HONORING THE PAST, TREASURING THE PRESENT, SHAPING THE FUTURE

PHRA ANNUAL CONFERENCE
PROGRAM DETAILS
OCTOBER 13 - 14, 2016

DoubleTree by the Hilton Green Tree
500 Mansfield Avenue
Pittsburgh, Pennsylvania 15205
www.PittsburghHRA.org
INSIGHTS & IDEAS FROM THOUGHT LEADERS
KEYNOTE HIGHLIGHTS

Opening Keynote: Tony Lee, Society for Human Resource Management
Vice President of Editorial
Thursday, October 13, 2016, 8:00 a.m. – 9:00 a.m.
Approved for HR (PHR) & SHRM Credits

Session Title: Top Recruiting Trends for 2016: An Overview
Adopting smart talent acquisition strategies is key to the successful growth of most companies. Our session will explore how new recruiting technologies are reshaping the competition for talent. We’ll also review new trends in recruiting tactics as well as insights into how companies are building their employer brand. Tony Lee, SHRM’s Vice President of Editorial, will help HR professionals prepare for the top recruiting trends of 2016 by analyzing these important questions and by providing advice on strategies for success.

General Session Keynote: Brian H. Kelly, LB Foster Company
Vice President, Human Resources and Administration
Thursday, October 13, 2016, 9:10 a.m. – 10:10 a.m.
Approved for Business (SPHR) & SHRM Credits

Session Title: Practical HR Strategies for Building Organizational Success: Conclusions, Lessons Learned, and Recommendations
There are no organizational strategic objectives that HR cannot significantly impact. In his presentation, Brian will provide practical knowledge and suggestions to help HR professionals improve their ability to add value and to help drive organizational strategies. The lessons he shares will help attendees avoid common HR mistakes and improve their credibility. Additionally, he will share why HR is a not just a great profession, but can and should shape an organization’s culture.

Day Two Opening Keynote: Joseph Bongiovi
Teaching and Research Fellow in Sociology at The University of North Carolina at Chapel Hill for the 2016-17 academic year, where he is also working on completing his PhD. He is the immediate past CHRO at Michael Baker International.
Friday, October 14, 2016, 9:00 a.m. – 10:00 a.m.
Approved for Business (SPHR) & SHRM Credits

Session Title: An Integrated Model for Business Success: People, Process and Metrics
Organizations understandably look for simple solutions to drive success. Organizations such as Toyota and Danaher become extremely process centric. Toyota Production Systems and Danaher Business Systems have served those organizations well, and made them among the most admired global companies. There is a tool or process to solve nearly every problem or challenge. Nonetheless, as we learned from the Space Shuttle Challenger disaster and more recently from Toyota’s own product recall, an over reliance on process can lead to inflexibility, failure or worse.
Other organizations focus on metrics. DC Capital, Michael Baker’s owner, follows a mantra that if you get the metrics right the rest will fall into place, freeing the organization from the messy and time consuming aspects of closely managing people and process. Pepsico and Yum Brands are also organizations that follow a robust approach to using metrics for management. Success is determined by the outcomes! Nevertheless, sustained peak performance can only be consistently derived from teachable and replicable approaches.

Finally, there are organizations, such the LED lighting leader CREE, who argue that the world of global business is far too dynamic for either a process or metrics based approach. Only a people centric approach can ensure rapid evolution required for today’s business leadership. This leaves open the question of scalability as businesses grow. It also begs the question of the best ways to improve the probability of individual success short of “natural” talent and “intuition.”

How do we reconcile these three seemingly different approaches? MIT Sloan Professor Zeynep Ton offers some insight to this. She is one of the top organizational researchers globally. She was born and raised in Turkey and earning her Doctorate in Business Administration at Harvard after attending Pennsylvania State University on a Volleyball scholarship. While she is an operations management scholarship by training, her empirical research led her to the conclusion that the only way for organizations to be truly successful for the long term is to make sure that their operational and people strategies reinforce one another. In other words, people, process and metrics need to be integrated for success.

I add two other dimensions to the people, process and metrics triad: strategy and culture. Strategy and culture are the environmental factors that the people, process and metrics triad need to fit into. It is only when these five components align that organizations can be optimally effective. But, how can this be done? Larry Bossidy and Ram Charan’s classic “Execution” gives us some clues in practice. Strategy links to Operational Execution through good human resources/ people practices.

It is in this linkage area that human resources is critical to success. This presentation will outline practical actions, activities and orientations for human resources practitioners to contribute to these business outcomes in an aligned way.

