



# 2014 Philadelphia SHRM Symposium



**March 20-21, 2014**  
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## ***Dear Philadelphia SHRM Symposium Colleagues,***

Welcome to the 2014 event of the year! I am excited to have you on board for the region's exclusive HR conference for the next two days as we explore new ways of elevating the HR profession.

This year we will be inspired by Steve Forbes, Myron Rolle and Lorina Marshall-Blake, all dynamic keynote speakers with messages that will challenge us to think differently and become better as leaders in our professional and personal lives. If you are returning as an attendee to the Symposium, continue to take advantage of the plethora of educational tracks linked directly to your development and continue to soar! If this is your first time attending, be prepared to push yourself into a new dimension with the unlimited possibilities that will be available to you!

Over the next two days, you will be exposed to first-class sessions designed to equip you with tools ready to use immediately upon returning to work on Monday. The collective energy that you will experience will give you what's needed to recharge and excel for the remainder of 2014 to be the best you that you can be in the workplace!

Thank you for being committed to your career development and to your workplace. Please take a few minutes to review the event agenda, track sessions and other event details provided in this booklet. We encourage you to use our event app to plan out your schedule and connect with us on social media using #PSHRM. We look forward to hearing from you about the sessions and the key takeaways from the day.

Sincerely,

***Kelley F. Cornish, MA, CCDP***

*2014 Philadelphia SHRM Symposium Chair*



## Download our event app!

Go to [eventmobi.com/pshrmsymposium](http://eventmobi.com/pshrmsymposium) or scan the QR code. It's quick and easy and will allow you to stay connected with us throughout the day.

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!



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## Event Agenda

### Pre-Conference: March 20, 2014

- 3:30pm-4:00pm** Pre-Conference Registration
- 4:00pm-6:00pm** Interactive, Educational Session / *Liberty Ballroom*
- 6:00pm-8:00pm** Evening Networking Reception / *Independence Ballroom*

### Main Conference: March 21, 2014

- 7:00am-7:30am** Registration for those attending Breakout Session 1 / *5th Floor*
- 7:30am-8:45am** Breakout Session 1 / *4th Floor - Franklin Hall Rooms 1, 2 & 3*
- 8:00am-9:00am** Breakfast / Registration for Attendees / Keynote / *5th Floor - Pre-Function Area*
- 9:00am-10:30am** Welcome/Keynote Presentation / *5th Floor Ballrooms C, D & E*
- 10:30am-10:45am** Break
- 10:45am-12:00pm** Breakout Session 2 / *4th Floor - Franklin Hall Rooms 1, 2, 3 & 4*
- 12:00pm-1:00pm** Lunch / Special Address by Bette Francis, SHRM Chair & Pinnacle Award Presentation  
*5th Floor Ballrooms C, D & E*
- 1:00pm-2:15pm** Breakout Session 3 / *4th Floor - Franklin Hall Rooms 1, 2, 3 & 4*
- 2:15pm-2:30pm** Break
- 2:30pm-3:30pm** Closing Session / *5th Floor Ballrooms C, D & E*
- 3:30pm-4:00pm** Event Wrap-Up



# Pre-Conference Event March 20<sup>th</sup>, 2014

*Keynote Presentation – 4:00pm-6:00pm*

## EVOLUTION OF A LEADER

*Myron Rolle*

2 HR Credits  
***Liberty Ballroom***



**SHRM** research reports that HR Professionals see developing the next generation of corporate leaders as one of the three biggest challenges facing HR Executives over the next ten years. Whether you believe that leaders are born or made, there is no doubt that they are an essential component to high performance organizations. Our inspirational pre-conference keynote speaker, Myron Rolle, accomplished athlete, scholar, and philanthropist, is a role model for leaders at all levels and across industries.

Myron will provide the foundations of his signature brand of leadership in his dynamic presentation and fundamental principles for HR Professionals to prepare for the changing workforce. Following Myron's presentation, concurrent breakout sessions moderated by industry leaders in the areas of leadership, team building, diversity and workplace philanthropy will build upon the foundations presented in the keynote session.

