

HR

6th Annual Professional
Development Day

& BEYOND

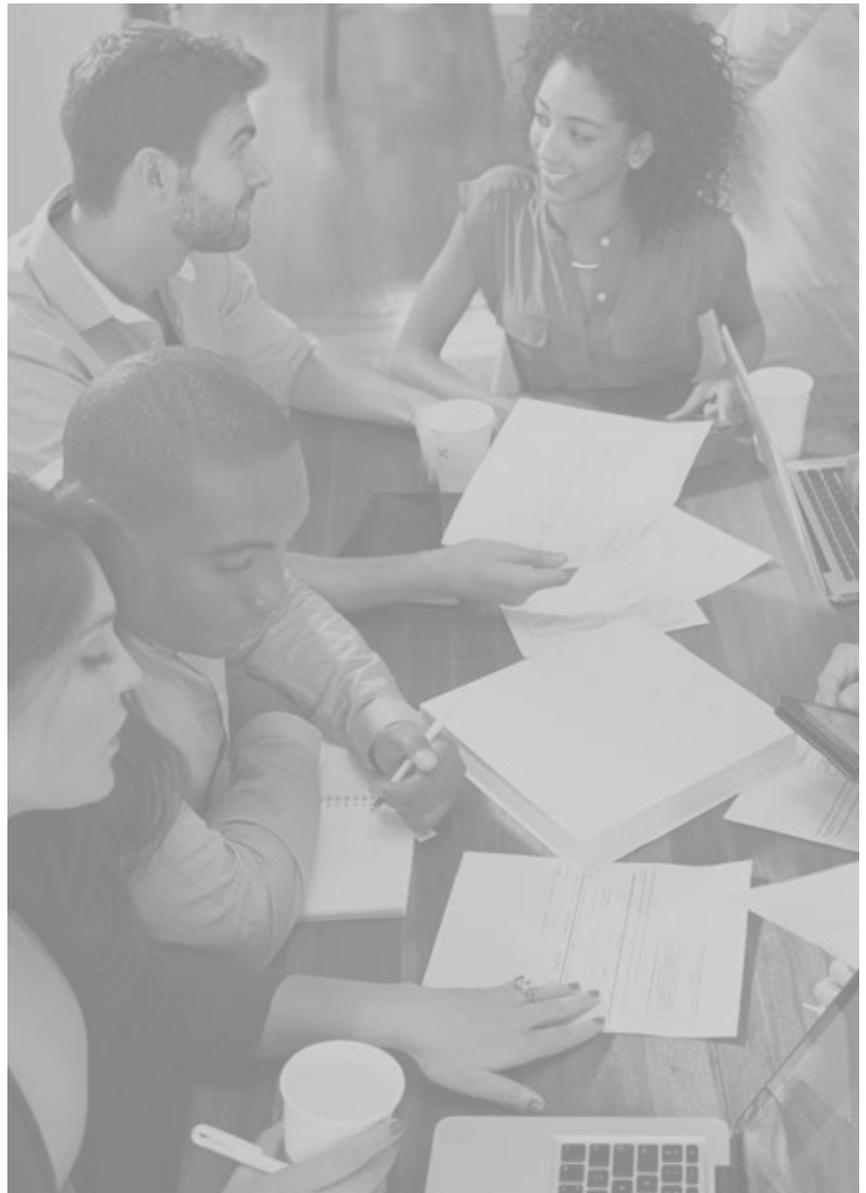
November 3, 2016

Conference Location

College of Southern Maryland
115 J.W. Williams Road, Building B
Prince Frederick, MD 20678

HRASM

Human Resources Association of Southern Maryland



AGENDA

8 to 9 a.m.

Registration & Continental Breakfast

8:30 to 9 a.m.

Welcome and HRASM General Meeting

9 to 10:15 a.m.

Session 1: Effective Workplace Communication: Promoting Success Through a Culture of Trust and Belief

Phyllis Shurn-Hannah

10:15 to 10:30 a.m.

Break
Wellness Moment

10:30 to 11:45 a.m.

