Evening Social	Horizons Rooftop Ballroom

Main Conference: April 2, 2015 Approved for 6.25 Business HRCI Credits and 6.25 SHRM Professional Development Credits

7:00am-7:30am	Early Registration / Exhibit Booths Open	Liberty Ballroom Foyer
7:30am-8:45am	Breakout Session 1	Liberty Ballroom A & B, Philadelphia Ballroom North
8:00am-9:00am	Breakfast / Registration / Visit Exhibitors	Liberty Ballroom Foyer
9:00am -10:30am	Welcome & Keynote Presentation	Liberty Ballroom C & D
10:30am-11:00am	Break / Visit Exhibitors	Liberty Ballroom Foyer
11:00am-12:15pm	Breakout Session 2	Liberty Ballroom A & B, Philadelphia Ballroom North & South
12:15pm-1:30pm	Lunch	Liberty Ballroom C & D
1:30pm-2:45pm	Breakout Session 3	Liberty Ballroom A & B, Philadelphia Ballroom North & South
2:45pm-3:00pm	Break / Visit Exhibitors	Liberty Ballroom Foyer
3:00pm-4:00pm	Closing Session	Liberty Ballroom C & D
4:00pm-4:15pm	Raffle Prizes Announced / Event Wrap-Up	Liberty Ballroom C & D

Pre-Conference Event

April 1st

Interactive Presentation - 4:00pm-6:00pm



Networking Reception - 6:00pm-7:30pm

Innovation as a Business Strategy

Michael Brenner, Ph.D., Bette J. Francis, SHRM-SCP, Natalie Nixon, Ph.D. and Lorraine Serva, M.B.A., SPHR, SHRM-SCP

To succeed in today's competitive business climate, innovation and creativity are essential. Change is the new constant and innovation is the expectation for what drives business strategy. This dynamic, fast-paced and interactive session will highlight the importance of innovation and creativity as key strategic business initiatives and examine the critical role HR has in sustaining and driving these qualities throughout an organization. Our speakers will build a strong case for building a culture of innovation and its

impact in creating new business value and productivity and will teach you some approaches you can take away to design and lead workplace innovation and creativity in your organization.

2 Business HRCI Credits 2 SHRM Development Credits Horizons Rooftop Ballroom





Pre-Conference Event

About Michael Brenner, Ph.D. (Right Chord Leadership, LLC)

Dr. Michael Brenner is the founder and president of Right Chord Leadership, LLC. As a consultant, facilitator and educator, Michael helps both new and experienced leaders strengthen the essential skills needed to foster healthy, creative, collaborative teams and organizations. His expertise and academic background – he holds a doctorate in Adult Learning and Leadership from Columbia University and a master's degree in Adult and Organizational Development from Temple University – help his clients improve performance, increase engagement, and promote more effective working relationships. His leadership programs and consulting services have helped clients increase their engagement survey scores, obtain promotions, lower turnover, and reduce operating costs.

About Bette J. Francis, SHRM-SCP (Wilmington Trust)

Bette Francis, SHRM-SCP, is a senior human resources professional with over 25 years of experience developing talent and improving productivity in rapidly growing organizations. Francis has designed the human resources services in medical device manufacturing, in a rapidly-expanding healthcare management consulting organization with a primary focus on merger and acquisition, nutraceutical ingredients and in a telecommunications organization named to the INC 500 of fastest growing private companies. In addition to senior HR roles, Francis has held executive leadership roles within the business including technical services, customer service, compliance, ethics and administrative operations.

About Natalie Nixon, Ph.D. (Philadelphia University)

Natalie Nixon is a hybrid thinker, synthesizing the creative and the analytical to arrive at innovative opportunities. A design thinking researcher, her background in anthropology and fashion has enriched her approaches as an educator and director of the Strategic Design MBA program at Philadelphia University. Natalie's consulting interests are in business design, service design and applying strategies from the fashion industry to other realms. She holds the G. Allen Mebane IV '52 Endowed Chair for Design Thinkers at Philadelphia University. She earned her BA from Vassar College (Cum Laude); her MS from Philadelphia University/Shenkar in Israel/Reutlingen in Germany; and her PhD from University of Westminster, London.

About Lorraine Serva, M.B.A., SPHR, SHRM-SCP

(Iron Hill Brewery & Restaurant)

Lorraine's 4 person team provides comprehensive human resources support for 11 locations and 1100 employees. Iron Hill Brewery & Restaurant has won Top Workplaces in Delaware awards every year for the last 8 years. In 2014 the team won the Delaware Valley Human Resources Department of the Year award. Internally, HR has achieved the highest score of any department on 7 consecutive surveys. Without compromising HR accomplishes more with less by implementing creative solutions that match business needs. The HR team exemplifies and instigates continuous learning and improvement at Iron Hill.



