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Dear PHRA Members, Vendors and other Attendees,

Welcome to the Pittsburgh Human Resources Association’s 67th Annual Conference and Exhibition! This year’s conference marks our 100th Anniversary Celebration, “Inspire, Influence and Innovate...The Next Century and Beyond!” What an exciting time to be a PHRA member! Our conference committee has made every effort through their planning process to connect with our membership to determine your current needs to make sure this year’s conference is timely, informative and hopefully memorable. I believe there will be countless opportunities for you to leverage your Conference attendance experience...here are just a few to consider:

Networking is a huge part of your professional success. When you meet with peers, you have the opportunity to collaborate, hear new ideas, engage in active dialogue and validate or perhaps change your own perspectives. You may even find yourself embracing a thought or two that inspire you to make changes in current programs you are managing or to implement new ideas to advance organizational effectiveness in your workplace. This year’s conference will provide ample opportunity to meet HR professionals with whom you may share common goals and challenges. I urge you to connect with as many of your peers as possible to expand your network, increase your influence, and grow your contact list.

Our exhibitors are industry experts and solution-providers who truly know what is happening in the world of HR and business. They have answers to many of your questions so I encourage you to invest time in the exhibit hall and discover innovative products and services that will help you as an HR professional stay competitive in today’s business environment.

Our speakers are proven business leaders, strategists, practitioners and peers. Many of them are current HR professionals; others are well-respected industry leaders who know what you may need to know and are willing to share this knowledge with you. Our selection process for speakers is as rigorous as you’ll find anywhere, and we make sure that you’re hearing from the best. Your feedback on our speakers, as always, will be greatly appreciated!

No matter how long you’ve been in HR or what position you hold, chances are there is still something you want to learn. Trends and laws change, new strategies and innovations pop up in our HR world all the time; to stay up-to-date we all need continuing educational opportunities that provide us with a wide range of HR concepts and ideas. It is our intention that you find a number of these educational opportunities here over the next two days.

The PHRA Annual Conference is a lot of learning packed into a short amount of time, so have fun, enjoy learning and networking, and stay energized! I look forward to connecting with you over the next several days.

Regards,

Jeff Dressler
PHRA President

P.S. Hope to see you at our 100th Year Celebration in December! More to come on that in the next several months

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In honor of our past President, Michael R. Toney, PHRA’s Executive Committee has established the Michael R. Toney Volunteer of the Year Award. Mike volunteered his time and energy to the PHRA for over 15 years. Mike was a highly motivated professional who brought a wealth of knowledge and experience to all aspects of our association’s strategies including member recruitment and retention, program development, certification and fund development.

If you had the opportunity to work with Mike, you would know that he was a big asset to any organization and we were fortunate enough to benefit from his knowledge and experience. The Michael R. Toney Volunteer of the Year Award will be an annual award celebration that recognizes PHRA volunteers who are highly involved in a PHRA Committee, support the PHRA programming and events, and generally have an infectious enthusiasm for the PHRA and its activities—just as Mike did.

Join me in congratulating the nominees for this prestigious award:

Kori Amos, SPHR, SHRM-CP, HVR Conformance Verification Associates, Inc.
Chair, Social Media Committee

Lindsey Demetris, Peak Performance Management
Member, Social Media Committee

Jeff Dressler, Coleman Search Consulting
2015 Interim President, Treasurer & Nominating Chair

Lisa Petro, SPHR, SHRM-SCP, Monongahela Valley Hospital, Inc.
Co-Chair: Learning and Professional Development Committee

Jennifer Ploskina, BI WORLDWIDE
VP, Engaging Pittsburgh

Ron Kubitz, Forms+Surfaces
VP, Membership

These volunteers are dedicated to the HR Profession and are ready and willing volunteers to the PHRA. The Michael R. Toney Volunteer of the Year will be announced during the State of the Association Presidential Address at the Annual Conference, October 1st, 8:15 a.m.

On behalf of PHRA, I want to congratulate all of our nominees for receiving this honor. A special thanks goes out to ALL of our committee chairs and volunteers who give tirelessly their time to make this wonderful organization even better.

Sincerely,
Liz Lamping
PHRA Executive Director
### 2015 PHRA Annual Conference Schedule Sept 30th – Oct 1st

**100 Years: Inspire, Influence and Innovate...The Next Century and Beyond!**

#### Vendor Pre-Conference Set-Up: Tuesday, September 29

6:00-9:00 p.m. Vendor Registration–Set up, Salon A

#### DAY 1: Wednesday, September 30

**Time** | **Conference Event** | **Credits** | **Room Location**
--- | --- | --- | ---
7:30-8:00 | Attendee Registration/Continental Breakfast |  | General Salons 1 & 2
8:00-8:15 | Welcome Remarks, Provided by Jeff Dressler, PHRA President |  | General Salons 1 & 2
**Opening Keynote:** |  |  | General Salons 1 & 2
8:15-9:15 | Andrew Morton, Director of Social Engagement, SHRM; Building a Sustainable and Strategic Social Media Presence |  | General Salons 1 & 2
9:15-9:20 | Intermission |  | General Salons 1 & 2
9:20-10:20 | General Session Special: Trisha Plevich, Vice President of Human Resources at MedExpress; Suzanne Huffman, Director of Employee Engagement at MedExpress; Best-in-Class or Best-for-US? How MedExpress is Building and Maintaining Employee Engagement. **Approved for Business (SPHR) & SHRM Credits** |  | General Salons 1 & 2
10:20-10:55 | Dedicated Exhibit Hall Time |  | General Salons 1 & 2
10:55-11:00 | Intermission |  | General Salons 1 & 2
**Concurrent Breakout Sessions 1**
11:00-12:15 | Bonnie Artran Fox, LMFT, CADC, A Conscious Choice, LLC; Managing Abrasive Leaders: How to handle unacceptable employee behavior with calm, confidence, and expertise |  | General Salons 1 & 2
11:00-12:15 | Dan Cubarney, Justifacts Credential Verification; Keep HR Out of the Courtroom: New Hire Compliance Concerns |  | General Salons 1 & 2
11:00-12:15 | Bob Starns, Powerful Potential; HR as a Master Change Agent: Fun, Frustration & Fulfillment! **Approved for Business (SPHR) & SHRM Credits** |  | Business Duquesne Room
11:00-12:15 | J.P. Michel, DDI; Sustaining Development: How to Make it Stick **Approved for Business (SPHR) & SHRM Credits** |  | Business Duquesne Room
11:15-12:15 | Exhibit Hall, Salon A, Afternoon Snack Provided |  | General Salons 1 & 2
12:15-12:30 | Networking Lunch with Exhibitors, Salon B-C-D-E |  | General Salons 1 & 2
**Concurrent Breakout Sessions 2**
1:15-2:30 | Mario Bordogna, Esq., Steptoe & Johnson PLLC; Accommodating HR Through the World of the ADA and ADAAA |  | General Salons 1 & 2
1:15-2:30 | J.P. Michel, DDI; Sustaining Development: How to make it Stick |  | General Salons 1 & 2
1:15-2:30 | Sylvia Vogt, Carnegie Bosch Institute at Carnegie Mellon University; Leading Innovation in a YuVA World, **Approved for Business (SPHR) & SHRM Credits** |  | General Salons 1 & 2
1:15-2:30 | Adam Primi, Oncology Nursing Society and Steve Potter, LUMA Institute; Sparking Innovation in HR Using Human-Centered Design **Approved for Business (SPHR) & SHRM Credits** |  | Business Duquesne Room
2:30-3:15 | Exhibit Hall, Salon A, Afternoon Snack Provided |  | General Salons 1 & 2
3:15-3:20 | Intermission |  | General Salons 1 & 2
**Concurrent Breakout Sessions 3**
3:20-4:35 | Mike Chiappetta, The HDH Group and Chic Rhoads, The HDH Group; Data Integrity, **Approved for Business (SPHR) & SHRM Credits** |  | General Salons 1 & 2
3:20-4:35 | Ralph Haas, Right Management; Don't let Good Talent Walk Out the Door- an Innovative Approach to Career Development |  | General Salons 1 & 2
3:20-4:35 | Lisa Purk, Inner Fire; Simplifying the Complexities of Change **Approved for Business (SPHR) & SHRM Credits** |  | Business Duquesne Room
4:35-6:30 | Networking Social with the Exhibitors, Salon B-C-D-E |  | General Salons 1 & 2
4:35-6:30 | Executive Summary and Exhibitor Prize Distribution |  | General Salons 1 & 2

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### DAY 2: Thursday, October 1

**Time** | **Conference Event** | **Credits** | **Room Location**
--- | --- | --- | ---
7:45-8:15 | Continental Breakfast |  | General Salons 1 & 2
8:15 | Welcome Remarks, Provided by Jeff Dressler, PHRA President |  | General Salons 1 & 2
8:15-8:45 | State of the Association & Volunteer of the Year Award Presentation |  | General Salons 1 & 2
8:45-9:00 | SHRM State of the Association |  | General Salons 1 & 2
9:00-10:00 | Opening Keynote: Carolyn B. McKinney, Vice President, Human Resources People’s Natural Gas; Keys to a High Functioning Human Resources Team, **Approved for Business (SPHR) & SHRM Credits** |  | Business Salons 1 & 2
10:00-10:25 | Dedicated Exhibit Hall Time |  | General Salons 1 & 2
10:25-10:30 | Intermission |  | General Salons 1 & 2
**Concurrent Breakout Sessions 4**
10:30-11:30 | Len Petracosta, The Leadership Quest; Employee Engagement: 5 Methods for Lasting Impact |  | General Salons 1 & 2
10:30-11:30 | Kimberly Zacheri, SPHR, MBA, Mercyhurst University; Social Media Usage in the Recruitment and Selection Process: A Case Study of Applicant Perspective |  | General Salons 1 & 2
10:30-11:30 | Keith A. Friede, Arthur J. Gallagher & Co; Leading Strategically as a Human Resource Professional, **Approved for Business (SPHR) & SHRM Credits** |  | Business Duquesne Room
11:30-12:00 | Final Dedicated Exhibit Hall Time |  | General Salons 1 & 2
12:00-12:45 | Networking Lunch with Exhibitors, Salon B-C-D-E |  | General Salons 1 & 2
12:45-12:55 | Intermission |  | General Salons 1 & 2
**Concurrent Breakout Sessions 5**
12:55-1:55 | Erin Hart, AmericanHealthCare Group; Retiree Health Benefit Planning. **Approved for Business (SPHR) & SHRM Credits** |  | General Salons 1 & 2
12:55-1:55 | Abbie Leibowitz M.D., F.A.A.P., Health Advocate, Inc; Leveraging a Data-Driven Approach to Employee Engagement |  | General Salons 1 & 2
12:55-1:55 | Wendy Maletta, NFM Group, Greg Crosse, Account Services Director, NFM Group; Vicki Clites, Director of Learning and Development, Giant Eagle, Inc; Preston Cline, President, NFM Group; Engage First, Then Hire! **Approved for Business (SPHR) & SHRM Credits** |  | General Salons 1 & 2
12:55-1:55 | Janet Hayes, Harmonic Systems Consulting, LLC and Allan Echiko, Harmonic Systems Consulting, LLC; HR’s Contribution to Strategic Execution, **Approved for Business (SPHR) & SHRM Credits** |  | Business Duquesne Room
1:00-3:00 | Closing Keynote: Aafke Loney, President and Co-Founder of Business & Education Connected LLC; The Team Behind the Team. **Approved for Business (SPHR) & SHRM Credits** |  | General Salons 1 & 2
1:00-3:00 | Wrap-Up and Exhibitor Prize Distribution |  | General Salons 1 & 2
Conference Special Features

