

HR

6th Annual Professional
Development Day

& BEYOND

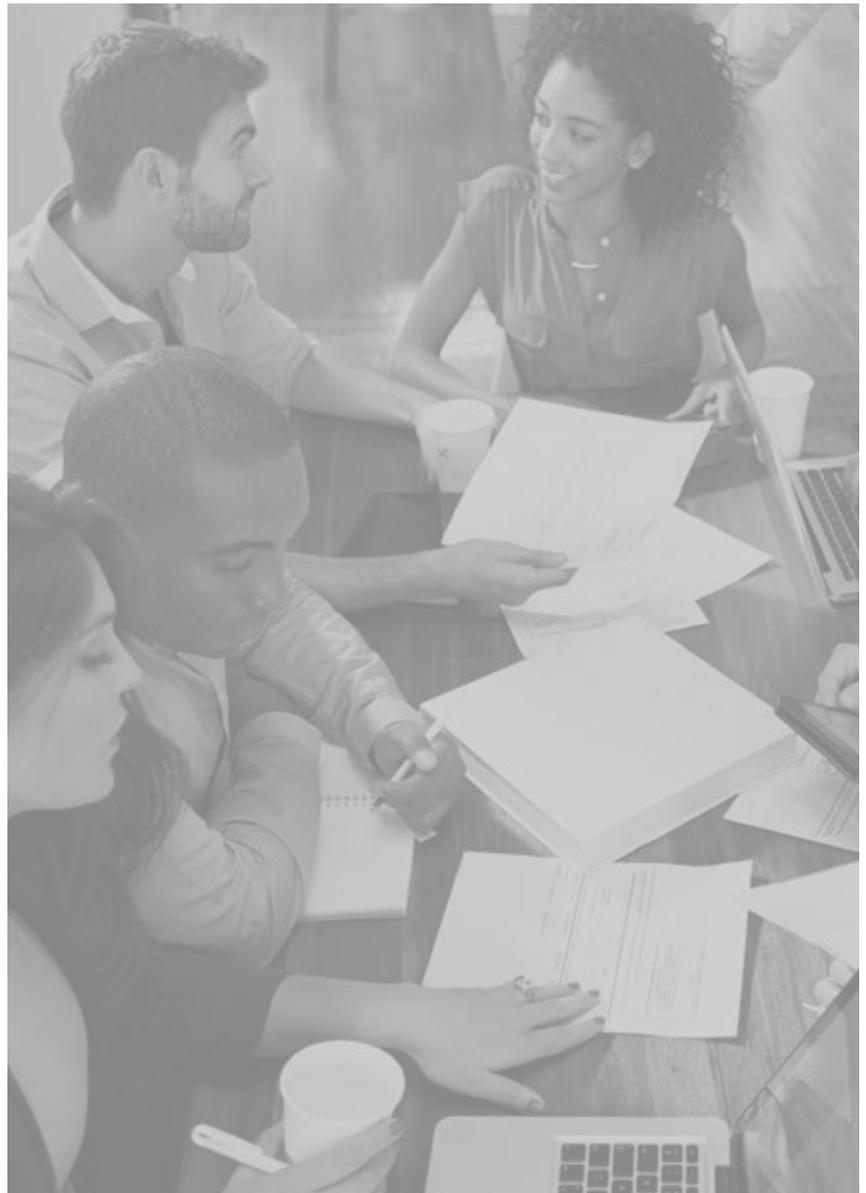
November 3, 2016

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."

HRCI/SHRM Recertification Credit e-Learning!

- Low-cost subscription includes 60+ HRCI credits!
- Plus up to 30 SHRM PDCs per cycle
- Meets all PHR/SPHR recertification requirements
- Professional, on-demand e-Learning courses
- Take as many or as few as you wish



These courses have been approved toward PHR, SPHR, GPHR, PHRca, PHRI and SPHRI recertification through HRCI. For more information about certification or recertification, please visit www.hrci.org.

The use of this seal is not an endorsement by HRCI of the quality of the courses. It means that they have met HRCI criteria to be pre-approved for recertification credit.



These courses have been approved toward SHRM-CP and SHRM-SCP recertification through SHRM. For more information about certification or recertification, please visit the SHRM website at www.shrm.org.

For details and purchase, visit www.hrcicredit.com.





SRM Foundation

★ 2015 CHAPTER CHAMPION ★



The conference has been approved for SHRM Development Credits and HRCI Recertification Credits.

HRASM Conference Chair

Joan Waters, SMECO

Program Committee

Anne Mary Cullins, METCOM

Debbie Gray, GTMR, Inc.

Erin Emery, Ausley Associates, Inc.

Heidi Wood, CHUTES International

Karen O'Connor, CSM

Kelly Williams,
Cherry Cove Group

Kristina Moore, ASEC, Inc.

Linda Williams, Smartronix, Inc.

Marcia Chase, SMTCCAC, Inc.

Shari Arends, Rollout Systems LLC

Shannon Jarboe,
St. Mary's College

George Hawley, DLLR

HRASM Officers

President

Kristina Moore, MS, SHRM-CP, PHR
HR Director
ASEC, Inc.

