



SHRMA Seminar

People, Money and Culture: Making it all work

Wednesday, April 25, 2007

Security National Bank

40 S. Limestone Street, Springfield, OH 45502

This seminar is pending approval for 6.5 credit hours toward PHR and SPHR re-certification through the Human Resource Certification Institute

8:00-8:30 AM Registration and Continental Breakfast

8:30 AM- 12:15 PM Walking Naked in the Land of Uncertainty

12:15 PM- 1:00PM Lunch

1:00 PM-2:45 PM SPHR Employment Brand

2:45 PM- 3:00 PM Afternoon Break

3:00 PM- 4:30 PM Hiring Smarter: Changing Strategies to Disrupt "Business As Usual" and Get Better Results

AFFILIATE OF



Seminar Registration Form

Please make checks payable to: SHRMA

Name (s) _____

Company name and address _____

Phone _____

Email _____

Amount Enclosed _____

Enrollment Fee:

First Employee

Each additional employee

Student

Price

\$125.00

\$75.00

\$25.00

SHRMA Seminar

Please return registration to:
SHRMA
P.O. Box 2144
Springfield, OH 45501

Kerry Pedraza
Phone: 937-327-1850
Or
Bea Smith
Phone: 937-525-6669

YES, I want to attend...

The SHRMA Seminar "People, Money and Culture:
Making it all work" on Wednesday April 25, 2007

8:00-4:30PM at Security National Bank

Walking Naked in the Land of Uncertainty – Presented by Peter A. Kunk, Executive Coaching Firm, Coach 4 Change

Are you building a team that is ready to embrace the change, ambiguity and chaos of the new business environment? We are all challenged daily by changing markets, shrinking margins and demanding customers and clients. However, all of these situations create tremendous opportunities for those teams that are prepared.

In this session participants will learn five key strategies for leading your teams through a changing business environment and being true "change agents."

Pete Kunk is President of the Executive Coaching Firm, Coach 4 Change. Pete has 30 years of sales, marketing, operations and management experience. Pete provides clients, particularly senior executives, with solutions in such areas as corporate culture, organizational alignment, succession planning, leading change initiatives coaching, leadership development and specific performance issues.

Employment Brand – Presented by Rosalie M. Catalano, Keystone HR Consulting, LLC

Employment brand should be a topic of interest to anyone responsible for attracting, recruiting, and hiring and anyone who helps communicate open positions within an organization. Since ultimately everyone within an organization is responsible—directly or indirectly—for both internal and external brand, it can be of interest to an even wider audience—e.g., key executives, marketing types, etc.

Employment brand often focuses on the internal brand (as opposed to the external, more commonly known, brand). Organizations, knowingly or unknowingly, project an employment brand often before they even know someone is a potential candidate—from the appearance and wording of a position ad, to how the receptionist greets the candidate, to the values and culture of the organization. However, each employee of an organization delivers on the internal brand to existing or potential candidates and they deliver on the external brand to existing or potential users of their products/services through their behavior at each touch point experienced by the existing/potential candidate and/or customer.

This session will explore what is meant by employment brand, how an organization builds it, and how successful execution of the employment brand differentiates an organization.

Rosalie M. Catalano is the founder and president of Keystone HR Consulting, LLC. She has a broad background in business. She earned an MBA and is a certified SPHR (Senior Professional in Human Resources). Her work experience includes marketing analyst, sales representative, general manager, and numerous vice president positions including sales and marketing, corporate communications, corporate responsibility/stewardship, and human resources. In addition to her role as president of Keystone HR Consulting, LLC, Ms. Catalano is affiliated as a consultant with The Herman Group.

Hiring Smarter: Changing Strategies to Disrupt “Business as Usual” and Get Better Results

Value..Metrics..High-impact ROI: In reality, none of these buzzwords work if the organization's hiring process is broken. It's time to look beyond the "buzz" and rethink the hiring process instead of tweaking "business as usual." This session offers a fast pace look at some clever and aggressive new hiring processes that are both effective and legally compliant, mixing fresh case studies with psychological theory. Bad hires come from bad data; this session shares good, practical secrets.

Karl Ahlrichs is the director at Professional Staff Management, a consulting firm located in Carmel, Indiana. He has spoken at numerous HR events including SHRM National and the Ohio HR Conference.