



# PA SHRM State Council 2019 Annual State Conference

September 19-20, 2019

The Penn Stater Conference Center  
State College, PA

More Information at [www.pashrm.org](http://www.pashrm.org)

9.25 SHRM Credits Approved

9.25 HRCI Credits Pending

This conference is PA SHRM State Council's signature event and draws hundreds of HR professionals from across the state. The conference is an incredible opportunity to network with colleagues, make new connections, and learn from engaging and acclaimed speakers across a range of human resources and business-related topics.



## LOCATION

The Penn Stater Conference Center, 215 Innovation Blvd, State College, PA 17803

To make room reservations for the conference, please visit the below providers

### Hotel Reservation Information

Hotel Name	Address	Hotel Code	Phone	Room Class	Occupancy	Room Fee	Release Date
<u>The Penn Stater</u>	215 Innovation Blvd	PASH0918	800-233-7505	Single	Single	\$145	8/16/2019
	State College PA, 16803			Double	Double	\$145	8/16/2019
<u>Holiday Inn Express</u>	1925 Waddle Road	PAS	814-867-1800	Single	Single	\$139	8/18/2019
	State College, PA 16803			Double	Double	\$139	8/18/2019
<u>Hampton Inn &amp; Suites</u>	1955 Waddle Road	HRM	814-231-1899	Single	Single	\$184	8/18/2019
	State College, PA 16803			Double	Double	\$184	8/18/2019

## REGISTRATION

For additional information and to register for the conference, please visit [www.pashrm.org](http://www.pashrm.org)

Regular registration rate is **\$335.00 (8/26-9/16)**

If you register and **pay by 8/25/2019**, receive early discounted registration rate of **\$299.00**

Student Registration Rate is **\$100.00**

All registrations will be accepted online.

If you have any questions about registration, please contact:

**Kelly Varner**

Treasurer

[kvarner@mymjrsc.com](mailto:kvarner@mymjrsc.com)

## REFUNDS

### PA SHRM 2019 State Conference Registration and Refund Policy

Timing of Cancellation	If Paid by Electronic Means	If Paid by Check
Prior to 8/26/2019	100% Refund	Less a \$25 Processing Fee
8/26/2019 - 9/16/2019	60% Refund	40% Refund
After 9/16/2019	No Refund	No Refund

Payment is due within 30 days of registration when paying by check.

Payment must be received by **9/16/2019** for registrations received after **8/17/2019**.

All registrations not paid by the terms listed above will be canceled.

Admittance to the conference requires a paid registration.

Payment by credit card via PayPal will be available at the registration desk.

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Please visit [www.pashrm.org](http://www.pashrm.org) for conference updates

If you have general questions about the conference, please email [jl@bdsadmin.com](mailto:jl@bdsadmin.com)