Vice President

Shannon Jarboe,
PHR, SHRM-CP, M.Ed.
Director of HR
St. Mary's College

Secretary

Michele Ferris, M.A.
HR Assistant
Smartronix, Inc.

Treasurer

Shannon Fitzgerald
HR Assistant
Chutes International

Past President

Kelly Williams
Corporate Director of HR
Cherry Cove Group

HRASM BOARD MEMBERS

Marcia Chase, SHRM-CP, PHR
HR Director
SMTCCAC, Inc.

Anne Mary Cullins, SHRM-CP, PHR
HR Director
St. Mary's County METCOM

Debbie Gray
HR Director
GTMR, Inc.

Deana Kilgore,
GBA, SHRM-CP, PHR
Senior HR Administrator
Amelex, Inc.

Joan Waters, SHRM-CP
HR Administrator
SMECO

David Wenrich, RHU, ACBC
Benefit Consultant &
Agency Principal
Reilly Benefits, Inc.

Heidi Wood, SHRM-SCP, SPHR,
Administration Manager,
CHUTES International

FALL NEEDS
COLOR
Commercial Print
Wide Format
We know color
HERITAGE
PRINTING & GRAPHICS
WWW.HERITAGEPRINTING.COM

WALDORF MD 301.843.1997 | CHARLOTTE NC 704.551.0700



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.

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.

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.

A BIG THANK YOU TO ALL OF OUR SPONSORS!

CA Short

Crown Trophy

Healthiest Maryland Businesses

Heritage Printing

Mass Mutual

Meridian Imaging Solutions

OCTanner

PNC Bank

T.H. Easter Consulting

The Medically Oriented Gym

Travel Leaders

United Condordia Dental

Vending Plus

White Glove

WHITE GLOVE

Drug and Alcohol Testing, Inc.

Severna Park Huntingtown

Lexington Park La Plata

www.whiteglovetesting.com



410 458 8276

t.h. easter
consulting
Real Challenges. Real Solutions. REAL RESULTS.

**T.H. Easter Consulting
is proud to be a part
of HRASM 2016!**



theasterconsulting.com | 202.656.2815 | @THE_Consulting

TRAVEL LEADERS®



Influence Greatness

O.C. Tanner helps many of the world's top companies attract, inspire, and keep top talent by celebrating people who achieve. Practicing what we preach has made us one of Fortune's 100 Best Companies To Work For® two years in a row. Join us. octanner.com

O.C.TANNER

Global Recognition & Engagement

GRAND PRIZE DRAWING: YOU'RE A WINNER!

All conference participants are eligible to win the Grand Prize of a Kindle Fire HD8 tablet. To enter the drawing, visit each vendor/sponsor & have your "Passport" stamped. When completed, drop the completed "Passport" in the drawing basket. The winner will be announced at the end of the conference.

Welcome to the **HRASM** 6TH ANNUAL CONFERENCE!

C.A.SHORT
people are everything

www.CAShort.com

**EMPLOYEE
ENGAGEMENT
SOLUTIONS**



ENGAGED!

**EMPLOYEE
RECOGNITION
SOLUTIONS**



APPRECIATED!

**OSHA®
COMPLIANT
SAFETY
INCENTIVE
SOLUTIONS**



SAFE!

**INSTANT
AWARD
PROGRAMS**



AWESOME!

**SERVICE &
PERFORMANCE
AWARDS**



LOYAL!

**HOLIDAY
GIFT
SOLUTIONS**



GIFTED!

Financial Education in the Workplace

MassMutual Mid-Atlantic provides workplace financial education to companies, large and small, across the Mid-Atlantic Region. Our team works with a number of large corporations, universities and hospitals stretching from Maryland to DC and Virginia. The practical and straightforward information provided in each workshop is designed to help employees make informed financial decisions. If employees determine they need more guidance for their situations, they have the option to meet personally with a local financial professional to discuss their specific circumstances and individual goals.



WWW.METROPOLISWEALTHADVISORS.COM

Michael Cammarata, RICP ® Robert Boyles, MBA

Financial Services Representatives

(443) 494 6564

MassMutual Financial Group is a marketing name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliated companies and sales representatives. Local sales agencies are not subsidiaries of MassMutual or its affiliated companies

Registered Representative of and securities offered through MSI Financial Services, Inc. Member SIPC (www.sipc.org).



FULL LINE VENDING

OFFICE COFFEE & WATER SERVICE

"AVANTI" MICRO MARKETS

ALL YOUR BREAKROOM NEEDS

A family owned business since 1986

the best possible service



**We Specialize In Service To
Customers Deserving The Best**

Karen Mitchell
Karen.baltimorebev@verizon.net

Melissa Dewberry
mdewberry@vendingplus.com

410-761-1177



We believe healthy employees are a business's greatest asset.

The health of your workforce drives the health of your business.

Why should I join Healthiest Maryland Businesses?