**Facilitators include:**

Kelley Cornish, MA, CCDP

Debra Hamilton

Gloria Sinclair Miller, SPHR, GPHR

Jamila Payne, MBA

Lee Rubin

Joseph Welsh, Esq.

## About Myron Rolle

Sports enthusiasts and intellectuals alike know Myron Laurent Rolle as a gifted athlete, scholar and philanthropist. Myron received the prestigious Rhodes Scholarship, which enabled him to study at Oxford University in England for the 2009-10 academic year. After Myron completed his studies, he entered the 2010 NFL Draft and was drafted by the Tennessee Titans in the 6th round. Myron is only the third Rhodes Scholar to play in the NFL to date. In 2009 he started the Myron L. Rolle Foundation which is dedicated to the support of health, wellness, educational and other charitable initiatives throughout the world that benefit children and families in need. As a young man, Myron hopes to be an inspirer of dreams, an educator of purpose, a teacher of fitness and a leader for many.

## Pre-Conference Social

March 20th, 2014

6:00pm-8:00pm

Independence Ballroom

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The Pre-Conference Session will be followed by an evening social for attendees to mix and mingle.

# Talent Management is a Driver of Organizational Success



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**Notes:**



# Main Conference Event March 21<sup>st</sup>, 2014

*Keynote Presentation – 9:00am-10:30am*

**Leadership Lessons:**  
**THE STUNNING PARALLELS  
BETWEEN GREAT LEADERS OF  
THE ANCIENT WORLD AND  
TODAY'S TOP BUSINESS LEADERS**

***Steve Forbes***

1.5 HR Credits  
***5th Floor Ballrooms C, D & E***



**T**oday's business climate places a high premium on strong and effective leadership. As history teaches us, the best and most effective leaders apply sound, time-tested leadership principles to achieve greatness.

In this captivating presentation, Steve Forbes will reflect on his book, *Power Ambition Glory*, and discuss the essential elements of great leaders from a historical perspective, tying in lessons from the past to explain how today's best business leaders achieve remarkable success and, importantly, how their accomplishments largely rely on optimizing human capital to achieve objectives. Find out how great leaders influence those around them and how, in the contemporary business world, this translates to partnership with and strategic application of human resources as it pertains to such issues as change management, the war for talent, and organizational development. This illuminating and entertaining talk provides the lessons that will make or break businesses right now by exploring the remarkable similarities between those who directed the empires of the ancient world and many of today's corporate leadership. You will discover why times and circumstances may change, but the principles of sound leadership stay the same.

### About Steve Forbes

Steve Forbes is the Chairman and Editor-in-Chief of *Forbes* Media. *Forbes* Media's flagship publication, *Forbes*, is the nation's leading business magazine, with a circulation of more than 900,000. *Forbes* combined with *Forbes Asia*, *Forbes Europe* and the company's licensee editions together reach a worldwide audience of more than 5 million readers while Forbes.com averages 48 million unique monthly visitors. Mr. Forbes writes editorials for each issue of *Forbes* under the heading of "Fact and Comment." A widely respected economic prognosticator, he is the only writer to have won the highly prestigious Crystal Owl Award four times.

## Breakout Session 1 – 7:30am-8:45am

### Leading the Talent

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#### Creating a High Performance Global Organization

*Presented by Pam Seplow Silberstein,  
Global Head of Integrated Talent Management, SAP*

Creating a high performance organization requires successfully aligning and integrating human resources processes with the overall strategic direction of the business in order to improve financial results and exceed customer expectations. In this session, our speaker, Pam Seplow, will relate her experience working with global corporations to drive the integration of these elements into comprehensive high performance systems designed to improve organizational programs, services and processes.