Closing Keynote: Gisele Fetterman, First Lady of Braddock, PA  
Friday, October 14, 2016, 2:00 p.m. – 3:00 p.m.
Approved for HR (PHR) & SHRM Credits

Session Title: Our Obligation to Find Value in the Devalued
As a community or as a corporate organization we have an obligation to find value in the devalued. This address will focus on identifying those that are traditionally devalued within communities and the workplace as a whole. The presentation will share existing and readily available resources enabling organizations in finding a sustainable service model to reach those typically not reached. The effects of building a sustainable service model within your organization will greatly improve overall corporate culture, diversity and engagement. Reaching out to those typically devalued is truly a way to honor the past, value the present and shape the future.
The Pittsburgh Human Resources Association (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.

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Approved for 10 General Human Resource Credits (PHR) and SHRM-CP & SHRM-SCP Credits

Approved for 8 Business Credits (SPHR)
**CONCURRENT BREAKOUT SESSION 1**

**Andrew Horowitz, Esq., Obermayer Rebmann Maxwell & Hippel LLP**  
*Recent Developments in the Law of Employment Restrictive Covenants in Pennsylvania*  
**Thursday, October 13, 2016**  
11:00 a.m. to 12:00 p.m.  
Salons 1 & 2  

Approved for HR (PHR) & SHRM Credits

The session will focus on Pennsylvania law regarding the enforceability of restrictive covenants on employment (including covenants not to compete and covenants not to solicit customers or employees), with a focus on recent developments in the law. The session will include guidance on best practices to ensure that such covenants are enforceable.

**Learning Objectives:**

1. Understand basics of Pennsylvania law regarding non-compete and non-solicitation covenants  
2. Understand recent developments in the law  
3. Learn best practices to implement restrictive covenants

Andrew Horowitz is an attorney practicing in the areas of employment law and commercial litigation at the Pittsburgh office of Obermayer Rebmann Maxwell & Hippel, LLP. Mr. Horowitz takes a strategic and pragmatic approach to litigation while maintaining an aggressive stance. While most cases settle, he assumes that they will go to trial until a settlement is reached and acts accordingly. He is proactive in working with clients to manage budgets and develop cost-effective approaches.

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**Lisa Hammer, PMP & Dave Newman, PMP, SPHR, Leadership Techniques, LLC**  
*Project Management for HR Professionals*  
**Thursday, October 13, 2016**  
11:00 a.m. to 12:00 p.m  
Salon 3  

Approved for HR (PHR) & SHRM Credits

When project managers need human resources skills, who do they call? HR! When HR professionals need project management skills, who do they call? PM? NO!! They learn project management skills! This is an exciting time in the Human Resource profession and a new era in the Project Management profession. Once known as the “accidental profession”, the PMP certification is now one of the most sought after certifications available. There is a growing interest in soft skills amongst project management professionals and there is an emerging need within the human resource profession for knowledge of and ability to apply project management theory, concepts, approaches, and principles. In this presentation we explore project management techniques and application within the human resource profession. We will also discuss the skills at the intersection of these communities. Let us all take advantage of the opportunities as these two worlds unite to help teams achieve success!

**Learning Objectives:**

1. Recognize and understand common project management terminology  
2. Be able to discuss and assess project management skills  
3. Obtain a high level understanding of project management best practices
Lisa Hammer, PMP and Dave Newman, PMP, SPHR are the co-founders and principals of Leadership Techniques, a Frederick-based project management training and consulting firm. Lisa and Dave are both seasoned project management professionals who love to share their experience through presentations and interactive workshops. They also enjoy working with organizations to help teams improve project execution ability. Lisa and Dave’s passion for project management is evident in their energetic co-presentation style. Known to be both educational and entertaining, their presentations are packed with powerful information. While you may detect some differences in philosophy between them, Lisa and Dave share a belief in positive engagement principles. They believe that happiness is a key to motivation and that the better we understand people and hone our interpersonal skills, the more successful and ultimately satisfied we will be.

Rachel Brecht & Lori Marecic, TiER1 Performance Solutions
A Chunk of Change: Strategic Change for HR Professionals
Approved for Business (SPHR) & SHRM Credits
Thursday, October 13, 2016
11:00 a.m. to 12:00 p.m.
Duquesne Room

Change is hard, and it’s the people side of things that can be the hardest part. How do you get ten employees, let alone hundreds or even thousands, on board with the least amount of discomfort? This session will help HR professionals understand their role in the organizational change process, define the different types of organizational change, and provide a base-line roadmap with diagnostics and action steps on how to collaborate with their business partners to facilitate and support different types of change. Change initiatives in the HR world can take the shape of a company-wide HRIS implementation, performance management process rollout, new benefit program, or anything in between. The way your organization approaches, facilitates, and supports these changes can directly impact programmatic success, as well as organizational performance and culture. This session will include visually-articulated instruction, interactive discussion, and case study review all intended to support on-the-job application.

Learning Objectives:

1. Identify key components to a successful change program
2. Explain the types of organizational change within the HR space
3. Apply these to facilitate and support HR change initiatives in your organization

Rachel Brecht is a Senior Solutions Consultant for TiER1 Performance Solutions. She brings 15 years of blended experience in retail leadership (field and corporate learning, change, and communication) as well as consulting and designing change and learning solutions for clients in a variety of industries.