# AGENDA

## 2019 PA SHRM State Conference

Thursday Sept 19 TIME	SESSION	SPEAKER	HR Models (competency)	ROOM
8:00 am - 8:45 am	Registration/CONTINENTAL BREAKFAST/Exhibit Hall			Presidential
8:45 - 9:00	Welcome/Opening Remarks	Judy Rang		
Opening Keynote	HR Change Agent: Implementing the Never Give up Perspective	Scott Lesnick	Leadership	Presidential
9:00 am - 10:30 am				
10:30 am - 11:00 am	BREAK/Exhibit Hall			Presidential
<b>BREAKOUT 1</b>				
11:00 am - 12:15 pm	Financial Stress is Killing Productivity and What You Can Do About It	Ron Lang	Technical	206
11:00 am - 12:15 pm	Becoming a Person of Influence	Ed Krow	Leadership	207
11:00 am - 12:15 pm	10,000 People a Day are Retiring! Get Ready with Mentoring & Offboarding	Beth Fleek	Business	208
11:00 am - 12:15 pm	Communication at Work: Successfully Removing Barriers to Increase Productivity & Grow Communication	Scott Lesnick	Business	Deans 1
11:00 am - 12:15 pm	We are Never Getting Back Together: Strategies to Avoid a Bad Employee Breakup	Theresa Mongiovi	Technical/Legal	Deans 2
12:15 pm - 1:10 pm	LUNCH/Exhibit Hall			Presidential
1:10 pm - 1:20 pm	Chapter of the Year Award	Vicki Krotzer		Presidential
1:20 pm - 1:35 pm	SHRM: Putting Talent Back to Work	Meredith Nethercutt		Presidential
<b>BREAKOUT 2</b>				
1:45 pm - 3:00 pm	Personal Boundaries: How to Hit a Moving Target at its Origin	Toni Johnson and Donna Teitelman	Interpersonal Leadership	206
1:45 pm - 3:00 pm	Leaders as Coaches	Angela Hummel	Leadership	207
		Mario Bordogna and Meredith C. Stephenson	Interpersonal/Legal	208
1:45 pm - 3:00 pm	Mastering Employee Performance Management			
1:45 pm - 3:00 pm	Managing Employee Mental Health Issues Proactively	Samantha Bononno	Technical	Deans 1
1:45 pm - 3:00 pm	Navigating the Future of the Workplace (Trends in the Workplace)	Danielle Hoffer and Amanda Robinson	Business	Deans 2
3:00 pm - 3:30 pm	BREAK/ Exhibitors to mingle with participants			Presidential
<b>BREAKOUT 3</b>				
3:30 pm - 4:45 pm	OSHA's Ten Most Common Violations - An Insider's Perspective	Joseph Gordon and Nicholas DeJesse	Technical/Legal	206
3:30 pm - 4:45 pm	HR's Strategic Role and the "Hidden Strategic Plan"	Janet McNally	Leadership	207
3:30 pm - 4:45 pm	Video is the New Holy Grail in Recruitment Marketing	Ira Wolfe	Business	208
3:30 pm - 4:45 pm	The Silent Crime: What Your Organization Should Know about Sexual Violence and Partner Violence	Kristine Irwin	Technical/Leadership	Deans 1
3:30 pm - 4:45 pm	Employee Engagement: Making the Business Case	Kim Kerrigan and Grace Elsner	Business	Deans 2
5:00 PM	DINNER - on your own			
<b>Friday Sept 20</b>				
TIME	SESSION	SPEAKER	HR Models (competency)	ROOM
7:00 am - 8:00 am	PIVOT - Ten Sure Fire Ways to Conquer Change	Regina Clark	Leadership/Business	Presidential
8:00 am - 8:30 am	BUFFET BREAKFAST/Exhibit Hall			Presidential
8:30 am - 8:45 am	Employer Support of the Guard and Reserve	General Wesley Craig	Business/Leadership	Presidential
Opening Keynote	Soaring to New Heights	Regina Clark	Leadership	Presidential
9:00 am - 10:30 am				
10:30 am - 10:45 am	BREAK/Exhibit Hall			
Closing Keynote	Change Your Day, Not Your Life	Andy Core	Business/Leadership	Presidential
10:45 am - 12:15 pm				
12:15pm - 12:30 pm	Final Drawings by Exhibitors/SHRM Foundation Raffle Winners Posted			
12:30 PM	Conference Closed - See you next year!			



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# Annual Conference Keynote Speaker Biographies



**Scott Lesnick**  
**Opening Keynote Speaker**  
**Day 1 Breakout Speaker**

Scott exemplifies the attributes of the Never Give Up guy in many areas of his life. Over the years, Scott's Transformational Leadership keynotes and corporate training have resulted in changing the perspective of conference attendees and business professionals. Overcoming incredible odds and surviving enormous challenges propelled him into the role of a highly sought – after international keynote speaker. Scott motivates your audiences with his unique and entertaining messages, stories, plus powerful actionable takeaways.



**Regina Clark**  
**Day 2 Early Morning Session Speaker**  
**Day 2 Opening Keynote Speaker**

Regina Clark, CSP is founder of Creative Performance Solutions, LLC, an international speaker, trainer, executive coach and author. She has been helping clients improve their results, WOW their customers, and increase employee engagement for more than 25 years. Her newest book is **PIVOT Principles – Sure Fire Ways to Conquer Change**. Regina believes laughter is the way to increase learning.