1.25 Global Credits **Franklin 1**

### Managing the Change

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PHILADELPHIA  
BUSINESS JOURNAL

#### HR Technology Systems: Best Practices for Successful Implementation

*Presented by Tom Sonde,  
Principal, SilverRoad Solutions*

HR is increasingly responsible for leading new system implementations and managing a plethora of issues in order to fully satisfy business needs and create increased efficiency and effectiveness of human resources operations and processes. Areas of responsibility range from making the business case for a new system and navigating the financial, procurement and technology challenges associated with it to the actual design of the system and change management processes necessary for its proper execution. This session will identify the keys to successful system implementation and provide an engaging, non-technical look at best practices for major technology implementations.

1.25 Business Credits **Franklin 2**

## Breakout Session 1 – 7:30am-8:45am

### Special Session

#### The HR Department of One

*Presented by Alice G. Lindenauer, GPHR, Managing Director, Global Human Resources, Hamilton Lane, Marcia O'Connor, President, The O'Connor Group, Kelly Poulson, VP, Talent & Operations, Allen & Gerritsen and Megan Starr, SPHR, HR Director, Stroll*

Small-staffed HR departments are becoming increasingly common. It is essential for small-staff HR professionals to be prepared for the demands of supporting an entire organization, and to positively impact the business and its employees. Join us for a lively panel discussion presented by HR professionals who successfully lead departments of one or a few as they impart what they learned from their experiences. Learn about the unique challenges faced by small HR departments and the resources and support available to meet those challenges.

1.25 HR Credits **Franklin 3**

### Speaker Presentations

The speaker presentations will be available online at

[www.pshrmsymposium.com/secure/](http://www.pshrmsymposium.com/secure/)

username: pshrm2014

password: Symposium2014



## Breakout Session 2 – 10:45am-12:00pm

### Leading the Talent



#### **Veterans in the Workplace: A Matter of Honor, Necessity or Both**

*Moderated by Brent O'Bryan, SPHR,  
VP of Learning and Development, Allied Barton*

*Panelists include Ray Cuttino, Recruiting Specialist (Military Programs), Johnson Controls, Lt. Col. Cherrie Davis, Deputy Director for Transition Strategic Outreach, United States Army Human Resources Command, Michael Ferraro, Director-Partner, MMR Management Group, Lt. Col. Margaret Rivera, Sr. Manager AA/EEO Compliance, AstraZeneca and Dan Tarbutton, Executive Officer of The Basic School, United States Marine Corps*

Strategic partnerships with military and veterans organizations represent an incredible opportunity for companies to fulfill their human capital objectives, but require a tremendous commitment and direction with the business strategy of the organization and its human resources processes. This session will include incorporating these alliances as part of a business' human capital strategy, building successful military and veterans' group networks, the integration and management of these partnerships with relevant human resources processes and the importance of metrics and systems to assess their success.

1.25 HR Credits **Franklin 1**

### Managing the Change



#### **The New HR Business Partner: Building Strategic Delivery Systems Using an HR Service Center Model**

*Presented by Joseph DeMaio,  
Director of HRIT & HR Shared Services,  
Thomas Jefferson University and Hospitals*

In this session, we will examine the keys to creating and implementing a successful HR Service Center organization which include: defining services that align with the business and HR service delivery strategy, selecting technologies that support the overall business mission and aligning service center staff to your service offerings. A particular emphasis will be placed on the importance of data analytics and change management to successfully build the model.

1.25 Business Credits **Franklin 2**

## Breakout Session 2 – 10:45am-12:00pm

### Engaging the Workforce

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**Takin' Care of Business:  
New Legal Trends for the Business Leader**

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

*Panelists include Michael Cohen, Partner,  
Duane Morris LLP, Celia Joseph, Esq., Of Counsel,  
Fisher & Phillips LLP and James A.A. Pabarue,  
Founding Shareholder, Christie Pabarue and Young*

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. 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 Credits **Franklin 3**

### Measuring the Value

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**Why CFOs Do Not Trust HR, and How Human  
Capital Financial Statements Will Fix the Problem**

*Presented by Karl Ahlrichs, SPHR,  
Consultant, Gregory and Appel*

CFOs are simple - they like efficiency and accountability. For that exact reason, they generally mistrust the metrics offered by Human Resources about the state of the organization's human assets. In this strategic session, we will discuss the very thought-provoking draft Human Capital Financial Statement recently printed in CFO magazine. While the ink is still wet on the document, the impact is starting to ripple through both the HR and Financial camps. Come learn about the future of the dialog between Finance and HR, how we will be keeping score, and what strategies you should be using.