Lori Marecic is a Consultant with TiER1 Performance Solutions. Lori is an enthusiastic and passionate change management professional with extensive communication experience. She is also skilled in learning and development with over eight years of experience in adult education including: facilitation of learning programs, needs assessment, curriculum development and virtual learning.
Making adjustments to a compensation structure can be a daunting task yet the results can be very rewarding in terms of an organization's ability to attract, motivate and retain talent. Successful implementation of changes to a compensation structure based on a market-based pay analysis is often linked to work that is done upfront. However, if we don't do this upfront work, the project's success is hindered. This session will go over ten things that should be considered prior to undertaking a market-based pay analysis that will contribute to the project's success and enhance stakeholder buy-in.

**Learning Objectives:**

1. Identify project parameters and steps that will help bring a common focus to the project.
2. Identify resources that are necessary for the project to include sources of internal data.
3. Forecast areas impacted, intentionally and unintentionally, by the results of the analysis.

**Polly H. Wright, SPHR, CCP**, is Consulting Manager of HR Consultants, Inc. (HRC) and offers more than 25 years of innovative human resource and project management related experience gathered through work with local government, large and small business, and non-profit organizations in a variety of industries. Her expertise is identifying organizational dysfunction and applying logical and systematic thinking to the design of solutions that meet the strategic needs of the employer and its stakeholders. Ms. Wright has analyzed, designed, developed, implemented and evaluated a variety of training programs to enhance participant skills and effectuate change throughout organizations. Training solutions have been designed and delivered to meet a variety of strategic goals and to impact customer satisfaction or employee engagement. Ms. Wright has designed, developed and delivered different training solutions and is experienced in delivering training in live, blended and web-based formats, consistently achieving training evaluation ratings of 4.2 or greater on a 5 point scale.

**Judith H. Mickey** is Senior Consultant/Data Analyst of HR Consultants, Inc. (HRC), offering over 28 years of business and accounting experience which she uses to provide project based analysis for clients specifically in the areas of compensation and affirmative action. She is instrumental in data aggregation, and has extensive experience in the areas of job evaluation, job analysis and market analysis for local government, large and small business, and non-profits. Ms. Mickey has a thorough understanding of business functions as well as an exceptional capability for using software applications, she is able to merge both strengths to implement system-wide cost efficiencies and identify key human resource metrics.
CONCURRENT BREAKOUT SESSION 2

Ana Maria Mieles, Cohen & Grigsby, P.C.  
Thursday, October 13, 2016  
1:00 p.m. to 2:00 p.m.  
Salons 1 & 2

Employment-Based Immigration: What You Need to Know When Hiring Foreign Nationals

Approved for HR (PHR) & SHRM Credits

This seminar is designed to provide Human Resource professionals with best practices for the employment of foreign nationals. We will focus on the compliance issues and practical matters involved in hiring and retaining foreign national employees. Discussion will include the following topics: (i) I-9 Compliance; (ii) Essential Requirements of Key Nonimmigrant and Immigrant Visa Categories; (iii) H-1B Quota Concerns and DOL Compliance; and (iv) Road to Permanent Residence.

Learning Objectives:

1. Basic introduction to employment-based immigration
2. Understanding legal restrictions and obligations involved in hiring foreign nationals
3. Identify key immigration compliance issues for employers

Ana Maria is a Director in the Immigration Group of Cohen & Grigsby where she advises on a variety of immigration issues. Prior to joining Cohen & Grigsby, she served as a Legislative Program Officer at the U.S. Department of State in Washington, D.C., a Legal Fellow at the Center for Justice and International Law in Washington, D.C., and a Fellow at the United Nations Educational Scientific and Cultural Organization in Paris, France.

John Stahl-Wert, Center for Serving Leadership

Thursday, October 13, 2016  
1:00 p.m. to 2:00 p.m.  
Salon 3

A Leadership Development Strategy to Bridge the Boomer/Millennial Divide: A Research Based and Case Story Rich Examination of What Works

Approved for HR (PHR) & SHRM Credits

Center for Serving Leadership, a division of Newton Consulting, provides Senior leaders with research based and field tested organizational leadership training. Understanding the significant differentiator that a fully engaged and aligned workforce represents in any organization, and carefully considering the distinctive aspirations and work styles of next generation workplace contributors, this workshop will; (1.) briefly review the leadership development challenge posed by the millennial generation and younger, and (2.) provide specific applicational tools to meet this challenge in the development of your organization’s future leadership.

