



2013 Philadelphia SHRM Symposium

March 22, 2013 • 8:30am-5:00pm
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Welcome

Dear HR Colleagues,

Welcome to the **2013 Philadelphia SHRM Symposium!** We are excited about your participation and engagement throughout the day. Our goal is to provide you with fresh ideas, strategies and resources to meet the ever-changing needs of HR practices within your organization.

As HR evolves, it is essential we deliver excellence to a workforce that includes four generations, rapid changes in technology, flexible and adaptable work environments and the practice of hiring/retaining unique skill sets to drive business results.

Based on these needs, our 2013 Philadelphia SHRM Board and Committee Members have developed an event to expose you to best-in-class practices that you can replicate, adapt and apply to your organizations. Countless hours have been volunteered to select top-notch speakers, align presentations to current HR needs and provide a platform for you to **Engage, Learn and Connect** with other HR professionals in our community.

Of course, none of this could be possible without the support from our generous sponsors, engaging speakers and ambitious committee members. A huge thank you for their effort, time and contributions. In addition, we thank our keynote speaker, Jamie Naughton, Speaker of the House at Zappos.com for making the trip from Las Vegas, Nevada to share the practices Zappos.com has taken to become one of Fortune Magazine's "Best Companies to Work For" several years in a row.

We hope you walk away today feeling invigorated about making a difference in your organization. Plus you'll earn 6.5 HRCI credits and connect with new colleagues along the way. Please take a few minutes to review the event agenda, track sessions and other event details provided in your packets. We look forward to hearing from you on Twitter at #PSHRM about the sessions and key takeaways from the day.

Sincerely,

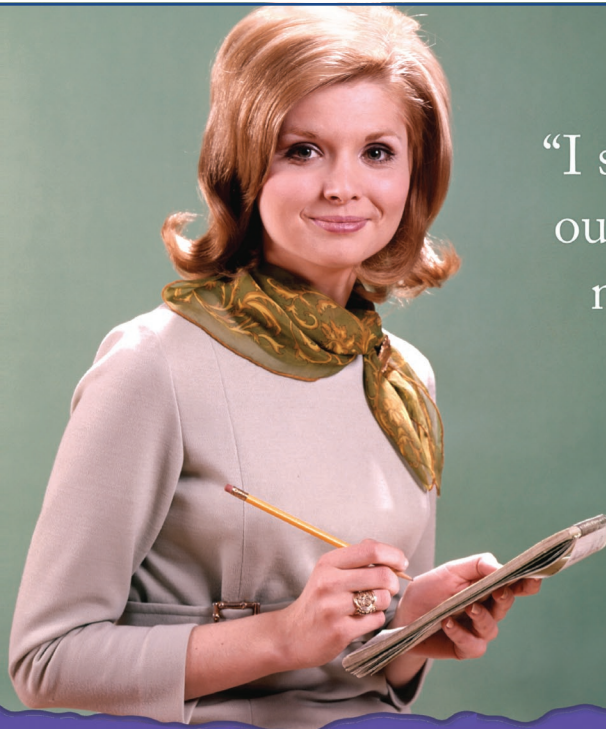
Ashley Anders

PSHRM Symposium Chair



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Download our event app!

We're excited to offer an event app for this year's Symposium. The app will allow you to view the event agenda, read the session descriptions, connect with us on social media and much more – all in the palm of your hand!

To download the app, go to eventmobi.com/pshrmsymposium or scan the QR code below. It's quick and easy and will allow you to stay connected with us throughout the day.





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Event Agenda

7:30am-8:30am	Registration and Breakfast / <i>Pre-function area on the 5th Floor</i>
8:30am-10:00am	Keynote Presentation / <i>Salons E & F</i>
10:00am-10:15am	Break/Move to Breakout Sessions
10:15am-11:30am	Breakout Session 1 / <i>Salons A, B, C & D</i>
11:30am-11:45am	Break / <i>Outside of Breakout Sessions</i>
11:45am-1:00pm	Breakout Session 2 / <i>Salons A, B, C & D</i>
1:00pm-2:00pm	Lunch & Special Presentation / <i>Salons E & F</i>
2:00pm-3:30pm	Breakout Session 3 / <i>Salons A, B, C & D</i>
3:30pm-3:45pm	Break/Move to Closing Session
3:45pm-4:45pm	Special Closing Session / <i>Salons E & F</i>
4:45pm-5:00pm	Thank You/Closing