Social Media Lounge
While attending the PHRA 2015 Annual Conference, make sure you visit the Social Media Lounge and interact with your HR peers as they share thoughts, successes, and conference impressions via tweets, likes, and video. Live videoing and interviewing will take place with PHRA members and the conference keynote speakers for placement on the PHRA YouTube page. Catch up with the PHRA “Roving Reporters” as they meet and greet attendees and exhibitors on the conference floor for instantaneous event feedback. Join the conversation at #PHRA100

Exhibitor Scavenger Hunt Sponsored By: Ultimate Software
Join the hunt and you will be eligible to receive numerous gift cards given out randomly during the dedicated exhibit hall time slots. The Grand Prize for successfully completing the scavenger hunt is a $500 Visa Gift Card, sponsored by Ultimate Software. At registration you received a scavenger hunt game card with 25 questions relating to the products and services that our vendors provide. Each question relates to multiple vendors, so network and connect with as many vendors as possible while completing your card. In addition to the $500 Visa Gift Card, we will randomly announce winners of a dozen gift cards throughout the two days. You never know if your name will be called while you are connecting with a vendor.

To be eligible for the Grand Prize Drawing you must correctly complete the scavenger hunt game card provided by Ultimate Software, and place it in the raffle drum located at registration. The $500 Visa Gift Card winner will be selected during the Exhibitor Prize Raffle at the close of the conference on Thursday. You must be present to win the $500 Visa Gift Card, as well as the other exhibitor prizes.

Networking Social Sponsored by:

Join us for a Networking Social on Wednesday, September 30 from 4:35 p.m. - 6:30 p.m. in Salon B-C-D-E. The social is a great way to welcome new PHRA members, mingle with familiar acquaintances, and connect with new business contacts that can help you in your profession and HR career! We welcome new and veteran members alike to join us for an opportunity to meet PHRA’s Board, Staff, and fellow PHRAers.

The event will also have great prizes for attendees to win:
• iPad sponsored by AmericanHealth Care Group
• Kindle Sponsored by AmericanHealth Care Group
• 2016 PHRA Membership/Renewal
• 2016 PHRA Conference Registration
• And more!

Visit the SHRM Certification Lounge to:

• Learn more about the new standard in HR Certification – SHRM-CP® and SHRM-SCP®
• See how SHRM’s Body of Competency & Knowledge (BoCK) can help prepare you for your fast evolving role in HR.
• For those already holding a Generalist HR Certification, obtain your SHRM Certification via the Online Tutorial – this option is free, only takes about an hour to complete, and is only available in 2015!
Keynote Specials

The PHRA Annual Conference provides proven, comprehensive learning that will boost your professional and personal potential whether you are new to the HR profession, hoping to supplement your workplace experience with strategic and tactical education, or seeking to increase your competencies for career growth.

September 30th Opening Keynote:
Andrew Morton
Director of Social Engagement at SHRM
Building a Sustainable and Strategic Social Media Presence
Approved for HR (PHR) & SHRM Credits

In this session, you will learn what social media isn’t and why it’s so hard, as well as the need to define your audience and objectives before you do anything else. In addition, you will explore the rules to live by so that you can develop an enduring social media presence, build a sustainable team, and foster strategic growth. Finally, you will look at tips regarding specific social media platforms.

Session Sponsored By: Arthur J. Gallagher & Co.

September 30th General Session Special:
Trisha Plevich
Vice President of Human Resources at MedExpress
Suzanne Huffman
Director of Employee Engagement at MedExpress
Best-in-Class or Best-for-Us? How MedExpress is Building and Maintaining Employee Engagement
Approved for Business (SPHR) & SHRM Credits

When faced with the challenge of improving employee retention and building on the values of Genuine, Caring and Friendly, MedExpress did what any company would do, they searched for what the best-in-class companies do. Attend this session to find out what MedExpress learned in their search and what they chose to do to build a culture that fosters employee engagement throughout the employee lifecycle.

Session Sponsored By:

Keynote Specials (Cont.)

October 1st Opening Keynote:
Carolyn B. McKinney
Vice President, Human Resources at Peoples Natural Gas
Keys to a High Functioning Human Resources Team
Approved for Business (SPHR) & SHRM Credits

Featuring insights and lessons learned from a seasoned HR leader, this interactive keynote will start with the necessity of overreaching department values that guide the team in decision making, prioritization and gaining credibility. With the premise that the most consequential HR work is done out of silo, recommendations on essential competencies for the HR team itself and practical keys to alignment as a business partner will be put forth. “Quick polls” on perceptions, pitfalls and pet peeves common to HR practice will keep the presentation relevant and fun.

October 1st Closing Keynote:
Aafke Loney
President and Co-Founder of Business & Education Connected LLC
The Team Behind the Team
Approved for HR (PHR) & SHRM Credits

Every business is a team. Some teams have raw talent, some rely on experience, and some are fortunate enough to have both. The Youngstown Phantoms Hockey Team and Business and Education Connected are two ventures that start out working with young people—raw talent, natural and powerful—not sure who they are quite yet.

Our keynote speaker Aafke Loney leads both of these “teams” and is tasked with building in young people an excitement for the future, dreams of winning championships, landing first round draft selections, college scholarships and professional sports contracts. She knows natural talent, excitement and dreams alone do not make a winning team. Proper coaching and support, necessary guidance, direction, discipline and focus can develop raw talent into champions. Aafke will show how this applies to hiring and developing new employees who expect to be starring on the Power Play from day one but must start on the fourth line instead.

100 YEARS: INSPIRE, INFLUENCE AND INNOVATE...THE NEXT CENTURY AND BEYOND!
Concurrent Breakout Sessions 1

Bonnie Artman Fox, LMFT, CADC, A Conscious Choice, LLC
Managing Abrasive Leaders: How to Handle Unacceptable Employee Behavior with Calm, Confidence, and Expertise
Approved for HR (PHR) & SHRM Credits

As an HR Professional, more than likely you have received complaints and reports of negative perceptions about leaders with an overly aggressive, abrasive management style. Employees have negative perceptions about these managers and it affects their productivity, staff attrition, and possibly bottom line results. Though the manager may be a top performer and contributor to the company’s success, their interpersonal style disengages co-workers and employees and could be tarnishing the good standing of your company brand and reputation.

Leaders and/or other professionals with an abrasive interpersonal style usually have the best interest of the company in mind and given the opportunity are able to turn their behavior around. While this type of employee could be labeled as a “bully”, this program will differentiate between the terms of “bully” and “abrasive”. You will learn the positive approaches to retaining valuable employees while reducing workplace suffering for your other employees.

Learning Objectives:
• Identify U.S. states working on legislation against workplace bullying
• Understand how to intervene calmly and confidently with the counterattack from the abrasive leader
• Establish a plan to intervene with abrasive leaders to develop interpersonal competence

Bonnie Artman Fox: From over 25 combined years as a Psychiatric Nurse and Marriage & Family Therapist, Bonnie Artman Fox takes the skills of helping families resolve disharmony and create harmony to workplace relationships that often resemble a family. Her unique background also includes Addiction’s counseling, various clinical and leadership positions in major health care institutions, and trained at the Boss Whisper Institute. Her programs address how conflict undermines your organizational mission and sabotages staff morale, productivity, and relationships. She equips you with how to enhance employee engagement and ultimately bottom line results by working through conflict in a way that maintains everyone’s dignity.

Dan Cubarney, Justifacts Credential Verification, Inc.
Keep HR Out of the Courtroom: New Hire Compliance Concerns
Approved for HR (PHR) & SHRM Credits

Human Resources professionals play a wide variety of roles within an organization. Depending on the company size, the duties of an HR professional can include recruiting, training, hiring, employee engagement, on boarding, compensation management, employment screening, benefits administration, and even cultural influence. Some of these positions encompass all of them! On top of all of that, now HR Professionals have to be aware of HR class-action lawsuits. As the use of background checks continues to increase, so will the volume of case law. Courts are awarding settlements in the millions and lawyers are seeing green.

Understanding background screening laws and regulations is critical to any HR professional that is performing any part of the hiring process. During this presentation, Dan will cover the following hiring topics:

FCRA Lawsuits, Use of Credit Reports, Ban the Box, Adverse Action Process, State-specific Laws & Regulations, Employer Liability, and more.

Learning Objectives:
• Knowledge and notice of the increase of employer FCRA lawsuits in 2015 and trends for 2016
• Demonstrate employer liability and best practices for the use of credit reports during the hiring process
• Educate on recent state-specific regulations including “Ban the Box”
• Advice on the proper process of adverse action from candidate disputes

Dan Cubarney has been working in the background screening industry at Justifacts for over 7 years. At Justifacts, Dan educates clients about the common pitfalls of background screening laws and regulations. As class-action lawsuits rise and lawyers see green, Dan stays up-to-date on all employment screening law that can impact the hiring process.

Dan specializes in working with local and national companies such as Westinghouse, Federated Investors and Sunoco to help protect their workforce through custom background screening processes.

Additionally, Dan acts as a conduit between Human Resource Professionals and the Justifacts Account Management Teams that support their daily screening needs – providing specialized training, consultative services and mentoring.
Bob Stearns, Powerful Potential
HR as a Master Change Agent: Fun, Frustration, & Fulfillment!
Approved for Business (SPHR) & SHRM Credits

Mastering the ability to Lead Organization Change is a much sought after skill in today’s challenging Business, Healthcare, Non Profit and Educational environment. Human Resource professionals are in a unique position to lead change. HR interacts with and knows the strengths and opportunities of leaders and employees at all levels of the organization. Now, I know what you are thinking: HR might have all of this knowledge, but we don’t have the position power to successfully lead changes. Well, what you haven’t considered is the Power of Influence. HR Professionals can use their knowledge of the organization to influence people at all levels of the organization to move in a direction that is mutually beneficial for all involved. Bob will share his experience in turning around several businesses and in influencing clients to implement major changes in improving Customer Loyalty, Employee Engagement, Developing Leaders, Implementing New Strategies, and Improving Major Work Processes. HR Professionals, isn’t it time to leverage your strengths, have a greater impact on your organizations, have more fun and become more fulfilled with your jobs? Don’t miss this one!