1.25 Business Credits **Franklin 4**

## Breakout Session 3 – 1:00pm–2:15 pm

### Leading the Talent

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**Leadership Development for Women: How Successful Organizations Maximize Their Talent Pipeline**

*Moderated by Grace Killelea, CEO & Founder, Half the Sky*

*Panelists include Lysa Dahlin, Sr. VP, HR & Organizational Effectiveness, Comcast Cable, Dominique DuMouchel, HR SVP, Sun National Bank, Robert Keyes, VP/GM, Enterprise Holdings and Cory Waldron, CEO, Carluccios USA LLC*

It is crucial that today's organization fully utilize all of their talent and create a diverse talent pipeline to meet the needs of the business. Women's initiatives are common, but are they truly impacting the bottom line of the business and increasing organizational productivity, performance and ROI? And, are they advancing women and driving their engagement and retention? This dynamic session will provide participants with the "who, what, where, why and how" of successful leadership development programs for women.

1.25 HR Credits **Franklin 1**

### Managing the Change

Sponsored by  PHILADELPHIA  
BUSINESS JOURNAL

**Healthcare Evolution: The Morning After  
(A Case Study on Corporate Exchanges)**

*Presented by Bill Reindl, Vice President, Corporate Exchange, Aon Hewitt, Jill Malila, Vice President Global Benefits Plan Design & Finance, Aramark, and Valerie Wandler, SVP HR Services, Aramark*

As America's first national multi-carrier corporate exchange, Aon Hewitt will discuss key marketplace healthcare trends, the importance of evaluating available healthcare management options from a cost/benefit analysis perspective, how to assess the applicability of a Corporate Health Exchange within an organization and the necessity of the strategic planning process, technology and change management in successfully executing this model. The session will also discuss how HR plays a leading role in the change management process, deploying, communicating, educating, and preparing the organization and individuals for this major shift in healthcare management.

*Recommended for companies with 5,000 or more employees*

1.25 HR Credits **Franklin 2**

## Breakout Session 3 – 1:00pm–2:15 pm

### Engaging the Workforce

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#### Culture by Design, Results through Execution

*Presented by Sandra Isaksen, Manager-Senior Consultant, Organizational Effectiveness, Meridian Health- Meridian Leadership Institute and Patrice Ventura, MA, Director, HR Operations and Organizational Effectiveness, Meridian Health-Meridian Leadership Institute*

Recognized as one of FORTUNE's "100 Best Companies to Work For" for the fourth consecutive year and named one of the top "Best Companies to Work in New Jersey" from NJBIZ nine years in a row, Meridian Health has been successful in creating and sustaining The Meridian Way Culture of Excellence and establishing Meridian as a workplace of choice. This session focuses on how Meridian drives these outstanding results through the thoughtful and well-planned execution of its business and people strategies.

1.25 Business Credits **Franklin 3**

### Measuring the Value

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#### The Quickest Path to a CEO's Heart: How to Obtain Executive Buy-In Using Strategy, Data and Savvy

*Presented by James S. Gulezian, SPHR, Human Resources Director, Engineered Arresting Systems Corporation*

Effective human resources leaders know how to obtain executive buy-in through organizational savvy and by demonstrating the value of the HR function to the overall business strategy. This session unlocks secrets on how to approach CEOs and executive staff in order to move forward on major initiatives and how important it is to integrate human resources functional activities to an organization's business plan in order to establish strategic credibility and worth. Participants will learn how to develop a credible basis to move forward with important, strategic HR activities and how to make a compelling case for change to various CEO types and C-Suite executives by speaking their language.