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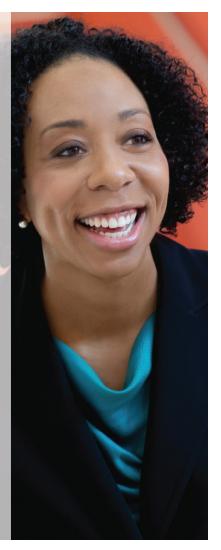
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Main Conference Event

April 2nd
Keynote Presentation - 9:00am-10:30am





UNthink: Rediscover Yourself as a Strategic Leader

1.50 Business HRCl Credits
1.50 SHRM Professional Development Credits
Liberty Ballroom C & D



Keynote Presentation

Creativity isn't reserved for the chosen few-the poets, the painters, the writers. Creativity is in all of us. We simply need to rediscover the keys that will unlock our potential as a strategic leader. When you learn how to **UNthink**, your daily grind will be injected with new passion – the kind of passion that will allow you to see how you can fully utilize all of your talents and energies, not just the ones you've been using so far.

Inthis unconventional and captivating session, ErikWahl will reflect on his best-selling book, *UNthink*, and will inspire you to realize that you are capable of so much more than you have been led to believe. You'll learn how to step outside convention to discover new and unexpected solutions to business challenges, how to defy pre-conceived notions about what's possible and how to **UNthink** your way to becoming a true strategic partner.

You'll leave this session with the means to inspire change within your organization, from the top down. You will have new confidence to establish relationships with key decision makers and employees in order to better position HR as a true business partner and the driver behind a transformation that will improve the overall business environment while reinforcing the organization's core values.

About Erik Wahl

Internationally recognized graffiti artist, author and entrepreneur, Erik Wahl, redefines the term "keynote speaker." Pulling from his history as both a businessman and an artist, he has grown to become one of the most sought-after corporate speakers available today. Erik's on-stage painting seamlessly becomes a visual metaphor to the core of his message, encouraging organizations toward profitability through innovations and superior levels of performance. His list of clients includes AT&T, Disney, London School of Business, Microsoft, FedEx, Exxon Mobil, Ernst & Young, and XPrize; Erik has even been featured as a TED presenter.

Erik's understanding of vision was originally born in the school of disappointment. After an eight-year career as a partner in a corporate firm, he became frustrated by the lack of innovative thought and corresponding profits he saw in business. So he set out to challenge companies to change their way of thinking, while simultaneously pursuing his own individual passions. He rediscovered his love for art, and now plays in the business world by working through his art. In the past 10 years, he has shared his incredible message with the largest and most influential companies in the world, leaving behind his prized artwork as a reminder of his passion for breakthrough thinking. He's the Warhol of Wall Street, the Renoir of ROI, the Picasso of Productivity, the Jobs of... well, having a Job.

Breakout Session 1 - 7:30am-8:45am

Leading the Talent



Strategic HR Business Partner: What this Really Means

Presented by: Liz Weber, President, Weber Business Services, LLC

Strategic HR Business Partners assess the business differently, seeing new ways to evaluate and analyze data, building consulting capabilities and creating strategic ways to impact the organization as a whole. This session will discuss how to build credibility and value as a strategic business partner and the consultative and change management nature of the role. Emphasis will be placed on the necessity to collaborate with the business at all levels to achieve the overall strategy and mission of the organization. At the end of the session, participants will understand why business leaders value the HR Strategic Partner role and how to be recognized as a true strategic partner.

1.25 Business HRCl Credits 1.25 SHRM Professional Development Credits

Liberty Ballroom A

Managing the Change/ Special Session

Regional Workforce Trends

Presented by:

- · Joseph Welsh, Esq. (Moderator)
- · Mark Edwards, CEO, Philadelphia Works, Inc.
- · Jared Shelly, Business Editor, Philadelphia Magazine
- · Steven T. Wray, Executive Director, Economy League of Greater Philadelphia

Economic, business and workforce trends in the Greater Philadelphia Region have a significant impact on business strategy and practices, including human capital management. Organizations in the region are experiencing dramatic shifts and changes in such areas as demographics, technology, economic challenges, changing customer needs and business complexities. This session will provide attendees with multiple viewpoints for our region in this regard from leaders in the economic, business and workforce development fields. This session will help to identify the major trends impacting businesses in our region and outline general strategies and solutions being employed by businesses to help prepare you for these changes.