Learning Objectives:
• Learn how to use HR Skills and the Power of Influence to be a Master of Change
• Introduction to John Kotter’s (Harvard U.) Eight Steps for Leading Change
• Get direct answers from Bob to overcome obstacles with current changes you are leading

Bob Stearns is the CEO of Powerful Potential which is celebrating their 30th Anniversary in business this year. He was the Architect behind, Medrad’s 2003 journey to win the prestigious Malcolm Baldrige Award. Medrad won the award again in 2010. When Bob led this major change initiative at Medrad, he served as the Director of Organization Development, a role of influence not one of power. The Baldrige Award is presented every year by the President, and here’s what two of them say about it: Bill Clinton: “The Baldrige highlights customer satisfaction, workforce empowerment and productivity, and symbolizes America’s commitment to excellence.” George W. Bush: “The Baldrige exemplifies things that we must never change: the passion for excellence, the drive to innovate and the hard work that goes with any successful enterprise.”

Jeff Weinberg, M.Ed, M.Ph, NHA, Senior Assistance
The Need for Corporate Eldercare Programs: A Win Win for Both the Company and the Employee
Approved for HR (PHR) & SHRM Credits

Almost one-third of the adults working full or part time report assisting with the care of an elderly or disabled family member (Gallup Heathway’s Wellbeing Survey). Seventy percent of the working caregivers have reported work related difficulties due to their caregiving roles. This has caused employees loss of wages, retirement savings and increased stress.

The impact on employers is increased absenteeism, tardiness, presentism, leaves of absence, and higher health insurance costs due to employees needing more healthcare services, as a result of the tremendous stress they experience.

This presentation will provide an in-depth overview of these problems, discuss types of Corporate Elder Care Programs throughout the country and present the Caregiver Champion Program, which we have developed for the working family caregiver.

Learning Objectives:
• Learn the Need for Corporate Eldercare Programs
• Learn the current Corporate Eldercare Programs implemented by corporations throughout the country
• Learn about the Caregiver Champion Program

Jeff Weinberg developed Senior Assistance, an advocacy agency, as a result of working for more than 25 years with seniors and their families. Senior Assistance helps seniors and their caregivers get through the many layers of the bureaucratic maze. Jeff has more than 25 years’ experience in the health care/long term care field as an administrator. He has planned, implemented, and directed a number of healthcare services.

Jeff holds masters’ degrees in Counseling and Health Administration, is a licensed Nursing Home Administrator in Pennsylvania and Florida and a certified Patient Advocate. He serves as an adjunct instructor for CCAC and Penn State University. He is a board member of TRCIL (Three Rivers Center for Independent Living).
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The Post-Gazette is teaming with Monster.com to offer you an opportunity to try this tool at a incredible 50% savings!

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Includes Talent CRM
plus 1/16 page ad in the Post-Gazette
plus a free 30-day posting on Monster.com

Limited time offer. Call Darlene McCullough at 412-263-3547 for more details.

$499
Concurrent Breakout Sessions 2

Wed, Sept 30, 2015 1:15 p.m. to 2:30 p.m.
Salons 1 & 2

Mario Bordogna, Esq., Steptoe & Johnson PLLC
Accommodating HR Through the World of the ADA and ADAAA
Approved for HR (PHR) & SHRM Credits

Employee leave issues are among the most difficult personnel matters for human resource professionals to manage on a day-by-day basis. In fact, employers often spend so much time on the FMLA, it’s often easy for them to forget about the import of the Americans with Disabilities Act and companion state disability discrimination laws. Worse, the landscape in those arenas has changed in recent years, thanks primarily to the Americans with Disabilities Amendments Act, and HR professionals need to understand why and how it has been changing. In fact, the agency charged with enforcing disability discrimination law at the federal level – the Equal Employment Opportunity Commission – has charted a course of emphasis in this area, leaving HR professionals to be confronted with tough questions many of them probably have never considered before. The EEOC also is placing great emphasis on engaging in the interactive process and the question of which accommodations are reasonable, and HR needs to understand the changing landscape in that area, too. This engaging session will, among other things, provide practical guidance to HR professionals on confronting these new disability issues by using specific examples, and also will offer suggestions on how to manage accommodation requests properly in order to avoid legal consequences.

Learning Objectives:
• Educating HR professionals on the latest legal developments related to the ADA, ADAAA, and disability discrimination law.
• Offering learned illustrations of the many scenarios and contexts which employer handling of employee health impairments and the interactive process are under increasing scrutiny.
• Providing useful guidance on mastering the legalities of disability classification and reasonable accommodation issues in order to reduce the risk of exposure.

Mario Bordogna is a labor and employment attorney, counselor and advocate who works as a Member with the law firm of Steptoe & Johnson, PLLC. He is licensed in Pennsylvania and West Virginia, represents clients in all aspects of labor and employment law in state and federal courts, and for the last 18 years, has concentrated his practice in the areas of HR and employment counseling (hiring, firing, leave issues, employment handbooks and policy development); labor-management relations (collective bargaining, grievances, union avoidance, arbitration); employment litigation (class discrimination, wrongful discharge, sexual harassment, wage and hour); and general employment and civil litigation. He represents clients in sectors and industries such as energy, hospitality, health care, manufacturing, education and others, working on the front end to keep clients in legal compliance, and assisting them on the back end if things happen to go wrong and they need a strong and experienced litigation advocate. His overall speaking experience includes addressing corporate, in-house, insurance and HR clients and various audiences – including at the PA SHRM State Conference and at national conferences like the Advanced Employment Issues Symposium – covering topics like social media, hiring, sexual harassment, performance evaluations, disability discrimination and more. He was honored in 2012 as a Top-25 Online Influencer by HR Examiner, has been a Super Lawyers’ Rising Star on 3 occasions, and was selected for inclusion in 2016 for the 22nd Edition of Best Lawyers in America. Mr. Bordogna also manages and coordinates content for — as well as contributes to — his firm’s award-winning labor and employment blog, Employment Essentials, and the blog’s Twitter presence @SJEmpEssentials

Concurrent Breakout Sessions 2 (Cont).

Adam Primi, SPHR, Oncology Nursing Society
Steve Potter, LUMA Institute
Sparking Innovation in HR Using Human-Centered Design
Approved for Business (SPHR) & SHRM Credits

This session will focus on the application of Human-Centered Design techniques to creative problem solving in human resources. Human-Centered Design is the discipline of generating solutions to problems and opportunities through actions driven by the needs, desires, and context of the people for whom the solution is being designed. This problem solving methodology is a natural fit for human resources professionals, who are often called upon to generate ideas and provide solutions to complex organizational problems such as workplace culture, productivity, teamwork, strategic planning, and benefits programs design.

The workshop will provide an overview on three key human-centered design skills: observing human experience (looking), analyzing challenges and opportunities (understanding), and envisioning future possibilities (making). A deeper dive into problem framing methods will be highly interactive and give participants tools they can take back to the workplace to affect immediate challenges and support real change.

Learning Objectives:
• Demonstrate a new and innovative approach to problem solving in human resources management.
• Provide participants with tools and techniques they can immediately take back to the workplace to tackle challenges.
• Teach methods through hands-on problem solving and real world examples.
Concurrent Breakout Sessions 2 (Cont).

Adam Primi is Director of Human Resources at Oncology Nursing Society, a professional membership association of oncology nurses dedicated to the transformation of cancer care. Adam has over 12 years’ experience in human resources across several industries including staffing, manufacturing, higher education, and non-profit organizations. Adam is SPHR certified and holds a Masters in Industrial and Labor Relations from Indiana University of Pennsylvania.

Steve Potter is a Senior Program Director at LUMA Institute, a Pittsburgh-based organization dedicated to helping organizations meet the growing social and economic imperative to innovate. Steve partners with clients from a variety of industries to help them build cultures of innovation. With over 15 years of training and teaching experience in human resources, Steve has made a significant impact to organizations across a variety of industries including Fortune 500 companies, educational institutions, and non-profit organizations. Steve holds a Masters of Labor and Human Resources degree from The Ohio State University.

J.P. Michel, DDI
Sustaining Development: How to Make it Stick
Approved for HR (PHR) & SHRM Credits

Have you ever been amped to launch a development program, only to see it fade away after a year? Have you ever witnessed a leader go through a training program resulting in very little improvement of skills? A yes answer to either of these questions means you need to reevaluate your sustainability measures.

Sustainability, in terms of leadership development, can be looked at in two ways: the learner level and program level. Join us to learn how you can maximize your efforts by implementing a strategic approach to sustainability at both levels.

Learning Objectives:
• Where your organization’s opportunities are for improving sustainment
• Five key components you need to address to make development stick
• How to make sure what your leaders learn in the classroom lives on in the workplace – through application and ultimately business results

J.P. Michel is a consultant in DDI’s Accelerated Development solution group. His focus and expertise lie in selection, assessment, leadership development, and implementation of talent and leadership development initiatives. JP’s clients include Sherwin Williams, YMCA, Biogen, CREE, USAA, Steelcase, Standard & Poor’s, Academy Sports + Outdoors, McKesson, Sam’s Club, Hershey, and Pratt & Whitney.

A natural relationship builder with a track record for successful collaborations, JP excels at empowering leaders in order to achieve top-level results. He has worked with hundreds of leaders, from high potentials to CEOs, to better understand their assessment and/or 360 results, target strengths and growth areas and develop robust development plans that get results.

Concurrent Breakout Sessions 2 (Cont).

Sylvia Vogt, Carnegie Bosch Institute at Carnegie Mellon University
Leading Innovation in a VUCA World
Approved for Business (SPHR) & SHRM Credits

In a VUCA world – one characterized by volatility, uncertainty, complexity, and ambiguity – traditional leadership skills are not enough. Today’s complex business environment calls for effective innovation and agile leadership skills to be successful.

This session introduces specific leadership skills that will benefit managers and human resources professionals in a VUCA world. Using examples from her role as adjunct professor of management and her experience as an industry executive with The Bosch Group, Sylvia Vogt will provide managers with integrated tools and proven techniques for success.

Targeting mid- to senior-level human resources professionals, this session will provide a brief glimpse of the high-quality executive training available at Carnegie Mellon University’s Carnegie Bosch Institute.

