

**November 10, 2015**

**Conference Location**

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

**HRASM**

Human Resources Association of Southern Maryland

**5th Annual Professional  
Development Day**

# agenda

**7 TO 8 A.M.**

**Registration/Continental Breakfast**

**8 TO 9 A.M.**

**Keynote: Getting the C Suite's Attention:  
Seven Strategies to Transform from HR  
Leader to Business Leader**

Jennifer McClure, Unbridled Talent

**9:30 TO 10:40 A.M.**

**Health Care Reform: Has the Dust Settled?**

Jay Kirschbaum, J.D., LLM, FLMI, Willis

**Professional Communication: Leading  
With Your Assertive Voice**

Dixie Miller, Dixie Miller Presents

**10:50 A.M. TO NOON**

**What Keeps You Up At Night?**

Elizabeth Torphy-Donzella, J.D., Shawe &  
Rosenthal LLP

**Defining and Communicating Your Personal  
Brand for Career Growth and Advancement**

Jennifer McClure, Unbridled Talent

**1:20 TO 2:30 P.M.**

**The Third Rail: Contractor Compliance Update**

Fiona W. Ong, J.D., Shawe & Rosenthal LLP

**Engaging Your Employees**  
Miriam Kimball

**2:40 TO 3:50 P.M.**

**Wage and Hour Law Update**

Darrell R. VanDeusen, J.D.  
Kollman and Saucier

**Help Them Grow or Watch Them Go!**

Doreen Bickel, College of Southern Maryland

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SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

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



Interspersed throughout the day, CSM Wellness professionals will be on hand to give you tips on incorporating wellness plans into your organization.

8 to 9 a.m.

KEYNOTE

## Getting the C Suite's Attention: Seven Strategies to Transform from HR Leader to Business Leader

Jennifer McClure, Unbridled Talent

**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 in their 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.



Many HR leaders are cited as key influencers who drive innovation and change in their organizations. However, many struggle to articulate how they contribute to the overall success of an organization. HR professionals have an opportunity to add significant value and achieve recognition for their contributions to the organization's strategic plan. In this session, you will learn how to translate your critical HR responsibilities to the bottom-line and quantify those results.

- Understanding the business and aligning the people strategy
- Ensuring a great place to work
- Attracting and recruiting the right talent at the right time
- Improving retention of key employees
- Developing future leaders
- Enabling employee productivity
- Communicating like an executive

add value and  
achieve recognition

9:30 to 10:40 a.m.

## Health Care Reform: Has the Dust Settled?

Jay Kirschbaum, J.D., LL.M., FLMI, Willis



The program will update the employer mandates under the Patient Protection and Affordable Care Act and what the attendees might see in the coming year. You will learn what needs to be done to prepare for the end of 2015—plan design and reporting obligations—and the latest information from the IRS, HHS and DOL regarding the employer plan requirements. You will also learn about the so-called “Cadillac” plan excise tax including how it will affect employer plans as we approach 2018 and its effective date. You will also learn about the ongoing political and regulatory landscape surrounding PPACA generally and the excise tax in particular. Finally, what is happening on the political front, how the elections might affect those efforts and what the industry sees as potential outcomes will be discussed.

**JAY KIRSCHBAUM** is the National Practice Leader of Willis’ Human Capital Practice National Legal & Research Group (NLRG). He leads a team of attorneys and paraprofessionals who provide sales support and compliance expertise to Willis’ Human Capital Practice.

Jay has experience in a broad range of employee benefit matters including qualified and non-qualified retirement plans, employee stock ownership plans, deferred compensation plans, all aspects of welfare benefit plans, stock option and other equity-based compensation plans, and employer-provided fringe benefits.

Jay received a Master of Laws (LL.M.) in Taxation from New York University, a J.D., with Distinction, from the University of Arizona and a B.S. in Business Administration from Washington University in St. Louis. He has practiced for more than 25 years as a tax attorney specializing in the planning, design, drafting, administration, and compliance matters related to employee benefit plans.

Jay is a member of the Executive Committee and Chair, Operations of the American Benefits Council, the Tax Section of the American Bar Association, the Missouri and Arizona Bars, WEB, LOMA, Employee Benefits Association of St. Louis, and former Chair of the Bar Association of Metropolitan St. Louis Employee Benefits Committee. He is an adjunct professor and guest lecturer in the tax LL.M. program at the Washington University/St. Louis School of Law, and speaks on a variety of benefits issues for several groups locally and nationally. He has been published in several professional journals.

# what is the excise tax?

9:30 to 10:40 a.m.

## Professional Communication: Leading With Your Assertive Voice

Dixie Miller, Dixie Miller Presents, LLC



Discover the distinctions between passive, assertive, and aggressive behaviors. Behaving assertively coupled with assertive communication will strengthen your image and your leadership ability and are integral to achieving positive results in your professional and personal development.

**DIXIE MILLER** is President of Dixie Miller Presents LLC, an educational consulting firm which specializes in professional and personal development. She conducts workshops focusing on assertive communication, leadership, presentation skills, raising awareness concerns for the homeless, generational differences, customer satisfaction, team building, diversity, sexual harassment, business protocol, and conflict management.