1.25 Business Credits **Franklin 4**



# Main Conference Event March 21<sup>st</sup>, 2014

*Closing Session – 2:30pm-3:30pm*

## Live Fearless: MAKING TODAY COUNT

*Rev. Dr. Lorina Marshall-Blake*

1 HR Credit  
**5th Floor Ballrooms C, D & E**



**E**ffective leadership is more than just conceptual theory or even the various strategies and planning techniques used in leading an organization. Truly successful business leaders must embrace their role fearlessly and strive to get the most out of themselves and others by acting courageously to overcome difficulties and challenges. Fearless leaders take bold stands, motivate action and engage employees to produce extraordinary results. During this session, Lorina Marshall-Blake, Independence Blue Cross Foundation President, will share her thoughts on how business leaders can “live fearless” and achieve the freedom to lead, dream and believe. Learn how changing your perception and awareness can result in positive leadership behaviors that ultimately impact organizational performance. Session participants will understand the value of this approach in manifesting strength, confidence and fearlessness, and its impact on organizational change.

### **About Rev. Dr. Lorina Marshall-Blake**

Rev. Dr. Lorina Marshall-Blake is Vice President of Community Affairs for Independence Blue Cross and also President of the Independence Blue Cross Foundation. She is an expert in Corporate Management, Public Relations and Communications. Marshall-Blake’s decisions not only have a major impact on Blue Cross’s over 3 million subscribers, but the multi-billion health insurance industry as a whole. Her responsibility is to ensure that decision makers, at the highest levels, have a clear understanding of Blue Cross’s goals and objectives and its commitment to subscribers. In 1991, Marshall-Blake began her role at Blue Cross working with the local, state and federal legislators, and agencies on matters relevant to Independence Blue Cross.



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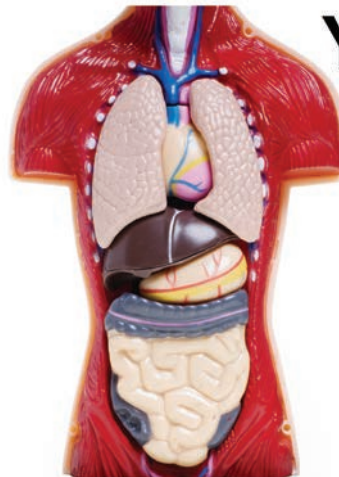
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The advertisement features a brown M&M's character wearing glasses and white gloves, standing in a gallery. The character is pointing towards a framed 'Service Award' plaque. The plaque contains four circular icons: a yellow one with 'Ur the Best!', a white one with 'HAPPY 10th', a yellow one with a person's face, and a brown one with the M&M's 'm' logo. Below the icons are the labels 'Your Text', 'Our Clip Art', 'Their Face', and 'Awesome'. To the right of the plaque is another framed picture of a cityscape with a large M&M's 'm' logo. Below the character is a framed picture of the 'my m&m's' logo. The character is saying 'All masterpieces!'. At the bottom, it says 'Get more sweet ideas at the 'Engaging the Workforce' Track.' followed by the 'MARS' logo and 'mars.com'. Small text at the bottom reads '©/TM TRADEMARKS ©MARS, INCORPORATED 2014'.

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1: Compared to non-obese employees, obese employees' average healthcare expenses were 27.4% greater based on a study of per capita healthcare costs for various risk factors. Ron Z. Goetzel, et al. Ten Modifiable Health Risk Factors Are Linked To More Than One-Fifth Of Employer-Employee Health Care Spending. Health Affairs, 31, no.11 (2012): 2474-2484.

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## Thank You

### Dear Attendees

On behalf of Philly SHRM, I want to thank you for joining us today at the 2014 Philadelphia 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 grateful to all of our speakers and sponsors for making this annual event possible. The PSHRM Symposium continues to be a great example of our lasting partnership with the Philadelphia business community. Our chapter is very proud to offer quality educational programming to HR professionals throughout the greater Philadelphia area in an effort to support your success as a true business partner.