**Andy Core**  
**Day 2 Closing Speaker**

Andy Core is a credentialed, award-winning thought leader on increasing employee engagement, productivity, and wellness motivation. His talent lies in helping hard-working, conscientious adults thrive at work and in their personal lives. Core has spent the past 15 years researching ways to become healthy, energized, and better equipped to thrive in today's hectic society. By doing so, he helps organizations build teams that cost less, have better attitudes, and accomplish more.

## SESSION DETAIL

### 11:00 AM Breakout Sessions

#### **Financial Stress is killing productivity – Ron Lang**

Financial Stress affects everyone in their lives at some point while many people are affected by it daily and it does affect work productivity. What are the factors? How can they be prevented? What can you do about it? This presentation will drill-down and highlight many factors in the Life Cycle of a person that causes financial stress and the estimated costs to your company in productivity. Some of the content will be Financial Wellness Solutions that a company can offer to assist employees in gaining knowledge they need to reduce or eliminate financial stress.

#### **Becoming a Person of Influence – Ed Krow**

The power to change your life and the lives of others depends on the degree of your influence. Without influence success is impossible. However, one need not be famous or be in a high-profile position to be a person of influence. Each person, whether they intend to or not is an influencer. Following this presentation participants will be able to identify 5 methods they can use to influence others. Learn to influence others through a 4-stage process and identify the 10 traits of a good influencer.

#### **10,000 People a Day are Retiring – Beth Fleek**

This session will focus on persuading the audience that effective mentoring and offboarding can help minimize the impact of the upcoming wave of retirements. Participants will learn how to be prepared to ensure their organization isn't caught off guard by a surge in retirements, to prepare by learning best practices for mentoring and offboarding, to promote successful knowledge transfer and to cultivate a productive workforce.

#### **Communication at Work – Scott Lesnick**

Today's HR professionals are tasked with the responsibility of navigating so many jobs within their job. It's a busy life! And, some or even many, are counting on you to have ALL the answers. Participants in this session will leave with 3 powerful tools that WILL increase your productivity and grow company culture and business plus grow Business decisions and strategy while sharing ideas, information and resources. Build stronger and more agile relationships with coworkers in all departments. Increased leadership abilities and management/employee buy-in.

#### **We Are Never Getting Back Together – Theresa Mongiovi**

Terminating an employee is one of the most difficult tasks that employers face. In an effort to spare an employee's feelings, employers often fail to provide direct feedback to employees, instead relying on generalities like "It's just not working out" or "You're not a good fit." When employees do not receive direct and specific feedback about the reasons for termination, they often perceive the termination as unfair and discriminatory. This program will provide a comprehensive overview of a successful performance management program, from the beginning of the employment relationship to separation.

### 1:45 PM Breakout Sessions

#### **Personal Boundaries: How to Hit a Moving Target at its Origin – Toni Johnson and Donna Teitelman**

Sexual inuendo, subtle bias, breach of personal space, where does it end? Ask instead, where it does it begin? Consider solving the problem as close to its origin as possible as changing social norms challenge the definition of hostile work environment and sexual harassment. Starting at the source, participants will explore the situational influences that impact unique perspective. They will develop messaging to own their boundaries, maintain them at work, execute healthy exchanges and continuously improve relationships.

#### **Leaders as Coaches –Angela Hummel**

Leaders will explore their role as coaches in this session. If we want to help team members experience progress at meaningful work, leaders must understand what drives each person, help build connections between each person's work and the organization's mission and strategic objectives, provide timely feedback, and help each person learn and grow on an ongoing basis. Regular communication around development — having coaching conversations — is essential. Some would argue that the single most important leadership competency that separates highly effective leaders from average ones is coaching. For some reason, at most companies, coaching isn't expected of leaders. Using lecture, a review of study data from the Human Capital Institute and the International Coaching Federation, and a scripted role play, participants will learn and practice with a basic coaching model (GROW) that they can apply to their organization and leadership practice. This model is easy to learn and teach to others, such as managers within your organization. Participants will be provided with real-life leadership scenarios and will practice using the GROW model with a partner(s) and leave with not only a basic understanding of the GROW model but also key coaching questions.