1.25 Business HRCl Credits 1.25 SHRM Professional Development Credits

Liberty Ballroom B

Breakout Session 1 - 7:30am-8:45am

Measuring the Value

Leveraging Data to Support your Business Case

Presented by:

- · Linda Barsik, MBA, Founder, Hello Tokyo Consulting
- · Cesar Padilla, SPHR, Consultant, Hello Tokyo Consulting

Many organizations struggle with designing and using metrics and analytics effectively, particularly when it comes to translating this information in order to make a business case in support of an idea or major strategic initiative. It's time to cut out the noise and understand how to effectively harness the power of data in a meaningful, efficient and impactful way. This session takes a practical approach demonstrating how to design metrics and analytic tools based on existing processes and policy, and leverage this information to build and support business cases as well as a means to oversee, control, audit, and maintain strategic alignment of your initiatives. Particular attention will be focused on how to maximize the time and effort expended in data gathering and analysis, case compilation and integration with an organization's business plan.

1.25 Business HRCI Credits
1.25 SHRM Professional Development Credits
Philadelphia Ballroom North

*Recommended for Emerging Leaders (1-8 years in HR)

Speaker Presentations

The speaker presentations will be available online at

http://www.pshrmsymposium.com/secure/

Username: phillyshrm2015 Password: symposium



Breakout Session 2 - 11:00am-12:15pm

Leading the Talent



Enterprise Leadership: Creating Strategic Value & Workforce Synergy Across an Organization

Presented by: **AI Chiaradonna**, Senior Vice President, Wealth Platforms, North American Private Banking, SEI

Organizational alignment and strong execution are critical in implementing a business strategy. The entire enterprise must work towards shared strategic goals and objectives in order to create strategic value and workforce synergy across the organization. This session explores the rarely discussed and often over-looked world between strategy and execution and human resources' vital role as strategic partner in integrating people, processes and progress at the enterprise level. Al Chiaradonna will discuss how to create alignment, build commitment, and ensure leadership accountability and the importance of creating a systemic view of the business to enable a clear line of sight between the workforce and the business.

1.25 Business HRCI Credits
1.25 SHRM Professional Development Credits
Liberty Ballroom A

Managing the Change

Legal Trends for the Business Leader

Presented by:

- · Sam First, Esq., Jacobs Law Group (Moderator)
- · Michael Cohen, Partner, Duane Morris LLP
- · Khristan A. Heagle, Esq., Partner, KZR
- · Jennifer Platzkere Snyder, Esq., Partner, Dilworth Paxson LLP

It is imperative for business leaders to understand the practical implications of new employment laws, regulations and cases, as well as the potential impact of pending legislation. This session will inform participants on what leaders need to know to ensure legal compliance on relevant and topical employment issues and the importance of educating organizational managers and supervisors on these matters as part of their regular interaction and supervision of employees. Information will be imparted by a panel of legal experts each of whom will primarily focus on specific and relevant topical areas for discussion. The session is designed to be interactive, mixing the panel's instructional overview of legal topics within a moderated question and answer format.

1.25 HR HRCI Credits
1.25 SHRM Professional Development Credits
1 PA CLE Substantive Credit
Liberty Ballroom B

*This session is also offered at 1:30pm.

Breakout Session 2 - 11:00am-12:15pm

Measuring the Value

HR Metrics to Predictive Analytics

Presented by: Craig Haas, Ph.D., SPHR, GPHR, Senior Vice President, Cut-e

Businesses finally appear to have recognized the importance of using metrics to gauge the success of their human resources function and its alignment with overall organizational objectives. However, most do not realize the full scope and potential of the various types of data that can be collected, so-called "Big Data", and how this can be translated into powerful predictive analytics to drive major strategic business initiatives. This session will discuss the use and effectiveness of this interrelationship and why organizations really need to move to predictive analytics. Attendees will learn some practical tips on how start down the path of predictive HR analytics and will be introduced to a case study exemplifying best practices used by HR departments in this new and exciting area.

1.25 Business HRCI Credits
1.25 SHRM Professional Development Credits
Philadelphia Ballroom North

Engaging the Workforce



Establishing Strong Cultural Leadership to Retain Top Talent

Presented by:

Michael Brenner, Ph.D., Founder & President, Right Chord Leadership

A strong organizational culture is the key to building a successful and vibrant business, and consistency between its strategy, leadership and people practices creates the necessary foundation for establishing a workplace culture that aligns organizational performance with overall talent management, including attracting and retaining high potential/high performing employees. This session will examine the impact of a successful and engaged company culture and how the well-planned alignment and execution of business and leadership strategies with people management practices leads to a high performing organization that keeps top talent highly productive and engaged. Citing recent and cutting-edge research, Dr. Brenner will provide ideas for how to effectively execute business and people strategies and provide the necessary leadership in successfully creating and sustaining an engaged and high-performing workplace culture.