- to reduce your health care costs
- to reduce employee absenteeism
- to reduce presenteeism
- to increase employee productivity



From improving your food environment, to adding physical activity to the workday, to adopting policies that support employee wellness.

We help you make the healthy choice the easy choice for your employees.

healthiestmdbusinesses.org

Center for Chronic Disease Prevention and Control
Maryland Department of Health and Mental Hygiene

for adding extra benefits to your workplace.

With PNC WorkPlace Banking, you can offer your employees better money management with enhanced benefits and rewards, including onsite financial seminars and direct deposit, at no added cost to your company.

Christina Barbarino
Business Development Officer
christina.barbarino@pnc.com
(c) 443-425-8880



for the achiever in you™  PNC BANK

©2016 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. Member FDIC

MOVING BEYOND DENTAL BENEFITS

At United Concordia Dental, we know oral health is about much more than just a smile.

AS A DENTAL SOLUTIONS COMPANY, we are moving beyond delivering dental benefits and reaching for new opportunities to connect more closely in our customers' care. One of the ways we are improving engagement, education and wellness among United Concordia members is through our **oral wellness consultants**, who work with employers and their employees. Through customized enrollment sessions, health fairs, webinars or onsite meetings, our oral wellness consultants connect with members to show them how to use their benefits and self-service tools and to help them achieve superior oral and overall health through smart dental choices.

UNITED CONCORDIA® DENTAL
Protecting More Than Just Your Smile®



To learn more, visit
UnitedConcordia.com/OralWellnessConsultants



SPO-0156-0916 • Dental plans are administered by United Concordia Companies, Inc., and underwritten by United Concordia Life and Health Insurance Company, United Concordia Dental Corporation of Alabama, United Concordia Insurance Company of New York, United Concordia Insurance Company, United Concordia Dental Plans, Inc., United Concordia Dental Plans of California, Inc., United Concordia Dental Plans of Kentucky, Inc., United Concordia Dental Plans of the Midwest, Inc., United Concordia Dental Plans of Pennsylvania, Inc., and United Concordia Dental Plans of Texas, Inc. For information about which companies are licensed in your state, visit the "Disclaimers" link at www.UnitedConcordia.com. Administrative and claims offices located at 4401 Deer Path Road, Harrisburg, PA 17110 (800-323-0366). These policies or their provisions may vary or be unavailable in some states. Policies have exclusions and limitations which may affect any benefits payable. See the actual policy or your account representative for specific provisions and details of availability.

CROWN TROPHY



&



NATIONALLY KNOWN CROWN LOCALLY OWNED
APPAREL BY CROWN

BY CROWN

*Together,
We're a HR Professionals
Dream Come True!*



UNIFORMS



RECOGNITION



BANNERS



AWARDS



NAME BADGES



PROMOTIONAL ITEMS



T-SHIRTS



INTERIOR SIGNAGE

Telephone: 301-870-0223 Fax: 301-638-2867

Monday-Wed & Friday 9 a.m. to 6 p.m.

Thursday 10 a.m. to 8 p.m.

Saturday 10 a.m. to 2 p.m.

www.crowntrophy.com/store-31 www.apparelbycrown.com

3460 Leonardtown Road, Waldorf, MD 20601



the M.O.G.
Medically Oriented Gym



YOUR WORKPLACE WELL BEING

OUR SERVICES

- › CUSTOMIZABLE PLANS
- › INCENTIVE PROGRAM
- › ON AND OFF SITE FITNESS
- › REDUCTION IN CLAIMS
- › RISK MITIGATION & MORE...

A M.O.G. or Medically Oriented Gym is a one-of-a-kind, community based, family oriented fitness and health facility that bridges the gap between medicine and fitness. The M.O.G.'s vision is to deliver a culture of fitness that is safe, non-intimidating, scientifically based, and will be a valuable part of the member's life.

Ask about our hassel-free, well-being plan management.

CALL US
1-301-866-5444

23123 Camden Way, California, MD 20619

meg.gpt@gmail.com <http://californiamd.themoggroup.com/>



A Konica Minolta Company



A WHOLISTIC APPROACH to Managing Business Technology.



MANAGED IT SERVICES



MANAGED PRINT SERVICES



MULTIFUNCTIONAL DEVICES



DOCUMENT MANAGEMENT



PRODUCTION PRINT SOLUTIONS

HR HIGHLIGHT

Our **Hire-to-Retire Document Management Workflow Solution** enhances management of Human Resources processes from new hire onboarding throughout the entire span of employee careers.

FEATURES

- Browser-Based Form Designer
- Drag and Drop
- Design Themes
- Business Rules and Logic
- Database Connectivity
- Workflows and Signatures
- Populate a PDF
- Recycle Data
- Release to SmartSearch

MERIDIAN IMAGING SOLUTIONS

5775 General Washington Drive, Alexandria, VA 22312
Phone: (703) 461-8195 | Email: info@whymeridian.com

www.whymeridian.com



- Eliminate paper based employee files
- Streamline the employee onboarding process
- Ensure HIPAA compliance with a secured HR Repository
- Leverage web based employee request forms

HRASM



Human Resources Association of Southern Maryland