### **Mastering Employee Performance Management – Mario Bordogna and Meredith C. Stephenson**

Undeniably, performance management is a critical function for human resources. It's one of those processes which impacts a company on so many levels, including organizational performance, talent retention, employee satisfaction, and more. Of course, that happens to also be exactly why performance management challenges are often more extensive than many employers realize. No matter how many ends your evaluative process serves to promote, your organization can gain a great deal from tackling performance management efficiently and effectively. This engaging session led by an experienced labor and employment attorney and an accomplished Vice President of Human Resources will help HR take performance management to the next level. In it, we will address how to facilitate greater engagement with performance management, illustrate best practices on the nuts and bolts of actual performance reviews -- including documentation, ratings, feedback, and more -- and provide practical tips on how to handle the review meeting with the employee. Along the way, good and bad performance management examples will be highlighted, the legal dangers of doing evaluations improperly will be reviewed, and attendees will learn how to use and think about appraisals outside the box for the benefit of the organization.

### **Managing Employee Mental Health Issues Proactively – Samantha Bononno**

According to one recent survey, half of all workers have experienced a mental health problem in their current job. According to the World Health Organization, 300 million people worldwide suffer from depression, and mental health issues cost the global economy \$1 trillion in lost productivity. Practitioners and business people find navigating such laws as the Americans with Disabilities Act, the Family and Medical Leave Act and workers' compensation laws to be challenging, even more so when these laws are implicated by an employee's mental health issues. This program will go beyond the basic and examine such issues as balancing the employee's right to company safety obligations, how to deal with the stigma that is often associated with mental health issues and how to provide sufficient information to managers and co-workers while maintaining employee privacy and protecting their confidential medical information.

### **Navigating the Future of the Workplace (Trends in the Workplace) – Danielle Hoffer and Amanda Robinson**

During this interactive session the co-presenters will explore trends within each of these areas of opportunity as the workforce evolves:

1. What the organization of the future looks like
2. Careers and learning
3. Talent acquisition
4. Employee experience
5. Performance management

They will engage the audience in how HR professionals can affect change in each of these areas, and how analytics plays a role.

## **3:30 PM Breakout Sessions**

### **OSHA's Ten Most Common Violations – An Insider's Perspective – Joseph Gordon and Nicholas DeJesse**

Nicholas DeJesse, Assistant Regional Administrator for Region III of the Occupational Health and Safety Administration (OSHA), will discuss the workplace hazards that accounted for the ten most common OSHA citations during the last year. He and co-presenter Joseph Gordon, a former Department of Labor Attorney, will offer insight into steps companies can take to reduce the possibility of being cited for similar violations in the future. Additionally, they will discuss the obligations companies have to document and report workplace injuries.

### **HR's Strategic Role and the "Hidden Strategic Plan" – Janet McNally**

HR professionals are required to "be strategic" by accrediting bodies, employers, and academic institutions. However, to be strategic, HR programs need to be linked to the organization's strategic plan which can be "hidden" due to the plan's not being written with the needs of HR or the larger organization in mind. Some plans even fail to address the "strategy" part of strategic planning. This presentation shows how HR professionals can take a leading, proactive role in their organizations by clarifying how a more robust SWOT analysis can be used to examine the organization's core competencies, value proposition, arena, vehicles and speed and sequences of initiatives. Secondly, it shows how HR professionals can restore the missing strategy middle by conducting their own internal and external research.

### **Video is the New Holy Grail in Recruitment Marketing – Ira Wolfe**

People love watching videos online and job candidates are no exception. From sourcing to interviewing, video is revolutionizing the way candidates receive, consume, and engage with information. The good news for employers is that video no longer requires a big budget or lots of expertise. You're probably sitting there right now with the perfect tools to reach more candidates. During this session you'll learn why using video is a must-have recruitment tool. Learn how to get started using low-cost-no-experience-required tools.