Learning Objectives:

1. Briefly overview the leadership challenge that must be met in producing a fully engaged and aligned work team
2. Clearly identify the three greatest leadership development requirements posed by the millennial generation and younger
3. Provide several simple leadership development work tools that participants can immediately apply within their organization

Dr. John Stahl-Wert is a best-selling author, an internationally known speaker, and a leadership development expert. Through innovative training, collaborative workshops, and best-selling books, John
has impacted leaders and organizations around the world. John serves as the President of Newton Institute and Director of its Center for Serving Leadership, which provides leadership solutions based on The 5 actions™ described in John’s best-selling book, The Serving Leader. John is the founder and former CEO of Serving Ventures. He previously served for eighteen years at Pittsburgh Leadership Foundation where he was President and CEO. He is the founder of Pittsburgh Urban Leadership Service Experience (PULSE), Leadership Foundations Training Institute, The Union Project, and Amachi Pittsburgh. John serves as Adjunct Faculty for the Ray Bakke Centre for Urban Transformation in Hong Kong, and for Geneva College’s Master of Science in Organizational Leadership (MSOL) program.

Matt Verdecchia, MS, CEAP, EAP+Work/Life Services

Managing Threats of Violence: Best Practices Using EAP in High-Risk Situations

Approved for HR (PHR) & SHRM Credits

Incidents involving violence, threats of violence, and other misconduct due to domestic issues, volatile employees and other causes are all too common in the workplace. Understand the potential impact of violence on your organization. Learn how to identify, investigate and possibly prevent violent incidents and related misconduct involving employees, as well as create an effective prevention and response plan to address this critical issue. Matt will also discuss available resources to help HR leaders manage these issues within the workplace.

Learning Objectives:

1. Identify risk factors and signs of potential violence among employees
2. Understand how to address volatile employees in the workplace
3. Prepare an action and response plan to address potential issues

Matt Verdecchia has more than 30 years of experience in the behavioral health field, including clinical, consulting and administrative roles in various settings. He focuses on the development and delivery of training programs at all organizational levels, risk assessment and consultation, as well as mediation (i.e., violence, harassment, reasonable suspicion, organizational and leadership development, etc.).

Prior to joining Health Advocate, Matt worked as Senior Clinical Manager and Account/Marketing Executive for several different hospitals’ and facilities’ Employee Assistance Programs. Matt received his BS in Psychology from St. Francis College and his Masters of Science in Organizational Science/Human Resources from Villanova.
Creating a Culture of Innovation
Approved for Business (SPHR) & SHRM Credits

CEOs cite innovative thinking as one of the core competencies that is highly critical both today and over the next 10 years. As an HR leader, it is your responsibility to help create an environment that can allow employees to be more innovative. This presentation will discuss the meaning of culture and innovation and identify the steps leaders can use to develop creative employees to drive innovation.

Learning Objectives:

1. Understand the definition of culture (including the four ingredients of culture) and innovation and why building an innovative culture is so important
2. Learn what it means to innovate and why innovation is a critical competency in the workplace
3. Discover how you can create an innovative culture and what the 10 factors are that drive innovation

Genevieve Roberts has over 25 years of diversified experience in Human Resources and consulting. She is the co-founder of the Titan Group LLC, which was acquired by AJ Gallagher after growing her business for 14 years. She has performed as a business partner with varied industries including real estate, technology, health care, higher education, manufacturing, retail, financial services, non-profit and professional services.

She has specialized experience in Executive Coaching, Leadership Development, Organization Development, Employee Engagement, Succession Planning, Selection and Recruiting, Competency Development, Change Management, and Assessment tools.

Genevieve graduated cum laude with a B.A. in Psychobiology and a concentration in French from Wellesley College. She completed her M.B.A. from Georgetown University earning academic distinction into the Beta Gamma Sigma honor society. She has also completed the Executive Human Resource Leadership course at the University of Michigan and the Change Management program at the University of Virginia. She has earned her Associate Coach Certification (ACC) from the International Coaches Federation and is active in the Society for Human Resources Management where she earned her Professional Human Resources (PHR) certification. She served as the Chair of the foundation board of the National Association of Women Business Owners (NAWBO), and also served as the Chair of the Board of the Shady Grove YMCA. She currently serves on the board of YWCA and the Greater Richmond Chamber of Commerce and volunteers with HOPE Church, Neighbors Helping Neighbors, and VA Blood Services. She is the recipient of the 2009 NAWBO Richmond Entrepreneur of the Year Award and was named a 2009 Top 100 MBE Award Winner. She is married with two wonderful kids and loves to play golf and travel.
Have you Ubered? Undeniably, Uber has helped lead a revolution in providing services through technology. However, like many progressive advances which hit workplaces quickly, it is sometimes hard to wrap your arms as quickly around the consequences these revolutions bring to your workforce. These days, the service economy business model is inspiring changes in all employer-employee relationships, and as a result, HR needs to re-evaluate their specific practices in employee classification, conducting background checks, and a lot more. This engaging session will detail how the Uberization of the Workplace is altering the legal landscape in these areas, and illustrate how HR can stay ahead of the curve in managing legal risks infiltrating the labor force in every industry as a result of these new service models.