This has been an outstanding year for Philly SHRM! Your support and participation has been vital to our 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 come to life!

Thank you again for your participation and please take advantage of this one of a kind conference. Enjoy your special day!

Best regards,

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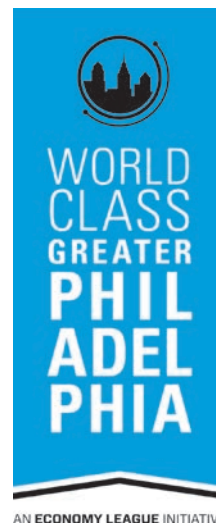
## *Philadelphia SHRM is proud to announce its partnership with the Economy League of Greater Philadelphia*

**Philly SHRM** has formed a partnership with the **Economy League of Greater Philadelphia** to support **World Class Greater Philadelphia**, an initiative that leverages the collective power of the region's business, nonprofit, government, philanthropic, and community leaders for lasting regional impact in **three primary areas: education and talent development, business growth, and infrastructure.**

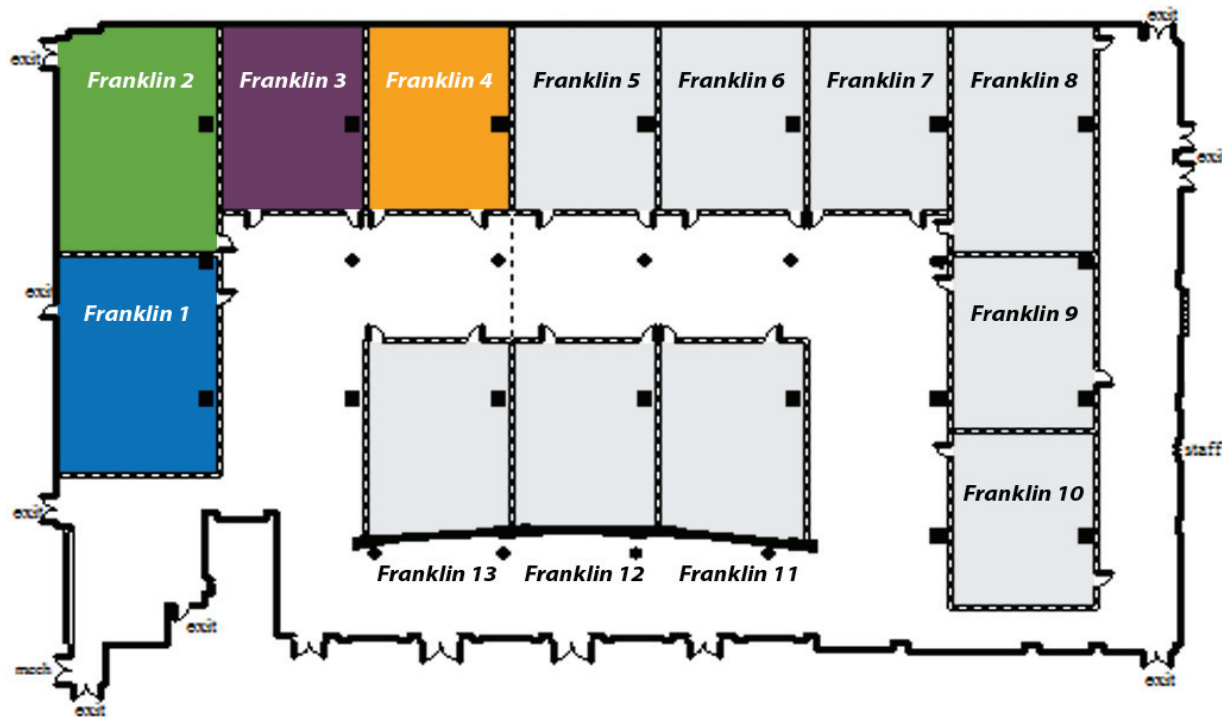
We are joining the ranks of major regional civic leadership groups like **United Way of Greater Philadelphia and Southern New Jersey, the Greater Philadelphia Chamber's CEO Council for Growth,** and the **Urban Land Institute's** Philadelphia chapter to endorse and put our support behind the World Class agenda.