Session 2: The Future of HR: 4 Strategies to Meet Business Challenges and Deliver Maximum Impact on Results

Jennifer McClure

11:45 a.m. to 12:45 p.m.

Lunch
Mini Yoga Session
Door Prizes

12:45 to 2 p.m.

Session 3: Six Key Elements of an Effective Talent Acquisition Strategy

Phyllis Shurn-Hannah

2 to 2:15 p.m.

Break
Wellness Moment

2:15 to 3:45pm

Keynote Session:
The Catalyst of Leadership

Darryl Ross

3:45 to 4 p.m.

Closing Remarks

ABOUT US

HRASM is the premiere source of Human Resources training in Southern Maryland

The Human Resources Association of Southern Maryland (HRASM) boasts over 190 members in the tri-county area and is honored to be affiliated with the Society for Human Resource Management (SHRM), the world's largest HR professional society. Our mission is to provide networking, educational, advisory, and training opportunities to HR and Business professionals in Southern Maryland. HRASM members take advantage of many activities and programs for professional growth and improvement while meeting and networking with other locally based professionals. New members welcome.

According to HRASM President, Kristina Moore, "HRASM serves as an important local voice, delivering professional development on key business and workplace issues. Our goal as an organization is to help improve the practice of human resource management within our membership and community, while advancing the HR profession through education, advocacy, and leadership. Our annual conference and recurring monthly meetings are events that keep us connected to our membership."

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9 to 10:15 a.m.



Effective Workplace Communication: Promoting Success Through a Culture of Trust and Belief

SHRM and other research studies indicate that effective workplace communication plays a key role in business success. For HR professionals, the ability to communicate effectively is a critical competency to be able to contribute to that success. In this session, you will learn the benefits of effective workplace communication, strategies for building a culture of trust and belief, the importance of effective communication as an HR competency, and the skills you need to develop to be a proficient communicator.

Phyllis Shurn-Hannah, SHRM-SCP has over 25-plus years of experience in human resources, management, sales and marketing from working in both recruiting agencies and corporations, including Fortune 500 companies such as GE Capital and Sears Roebuck. She founded a million dollar HR Company specializing in staffing and HR consulting prior to joining SHRM. She has been a member of the SHRM staff since 2004 in a regional position and serves as the NE Field Services Director.

Phyllis is the past president for the Greater Valley Forge Human Resource Association (GVHRA) and, in the past, chaired and volunteered on many committees including several chapters' annual conferences. She's also held a seat on the Board of Directors for the Philadelphia chapter of the National Association of Women Business Owners (NAWBO) and chaired various committees. Phyllis is a past member of several local Chambers of Commerce in the Greater Philadelphia area, and involved in several of their "Leads" groups. She also had active involvement in the local OIC, National Assoc. for Women in Personnel, United Way Allocations Committee, United Way Focus Chairperson, Lincoln University Advisory Board, Minneapolis YMCA Board Member, and served as a Better Business Bureau Auto Arbitrator.

Phyllis has been published in various national and local magazines, newspapers and websites on topics ranging from recruiting, diversity, and work/life programs. She has also attended and taught various management courses.

10:30 to 11:45 a.m.

The Future of HR: Four Strategies to Meet Business Challenges and Deliver Maximum Impact on Results

Jennifer McClure is a sought after speaker and business advisor who combines her expertise as a business leader, human resources executive, executive recruiter and executive coach with practical strategies to help leaders increase their impact, grow their influence, and deliver results in their careers and organizations.

Consistently rated as a top speaker at major events and conferences, Jennifer's engaging and entertaining style is a mix of inspiration, how-to, and strategic discussion drawing upon over 25 years of studying best practices and partnering with senior executives to attract, recruit, and retain the best talent for their teams.

Jennifer has spoken at over 250 industry-related conferences and corporate events, where she has delivered keynote presentations or led workshops in the areas of leadership, talent strategies, effective communication, and personal development.

Originally from Cleveland, Tennessee, Jennifer lives in Cincinnati, Ohio with her son Andy, two faithful feline companions, Sammy and Abby, and one fat and happy horse—Sarabi.