Learning Objectives:
• Learn specific leadership skills beneficial in a VUCA world
• Increase awareness of the effect of personal preferences on innovation
• Get some tips on how to encourage innovation in today’s complex business environment

Sylvia Vogt is the president of the Carnegie Bosch Institute at Carnegie Mellon University. She leads the Institute’s activities, which include research and education in international management. In her role as trainer in the classroom, her extensive experience focuses on multicultural leadership, change management, and post-merger integration. She is also an adjunct professor of management at Carnegie Mellon’s Tepper School of Business. To these roles, she brings more than 20 years of broad international industry experience as an executive with the Bosch Group.

Prior to joining Carnegie Mellon in 2009, she served as vice president, corporate affairs Americas, for Robert Bosch North America. She was responsible for the company’s corporate strategic planning function for the Americas region (North and South America), as well as the communications and external affairs functions for Bosch in North America, including media relations, public policy advocacy, government relations, and charitable contributions.
Concurrent Breakout Sessions 3

**Mike Chiappetta, The HDH Group**

**Chet Rhoads, The HDH Group**

**Data Integrity**

*Approved for Business (SPHR) & SHRM Credits*

Becoming data driven on the design, implementation and management of your healthcare and benefits program is a multi-step journey. Starting with simply getting all of your healthcare and benefits data, each step builds upon the previous steps as you and your team mature. Learning and understanding how to analyze the information given will enable you and your team to solve complex problems associated with optimizing quality, cost and efficacy of healthcare and benefit programs.

**Learning Objectives:**

- Management and Storage of PHI
- Cleansing data to identify issues
- Integrating data across all lines

Mike Chiappetta, HDH Group, has been in Healthcare for the last seven years. He has spent three years with a major carrier adjudicating disability claims and has spent the last four years as a sales professional. Mike has partnered with companies to build initiatives and implement plan design changes to comply with healthcare legislation, population health management, multi-generational engagement, and keeping employees at work.

Chet Rhoads, HDH Group, has been in the benefits industry for 20 plus years. Chet’s experience in partnering with companies ranges from consulting in the mid to large market employer group segments. Chet has expertise in consolidating risk pools nationally, school consortiums/trusts, alternative funding strategies, and workforce management strategies to comply with the Affordable Care Act.

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**Dawn DePasquale, Ph.D., Management Science Associates**

**Unleashing Power, Potential, and Pride: How Managing the Climate for Innovation Uncovers the Best in People**

*Approved for HR (PHR) & SHRM Credits*

Based on 50 years of seminal research that began with a simple observation of two plants, of the same company which yielded vastly different production output and morale levels, this interactive workshop looks at what factors most affect productivity and explores approaches for encouraging innovation in the workplace. Participants will complete a self-assessment worksheet based on the highly validated and reliable Situational Outlook Questionnaire, which measures the factors shown to have the greatest impact on organizational innovation, productivity, quality, and well-being. The findings and topic are relevant for all work settings including not-for-profit.

**Learning Objectives:**

- Learn what the most – and least – creative organizations are doing to improve their climate for innovation
- Discover the 9 dimensions that define a creative climate based on 50 years of research
- Realize the critical impact of leadership on the climate for creativity, change, and innovation

Dawn DePasquale: Over 10,000 leaders in North America, Europe, United Arab Emirates, Great Britain, China, Namibia, and South Africa have been impacted by Dawn’s unique and inspiring keynote addresses, unique workshops and skilled facilitations. As a Master Trainer, she has worked extensively with industry-leaders Development Dimensions International (DDI) and the Creative Problem Solving Group, Inc. to bring high-quality and high-impact leadership, customer service, and creative problem solving skills and best practices, to blue chip companies and premier universities. Active in world-wide creativity and innovation conferences, Dawn’s ability to make concepts applicable and meaningful has earned her a conference reputation as a “go-to” presenter.

She most recently was recruited as Chief Learning Officer for American University in DC, and now is back in Pittsburgh as the VP of Talent Strategy for Management Science Associates (MSA), an 850-person data analytics company founded by Dr. Al Kuehn, a former professor of Carnegie Mellon University.

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**Ralph Haas, Right Management**

**Don't Let Good Talent Walk Out the Door: An Innovative Approach to Career Development**

*Approved for HR (PHR) & SHRM Credits*

In light of the economic uncertainty that has driven significant change in most businesses across all industries, the only thing certain is that we can’t approach talent needs in the same way as we have in the past. While it is important for organizations to evaluate and develop new strategic priorities to operate successfully in this environment, it is just as critical for HR to adopt a nimble approach to align talent against stated objectives. It is essential to have a talent plan that allows movement efficiently across roles, while keeping the individual needs in focus. In this interactive and engaging session we will discuss emerging trends in the world of work, the critical need for having a broader talent mobility strategy and best practices for putting
Concurrent Breakout Sessions 3 (Cont).

proactive career development and career mobility processes in place to drive performance. We will look at the drivers for engagement, career satisfaction and retention, and the critical role that managers play in the development and coaching of their employees.

Learning Objectives:
• Career development and mobility as key drivers of engagement and retention
• The alignment model – how employee career satisfaction is tied to business success
• The critical role of leadership and front line managers in creating a development culture

Dr. Ralph Haas, a Louisville, KY native, has been a consultant and counselor for over 25 years. During his tenure with Right Management as a Senior Consultant, he has delivered executive career transition, career management, career planning, and talent management programs to thousands of individuals and groups across all industries domestically and globally. He holds a doctorate in Educational and Counseling Psychology and a Master’s Degree in Vocational Counseling, and is a frequent guest lecturer and speaker to graduate and undergraduate students and community groups on career management and related issues.
Lisa Purk, Inner Fire
Simplifying the Complexities of Change
Approved for Business (SPHR) & SHRM Credits

Change is a part of everyone’s life both personally and professionally, and it arrives from a variety of sources. Everyone must handle it in their own life, and for those who choose a role of managing people, the impact of change expands even further.

In understanding a number of predictable reactions that one can expect when managing change, a person will be guided in successfully navigating the bridge between past and future. This will result in making the transition with less stress and overwhelm and a greater sense of being grounded and productive.

In this presentation, Lisa shares these common reactions to change and offers key strategies for managing each. She discusses the impact of one’s “inner chatter” and provides strategies for shifting from self-sabotaging thoughts to an inner voice of strength and encouragement. With these tools, one will be able to confidently manage the changes of moving forward.

Learning Objectives:
• The participant will learn seven common reactions inherent to all types of change
• The participant will learn the acronym C.R.A.F.T. and its relationship to managing change in a new and more confident manner
• The participant will take away five key strategies for managing change in self and others

Lisa Purk is a Life Coach and Owner of Inner Fire. She specializes in helping female business leaders have the confidence to step into their own uniqueness and authenticity so they can create the lifestyle they truly desire. She works with women through individual coaching and group education to guide them in: managing feelings of stress and being overwhelmed; overcoming habits of procrastination and distraction; moving beyond painful life experiences; and developing new habits that bring more satisfying results. Lisa publishes a weekly newsletter “Inner Chatter Matters” which features insights to help readers manage common life challenges.

A well-received presenter for seminars and retreats, Lisa is known for providing a fresh perspective, actionable strategies and a refreshingly straight-forward approach to navigating some of life’s most difficult challenges. She has been described as honest, open and caring with a heartfelt interest in empowering professional women to discover lives of greater confidence, clarity and balance.

Elliot N. Dinkin, Cowden Associates, Inc.
Fine-Tuning the Impact of “Pay or Play” Strategies: Process for Evaluating Employer Compensation Adjustments
Approved for HR (PHR) & SHRM Credits

Companies have been trying to gauge the impact PPACA will have. Part of that process has been trying to navigate strategies. One of the options is to drop health care coverage, pay a penalty, and provide some form of additional compensation to employees.

This session describes how to evaluate this option including considerations for establishing the amount of compensation to be provided, if any. Setting the amount of additional compensation is a trying exercise given the disparities in public exchange rates that are tied to location and age.

The presentation illustrates hypothetical exchange rates and plan comparisons, including comparisons of current plan design to various exchange plans. It will also illustrate the impact to the employer and employees, using the data. Discussion will also ensue as to the impact of subsidies and their part in developing a compensation strategy.

Learning Objectives:
• How employers need to look at compensation to enable them to attract, retain and motivate employees
• What HR and business issues will arise that need to be considered
• Pros and Cons to both employers and employees

Elliot Dinkin is a 25-year plus veteran of the actuarial, compensation and employee benefits field that continues to make his mark. Today, as President and CEO at Cowden Associates, Inc., Elliot provides leadership to position the company at the forefront of the industry. His exceptional ability to view issues in the framework of a “total compensation” philosophy provides clients with a unique perspective as they search for creative ways to address their compensation, benefits and retirement needs. Elliot earned his MBA in Finance and Accounting from the University of Pittsburgh and a BA in Economics (Cum Laude) from Dickinson College. Elliot’s expert knowledge of management, collective bargaining and pensions has been tapped by publications including The
Concurrent Breakout Sessions 4 (Cont).

Keith A. Friede, Arthur J. Gallagher & Co

Leading Strategically as a Human Resource Professional
Approved for Business (SPHR) & SHRM Credits

It’s the challenge of every serious HR professional – operating more strategically, to be more influential and get a “seat at the head table.” But crafting a brilliant strategy is only a start, because the world is not likely to beat a path to your doorstep. In this session, we’ll go beyond the “what” to address what is, arguably, more important – the “how”: establishing credibility as a business professional, developing your ability to influence, developing a dense web of trusting relationships inside and outside your organization, and communicating more effectively as a leader. You’ll have an opportunity in the session to actively begin developing action plans for improving your business influence, expanding your network, and communicating – and to practice all three with new network acquaintances!

Learning Objectives:

• Develop greater credibility within your organizations as business leaders
• Develop influence and leadership skills by understanding and applying concepts such as courageous followership & leadership, the Leadership Fingerprint™, position power and leadership fluidity
• Utilize active, reflective listening skills to improve the quality of communication, deepen relationships and make better decisions

Keith Friede leads the Talent & Organization Development practice for Arthur J. Gallagher & Co.’s North Central Region. His primary consulting focus is delivering strategic consulting expertise, talent development programs and organization development interventions to client organizations. Keith is a frequent presenter at national and regional professional conferences throughout the U.S. With over 25 years of experience in organizational leadership and human resource development, Keith’s core areas of consulting expertise include leadership and management, total rewards strategy, presentation skills, and individual leadership coaching. Prior to joining Arthur J. Gallagher & Co. in 2003, Keith was president of A.E. Roberts Company, a premier training and consulting organization. Keith holds an M.A. in human resource development from the University of St. Thomas. His ground-breaking post-graduate research on leadership in virtual organizations led to an ongoing association as an advisor and contributing expert to the Centre for Applied Leadership.

Concurrent Breakout Sessions 4 (Cont).