From April 2013 until July 2015, Dixie worked as the Director of the Calvert Memorial Hospital Foundation, Inc. Prior to that, she worked at the Transportation Security Administration, Department of Homeland Security at TSA Headquarters in Arlington, VA as a program analyst and facilitator for the Office of Training and Workforce Engagement. Dixie is also a training consultant for the Corporate Center at the College of Southern Maryland.

Dixie began her speaking career with the Dale Carnegie® Leadership Institute of Washington DC. She has provided professional development training to such organizations as NAVAIR, United Airlines, and numerous government agencies and healthcare organizations. Dixie also authored *Self-Empowerment through Public Speaking* and produced an educational video entitled *Communicating your Leadership Style*.

Dixie is a native of West Virginia where she attended Glenville State College as an elementary education major and West Virginia University Institute of Technology as a biology major. She graduated from the Charleston Area Medical Center as a Medical Laboratory Technologist.

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10:50 a.m. to Noon

## What Keeps You Up At Night?

Elizabeth Torphy-Donzella, J.D.  
Shawe & Rosenthal LLP

**ELIZABETH TORPHY-DONZELLA** focuses her practice on the representation of management in employment litigation in state and federal courts. After practicing for several years with a large management employment law firm in Washington, D.C., Liz joined Shawe Rosenthal in 1995. Since then, Liz has tried cases, both jury and non-jury, involving claims of sexual harassment, national origin discrimination, race discrimination, wage and hour, and wrongful discharge. Liz also has obtained summary judgment for employers on a wide range of employment-related claims. Additionally, Liz designs and conducts customized training sessions for managers and employees intended to foster behavior that will reduce the potential for employment-related claims. Liz currently serves as General Counsel to the Maryland Chamber of Commerce and is a member of both its Board of Directors and Executive Committee. Liz has served as co-counsel for the United States Chamber of Commerce on several occasions and, in that capacity, has co-authored briefs *amicus curiae* to the United States Supreme Court on labor and employment issues. She is past management chair of the EEO Subcommittee of the American Bar Association’s Litigation Section. Liz is editor of the General Employment Law Volume of the Matthew Bender Treatise, *Employment and Labor Law*, and is a contributing editor to the *Employment Law Deskbook*, also published by Matthew Bender. In addition, she is a contributing editor to the “Maryland and Federal Employment Law Manual,” a publication of the Maryland Chamber of Commerce.

Human Resources professionals are responsible for an ever expanding universe of laws and regulations. What keeps them up at night? Chiefly, that the laws regulate human behavior and impose significant consequences when human behavior “goes awry.” These consequences may include potentially high dollar settlements or jury verdicts and significant damage to a company’s reputation. Knowing that human behavior is a deciding factor in liability, it is a wonder that HR professionals can sleep at all! This seminar will address the chief “behavioral traps” that can generate legal liability and will identify best practices to help you help your company avoid them.

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# Defining and Communicating Your Personal Brand for Career Growth and Advancement

Jennifer McClure, Unbridled Talent



Your personal brand is bigger than reputation. It's a formal trademark that is created around your name and your career, and a value proposition that helps companies evaluate whether or not to recruit, hire, develop and retain you. And it matters. Once you understand what drives you, as well as the qualities and skill sets that are unique to you, you can effectively manage your brand and communicate your best attributes to the constituencies that matter within your organization.

In this session, you will learn:

- What is included in a personal brand, and what isn't, and why it matters
- How personal branding relates to managing your career
- How to develop your own personal brand statements
- How to incorporate your "whole self" into your personal brand to create opportunities
- The most powerful word related to your personal brand
- Tips for communicating and promoting your personal brand

**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 in their organizations.

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your personal  
brand matters

1:20 to 2:30 p.m.



## The Third Rail: Contractor Compliance Update

Fiona W. Ong, Shawe & Rosenthal LLP

**FIONA W. ONG** defends employers in the areas of employment discrimination, wrongful discharge, and wage/hour regulation, both in court and before federal and state agencies. She prepares employee handbooks and personnel policies. She assists government contractors in complying with affirmative action obligations. She also provides advice to managers and human resources on a wide variety of personnel matters, and conducts training on harassment, reasonable accommodations, and other issues for both supervisors and employees. Fiona currently co-chairs the Employment Issues Committee for the Maryland Chamber of Commerce. She has participated in numerous seminars at the local and national level, including the annual conference of the National Asian Pacific American Bar Association, and the Maryland State Bar Association, as well as the Maryland Chamber of Commerce's Employment Law Conference. Fiona has co-authored a number of articles for the Matthew Bender monthly "Labor and Employment Law Bulletin." She is the revisions editor for "The Employment Law Deskbook" and "Labor and Employment Law Volume 10 General Employment Issues" which are published by Matthew Bender. She is also the editor for the Maryland Human Resources Manual, a publication of the Maryland Chamber of Commerce and HRSimple.com. Before entering private practice, Fiona served as a law clerk to the Honorable Mary J. Mullarkey of the Colorado Supreme Court.