Keynote Presentation – 8:30am-10:00am

**Take Your Company from
Good to Legendary!**

BUILDING A BRAND THAT MATTERS

Jamie Naughton

1.5 Business Management and Strategy HRCI Credits
Salons E & F



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Jamie Naughton is the Speaker of the House (aka CHRO) at Zappos.com. Her dynamic presentation will provide attendees with an in-depth look at the initiatives and activities that help create, foster, and drive the Zappos.com culture as well as some of the challenges the organization has overcome. Jamie will demonstrate how the strong focus on culture has resulted in improved financial results and customer satisfaction. Jamie will discuss the different ingredients used by Zappos.com to build a long-lasting, enduring brand including the importance of customer service and company culture. She will talk about how focusing on culture, as a business model, has created a brand that both customers and employees love and has enabled the company to expand beyond selling shoes to clothing, bags, and other product categories. She will dive into the practices and the steps Zappos.com has taken that have helped them become one of Fortune Magazine's "Best Companies to Work For" several years in a row.

About Jamie

Jamie Naughton joined Zappos.com, Inc. in 2004 right after the company relocated from the Bay Area to Las Vegas. As Speaker of the House, Jamie works directly with CEO, Tony Hsieh, focusing on the culture for which the company has become known. Her role is essential in creating and driving the architecture of the dynamic culture as well as focusing on culture R&D to ensure Zappos.com always stays relevant to both the employees and their customers. Jamie travels the country to work with world renowned companies, authors, researchers, and business leaders to help spread the concept that by focusing on your employees and customers, good companies can become legendary companies.

The speaker presentations will be available online at
www.pshrmsymposium.com/secure/
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Breakout Session 1 – 10:15am-11:30am

Leading the Talent

**Leading Transformation:
Perspective, Perception, Positioning and Performance**

***Presented by LaFern Batie, MBA, SPHR,
CEO, The Batie Group, LLC***

This session is intended for HR Professionals who contribute to their organization's strategic planning process and for anyone looking to build and sustain performance-based and strategic relationships with key individuals and outside organizations that can further the mission and business of the organization.

1.25 General HRCI Credits **Salon A**

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Measuring the Value

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Financial Intelligence for the HR Professional

***Presented by Kathleen Brunner,
President and CEO, Acumen Analytics***

Enterprises of all sizes find themselves confronted with the challenge to improve overall workforce performance and measurement because they are under pressure to quantify results and outcomes. In order to get a seat at the executive table, HR professionals must have the ability to talk the language of the C-suite and be familiar with ROI, Capex, Opex, risk management and many other terms. In this session, performance management analytics expert, Kathleen Brunner, will de-mystify those terms and demonstrate how to calculate and utilize measurements required for HR as an organizational partner.

1.25 Business Management and Strategic HRCI Credits **Salon B**

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Managing the Change

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**HR Shared Services:
Executing a New Strategic Model**

*Presented by Jodi Dickinson, MS,
Associate Vice President of Human Resources, ARAMARK*

This session will focus on the evolution of an HR shared services model from the start of its launch to enhancement of the process and reveal specifically how the approach can enhance HR's partnership to the goals and objectives of a business organization. Execution of the model and the measures involved will be discussed within the context of an actual case example from ARAMARK.

1.25 Business Management and Strategic HRCI Credits **Salon C**

Engaging the Workforce

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**Tripling the Mileage on Your Employee Survey:
Making Your Surveys Strategic Intelligence Systems!**

*Presented by William Schiemann, Ph.D.,
Principal and CEO, Metrus Group, Inc.*

This session will discuss the five reasons why traditional surveys are failing, what smart companies are doing differently, how strategic HR leaders are gaining executive support, and how to measure the impact of your survey efforts. The new strategic surveys are helping with recruiting, onboarding, performance management, training evaluation, leader development, retention of top performers, employer branding and many more talent decisions.