Len Petran Costa, The Leadership Quest
Employee Engagement: 5 Methods for Lasting Impact
Approved for HR (PHR) & SHRM Credits

Studies show that lack of employee engagement ranges anywhere from 65%-85%. 30% of employees today are actively disengaged from the workplace.

This workshop is based on the principles of The Leadership Challenge. The Leadership Challenge framework grew out of rigorous research that first began in 1982 when Jim Kouzes and Barry Posner set out to understand those times when leaders performed at their personal best. Now known worldwide as the most practical model of leadership development, this work continues to prove its effectiveness in cultivating and liberating the leadership potential in anyone—at any level, in any organization—who chooses to accept the challenge to lead.

Learning Objectives:

• The five practices that separates great leaders from mediocre leaders
• The differences between management and leadership and what to do to avoid the “management” trap
• The ten common sense behaviors that will increase your employee engagement

Len Petran Costa joined Sandler Training by Peak Performance Management/The Leadership Quest, a sales and leadership training and coaching company in business for the last 20 years. He joined Peak Performance after having served as president of Sysco Food Services of Pittsburgh. He was with Sysco for 19 years starting in the sales department and served as the president of the Pittsburgh division. As president, Petran Costa led all aspects of the facility, including human resources, marketing, merchandising, finance, IT and warehouse operations. Prior to Sysco, Petran Costa was a restaurant entrepreneur in his own company, Petran Costa Corporation. The organization owned and operated 3 restaurants in the Pittsburgh region.

Petran Costa received a bachelor’s of arts degree in economics from the University of Pittsburgh. He is actively involved in the nonprofit community and serves on the boards of both the Light of Life Rescue Mission and Christian East African and Equatorial Development Trust.
Kimberly Zacherl, MBA, SPHR, SHRM-SCP Mercyhurst University
Social Media Usage in the Recruitment and Selection Process: A Case Study of Applicant Perspective
Approved for HR (PHR) & SHRM Credits

The popularity of social media has dramatically affected the recruitment and selection process, offering employers the opportunity to review applicants’ public social media accounts and request their private social media passwords in an effort to determine if the applicant would be an appropriate fit for the company and/or position. Although employers may be able to obtain valuable information through this practice, it could lead to significant ethical and legal issues, raise concerns about privacy and security, and alienate applicants.

During this session, we will discuss a study which surveys potential employees’ perceptions and opinions on this topic and analyze these findings to determine the impact on the recruitment and selection process. Additionally, we will discuss legal and ethical considerations employers may need to consider before requesting applicants’ social media passwords or viewing their public social media sites.

Learning Objectives:
• Evaluate the pros and cons of requesting applicants’ social media information. These include any potential bias you may inadvertently obtain by viewing a candidates’ public social media site(s), legal and ethical considerations you may face during this practice, and more
• Evaluate how requesting social media passwords may affect the applicants’ actions during and after an interview, including a discussion of pressures candidates may face when asked for their social media passwords
• Determine if any state or federal laws prohibit you from requesting potential employees’ social media passwords or using public social media content from influencing the recruitment and selection process

Kimberly Zacherl, MBA, SPHR, SHRM-SCP, serves as an Assistant Professor of Business, Program Director for Human Resource Management, and Director of Administration for Hospitality Management in the Walker School of Business. She has an extensive and diversified background including over twenty years of professional work experience with expertise in management, sales, and marketing. Throughout her career, Kimberly has hired, managed, and trained personnel at various employers, managed a 3,900 member food and beverage club, has ten years of college teaching experience including 13 subjects (e.g. Recruitment and Selection, Training and Development, and Human Resource Management), and has conducted many external and internal workshops and presentations. She has held positions including Director of Sales and Marketing, General Manager, Hotel Manager, Clubhouse Manager, Marketing Consultant, and Educational Program Coordinator. In addition to being an SPHR, SHRM-SCP and holding a Master’s Degree in Business Administration, Kimberly has a Graduate Certificate in Human Resource Management from Gannon University, and a Bachelor of Arts Degree from Mercyhurst University.

Erin Hart, American HealthCare Group
Retiree Health Benefit Planning
Approved for HR (PHR) & SHRM Credits

Retiree Health Benefit planning takes knowledge of Medicare (Parts A, B, C & D), State Pharmacy Assistance Programs, Medicare Savings Programs, Extra Help, Social Security and more.

Retiree plans should evolve as the beneficiaries reach age 65 and beyond. Communication pieces, on-site trainings and individual consultations need to happen in a systematic way to make sure retirees are truly benefiting from this expenditure. The timing is critical and the tools necessary for analysis are critical for on-time decision making.

Learning Objectives:
• Medicare Basics
• Entitlement programs: State & Federal
• Communication pieces: Individuals nearing & over 65 need data to make decisions

Erin Hart is the Director of Health Benefit Services with American HealthCare Group and oversees Health & Wellness programs for the firm. Erin created one of their key programs – Farm to Table – in 2006. Farm to Table Pittsburgh unites the food producers of Western Pennsylvania with local consumers to bridge the gap that exists between eating healthy food and supporting local economy.

In addition, Erin is a licensed insurance broker specializing in health care options for Seniors. She is a frequent speaker in the Pittsburgh healthcare arena, and she gives seminars with Health Care Options for Seniors and other AHG programs. Erin earned a Bachelor of Arts in English from Allegheny College in Meadville, PA, and she has been working with American HealthCare Group since 1994.
Concurrent Breakout Sessions 5

Abbie Leibowitz, M.D., F.A.A.P., Health Advocate, Inc.
Leveraging a Data-Driven Approach to Employee Engagement
Approved for HR (PHR) & SHRM Credits

With the ongoing and rapid rise of consumer-driven healthcare, it is more important than ever that employees are engaged in their healthcare and provided with resources to make informed decisions. Yet oftentimes, employers struggle with developing effective strategies for engaging employees in managing their health. However, by leveraging powerful analytics tools to understand and utilize available data, employers can strengthen employee engagement while improving outcomes and reducing healthcare costs.

Data analytics can provide both employers and employees with actionable information that can be leveraged to create innovative solutions, such as powerful decision support tools, robust databases, targeted communications and more. Dr. Leibowitz will explore strategies to implement a data-driven approach as well as discuss tools, including pricing transparency platforms, which can impact employee behavior, increase productivity and reduce costs. Additionally, Dr. Leibowitz will discuss how transparency helps employees become more effective healthcare consumers and how to engage employees to use data-driven tools to their benefit.

Learning Objectives:
• Incorporate new ideas into existing workplace health management programs to improve employee engagement
• Understand how data can be used proactively to influence consumer behaviors
• Identify data-driven strategies to strengthen engagement while controlling costs

Abbie Leibowitz, M.D., is Executive Vice President, Chief Medical Officer of Health Advocate, Inc. Before co-founding Health Advocate, Dr. Leibowitz was EVP of digital health strategy and business development for Medscape, Inc. and a member of the company’s board of directors. For the four years prior to October 2000, Dr. Leibowitz served as chief medical officer for Aetna U.S. Healthcare. Dr. Leibowitz joined U.S. Healthcare in 1987 and served in a number of senior level positions with the company. Before joining U.S. Healthcare, Dr. Leibowitz spent 12 years in private pediatric practice. He built and managed a seven physician pediatric group serving a diverse urban/suburban population of over 25,000 patients.

Concurrent Breakout Sessions 5 (Cont.)

Wendy Maletta, NFM Group
Greg Crossey, Account Services Director, NFM Group
Vicki Clites, Director of Learning and Development, Giant Eagle, Inc.
Preston Ciranni, President, NFM Group
Engage First, Then Hire!
Approved for HR (PHR) & SHRM Credits

How do you make your company’s recruiting and hiring process engaging and memorable, acquire the best talent, AND reduce your cost per hire? Learn how Giant Eagle’s HR professionals teamed up with Experiential Marketing experts from NFM Group to create and implement new ways to attract the best talent to match Giant Eagle’s needs and brand identity. This fun presentation will give you ideas on how to engage with potential employees and conduct pre-screening before the hiring process even begins, utilize live events and technology to educate applicants about your brand and build enthusiasm for the opportunities you offer, and improve your recruiting and talent acquisition efforts in innovative ways, including some that can help you reduce your average cost per hire!

Learning Objectives:
• Innovative ways to engage with applicants before and after the interview process
• At least two cost effective methods to improve your recruiting and acquisition efforts
• Through a case study illustration, you will hear about a memorable way to do mass hiring

Wendy Maletta, Business Development Specialist, NFM Group. Wendy is a veteran relationship developer, event producer, marketing strategist and International Coach Federation Associate Certified Coach with more than 25 years of experience. She is also the proud Co-Founder of Dress for Success Pittsburgh, a non-profit organization that helps disadvantaged women transition successfully into new careers.

Greg Crossey, Account Services Director, NFM Group. Greg is an Experiential Marketing professional with a truly diverse background in political, non-profit, sport and retail marketing spanning a 25-year career. He has expert knowledge in the conceptualization and direction of marketing events and campaigns, national tours, product launches, brand activations, outreach initiatives, and earned media events.

Vicki Clites, Director of Learning and Development, Giant Eagle, Inc. Vicki brings more than 36 years of experience and until recently led the people practices of Market District, serving as HR Director of Market District. In
that role, Vicki provided HR oversight to the Market District format, which included talent acquisition, workforce planning, training and development, and the development of the Market District HR Strategy.

Preston Ciranni, President, NFM Group. Preston has planned, researched, negotiated and invested tens of millions of dollars in every form of media imaginable on behalf of his clients. He gains a complete understanding of client wants and needs and develops unique, well-rounded marketing ideas and strategies that are geared to exceed the client’s goals.

Janet Hayes, Harmonic Systems Consulting, LLC
Allan Echko, Harmonic Systems Consulting, LLC

HR’s Contribution to Strategic Execution

HR plays a critical role in implementing strategy within a company. Successful HR executives understand the need for aligning their organization’s operations with the company’s strategy, but it may not be clear what alignment means and how to accomplish it. Furthermore, even when they achieve alignment, HR executives need to foster a culture to maintain alignment as the company innovates and grows.

When addressing the topic “HR’s Contribution to Strategic Execution,” we use an analogy of an orchestra to explain how successful organizations work. We will address the role of HR as “Concertmaster” in orchestrating the delicate balance between organizational alignment and innovation, requiring excellent change management.

After the session, HR executives will have action steps they can take to ensure alignment and execution today, and keep their organizations strong and vital through the innovations of tomorrow.