Stymied by Congress, President Obama is using Executive Orders to effectuate his policy agenda, and he is taking aim at an easy target—government contractors. Over the past two years, President Obama has issued a multitude of EOs that have left the contractor community reeling. We will review these EOs and the Department of Labor's proposed and final rules implementing them. We will discuss the steps that you must take in order to ensure compliance with this dizzying array of new requirements.

Many volunteers came forward  
professional development day a



1:20 to 2:30 p.m.



## Engaging Your Employees

Miriam Kimball, Corporate Trainer

How much does the value of your employee factor into customer satisfaction and organization success? This session emphasizes the crucial role managers have on employee performance in their organization. Workplaces with engaged employees do a better job of keeping employees, satisfying customers, and being financially productive and profitable. Based on research of businesses worldwide, this training focuses on how leaders can influence employee engagement and increase the job satisfaction and performance in their organization.

**MIRIAM KIMBALL** is a graduate of Saint Mary's College, Notre Dame, Indiana with a B.A. in Psychology and holds a M.Ed. in Human Development from the University of Maryland. She has completed certificate training from the Effectiveness Training Institute, Solana Beach, California and the Washington Hypnosis Training Institute, Washington, D.C.

Upon receiving her graduate degree she became an instructor in the Psychology Department at the College of Southern Maryland in 1978 and continues in that capacity today. She was among the first adjunct faculty members to be awarded full certification by the College. In 2006, the online course she developed was awarded certification as a peer-reviewed QM (Quality Matters) course.

In 1981, Ms. Kimball established a training and organizational development consultancy in Southern Maryland. She develops and conducts seminars on the local, regional and international levels for a variety of organizations including governmental, health, educational, financial and public utilities. Ms. Kimball's seminars span topics such as communication and interpersonal skills, team building, conflict resolution, stress and time management, understanding personality types, customer service excellence, leadership and supervisory skills. Ms. Kimball's organizational development expertise includes planning and conducting management retreats, conflict resolution interventions, and meeting facilitation services.

to make HRASM's fifth  
success. Our thanks to all!



2:40 to 3:50 p.m.

## Wage and Hour Law Update

Darrell R. VanDeusen, Kollman & Saucier, PA

**DARRELL VANDEUSEN** is the president of Kollman & Saucier in Baltimore, representing management in all areas of Labor and Employment law for over 30 years. Darrell teaches Employment Discrimination Law at the University of Baltimore Law School. His treatise on the Family and Medical Leave Act, published by LEXIS/NEXIS, has been cited by federal appellate courts as authoritative on the subject. He has been recognized by Chambers USA and Best Lawyers. In 2010, Darrell was named one of 24 *Maryland Leaders in Law*. He was named Maryland's "Management Side Employment Lawyer of the Year" in 2013 and Maryland's "Management Side Labor Lawyer of the Year" for 2016 by U.S. News—Best Lawyers. Darrell graduated from Colgate University and Duke University Law School.

This session will involve a review of recent court decisions involving exemptions and misclassification; DOL interpretations and initiatives, particularly the proposed changes to the white collar exemptions; the continuing challenges involving interns and independent contractors; state law requirements that differ from federal law; and a discussion of strategies for settling overtime cases.

### Conference Chair

Karen O'Connor, College of Southern Maryland

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Doreen Bickel, College of Southern Maryland

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# Thank you, everyone!

2:40 to 3:50 p.m.

## Help Them Grow or Watch Them Go!

Doreen Bickel, College of Southern Maryland



Study after study confirms that career development is the single most powerful tool managers have for driving retention, engagement, productivity, and results.

Nevertheless, it's frequently back-burnered. When asked why, managers say the number one reason is that they just don't have time—for the meetings, the forms, the administrative hoops.

But there's a better way. And it's surprisingly simple: frequent short conversations with employees about their career goals and options integrated seamlessly into the normal course of business.

This interactive session will be based, in part, on the book by Beverly Kaye and Julie Winkle Giulioni, *Help Them Grow or Watch Them Go: Career Conversations Employees Want*.

**DOREEN BICKEL** comes to you with a broad business and human resources background. She has held human resource and organizational development roles in family business, social services, educational institutions, public and private industry. In each of those roles, education and training has always been the focus. She earned a Bachelor of Arts degree from the University of Maryland, Baltimore County in Interdisciplinary Studies: Psychology and Administrative Science and a Master of Science degree in Human Resource Development from Towson University.

Ms. Bickel is a seasoned human resource/organizational development professional and an effective teacher/trainer. Her experience includes strategic planning, directing, and coordinating human resource management activities to maximize organizational goals. Additionally her experience includes employee development, staffing, compensation management, personnel policy development, and regulatory compliance. She has demonstrated skills in directing, designing, planning and implementing organizational development programs with the goal of continually building the stock of human resources and encouraging employee development. She is experienced in group facilitation, team development, data gathering, succession planning and change management. She can be trusted to maintain the highest level of confidentiality and is always sensitive to the needs of a diverse audience.

She and her husband live on a farm in southern Maryland where they grow corn, wheat and soybeans, along with a few chickens and a couple little goats (mostly for atmosphere).

there's a better way

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