The **leadership, expertise and talent** of our membership is formidable, and we think that Philly SHRM can play an **important partnership role** with the Economy League in building a World Class workforce with knowledge, skills and ability to meet industry needs, grow our economy, and increase our region's competitiveness.

To learn more about World Class Greater Philadelphia, visit:  
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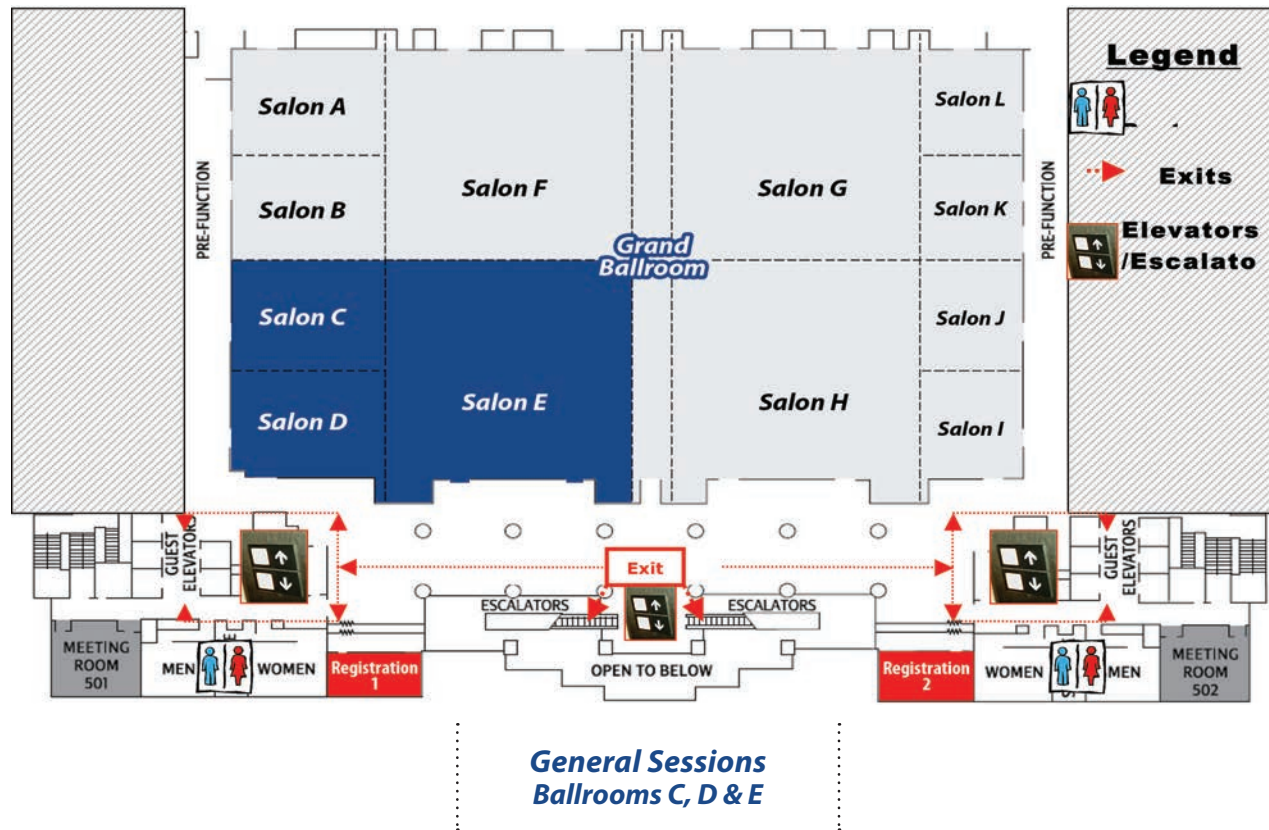
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