Learning Objectives:

1. Demonstrate how service economies like Uber and others are impacting all employer-employee relationships
2. Illustrate specifically how these business models are changing the manner in which HR is doing things like background checks, classifying employees, and more
3. Educate how HR can stay ahead of the curve in managing these and other legal risks infiltrating their workplace as a result of these new service models

Mario Bordogna is a labor and employment attorney working as Senior Counsel with the firm of Clark Hill, PLC in Pittsburgh, Pennsylvania. He represents clients in all aspects of labor and employment law and for nearly two decades has concentrated his practice in the areas of HR and employment counseling (hiring, firing, leave issues, employment handbooks, policy development); labor-management relations (collective bargaining, grievances, arbitration); and employment litigation (discrimination, wrongful discharge, sexual harassment, wage and hour). He represents clients in sectors such as energy, hospitality, manufacturing, education and others, working on the front end to keep clients in legal compliance, and assisting them on the back end if they need a strong litigation advocate. He has been recognized three times as a Super Lawyers’ Rising Star, has been honored as a top-25 Online influencer by HR Examiner, and was chosen for the 2016 edition of Best Lawyers of America.
“reasonable suspicion” is operationalized, specific signs of the most commonly used drugs are presented in a clear format, overcoming the ten most common causes for non-reporting are discussed, and proven techniques for confronting the angry, crying, and overly polite employee are demonstrated.

**Learning Objectives:**

1. Operationalizing "reasonable suspicion" for drug and alcohol testing: Discuss specific, articulable signs of drug impairment
2. Identify common causes for non-reporting by supervisors: Provide tips for overcoming these barriers
3. Handling the employee confrontation: Live demonstration, how to correctly approach the 1) angry, 2) crying, and 3) overly polite employee

**Ryan West** is a Certified Forensic Interviewer through the Center for Interviewing Standards and Assessment, Wicklander-Zulawski "certified" for interviews and interrogations, and Loss Prevention Qualified through the Loss Prevention Foundation. Ryan received his bachelor’s degree in Criminology from Indiana University of Pennsylvania and his master’s degree in Organizational Psychology from Southern New Hampshire University. He has more than 10 years of combined experience conducting specialized forensic interviews and workplace investigations. Ryan currently works as a Corporate Trainer, Workplace Substance Abuse Consultant, and Admissions Counselor for Greenbriar Treatment Center - a chemical dependency treatment provider serving residents across southwestern Pennsylvania. He can be reached Monday - Friday at (724) 825-1101 or by e-mail at rwest@greenbriar.net.

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**Terry Terhark, randrr**

Revolutionize Recruiting for the Common Good

Approved for HR (PHR) & SHRM Credits

Thursday, October 13, 2016
2:50 p.m. to 3:50 p.m.
Salon 4

Searching for jobs is a job in and of itself. It takes time, resources, and valuable brain power. Job candidates spend untold hours filling out their information on job sites. The whole process is awkward (especially when the candidate is still employed) and takes a toll on the candidate physically, mentally, and emotionally. Job search frustrations: Marketability: Are candidates looking for jobs in the right location? In the right industry? At what pay? Time: The job search process can be long and drawn-out. Effort: Searching for jobs is a job in and of itself. Access: Candidates are largely limited to applying from their desktops. Ambiguity: Candidates not knowing where they are in the application process. Relationship: Candidates can feel disconnected from companies. Stagnation: Job searches have gone from paper resumes getting lost in a stack of papers to digital resumes getting lost in an email inbox.

**Learning Objectives:**

1. Evaluate current state of recruiting technology
2. Understand why recruiting technology is the problem
3. Envision a solution that connects people with companies

An accomplished entrepreneur in talent acquisition technology, **Terry Terhark** continues to build on more than 30 years of experience in the recruiting industry with his latest endeavor, randrr — a career opportunities platform built for the common good. A recognized leader in the talent acquisition field, Terry has founded and grown several highly successful enterprise technology brands. Terry leverages his wealth of industry expertise and strategic vision to build successful businesses that increase opportunity
for all. Prior to founding randrr, Terry served as president of ADP Talent Acquisition Solutions, leading 1,000 ADP associates across the globe to ensure clients benefited from HCM services, including RPO, screening and selection, ADP Recruiting Technology, I-9 verification, and AIRS. Terry founded Selective Staffing Inc. and sold it to Aon in 1998. In 2003, he founded The RightThing and sold it to ADP in 2011.