**The Silent Crime: What Your Organization Should Know about Sexual Violence and Partner Violence – Kristine Irwin**

This presentation covers a variety of aspects about sexual and partner violence, stalking and sexual harassment. The #MeToo Campaign has sparked fire under many organizations sexual harassment policies. They not only need to be updated but also need to include information for someone that can be experiencing sexual violence, partner violence, or stalking. This presentation will give the audience a better understand of all of these topics, and give them an insight into a victim's perspective.

**Employee Engagement: Making the Case – Kim Kerrigan and Grace Elsner**

Employee engagement has emerged as a critical driver of business success in today's competitive marketplace. High levels of engagement promote retention of talent, foster customer loyalty and improve organizational performance and stakeholder value. According to a recent Gallup report, "State of the American Workplace," only 33% of US employees are engaged at work. Achieving significantly higher levels of employee engagement management is possible. This presentation will explore the costs of disengagement and provide guidance on how to make the business case for employee engagement.

## EXHIBITORS

In addition to the great educational sessions on the agenda, we will also have businesses exhibiting their products and services. This is a terrific way to sample their wares all in one place and get new ideas for employee services and benefits that you can take back to work. These businesses partner with Pennsylvania State Council of SHRM opportunities to make our conference more beneficial to you. Please visit them at the conference and support them throughout the year.

### Available Exhibitor and Sponsorship Opportunities

#### Premier Conference Sponsorship - \$5,000

- Various recognition opportunities during event
- Logo on PA SHRM and conference website
- Logo on conference signage
- Distribution of promotional literature, bag/tables
- First consideration for prime table exhibit locations
- Four conference registrations for event
- 2 minutes podium time at event
- Opportunity to introduce keynote speaker
- Company logo printed on attendee lanyards
- Company logo printed on conference bags
- Receive an electronic attendee list (post event)
- Social media promotions/recognition

#### Keynote Sponsorship (2 Available) - \$2,500

- Various recognition opportunities during event
- Logo on PA SHRM and conference website
- Logo on conference signage
- Distribution of promotional literature, bag/tables
- Second consideration for prime exhibit locations
- Four conference registrations for event
- Opportunity to introduce keynote speaker
- Company logo printed on attendee lanyards
- Company logo printed on conference bags
- Receive an electronic attendee list (post event)

#### Breakout Room Sponsor - \$1,000

- Opportunity to speak at start of breakout session
- Conference signage designating breakout sponsor
- Promotional item included in conference bag
- 8' table in exhibit area with two chairs

#### Lunch Sponsor - \$1,000

- Opportunity to speak at start of lunch for event
- Conference signage designating lunch sponsor
- Promotional item included in conference bag
- 8' table in exhibit area with two chairs

#### Lanyard Sponsor - \$1,000

- Corporate logo on all badge lanyards for event
- 8' table in exhibit area with two chairs

#### Conference Bag Sponsor - \$1,000

- Corporate logo on conference bags for event
- 8' table in exhibit area with two chairs

#### Breakroom Sponsor - \$800

- Signage at breakroom
- 8' table in exhibit area with two chairs

#### Breakfast Sponsor (2 Available) - \$500

- Signage at breakfast (1 of 2)

#### Refreshment Break Sponsor - \$500

- Signage at refreshment area

#### Bag Stuffer - \$100

- One promotional item in conference bag, (Flyer, Reasonably sized item)

#### Exhibit Booth - \$800 (Early Bird Exhibitor - \$750 before 8/26; Returning Exhibitor - \$700)

- 8' table in exhibit area with two chairs; attendance for two at any breakout session and main conference, breakfast and lunch included.

#### Non-Profit Exhibitor - \$500

- 8' table in exhibit area with two chairs; attendance for two at any breakout session and main conference, breakfast and lunch included.

#### Additional Attendees - \$100

If you would like to be an exhibitor, please contact Justin Leader at [jl@bdsadmin.com](mailto:jl@bdsadmin.com)

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