1.25 Business HRCI Credits 1.25 SHRM Professional Development Credits **Philadelphia Ballroom South**

Breakout Session 3 - 1:30pm-2:45pm

Leading the Talent



Leading the Team: Building Extraordinary Leaders

Presented by:

- · David Jackson, Ph.D., Partner, Mercer (Moderator)
- · Jeffrey Giacoponello, AVP, Talent Partner, Lincoln Financial Group
- · Beth Green, SPHR, VP, Talent Management, Cooper University Health Care
- · Eric VanDerSluis, SPHR, Sr. Director, Talent and Professional Development, Comcast

Building a bench. Creating a leadership pipeline. Identifying successors. Whatever you call it, building broad leadership competence to meet both the current pace and the future need of your organization is a critical business imperative and should be part of a business' strategic plan. Today, as organizations' ranks diminish, the need for building extraordinary leaders at all levels becomes paramount. This session will allow you to learn from an engaging panel of experts transferring lessons learned and their own successes in establishing the necessary processes and measures required in exemplary leadership planning and development. Attendees will gain a broad understanding on how to successfully integrate leadership competency within the context of an organization's overall strategic plan and the current business trends that impact the development of extraordinary leaders.

1.25 HR HRCI Credits 1.25 SHRM Professional Development Credits

Liberty Ballroom A

Managing the Change

Legal Trends for the Business Leader

Presented by:

- · Sam First, Esq., Jacobs Law Group (Moderator)
- · Michael Cohen, Partner, Duane Morris LLP
- · Khristan A. Heagle, Esq., Partner, KZR
- · Jennifer Platzkere Snyder, Esq., Partner, Dilworth Paxson LLP

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1.25 HR HRCI Credits
1.25 SHRM Professional Development Credits
1 PA CLE Substantive Credit
Liberty Ballroom B

*This session is also offered at 11:00am.

Breakout Session 3 - 1:30pm-2:45pm

Measuring the Value

Building Your Long-Term Benefits Strategy

Presented by:

- · Karla Chin, President of Workplace & Executive Wellness, eXude
- · Jason Wenzke, Practice Leader, eXude

As the employee benefits landscape continues to shift, it is becoming more and more important for organizations to have a clear employee benefits strategy. This session will examine how regulatory, healthcare and competitive forces all show that the time is now to take action and really understand your options. Within this session, you'll learn about the industry trends and current state assessment of the healthcare environment and gain an understanding of what the future of healthcare will look like and cost-saving strategies that will keep your organization ahead of the curve. You'll also receive a 5-step guide to implementing a results-based wellness program and a questionnaire that evaluates your organizational readiness for a strategic wellness program.

1.25 HR HRCI Credits
1.25 SHRM Professional Development Credits

Philadelphia Ballroom North

Engaging the Workforce



Hiring Veterans: Best Practices, Organizational Value and Challenges

Presented by:

- · Alex Archawski, Founder and Director, Greater Philadelphia Veterans Network (Moderator)
- · Trish Callahan, Executive Director, JDC Consulting LLC
- · Frederick Clark, Recruiting Supervisor, AlliedBarton Security
- · William Johnson, Lieutenant Colonel, United States Army
- · Ellen Johnston, Human Resources Partner, Edward Jones
- · George Schwartz, Brigadier General, Army National Guard
- · Don Tretola, Incoming State Chair,

NJ Employer Support for the Guard and Reserves

Our nation's veterans represent a growing population of highly skilled, highly adaptable, and highly sought after potential candidates for organizations. Hiring veterans is not just the right thing to do, it makes good business-sense. In this session, you'll hear from current military leaders, veterans, and HR leaders sharing insight into veteran recruitment and how organizations are delivering bottom-line success through hiring our heroes. Discussions will include best practices and resources for targeting and retaining veterans in the workforce, how employing and developing veterans can effectively complement the human capital needs of an organization and why hiring veterans can provide organizational benefits beyond simply meeting workforce requirements.