Learning Objectives:
• What organizational alignment means and why it is so important
• The importance of innovation and how to balance it with alignment to achieve strategy
• How HR can apply these concepts in both departmental planning and overall operational execution

Janet Hayes is a Managing Partner at Harmonic Systems Consulting and helps each member of a client’s organization realize their full potential by focusing the combined power of the human spirit on achieving the client’s specific business goals. She has an MBA and is Lean Six Sigma certified. Janet has extensive executive experience in information technology, sales and marketing, metrics, project management and operational excellence, including HR process definition and execution.

Allan Echko has enjoyed executive level responsibilities in a variety of professional positions and industries, including business operations with full “bottom-line” responsibility. He has proven skills in organizational design and development, strategic planning, customer service management, change management, and financial control. Allan’s background includes direct, cross-functional experience managing human resources, sales, operations, and administrative support areas. Allan’s work with clients ensures that strong financial management practices, personalized employee development activities, and effective organizational team building efforts are implemented and maintained.
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- Pittsburgh Business Times
- Pittsburgh Post-Gazette/Monster
- Trib Total Media

Career Development
- Columbia Southern University
- New Horizons Computer Learning Center of Pittsburgh
- Pittsburgh Human Resources Association (PHRA)
- Robert Morris University

Employee Assistance Programs
- Gateway Rehab
- ValueKaszak

Employee Law
- Navigate HCR and Benefits Network

Executive Coaching
- Peak Performance / The Leadership Quest

Financial Services
- BPU Investment Management, Inc.
- Delta Dental
- Henderson Brothers, Inc
- Single Source Benefits
- TJS Insurance Group
- Vision Benefits of America

Global HR Management
- Development Dimensions International (DDI)
- Peak Performance / The Leadership Quest
- Right Management

Health & Wellness
- American HealthCare Group
- Gateway Rehab
- MedExpress Urgent Care
- Medi-Weightloss
- TJS Insurance Group
- ValueKaszak

HRIS
- ADP, LLC
- Aon Hewitt
- Paycor
- Sentic, Inc.
- Single Source Benefits
- Ultimate Software

Housing
- McKinney Properties, Inc

HR Resources
- Pittsburgh Human Resources Association (PHRA)
- SHRM

Insurance
- Arthur J. Gallagher & Co.
- Delta Dental
- Henderson Brothers, Inc
- Single Source Benefits
- TJS Insurance Group
- Vision Benefits of America

Internal Investigations
- Vestige Digital Investigation

Management/Executive/Leadership Development
- The Bradley Partnerships, Inc.
- Carnegie Mellon University
- Executive Education
- Development Dimensions International (DDI)
- Peak Performance / The Leadership Quest
- Right Management

Pre-Employment Testing & Screening
- Application Verification, Inc.
- Concentra
- Justifacts Credential Verification, Inc.
- OraSure Technologies
- Precheck, Inc.

Recruitment
- Acuity Human Resources
- Callas Resource LLC
- Gregg Staffing Solutions

Relocation
- McKinney Properties, Inc

Retirement/Pre-Retirement Planning
- BPU Investment Management, Inc.
- Henderson Brothers, Inc

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Acuity Human Resources provides complete human resource business outsourcing and project management services. As the trusted advisor and mentor to countless businesses across the region, Acuity HR services range from managing the entire human resources function, to providing expert advice, to performing talent acquisition, to managing specific projects, and to leadership training.
Laura Rodavich: 724-776-5533

ADP
Booth: 43
Service Category: HRIS
ADP provides an innovative combination of technology and services - designed specifically for mid-sized companies - that no company can match. With ADP payroll services as the foundation, you can trust our proven, all-in-one Human Capital Management (HCM) solution to help you work smarter and propel your business forward.
Corey Reynolds: 412-747-7416

Allegheny HealthChoices, Inc. (AHCI)
Booth: 38
Service Category: Consultants & Trainers, Training & Development
Allegheny HealthChoices, Inc. (AHCI) is an innovative non-profit organization that focuses on improving the systems and programs that support individuals with mental health and substance use disorders. In addition to a variety of other services, we offer Mental Health First Aid training, a public education program that introduces people to common mental health problems that can interfere with work, and the risk factors and warning signs of these problems. This evidence-based program builds understanding of the importance of early intervention, and teaches people how to assist someone experiencing a mental health challenge. Just as CPR training helps a layperson without medical training assist an individual following a heart attack, Mental Health First Aid training helps a layperson assist someone having a mental health crisis. Learn how we can help you provide this important training at www.ahci.org/html/mhfa/
Tina Zimmerman: 412-325-1100 x7764

American HealthCare Group
Exhibit Hall Entrance
Service Category: Wellness
Pathways to SmartCare,® a product of American HealthCare Group, is a Wellness Program that brings Prevention to the Workplace. Onsite Fitness assessments, nutrition education, stress management, farmers market on wheels, screenings, immunizations, massage therapy and tobacco cessation are our main areas of focus.
Like us on Facebook and Twitter!
Liz Kanche: 412-563-7854

Application Verification, Inc.
Booth: 4
Service Category: Pre-Employment Testing and Screening
Built on solid fundamentals, Application Verification is a full-service nationally accredited human resource support organization specializing in employment screening solutions. Application Verification’s cutting-edge HRIS system allows us to deliver a clearly defined objective: provide the best technology, and guarantee our clients that the information they received was accurately reported in a timely manner. Our clients tell us that the following factors are what make Application Verification different:
• Superior Screening Results
• Cutting Edge Technology
• Decision-Making Made Easy
• Commitment to a Higher Standard
David K. Reed: 412-349-6001

Arthur J. Gallagher & Co.
Booth: 15
Service Category: Insurance
"CONFERENCE SPONSOR"
You need the right answers to your benefit questions. A smart benefit solution provides them. A smart solution is one that is tailored to your current and long-term business objectives, the market landscape in which you operate and your employee’s needs. That’s what Arthur J Gallagher & Co. does for you. Our advisors get to know you, your business and your employees. Armed with that insight, we help you to better manage your domestic and international benefits, HR, compensation and retirement challenges. The result? Your business and your people get more out of your benefits.
That’s what our expertise can do for you. Help your people work better so they can make your business perform better.
Learn more at www.ajg.com.
Mark Weber: 412-880-4984

Automated Card Systems, Inc.
Booth: 25
Service Category: Document Imaging Solutions
"CONFERENCE SPONSOR"
Automated Card Systems provides a comprehensive line of employee photo identification and credential management solutions. We specialize in personnel identification solutions, visitor management, Access Control, PC and database access. Our solutions include visual, physical, and logical access. We are the only local provider with onsite installation, training, technical support & service.
Greg Smith: 724-820-1160
BPU Investment Management, Inc.
Booth: 7
Service Category: Financial Services, Retirement/Pre-Retirement Planning, and Conferences, Seminars, Educational Programs
*CONFERENCE SPONSOR*
BPU Investment Management, Inc. (BPU) is a full service investment firm providing comprehensive financial planning and wealth management products to individuals; defined benefit and defined contribution plans to businesses; and endowment services to nonprofit organizations. BPU has branch offices in downtown Pittsburgh (corporate headquarters), Greensburg and Uniontown. BPU is a member FINRA/SIPC and an SEC registered investment advisor.
Paul Brahim: 412-288-9150

The Bradley Partnerships, Inc.
Booth: 44
Service Category: Global HR Management, Management/Executive/Leadership Development
The Bradley Partnerships is a human resource consulting firm that works with regional, national, and international organizations. We believe that managing your people well is the best way to grow your business. We partner with every client to create customized solutions that meet your unique HR needs and challenges.
Michele Pastrick, SPHR: 724-799-8170

Callos Resource LLC
Booth Number: 18
Service Category: Recruitment, Temporary Services
Callos Resources is a full service human resource support organization specializing in temporary and temporary to hire positions including administrative (all types), data entry, industrial, light technical, and warehouse. Our specialty staffing area will give you the attention you need for: IT Technical, Engineering, and Direct Hire. Additional offering include Executive Coaching, Outplacement services, ASO Leasing Services, Financial Services and Benefits. Ask us how we can work with your organization today!
Marcy McKivitz: 412-246-4826

Carnegie Mellon University Executive Education
Booth: 37
Service Category: Conferences, Seminars, Educational Programs, Management/Executive/Leadership Development
Executive education at Carnegie Mellon University’s Tepper School of Business for top-quality leadership development. OPEN ENROLLMENT PROGRAMS are an opportunity for individual managers to learn and network with other executives from around the world. We also specialize in designing CUSTOM EXECUTIVE EDUCATION PROGRAMS for corporate clients around the world.
Robin Savikas: 412-268-7812

C.A. Short Company
Booth: 2
Service Category: Safety & Security, Work/Life Benefits
C.A. Short Company is a full service employee recognition company that specializes in developing years of service, safety and total recognition programs for workforces across the nation.
David Kantner: 800-535-5690

Columbia Southern University
Booth: 42
Service Category: Career Development, Education
Columbia Southern University, established in 1993, offers online associate, bachelor’s and master’s degrees in fields such as human resources, business administration, organizational leadership and public administration. Visit www.ColumbiaSouthern.edu or call 1-800-977-8449 to learn more!
Christina Henderson: 251-923-4293

Community College of Allegheny County-Workforce Division
Booth Number: 58
Services Category: Education, Training and Development
CCAC’s Center for Professional Development (CPD) partners with regional business and industry leaders to develop a vital economic future. By building a more productive, educated and skilled workforce through skills, training and professional development, we improve Southwestern Pennsylvania’s economic potential and improve the overall quality of life in our region.
Patricia Friedrich: 412-788-7536.

Community College of Beaver County
Booth Number: 8
Services Category: Education, Training and Development
*CONFERENCE SPONSOR*
For over 30 years, CCBC has provided customized workforce training solutions and professional development programming. An education partner to SHRM, CCBC offers the SHRM Learning System certification preparation program as well as a variety of seminars that provide PDCs for those individuals already certified. Visit www.ccbc.edu/washingtoncounty for more information.
Merilee Madera: 724-480-3448

Concentra
Booth Number: 30
Services Category: Worker’s Compensation, Pre-Employment Testing & Screening
A leading provider in occupational health, Concentra is a national health care company focused on improving America’s health, one patient at a time. Through its affiliated clinicians, the company provides occupational medicine, urgent care, physical therapy, and wellness services from more than 300 medical centers in 38 states.
Matt Martella: 412-304-2283
Cornerstone OnDemand
Booth Number: 50
Service Category: Training & Development

Cornerstone OnDemand is a global leader in cloud-based learning and talent management software. From recruitment, onboarding, training and collaboration, to performance management, compensation, succession planning and analytics, Cornerstone empowers learning and development fundamentals to the growth of employees and organizations. Cornerstone's solutions are used by over 2,200 clients worldwide, spanning over 191 million users across 191 countries and 42 languages.

