



GREATER VALLEY FORGE HUMAN RESOURCE ASSOCIATION, INC.



2119 County Line Road, Villanova, PA 19085 ☎ Phone: (610) 551-4736 ☎ Fax: (610) 525-2187 ☎ www.GVFHRA.org

May 2010

May 18th Dinner Meeting: *7 Meta Trends and the Future of Learning*

1.25 HRCI Credits

5:30 PM at the Clarion Park Ridge Hotel

The e in e-learning stands for many things...economical, efficient, effective...but online learning is still learning. The most important thing in creating a supportive learning environment is DESIGN..... DESIGNDESIGN.....and that is what Bobbe can help you with. To understand learning you have to understand learners: How they feel? How they think? What they do?

Please join us at the Clarion Park Ridge Hotel on Tuesday May 18th at 5:30 to find out the answer to such questions as:

- What exactly is E-learning anyway?
- A Meta-analysis of E-learning.
- What are the key features of E-learning?
- Trends in effective learning and the paradigm shift.
- Mobile and personal technology as a delivery platform.
- Growing use of Web 2.0, collaboration webs and collective intelligence.
- The Advanced Distributed Learning think tank.
- Best practices for developing online content and web based learning.
- The 7 meta-trends of meta-trends.

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College Night Scholarship Presentation

With the presentation of our annual *Michael R. Losey Scholarship Awards*, the 2010 College Night Dinner Meeting was a wonderful experience for all who attended. Our two scholarship award winners this year were Pamela Seibert, Undergraduate Award, and Erin Malinowski, Graduate Award.



With more than 25 years of work experience, Pam's qualifications for the undergraduate scholarship honor positioned her uniquely amongst the other submissions. Pam Seibert is a current sophomore at Neumann University while working full time at Access Group in Wilmington, DE, where she was recently promoted to Senior Coordinator-HR. Pam's commitment to her pursuit of a degree while raising her family is demonstrated by her 4.0 average in her undergraduate studies in HR.

Emily graduates from Villanova University's Master of Science in HR Development in May 2010 and will continue her education at the University of Notre

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Speaker-Dr. Bobbe Baggio is a recognized expert in applying psychology and neuroscience to the design of instruction and learning materials. Bobbe is a recognized leader in innovative techniques and approaches that always put the learner first. Bobbe is a highly regarded author, speaker, advisor and educator in the field of instruction and learning. Dr. Bobbe Baggio, Founder of Advantage Learning Technologies and Director of LaSalle University's Instructional Technology Management M.S. program.

Invite your training and development staff to learn more about how SHRM and GVFHRA can help them.

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Dame in an intensive one year MBA program in Human Resources and Organizational Leadership. Emily graduated from Ursinus College with a BA in Business & Economics and a BS in Psychology, attending the University of New South Wales in Australia for six months. Emily works a rigorous schedule at Panitch Schwarze Belisario and Nadel LLP in Philadelphia as an HR Coordinator while working part time as a Villanova graduate assistant. Emily is active in the Villanova University SHRM chapter as the current Treasurer and the past Director of Corporate Relations in the chapter. Emily has maintained a 4.0 in her current studies and passed the PHR certification exam in January.

Following the awards presentation, Frank Roche of IFRACTAL shared his invaluable insight about *"How HR Can Communicate with Employees When There's No Money, Few Jobs, and Sometimes Very Little Good News."*

Thank you to our sponsors and our speaker, and congratulations to both scholarship winners. Please plan to join us next year for our April College Night.

Meeting Locations:

Dinners: Clarion Park Ridge Hotel, King of Prussia

Breakfasts (when scheduled): Desmond Hotel, Great Valley

Meeting Costs:

GVFHRA Members who have registered in advance:

\$25 online

\$30 reserve more than 3 days in advance and pay at the door

\$35 any reservations made in the last 3 days

GVFHRA members who are NOT pre-registered and all guests:
\$35.00

Students:

\$20.00 (enrolled in a minimum 2 courses of 6 credit hours & not in a full time exempt HR job)

To Register:

Mail payment to GVFHRA, phone (610) 551-4736 or visit www.gvfhra.org.

GVFHRA will bill "no-shows" who do not cancel reservations.

ATTENTION NEW MEMBERS!!

GVFHRA encourages you to attend a New Member Orientation session held at 5:15 pm prior to each dinner meeting. Come learn all about us and meet new people!

Ask at the registration desk or find an Ambassador Member for assistance. We look forward to seeing you!

Thank you to our GVFHRA May Dinner Meeting Sponsors



CONSULTING GROUP

PLANSPONSOR Magazine named USI Consulting Group as one of the Top Retirement Plan Consulting Firms of 2009 Ranking by number of retirement plans:

- 2nd: Nonqualified Plan Clients
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Founded in 1975, USI Consulting Group is the mid-market, full service retirement plan and employee benefits consulting division of USI Holding Corporation (USI) and is a Goldman Sachs Capital Partners company. USI is currently the second largest privately held insurance broker in the U.S. and operates over 80 offices nationwide.

USI Consulting Group provides benefit consulting and administrative services for approximately 1,000 clients across the U.S. Our clients consist of mid-sized public and private sector employers, as well as not-for-profit organizations.

At USI Consulting Group, we are a single-source solution for all employee benefit needs, our services include:

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- Investment Advisory (provided by USI Advisors, Inc.)
- Legal & Compliance
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- International Benefits

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The above advertisements are a paid sponsorship not endorsed by SHRM or GVFHRA.