1.25 HR HRCI Credits
1.25 SHRM Professional Development Credits
Philadelphia Ballroom South

Main Conference Event

April 2nd
Closing Session - 3:00pm-4:00pm



Improv Yourself!: Effective Communication Skills for Business and HR Leaders

Sharon Geller

1 HR HRCI Credit 1 SHRM Professional Development Credit **Liberty Ballroom C & D**









Closing Session

Sometimes the needs and communication styles which are spoken between human resources and business leaders sound similar, but are, in fact, very different in context and tone from each other. As an HR professional, it is our responsibility to be a contributing partner in the organization's strategic planning process and establish relationships with key individuals in order to help guide decisions centered on the organization's most valued asset, its employees. Successfully establishing such relationships often hinges on an understanding and application of effective communication techniques.

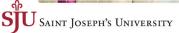
Join Sharon Geller in this fun and interactive workshop as she uses comedy as a backdrop in teaching valuable communication skills that will help to establish effective and successful relationships across the organization. You'll learn how the same comedy improv skills that made Tina Fey and Amy Poehler famous are actually just basic, good communication techniques professionals can use to establish effective working relationships, handle the unexpected, be positive and go with the flow.

About Sharon Geller

After spending 10 years in the corporate world, Sharon Geller transitioned into the world of film and theatre. She is a comedic actress who has been creating corporate programs for over 15 years. Combining her training as a facilitator in team-building activities and her comedy improvisation skills, Sharon leads workshops on communication where she teaches people to think more quickly on their feet, support their team and think outside of the box!

In 2008, Sharon created her own course, IMPROV FOR LAWYERS, for the Drexel School of Law where she now serves on the adjunct faculty. In addition to teaching comedy improv at the Walnut Street Theatre, Sharon conducts team-building workshops in the corporate, medical and legal arenas. Among her clients are Johnson & Johnson, Jannsen Pharmaceuticals, the ABA and the PA Bar Association.





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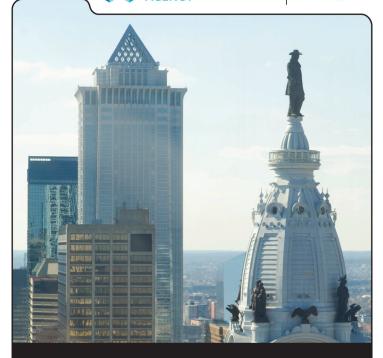
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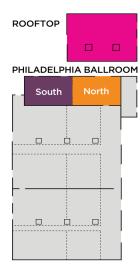


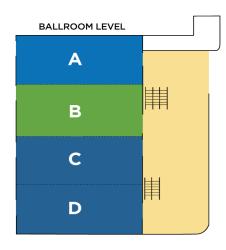


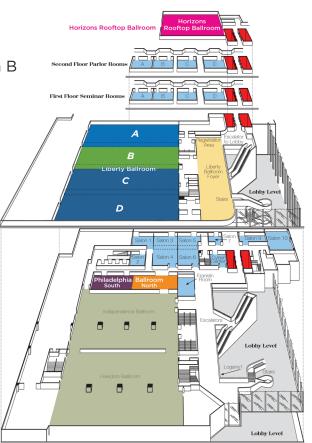
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Map of Venue

- **Pre-Conference -** Horizons Rooftop Ballroom
- **Leading the Talent -** Liberty Ballroom A
- Managing the Change/Special Session Liberty Ballroom B
- General Sessions Liberty Ballrooms C & D
- **Engaging the Workforce -** Philadelphia Ballroom South
- Measuring the Value Philadelphia Ballroom North
- Liberty Ballroom Lobby Elevators









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Dear Attendees:

On behalf of Philly SHRM, welcome and thank you for joining us today at the 2015 Philly SHRM Symposium. We are thrilled that you have taken the time to *Engage, Learn and Connect* with hundreds of business professionals from the greater Philadelphia area. We are so grateful to all of our speakers and sponsors for making this annual event possible. For the last four years, our Symposium has been a great example of our lasting partnership with the Philadelphia business community. Our chapter is very proud to continue to be the regional leader in offering quality educational programming to HR professionals throughout the greater Philadelphia area to support success as true business partners.

This has been another outstanding year for Philly SHRM! Your support and participation have been vital to our ongoing success. We hope you will continue to take advantage of the many wonderful programs, informational resources, and opportunities for connection and service that are offered throughout the year.

I would like to extend a special thank you to the Philly SHRM board and committee members for their outstanding commitment and dedication throughout the year to make this event, as well as our collection of diverse programs, come to life! I would also like to share our gratitude for the many organizations that support and sponsor Philly SHRM. Our growth and success would not be possible without you.

Thank you again for your participation and please take advantage of this one-of-a-kind conference. We hope you enjoy the day!

Best regards,

Gloria Sinclair Miller, GPHR, SHRM-SCP



Notes:

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