Dave Spear: dspear@csod.com

Delta Dental
Booth Number: 32
Service Category: Dental Care, Insurance

Delta Dental, the nation’s leading dental benefits carrier, offers a variety of dental plans for large and small clients with the support of some of the largest dentist networks in the U.S. Delta Dental pioneered a system of quality assurance and cost management still unmatched by any other carrier today. Contact Delta Dental at 800-471-7091 or deltadentalins.com.

Roger Moorman: 412-298-7076

Development Dimensions International (DDI)
Booth: 23
Services Category: Global HR Management, Management/Executive/Leadership Development, Training & Development

A sound talent strategy starts with a clear picture of business outcomes. We support you by helping define and develop the talent you need to achieve those outcomes. Once your organization is ready to define the talent management activities, DDI can work with you on success profile management, selection & assessment, leadership & workforce development, succession management, and performance management.

Beth Gillen: 412-220-2869

Foundation for Wellness Professionals
Booth: 53
Service Category: Health & Wellness

Free 5 minute trigger point therapy.

Angela Frazzini: 412-367-1544

Gateway Rehab
Booth Number: 31
Service Category: Employee Assistance Programs, Health & Wellness

Gateway Rehab provides confidential, clinically sophisticated treatment programs for impaired professionals to recover from substance abuse or addiction and restore their lives and careers. Our A.S.A.M. certified Medical Director and clinicians understand the distinct challenges facing employees due to a high-stress work environment. We have the experience to help you or an employee enter recovery and return to personal and professional responsibilities. Gateway Rehab provides professional wellness seminars and supervisor training to address the prevalence of substance abuse among employees, reasonable suspicion protocol and costs to employers related to untreated substance abuse and addiction. Call today for a confidential assessment: 1.800.472.1177.

Holly Livingston: 412-604-8900 x1033

Geneva College Department of Professional & Leadership Studies
Booth: 36
Service Category: Education

Take the step forward to reach your educational and professional goals. Earn your bachelor’s degree or master’s in leadership online or attend class one night a week at convenient classroom locations.

Geneva College Adult and Graduate Studies
Step Forward. Leap Ahead.
Geneva.edu 800-576-3111
Convenient, affordable, and faith-based education
Alice Price: 724-847-6899

Gregg Staffing Solutions
Booth: 5
Service Category: Recruitment, Temporary Services

Gregg Staffing Solutions provides temporary, temporary to hire and direct placement solutions for companies.

Earl Callender: 724-776-0400

Henderson Brothers, Inc.
Booth: 26
Service Category: Insurance, Retirement/Pre-Retirement Planning

Henderson Brothers, Inc. serves the needs of all types of regional businesses, including design of custom benefit packages, worker’s compensation, property, casualty, loss control, and retirement plans. Since its founding in 1893, the company has diversified into virtually all areas of insurance and risk management, employee benefits, and all lines of commercial, property and casualty insurance. Today the company employs approximately 130 people, offering insurance and services through nearly 100 of the nation’s largest and most respected insurance companies, to clients in Pennsylvania and nationwide. With the ever-changing face of healthcare in the
nation and the region, Henderson Brothers provides the highest level of expertise to its customers who need to navigate the new reality of this important issue. For more information, visit www.hendersonbrothers.com.

Christopher Shipley, PHR: 412-261-1842

**HR Resource Force**
Booth: 13
Service Category: HRIS, Training & Development
Using innovative software solutions, we help companies refocus resources on strategic initiatives by increasing inter-departmental transparency, enabling company-wide communication and reducing the burden of administrative tasks.

Nick Goodell: 412-901-8647

**Indiana University of Pennsylvania**
Booth Number: 52
Service Category: Education, Training & Development
IUP combines the academic opportunities of a large university with a highly personalized learning-centered environment. With 48 graduate programs, including Employment and Labor Relations, and 135 undergraduate degree programs, IUP can help you achieve your career goals. IUP offers programs at two convenient Pittsburgh region locations; Monroeville and Freeport.

Stop by our booth to be entered into a raffle for $50 IUP Bookstore Gift Card.

Donna Purtell: 724-294-3300

**Justifacts Credential Verification, Inc.**
Booth: 3
Service Category: Pre-Employment Testing & Screening, Safety & Security

*CONFERENCE SPONSOR*

Justifacts is a nationwide provider of thorough and informative background verifications. With 30 years of industry experience and over 2,400 clients, Justifacts offers a background screening process that is detailed, efficient and backed by superior customer service/technology. Because Justifacts is HRXML proficient we can interface with most HRIS applications.

Dan Cubarney: 412-798-4790 x 1606

**La Roche College**
Booth Number: 28
Service Category: Education
La Roche College offers a Professional Development Series with approved continuing education credit each fall and spring, an M.S. Human Resources Management degree, and HRCI accredited coursework with convenient campuses in the North Hills and Cranberry.

Hope Schiffgens: 412-536-1266

**LYTLE EAP Partners/ Lytle Drug Testing Services**
Booth Number: 35
Service Category: Pre-Employment Testing & Screening
Lytle Drug Testing Services, Inc. is a Third Party Administrator (TPA) that has been managing Drug and Alcohol Testing Programs for regulated and non-regulated organizations for over 20 years.

Lytle EAP Partners provides integrated employee assistance and medical care advocacy programs to help employees thrive in their careers and personal lives. Our programs offer streamlined problem solving for the wide variety of life’s challenges.

Lytle EAP: Donna Cruse: 814-317-1820
Lytle Drug Testing: Mandy Croft: 814-317-1811 or 814-935-2795

**The McCort Baker Group,**
a financial advisory practice of Ameriprise Financial
Booth Number: 46
Service Category: Financial Services, Retirement/Pre-Retirement Planning
Our approach goes beyond the 401(k) and allows us to integrate your employees’ workplace benefits into the bigger financial picture while helping to plan for retirement. Through customizing a full range of financial education and resources we can empower your employees to reach their financial goals.

Alisa Haran: 724-799-8516

**McKinney Properties, Inc.**
Booth Number: 6
Service Category: Housing, Relocation
McKinney Properties, Inc. is a fully integrated owner and operator of multifamily and student housing properties. McKinney Properties has successfully acquired and improved numerous properties and currently maintains a diversified portfolio of more than 5,800 student housing beds and 3,200 multifamily units.

Meghan Bowser: 412-545-9090

**MedExpress Urgent Care**
Booth Number: 45
Service Category: Health & Wellness
Our focus is you. We’re physician-led, providing treatment for illnesses and injuries, employer services, and basic wellness and preventative health care. Our neighborhood medical centers are open 7 days a week, 8 a.m. to 8 p.m., so we’re here when you need us.

Matthew Gouveia: 412-327-7745
Medi-Weightloss
Booth: 29
Service Category: Health & Wellness
Medi-Weightloss is a medically supervised weight loss program that works. Designed by experts in medicine, nutrition and exercise. Medi offers a 20% corporate discount on all their services making it more affordable for employees to get healthy and stay that way. They can do free lunch and learns or health fairs.
Melissa Phillips: 412-536-3984

NavigateHCR and Benefits Network
Booth Number: 55
Service Category: Employee Law
A turnkey ACA compliance solution brought to you exclusively by benefits network.
Susan McKee: 724-940-9407

New Horizons Computer Learning Center of Pittsburgh
Booth: 48
Service Category: Career Development, Consultants & Trainers, Education, Training & Development
New Horizons offers an extensive selection of vendor-authorized training and certifications for top technology providers such as Microsoft, Cisco, CompTIA and VMware. In fact, we are Microsoft’s largest training provider, delivering more than 40% of all authorized Microsoft training worldwide; the largest Cisco-authorized training partner with courses available at 250 centers worldwide; and the largest authorized provider of CompTIA training and certification in the world. The reason for New Horizons’ 30-year success is simple—we are the best source for computer training and certification in the world.
With a convenient location in Greentree, we offer a wide range of technical, application and business skills courses. As the world of computer technology continues to evolve at light speed, New Horizons helps the world’s workforce stay proficient with the latest technologies and achieve their career goals. It’s what we’ve been doing better than anyone else for years, and what we plan to do well into the future.
New Horizons has trained employees at all 100 companies listed in Fortune magazine’s ranking of America’s 100 largest corporations and over half of the Global 100. We are ranked in the top 5% of the industry for training quality and customer satisfaction as reported by an independent, third-party learning and quality assurance company, Knowledge Advisors. Training from New Horizons provides measureable results.
Stop by our booth for a chance to win a Free Microsoft Application One Day Class, $295.00 value.
Dennis Rudd: 412-444-2880

NFM Group
Booth: 9
Service Category: Advertising
“CONFERENCE SPONSOR”
NFM is a full-service advertising and marketing agency that specializes in creating experiential, brand-connected marketing opportunities that engage, entertain and educate. Our success in producing meaningful consumer brand experiences has led us to create memorable non-traditional hiring and employee engagement events that facilitate your recruiting, hiring and retention efforts.
Wendy Maletta: 412-325-6424

Oglebay Resort
Booth: 12
Service Category: Conferences, Seminars, Educational Programs
“CONFERENCE SPONSOR”
Oglebay is the ideal environment for both business and pleasure. The resort provides a unique atmosphere for corporate meetings, conferences, retreats and outings. Over 20,000 square feet of meeting space offers flexibility and versatility to accommodate groups of 15 to 400.
Shelley Wood: 724-625-8515

OraSure Technologies
Booth: 19
Service Category: Pre-Employment Testing & Screening
OraSure Technologies manufactures oral fluid devices and other technologies designed to detect or diagnose critical medical conditions. Its innovative products include rapid tests for HIV and HCV antibodies, Influenza antigens, testing solutions for detecting drugs of abuse, and oral fluid sample collection, stabilization and preparation products for molecular diagnostic applications.
Kelly Lauer: 610-882-1820

PA 529 College Savings Program
Booth: 22
Service Category: Financial Services, Conferences/Seminars/Educational Programs
The Pennsylvania 529 College Savings Program is a no-cost, voluntary benefit administered by the PA Treasury Department. Learn how your company can develop a plan to implement this benefit, build a tailored communication plan, schedule workplace events, and receive additional support. Visit www.PA529.com for a free webinar to learn about PA 529 at Work.
David Dominick: 717-772-5000 PA529@patreasury.gov
Paycor, Inc.
Booth: 17
Service Category: HRIS
"CONFERENCE SPONSOR"

People are at the core of Paycor. Serving more than 28,000 small and medium-sized organizations, Paycor is known for delivering amazing client experiences combined with modern and intuitive HR and payroll solutions. Paycor’s personalized support and intelligent technology ensure that key business processes, including timekeeping, reporting, onboarding, and recruiting, run smoothly across your business. Paycor is the trusted partner for brokers, bankers and CPAs. Learn how Paycor can advance your business by connecting with us at Website | Twitter | LinkedIn | Facebook.