Julie Ann Sullivan, Learning Never Ends

Strategic Model for Change Management
Approved for Business (SPHR) & SHRM Credits

Thursday, October 13, 2016
2:50 p.m. to 3:50 p.m.
Duquesne Room

The only aspect of life that is constant is change. When it comes to managing change in the workplace, it’s an ongoing process. From utilizing a new software to a shift in ownership, the skills necessary to navigate change successfully are the same. Explore the reasons change is uncomfortable, difficult and fear producing. Learn to cultivate specific behaviors to be more successful and emulate strong leadership. Begin with personal barriers and end with specific methods for adaptation. Develop techniques for recognizing opportunities that naturally exist within every new challenge

Learning Objectives:

1. Classify steps for an effective strategic plan toward change
2. Identify individual’s barriers towards change and solutions to modify
3. Learn specific feedback and communication channels to sustain performance effectiveness

Julie Ann Sullivan works with organizations that want to create a workplace environment where people are productive, engaged and appreciated. Known as the Attitude Enhancer, Julie Ann is a professional speaker, trainer and advisor. She is the Founder of Learning Never Ends, a company whose purpose is to create a more positive culture, one person at a time. She has a diverse educational background which includes a BA in Psychology and an MBA in Accounting. Julie Ann was a CPA and spent decades involved in the financial industry and the corporate world. Julie Ann is a Professional member of the National Speakers Association (NSA), President of the Pittsburgh chapter of NSA and an accomplished author. Her programs are high in content with a good measure of humor and motivation. Julie Ann’s ultimate goal is to create the Best Place to Work for all involved, internal talent, customers and the community.
**CONCURRENT BREAKOUT SESSION 4**

**Dan Cubarney, Justifacts Credential Verification, Inc.**

*Keep HR Out of the Courtroom: New Hire Compliance Concerns*

**Approved for HR (PHR) & SHRM Credits**

Friday, October 14, 2016

10:30 a.m. to 11:30 a.m.

Salons 1 & 2

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, onboarding, 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. 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:**

1. Knowledge and notice of the increase of employer FCRA lawsuits in 2015 and trends for 2016
2. Demonstrate employer liability and best practices for the use of credit reports during the hiring process
3. Educate on recent state-specific regulations including “Ban the Box”

**Dan Cubarney** has been working in the background screening industry at Justifacts for over 8 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.

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**Charley Gelb, PA 529 College Savings Program**

*The HR Office as a Financial Resource: Implementing College Savings as a Voluntary Benefit*

**Approved for HR (PHR) & SHRM Credits**

Friday, October 14, 2016

10:30 a.m. to 11:30 a.m.

Salon 3

This presentation provides HR Professionals with an overview of the PA 529 College Savings Program and its PA 529 at Work outreach. The PA 529 College Savings Program wants businesses, organizations, and groups to have the information and resources to be able to provide the PA 529 as a voluntary workplace benefit. The program seeks to build a foundation on the current landscape of college affordability, why a college education is important, and how employers can support employees that want to save for college in the same manner as a retirement account.

**Learning Objectives:**

1. Participants will be able to see why saving for college is an important component of a company’s benefit package
2. Participants will be able to gauge employee’s knowledge & perceptions of college savings
3. Participants will be able to train staff on the benefits of a 529 college savings account, offer various workplace support activities, and assist employees with enrollment/payroll contributions

**Charley Gelb** is a program representative for the Pennsylvania 529 College Savings Program, the state college savings program sponsored by the Pennsylvania Treasury Department. As a program representative, he travels to different counties across the Commonwealth to promote the Pennsylvania 529 to different businesses, schools, and organizations to help them understand the importance of saving for a loved one’s future college education expenses.

Prior to Mr. Gelb being a program representative, he served as a legislative liaison within Pennsylvania Treasury. Previous to that, he served as a state auditor within the PA Department of the Auditor General, where he audited school districts and volunteer fire relief associations. Charley holds a bachelor’s degree (BA) in political science with a concentration in accounting from King’s College.

**Friday, October 14, 2016**
**10:30 a.m. to 11:30 a.m.**
**Salon 4**
**BrandPosition™: Is Your Company a Career Destination?**
**Approved for HR (PHR) & SHRM Credits**

Brands break through the competitive clutter to become household names and win business through smart, audience-specific action. Ignite demand for your company, connect emotionally with candidates and inspire your new hires to action. Our communication experts in marketing and HR communications can help HR teams apply brand activation principals to hiring, employee engagement and on-boarding strategies. This session provides examples of how companies are using proven marketing tactics to improve internal and external perceptions; shape the narrative of career opportunities; engage and retain employees with ongoing branded touch-points; and better activate employees as "Employment Brand Ambassadors".

**Learning Objectives:**

1) Apply proven marketing activation strategies in your recruiting and onboarding efforts
2) Engage your employees as ambassadors of your employment brand
3) Create an Employer Brand and Change company perception from “a place to work” to “a place to build a career”
4) Learn about implementing on-boarding strategies that result in higher employee preparedness, productivity and retention

**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.

**Dick Roberts,** NFM Group Senior Marketing Communications Consultant. During his 30-year career, Roberts has successfully developed and managed award-winning regional and national corporate communications campaigns including recruitment marketing for Pittsburgh Mercy Health System, Mercy Behavioral Health, Giant Eagle/Market District and The Academy Schools. His work with the J. Walter Thompson Company, MARC Advertising, and his name-sake firm has earned numerous industry awards.
including ADDY, PRSA, AMA, The New York Festivals, IABC and Silver Microphone.