1.25 General HRCI Credits **Salon D**

Breakout Session 2 – 11:45am-1:00pm

Leading the Talent

We're all Leaders so Let's TALK like Leaders

*Presented by Dr. G.M. (Bud) Benscoter,
Owner, GMB Performance Group*

It is important to our professional development that we recognize we must be leaders in our own right, whether or not we manage others. Successful leaders understand it is critical to possess the communication skills required to act as effective organizational leaders in our roles, from thought leader through department head to C-level executives, responsible for creating an inspiring and motivating vision of the future. Join Bud as he discusses the techniques necessary to make us effective communicators in our various roles and why they are important as our organization's business partner.

1.25 General HRCI Credits **Salon A**

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Measuring the Value



Bend the Trend of Ballooning Health Care Costs

*Moderated by Michele A. Fletcher, Associate Vice President,
Human Resources, University of Pennsylvania Health System*

*Panelists include Rick DeOliveira, Director of US Benefits,
GlaxoSmithKline; Sue Schick, Chief Executive Officer,
UnitedHealthcare Employer & Individual of Pennsylvania;
and, Joseph Torella, President & National Practice Leader,
Employee Benefits Division, HUB International*

Currently, most costs associated with workplace and workforce performance are growing at an unsustainable rate. The cost of benefits is typically the third largest expense in a company's budget (behind salaries and real estate); reducing these costs has a direct impact on the company's bottom line and its ability to be competitive in the marketplace. During this interactive open forum, we will hear from divergent perspectives and will use actual corporate case studies to demonstrate how companies have bent the trend of rising health care benefits costs.

1.25 Business Management and Strategic HRCI Credits **Salon B**

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Navigating Integrations through Effective HR Strategies

*Presented by Michael Furman, SPHR,
Sr. Director, Human Resources, Teva Pharmaceuticals*

Mergers and acquisitions have become a commonplace business strategy. As HR professionals, we can be certain that we will continue to be in the middle of these events and the need for effective integration and personal resiliency will be in high demand throughout our careers. Join Michael as he reviews key strategies and principles that will help you make the most of these situations regardless of which side of the deal you're on.

1.25 Business Management and Strategic HRCI Credits **Salon C**

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The Global Business Leader: What it Takes to Win in a Borderless World

*Presented by Kathleen Clancy Jefferson, Ph.D.,
Senior Consultant, Right Management*

It's imperative for successful multinational businesses to compete on a global scale. Globalization today is the norm, not the exception. But leading in a global environment can be challenging. It often requires making decisions in complex or ambiguous environments, understanding cultural nuances and adapting one's style accordingly. We're pleased to offer you this intriguing briefing aimed at helping you to retune your leadership development and selection strategy.

1.25 International Management HRCI Credits **Salon D**

Breakout Session 3 – 2:00pm-3:30pm

Leading the Talent

Help Them Grow or Watch Them Go

Presented by Beverly Crowell, Vice President of Strategic Client Services, Career Systems International and Milynn Swofford, Senior Director of Talent Management, ESPN

Your best employees want one thing from you, plain and simple: support their growth and development. Development is the single most powerful tool managers have for driving engagement, retention, productivity, and results. Yet, leaders know that career development is frequently the thing that gets sidelined unless or until the organization demands that some form be submitted during regular review cycles. This session sheds a much needed light specifically on what managers can do within the time-starved, priority-rich, pressure cooker environment in which they operate to support employees' careers.

1.5 General HRCI Credits **Salon A**

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Measuring the Value



How to Optimize Human Capital Investments

Moderated by Eileen Clark, Vice President and HR Consulting Practice Leader, CCI

Panelists include Frank J. DiBernardino, Senior Human Resources Advisor, Vienna; Brian K. Mossor, Vice President of Talent Management and Organization Effectiveness, The Wells Fargo Corporation; Gene Pease, Co-Founder and CEO, Capital Analytics

Two types of investments drive business results: human capital and financial capital. While financial capital is the lifeblood of a business, it is human capital, the body through which the lifeblood flows, that often leads to creation or destruction of enterprise value. Join this interactive discussion of case studies that will focus on the methods used to build a comprehensive, cohesive and cascading method to convert the human capital ROI and productivity results into specific human capital strategies that will drive future enterprise value.