Stop by our booth for a chance to win a $100 Visa Gift Card.

Dane Topich: 412-277-0847

Penn State – World Campus
Booth: 56
Service Category: Education

World Campus is the online campus of Penn State and our online courses are ranked in the Top 25 for undergraduate and graduate programs, among the hundreds of higher education institutions included in 2015 U.S. News & World. Grounded in a tradition of quality since 1855, a degree from Penn State means something. Choose from more than 100 of the most in-demand programs and join the largest alumni network in the nation.

Stephanie DeMarec: 814-931-9295

Pittsburgh Business Times
Booth: 20
Service Category: Conferences, Seminars, Educational Programs

The Pittsburgh Business Times provides business executives the tools they need to be successful in business including local business news, leads, information, and networking opportunities. They connect users to the people, companies and topics that are driving this week’s news via a weekly product, available in print, online and tablet, their twice-daily breaking news emails, daily breaking news on PittsburghBusinessTimes.com as well as through their premier events.

Terry Breen: 412-208-3809

Precheck, Inc.
Booth: 14
Service Category: Pre-Employment Testing & Screening

PreCheck is an Investigative Industry leader dedicated to serving your specialized needs for background and pre-employment screening solutions. PreCheck’s services include primary source background screening, drug testing, monthly sanction monitoring, license and credential management and e-verify/I-9 verifications. Please contact Mike Ring at MikeRing@PreCheck.com for more information. PRECHECK — INVESTIGATE FURTHER

Mike Ring: 610-937-7899
MikeRing@PreCheck.com

Pittsburgh Post-Gazette/Monster
Booth: 51
Service Category: Advertising Specialties, Promotional Products, Communication Services
"CONFERENCE SPONSOR"

Maximize your recruiting efforts by advertising with Western PA’s leading media resources, The Pittsburgh Post-Gazette and Monster.com. The Pittsburgh Post-Gazette is the leading source of news, information and available jobs in Allegheny County and is Pittsburgh’s newspaper of choice for over 200 hundred years. Monster.com is the nation’s largest recruiting website, offering digital solutions to reach the region’s best candidates.

Ron Clausen: 412-263-2701

Pittsburgh Human Resources Association (PHRA)
Information table located near the registration table
Service Category: Education

The Pittsburgh Human Resource Association was founded at the turn of the twentieth century as a chapter of the National Association of Corporate Schools (NACS), which promoted vocational education in the industry. As the chapter expanded in scope, the name changed to the National Personnel Association in 1922. Continuing its transition, the name later changed again to the American Management Association. Subsequently, the Pittsburgh chapter broke away from the national group and formed the Pittsburgh Personnel Association. The association operated for many years under this name until, reflecting the advancement of the profession. In 1998 the organization became known as the Pittsburgh Human Resources Association.

PHRA is governed by a Board of Directors and the operations are handled by Elizabeth Lamping the Executive Director and Deven Snyder the Member Services Manager. In its 98th year, PHRA is consistently among the nation’s top 25 human resources professional associations. With 1100 members, PHRA is the largest human resources management association in Western Pennsylvania providing "best-in-class" professional development, certification, re-certification and other educational programs.

PHRA’s programs equip the human resource professional to bring value to a company’s organizational strategy, maintaining a vibrant workforce that builds the region’s economy.

Liz Lamping and Deven Snyder: 412-261-5537

Com is the nation’s largest recruiting website, offering digital solutions to reach the region’s best candidates.

Mike Ring: 610-937-7899
MikeRing@PreCheck.com
Exhibitor Descriptions (Cont).

Right Management
Booth: 27
Service Category: Management/Executive/Leadership Development
*CCONFERENCE SPONSOR*
Right Management is a global leader in talent and career management workforce solutions within ManpowerGroup. The firm designs and delivers solutions to align talent strategy with business strategy. Expertise spans Talent Assessment, Leader Development, Organizational Effectiveness, Employee Engagement and Workforce Transition and Outplacement. With offices in over 50 countries, Right Management partners with companies of all sizes including more than 80% of the Fortune 500 to help grow and engage their talent, increase productivity and optimize business performance.
Lisa Watson: 412-680-6937

Robert Morris University
Booth: 47
Service Category: Education
Robert Morris University is a private, not-for-profit institution that offers flexible, affordable and convenient program options to graduate students. Prospective students appreciate our part-time curriculum and fully online program options that are specifically designed for working professionals. Robert Morris University was founded in 1921 in downtown Pittsburgh as the Pittsburgh School of Accountancy and continues to build its reputation in business by receiving accreditation from AACSB International — The Association to Advance Collegiate Schools of Business. This designation places RMU in the top tier of business schools in the world. Our M.S. in Human Resource Management degree program is a 30-credit, fully online program that is offered through the School of Business. This part-time program is designed for working professionals and consists of 10 required courses. This program can be completed in two years taking one course per eight week session.
Sarah Bongiovanni Collins: 412-397-5200

Ross Staffing
Booth: 34
Service Category: Recruitment
Ross Staffing provides direct placement recruiting services for professional level positions including but not limited to: engineering, HR, operations, supply chain, sales and marketing.
Stop by our booth for a chance to win a 32inch Samsung LED TV.
Jamie Ross: 724-941-0023

Sentric, Inc.
Booth: 24
Service Category: Web-based HR Software
*CCONFERENCE SPONSOR*
Sentric Workforce is an all-in-one HR software that’s powerful enough to meet the needs of a busy organization, but intuitive enough to get used every day. Our web-based product includes functionality like core HR, ESS / MSS, performance, training, time and labor management, payroll, recruiting, benefits administration, workflows and reporting.
Karl Bayer: 412-253-1317

SHRM
Booth Number: 57
Service Category: HR Resources
The Society for Human Resource Management (SHRM) is the world’s largest professional association devoted to human resource management. Our mission is to serve the needs of HR professionals by providing the most current and comprehensive resources, and to advance the profession by promoting HR’s essential, strategic role. Founded in 1948, SHRM represents more than 225,000 individual members in over 125 countries, and has a network of more than 575 affiliated chapters in the United States, as well as offices in China and India.
www.SHRM.org

Single Source Benefits
Booth: 1
Service Category: Insurance, Worker’s Compensation
*CCONFERENCE SPONSOR*
Employee Benefits Consulting and Brokerage Firm specializing in Healthcare consulting and the Affordable Care Act. We also provide a Single Source to obtain your employee benefits, enrollment and administration as well as property and casualty coverage.
Glenn E. Wells: 412-220-0300, x17

SurgePoint HR Direct, LLC
Booth: 39
Service Category: Recruitment
SurgePoint HR Direct is a direct hire recruitment firm specializing in the placement of mid to executive level Human Resource professionals. A female-owned business, we have been providing HR search services in the Pittsburgh area for over 10 years.
SurgePoint...Your Source for Pittsburgh’s Top HR Talent.
Lynn Athey: 724-845-5457
Exhibitor Descriptions (Cont).

**TJS Insurance Group**
Booth: 10
Service: Health & Wellness, Insurance
*CONFERENCE SPONSOR*

Since 1924, TJS has served WPA’s most successful businesses. As a full service agency offering Benefits, Property & Casualty and Retirement services, we strive to not only stay ahead of the curve, but bend it in many unique ways to match our client’s individuality and goals. The benefits landscape has changed, let us help you find your way.

Scott Bishop: 412-395-4041

**Trib Total Media**
Booth: 40 & 41
Service: Advertising Specialties, Promotional Products, Communications, Communication Services
*CONFERENCE SPONSOR*

Trib Total Media’s multi-media network of daily and weekly newspapers, weekly shoppers and websites delivers news, information and advertising to over 1.2 million readers across Western Pennsylvania every week. We also offer targeted direct mail, commercial printing and promotional items services. And, through our partnership with Monster, we have a variety of recruitment solutions to help you find the right candidate.

DaLynn Sciotto: 412-349-1410

**Ultimate Software**
Booth Number: 11
Service Category: Global HR Management, Recruitment
*CONFERENCE SPONSOR*

Ultimate Software’s cloud-based UltiPro helps people simplify work. With UltiPro, you can deliver personalized talent acquisition experiences, guide employees through important benefits choices, simplify payroll computations, manage time and attendance, and support continuous and proactive talent management. HR and payroll professionals can leverage UltiPro to drive smarter, people-focused decisions.

John Salvini & Derrick Flemming: 800-432-1729

**ValueKaszak**
Booth: 49
Service: Employee Assistance Programs, Health & Wellness

ValueKaszak provides classes in two subjects: preventive health and writing. Classes will be provided on-site or off-site through a discount program direct to participating companies.

Ken Kaszak: 412-390-1122

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Exhibitor Descriptions (Cont).

**Vestige Digital Investigations**
Booth: 54
Service: Investigations

Electronic Evidence Experts specializing in Digital Forensics and Cyber Security. Our computer forensic investigators use expertise that is applied in civil litigation, criminal proceedings as well as internal investigations to discover, investigate and protect against the good, the bad and the ugly.

Blase Janov: 412-266-4170

**Vision Benefits of America**
Booth Number: 16
Service Category: Vision Care, Insurance
*CONFERENCE SPONSOR*

Vision Benefits of America (VBA) is a 50 year old non-profit Vision PPO. We provide value-packed vision benefits to more than 3 million members via our nationwide network. We control both the cost and the quality of your product, giving our clients the best value - highest quality at lowest prices.

Dan Gissin: 412-881-4900 ext. 248

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ValueKaszak provides classes in two subjects: preventive health and writing. Classes will be provided on-site or off-site through a discount program direct to participating companies.

Ken Kaszak: 412-390-1122
How To Use Your Vision Benefits:

1. Go to VisionBenefits.com, click Enter Site, click My Plan Benefits in the left column, Login, click Continue, then click Am I Eligible?

2. If you are eligible, click Find A Doctor at the top of the webpage, fill in your zip code, find a doctor close to you, schedule an appointment. Tell the VBA® doctor that you have a VBA® vision plan.

3. Go to your appointment. Your doctor will give you an exam, order your materials, make sure your lenses are made correctly, and dispense your prescription.

4. Now the fun part: Relax! VBA® pays the doctor for covered exams, lenses, and frames!

For Providers Not In The VBA® Network:
Go to your appointment, keep all your receipts, send all your receipts attached to the VBA® Out Of Network Form which you can download.

To get the form, go to VisionBenefits.com, click Enter Site, and look in the yellow-highlighted box. Follow directions.
With help from Monster and JOBS.TribLIVE.com, you can hire like no one else can. Our innovative technology can provide powerful, easy-to-use solutions. And more importantly, we can help you find the best local candidate. The person who can take your business from good to great. To learn more, contact Trib Total Media representative at 800.524.5700, or visit 

JOBS.TribLIVE.com