**Kip Soteres**, HR Consultant, NFM Group & Change Communication Expert, Soteres Consulting. Kip has 20 years of experience leading change communications in high-tech, banking, manufacturing, insurance, and health care industries. In that time, he has won Gold Quill and Silver Anvil awards from the IABC and PRSA for change communications targeting large employee populations. His client-focused communications approach supports change efforts that roughly double success rates relative to industry standards.

**Greg Crossey**, Talent Acquisition Manager, Retail & RSC Recruiting, Giant Eagle. Greg is an HR and Marketing professional with a truly diverse background in political, non-profit, sport and retail marketing and talent acquisition spanning a 25-year career. He has expert knowledge in the conceptualization and direction of talent recruitment and engagement, marketing events and campaigns, national tours, product launches, brand activations, outreach initiatives, and earned media events.

**Len Petrancosta, The Leadership Quest**

*Values: How Personal and Organizational Values Shape Future Success*

Approved for Business (SPHR) & SHRM Credits

Friday, October 14, 2016
10:30 a.m. to 11:30 a.m.
Duquesne Room

For many individuals in today’s workplace, feeling a sense of connection with the organization’s and leadership’s personal values is critical to their workplace satisfaction and level of engagement with their company. “Meaning” is the new money.

**Learning Objectives:**

1. How to clarify values and find your voice to affirm shared values
2. How to understand how and why personal values drive personal satisfaction and engagement
3. How to align actions with shared values and understand potential gaps with your values and daily work activities

**Len Petrancosta** started his career as an entrepreneur owning and operating as many as three local restaurants from 1978 to 1991. In January 1992 he accepted a sales position with Sysco, the largest food distributor in the world. He progressed through sales management into various sales leadership roles. In 2001 he was named senior vice president and began to take responsibility of other departments namely marketing, merchandising, operations, HR, and finance. In 2004 he was named executive vice president and in 2008 became president and CEO of the Pittsburgh division of Sysco after having grown the company to 300 employees and 300 million in annual revenue. He retired from Sysco in July 2011. Since July 2011 Len has focused on using some of his time and talent with nonprofits. He is currently on the board of directors for 3 nonprofits. Light of Life Rescue Mission, CEED and Independent Family Resource Group. He also serves as an executive service corp volunteer for the Bayer Center at Robert Morris University as well. He currently is COO for The Leadership Quest and Peak Performance Management, a sales and leadership training and coaching company in Pittsburgh utilizing his sales and leadership experience. He has initiated a world class leadership curriculum at Peak Performance in partnership with The Leadership Challenge. He also is certified with Patrick Lencioni’s company for The Five Behaviors of a Cohesive Team and is a partner for the Center For Creative Leadership (CCL) in Atlanta. Some of Len’s current clients include Nova Chemical, Mascaro Construction, Hefren Tillotson, Dobil Laboratories, Rosedale Technical College and WESCO.
CONCURRENT BREAKOUT SESSION 5

Heather Swift, RiseSmart, Inc. & Kasey Konkright, SilkRoad

Why Offboarding is More Important than Onboarding

Friday, October 14, 2016
12:55 p.m. to 1:55 p.m.
Salons 1 & 2

Most organizations realize the importance of an effective onboarding experience for new employees, but what about employee off boarding? Just as onboarding is used to immerse a new hire into your business culture as efficiently as possible, off boarding should be used to ensure employees leaving your business depart on good terms, regardless of the situation.

Learning Objectives:

1. Protect your Assets: If an employee is inefficiently off boarded, the sometimes-unrealized costs associated with the loss of invaluable key company knowledge, time and equipment can be extensive.
2. Protect from Lawsuits: The consistent documentation of the off boarding process is necessary in order to reduce the risk of lawsuits and loss of private company information.
3. Protect your Brand Image: It’s critical to the morale of the departing employee, as well as the entire workforce, that you downsize with care and treat your employees with respect during this process.

Heather Swift joined RiseSmart in 2012 as Regional Vice President for the Northeast. She has 20 years’ experience supporting top Fortune 500 organizations in the areas of career and talent management. From recruiting to coaching to successfully transitioning talent, Heather excels at supporting people and companies though all phases of the career lifecycle.

Kasey Konkright brings passionate commitment to SilkRoad customers, focusing on Talent Activation and Innovative uses of SilkRoad’s products. Kasey’s background includes responsibilities as a sole HR practitioner at a startup and as a global business partner and head of talent at a Fortune Global 100. In addition, and most importantly, Kasey was also a customer of SilkRoad spanning three companies – providing him the ability to understand and empathize with his customer’s needs. Rain, sleet, and snow can’t keep Kasey from his customers, logging 300,000-400,000 air miles and over 250 hotel nights per year to ensure his client’s success.