1.5 Business Management and Strategic HRCI Credits **Salon B**

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Power Packed Legal Platform

*Moderated by Sam First,
Labor and Employment Chair, Jacobs Law Group*

Panelists include Celia Joseph, Esq., Counsel, Fisher & Phillips LLP; Brian M. Pinheiro, Esq., Chair of the Employee Benefits and Executive Compensation Group, Ballard Spahr LLP; Jonathan A. Segal, Partner, Duane Morris LLP

This session will provide participants valuable information on salient labor and employment legal issues, with a particular focus on newly promulgated and amended laws having a significant impact on the human resources profession. Session 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.

1.5 General HRCI Credits **Salon C**

Engaging the Workforce

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Eye on the Prize: Driving Organizational Behavior to Obtain Business Results

Presented by Tina Simmons, Senior Vice President Human Resources – National Customer Operations, Comcast Cable

This session will share conceptually how to realize the best performance from employees by creating a comprehensive people strategy that incorporates: attracting and hiring the best; developing the appropriate knowledge, skills, and abilities; cultivating feelings of engagement with the organization; building motivation to work and dedication to the organization; and strengthening productivity and customer service excellence. Ms. Simmons will share a case study for how these concepts were leveraged in the real world of Comcast operations in order to influence organizational behavior and deliver business results.

1.5 General HRCI Credits **Salon D**

Closing Session – 3:45pm-4:45pm



The Self-Aware Leader: A Proven Model for Reinvention

*Presented by Dan Gallagher,
VP, Learning and Development at Comcast and
Author of The Self-Aware Leader*

Developing strong middle managers requires learners to make a very intentional shift toward leading themselves, their teams and their organizations. This shift requires strong self-awareness and a commitment to reinvent. This workshop teaches leadership development training professionals a proven model grounded in research and application. The data validates four specific pillars for self-aware leadership that drive individual effectiveness, grows team productivity and upgrades business practices. Successfully practicing these pillars allows leaders to proactively manage their momentum by reinventing how they add value. Join Dan for this interactive case study as he teaches: (1) how the four leadership pillars drive self-awareness and (2) how to incorporate instructional design strategies that drive proficiency within the pillars.

1 General HRCI Credit ***Salons E&F***

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About Dan Gallagher

Dan Gallagher has over fifteen years of experience in leadership and organizational development roles with organizations such as Comcast, Commerce Bank, Hay Group, Cahners Publishing, and Saint Joseph's University. Since 2000, Dan has worked at Comcast and is now the Vice President of Learning and Development. In this role he is responsible for the training strategy for all Comcast business units. In 2010 he founded Gallagher Leadership, LLC. Dan lives in suburban Philadelphia with his wife and four sons. To learn more, visit www.gallagherleadership.com

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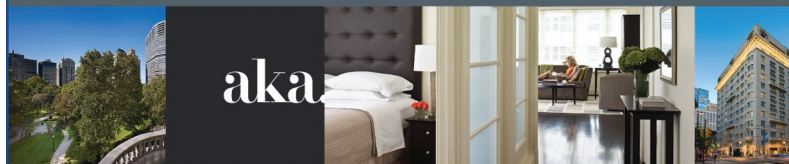


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To All Attendees

Thank you for joining us today for the 2nd Annual Philadelphia SHRM Symposium. On behalf of Philly SHRM, I would also like to express our appreciation to all of our speakers and sponsors for making this year's Symposium another outstanding event. It has been another great year for Philly SHRM, and that simply would not have been possible without your support and participation. The Symposium is a shining example of Philly SHRM's commitment to offer outstanding programming and to provide our regional HR leaders with the opportunity to engage, learn and connect. Thank you again for joining us today, and we look forward to seeing you at next year's Symposium.



Sincerely,
Christine Derenick-Lopez

About Philadelphia SHRM

Philadelphia's Regional Chapter of SHRM is one of the oldest local chapters of the Society for Human Resource Management. Founded in 1949, Philadelphia SHRM has provided professional development and networking opportunities for the area's human resource practitioners for half a century. This organization is considered Super-Mega within the SHRM community and has been recognized as a Superior Merit chapter.