Jennifer was voted as a favorite speaker at HRASM's 2015 conference. We're glad she's back again this year.



Jennifer McClure will define four critical skills today's HR leaders must develop to fully participate as business leaders—not just human resources leaders—in an increasingly complex global environment. She'll also highlight the most effective ways to collaborate with internal and external partners to deliver products and services that enable the organization to be agile, innovative and responsive to the needs of customers and employees. Finally, Jennifer will help you ditch your fears of big data so you can develop systems and processes to measure and quantify results in order to gain executive support.

Human Resources professionals who master Jennifer's four keys to creating a competitive advantage will deliver more value—and find greater executive support—within their organizations.

12:45 to 2 p.m.



Six Key Elements of an Effective Talent Acquisition Strategy

With U.S. unemployment at an historically low rate, the competition for talent is heating up, and companies are expected to face increasing competition for the best people to help them succeed. In this session, you will learn about current recruiting trends and how to develop an effective talent acquisition strategy with six key elements:

1. Workforce Planning
2. Brand Building
3. Sourcing and Recruiting
4. New Technologies
5. Comprehensive Onboarding
6. Use of Data Analytics

Phyllis Shurn-Hannah, SHRM-SCP has over 25-plus years of experience in human resources, management, sales and marketing from working in both recruiting agencies and corporations, including Fortune 500 companies such as GE Capital and Sears Roebuck. She founded a million dollar HR Company specializing in staffing and HR consulting prior to joining SHRM. She has been a member of the SHRM staff since 2004 in a regional position and serves as the NE Field Services Director.

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2:15 to 3:45 a.m.

The Catalyst of Leadership

Darryl Ross is a James Madison University graduate who began his career in the entertainment industry. As a lead dancer, singer, and emcee, Ross was hired by the Department of Defense to perform in U.S.O. shows for the military. Ross and his troop, "King's Six," performed in South Korea, Okinawa, and Japan. From there, Ross was cast in the musicals "A Chorus Line" and "Sophisticated Ladies," and performed for Royal Caribbean and Cunard Cruise Lines. Finally, he worked in the casino circuit as a featured performer in Lake Tahoe, Atlantic City, and Las Vegas. Representing entertainment in "Sin City," Darryl was featured on the E! Entertainment network and the Travel Channel.

After leaving the stage, Darryl worked as the entertainment reporter for Fox 5 News in Las Vegas. He covered the red carpet for the Billboard Music Awards, Country Music Awards, and the MTV Video Music Awards. He also interviewed such stars as Celine Dion, Seal, Tim McGraw, Faith Hill, and music mogul Clive Davis.

Through it all, Darryl knew he had a burning desire to be a professional speaker & trainer. He wanted to share his faith, knowledge, and experience to motivate people to live their dreams.

For the past 15 years, Darryl Ross has provided keynotes, presentations, and trainings throughout the country. In addition, Darryl's programs are certified by the Workforce Investment Board (WIB). In 2014, he was the keynote speaker for the Virginia Business Education Conference, the DCRA Management Expo, and the Loudoun Water Leadership Conference. He is also a Six-Time Century Sales Award Winner with \$3.8 million in sales in 12 months.

Darryl Ross has given hundreds of presentations for groups of 10 people to 1000 and from high schools and colleges to military bases and Fortune 500 companies. He is the author of the motivational book and CD "Be Extraordinary" and he is a contributing author to the book "Jumpstart your Success."

Recent corporate clients include SHRM, Best Buy, Verizon Wireless, BB&T Bank, Ford, DCHR,



Great leaders define their professional and personal leadership mission. It's a balance between taking care of customers and taking care of employees. Learn how structure, recognition and a culture of "always" can transform the attitudes and performance of your employees. There is little doubt that service excellence impacts a company's identity. There is also little doubt that happy and satisfied employees translates to satisfied customers.

In this keynote, Darryl Ross will discuss the tools and traits of a great leader, why some leaders fail, and generational leadership skills, as well as how to empower the frontline and motivational best practices.

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