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Martin J. Saunders, Esq., & Julie Moore, Esq., Steptoe & Johnson PLLC

The Two Most Feared Four Letter Words in Human Resources - FLSA / FMLA

Friday, October 14, 2016
12:55 p.m. to 1:55 p.m.
Salon 3

FMLA / FLSA – Wage/hour claims continue to be the most frequently filed federal lawsuit, costing companies over $2.5 billion in 2015 alone. Many of these claims arise because of a lack of understanding of acceptable methods of computing overtime compensation, compensable hours and classifying who is an employee. The FLSA portion addresses advanced topics identifying proper use of non-cash payments on compensation, preliminary and postliminary activities, and misclassification issues. This program also will provide guidance regarding advanced FMLA topics and recent FMLA legal updates, including the DOL’s new regulation covering same-sex spouses, management of intermittent leave, whether employers
can still designate FMLA-qualifying leave if the employee refuses FMLA leave, pitfalls of allowing an employee to work on leave, and fraudulent use of leave and the honest belief defense.

Learning Objectives:

1. Increase awareness of FLSA violations attributable to improper overtime compensation payment methods, compensable hours and employment status
2. Further understanding of FMLA regulatory issues and trends
3. Share recent FLSA and FMLA court decisions

Martin Saunders is Of Counsel with the law firm Steptoe & Johnson PLLC and practices in the firm’s Southpointe office. Marty focuses his practice in the area of labor & employment law and related litigation. Marty obtained his bachelor’s degree from the University of Cincinnati, his juris doctor from the College of William and Mary, and a Masters of Law in Labor Law from New York University.

Julie Moore is a Member of Steptoe & Johnson. Julie focuses her practice primarily in labor and employment law. She regularly advises and counsels employers on various aspects of employment law, ranging from wage and hour compliance, to employee discipline and termination issues, to disability accommodation requests. Julie routinely conducts customized in-house training programs for her clients’ supervisors and HR personnel on a variety of employment law topics, including harassment and FMLA compliance. She also works with employers on reviewing and drafting their employee handbooks and other personnel policies. Julie regularly defends employment lawsuits in state and federal courts throughout Pennsylvania and West Virginia, as well as charges filed before the Pennsylvania Human Relations Commission, the West Virginia Human Rights Commission, and the Equal Employment Opportunity Commission. While currently living and working in Morgantown, West Virginia, Julie is a native of Western Pennsylvania, having obtained her undergraduate degree from Washington & Jefferson College and her law degree from Duquesne University.

Shirley Mayton, PhD, SPHR, SHRM-SCP, Right Management
What Does it Take to be a Successful Leader in the 21st Century
Approved for HR (PHR) & SHRM Credits
Friday, October 14, 2016
12:55 p.m. to 1:55 p.m.
Salon 4

What constitutes effective leadership has and continues to evolve drastically, as the work itself, employee demographics, and economic contexts have changed. In research conducted by Right Management, we’ve documented epic shifts in the way organizations and employees approach work. Organizations demand increasingly more from employees as macro pressures, such as increased competition, changes in economic climate, and market complexity define work requirements. While at the same time, employees demand more as they are increasingly able to dictate the terms of their employment. In this session, we’ll discuss how these macro trends are impacting your organization and how this translates into a leader’s capabilities and effectiveness. What skills are a must for a leader in the 21st century? How will you, as HR professionals, ensure you are targeting the right attributes for the future leaders of your company?

Learning Objectives:

1. Review three macro trends effecting leadership effectiveness
2. Discuss how these trends are effecting organizations
3. Define the three elements that will determine leader effectiveness in the 21st century
Shirley M. Mayton, PhD, SPHR, SHRM-SCP is a Managing Consultant and a Subject Matter Expert in the areas of global leadership and high potential development, customized learning solutions, and virtual teaming. Shirley is an accomplished executive and published thought leader with extensive experience in the field of human performance enhancement. She has developed and implemented mission critical learning strategies for a wide variety of domestic and global organizations, resulting in improved organizational and financial performance. Areas of specialization include enhancing business culture, driving organizational change, building teamwork and sharpening strategy execution through leadership capability development. Adept at partnering with Senior Management to develop and implement practical and effective organization-wide performance improvement strategies, Shirley has enhanced business results through increased workforce capability, agility, productivity, and engagement. Her ability to translate strategic vision into practical results-based solutions has won her recognition among her clients.

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Keith A. Friede, Arthur J Gallagher & Co.

Leading as a Human Resource Professional - Influencing Organizational Change

Friday, October 14, 2016
12:55 p.m. to 1:55 p.m.
Duquesne Room

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:

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

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