Today, we are a modern organization comprised of over 1,400 members consistently each year from over 500 of the Philadelphia Region's finest companies. Ranging from students just entering the profession to the most senior human resource executives in the region, the Chapter is committed to developing our people and our profession.

It is our vision to be your primary advocate and resource for advancing the HR profession and HR's value in the greater Philadelphia community.

To learn more about PSHRM, stop by our exhibit booth today or visit our website at www.phillyshrm.org.

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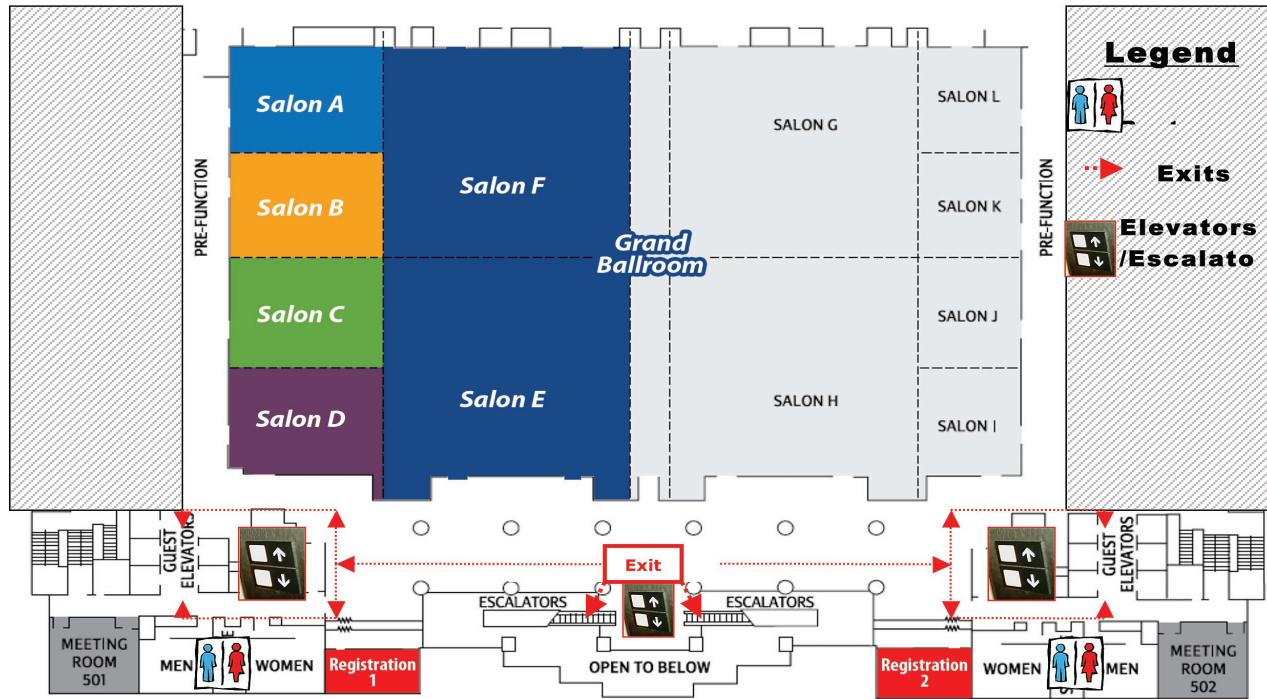
This program now offers online classes for added convenience and flexibility. Develop crucial business and leadership skills with a Master of Science in Managing Human Capital degree from Saint Joseph's University. The program is taught within the Haub School of Business and is recognized by SHRM as fully-aligned with its curricular guidelines. Contact us at 610-660-1318, patricia.afferty@sju.edu or learn more at sju.edu/hsb/hr. **Now online.**



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Map of Venue

Fifth Floor Grand Ballroom



Leading the Talent
Salon A

Measuring the Value
Salon B

Managing the Change
Salon C

Engaging the Workforce
Salon D



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