President's Message

Hello Everyone,

As the 2009/2010 fiscal year winds down as well as my term as the GVFHRA President, I see the need to reflect on the chapter's challenges and accomplishments. 2009 was both an historic and tumultuous year with a new U.S. president, Barack Obama, who helped to instill hope and promise in our nation's future. We experienced a long, stubborn economic downturn and record levels of unemployment. We began 2010 with promising signs of an economic recovery, coupled with lower unemployment and positive stories of fellow HR professionals who moved from unemployed "free agents" to becoming fully employed. Despite the challenges in the overall economy, I am proud of the achievements and progress made by the leadership of the GVFHRA chapter. The team remained focused on the chapter's mission to serve our members as the premier regional forum for leadership and advancement in the field of human resources.



The GVFHRA introduced its own version of an **economic stimulus package** with a focus on career advocacy and leadership that produced tangible results for HR professionals and community organizations throughout the region. Most of these accomplishments I highlighted in previous newsletters:

2009 Delaware Valley HR Summit: A partnership with Philly SHRM, we attracted over 400 attendees, including top-notch speakers and many high quality sponsors and exhibitors during this successful event.

Membership Growth: We achieved the highest 2009 membership growth among all SHRM affiliated PA chapters.

HR Education: We strengthened the quality of our program offerings, including the quality of speakers, HRCI credit availability, and timely, interesting topics. As a result, we experienced an average of over 80 attendees during our dinner meetings.

Visibility & Recognition: The chapter made significant strides in developing partnerships with other organizations, and was ranked #15 among

business networking associations in the region by the Philadelphia Business Journal.

Career Advocacy and Community Outreach: We improved our community outreach efforts with a proactive and renewed focus on our workforce readiness, college relations, charity fund raising and career transition programs. We continue to receive positive news about the results of these efforts from our core membership, local community members and local media.

Again, I cannot express in words the gratitude I have for our extremely talented and dedicated team of volunteer leaders. I feel very fortunate to have led this chapter during the 2009/2010 fiscal year, a time to be remembered as the turning point for the chapter, as well as the U.S. economy. I am confident that our new leadership for the 2010/2011 term will continue to set and achieve high goals for this outstanding chapter – **the Greater Valley Forge Human Resource Association.**

We will continue to do good things and prosper as long as we... **stay affiliated, stay current and stay involved.**

Sincerely,
Leon

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Discounts available for multiple monthly insertions.

Website Banner Ads as low as \$250/month!

½ price for GVFHRA meeting/seminar sponsors.

Details at gvfhra.org and click on sponsor/ad ops.

Contact Bruce Zanar (610) 792-2105 or

Lori Stokes-Powers (610) 551-4736

GVFHRA Helps College Students to Prepare for the Big Interview

As part of its ongoing efforts to assist college students to have more tools in their job hunting toolkits, the GVFHRA College Relations Committee and Workforce Readiness Committee teamed with the Cabrini College HR Student Chapter to sponsor a seminar at the college on Thursday, April 8th about Interviewing Basics. Heather Dromgoole and Melissa Landsmann, Co-Chairs of the College Relations Committee spoke for over an hour to more than 25 students about interview skills and needs. Mary Bustamante of the Workforce Readiness Committee also helped with the event that evening.

Students applied the skills learned at the Interviewing Seminar at a Mock Interview Workshop on Thursday, April 15, at Cabrini College. About ten GVFHRA members volunteered their time and experience to interview college students. This “safe” interview setting allowed students to gain one-on-one feedback about their interview styles, responses to questions, and gain some constructive information about how to improve.

2010 HR Person of the Year Awards Registration Deadline Approaching

The registration deadline for the 10th Annual Delaware Valley HR Person of the Year Awards Dinner is **May 11th at noon** and seating is already very limited so please do not delay! The anniversary celebration event will take place on Thursday, May 13th from 5:30 p.m. – 9:00 p.m. at the Hyatt Regency at Penn’s Landing. Please remember to attend the event with a generous heart. We are very proud of our 10-year charitable history and would like to raise our highest amount ever for our anniversary event. Silent Auction items will be available to bid on during cocktail hour. 100% of the proceeds will go to this year’s charity: [Ann Silverman Community Health Clinic](#), which provides free medical care for uninsured low-income adults and children in the central Bucks County community. Visit www.HRPersonAward.org to register to attend today!

Human Resources - A Business Perspective

More and more companies are requiring Human Resource leaders to have “business acumen”. In this day and age, it is critical for HR professionals to not just understand business basics, but also be able to apply them to the HR function and tie directly to overall business imperatives. With over thirty years of business experience, both inside and outside Human Resources, Frank Powell, Lee Hecht Harrison Vice President of Business Development shares insights on how to relate HR strategies to bottom line performance.

Key Learnings From Session Include:

- Truth about Talent – the unknown reality of the workforce
- What CEOs should ask of HR professionals
- How companies create competitive differentiation
- Profit and loss/Balance sheet – how HR impacts the bottom line
- Calculating the elusive ROI
- Methodology for demonstrating unique value solutions

The meeting will be held at its normal time and location from 5:30 PM to 7:00 PM at the Lee Hecht Harrison offices, 1055 Westlakes Dr, Berwyn, PA 19312 on the third floor.

ATTENTION CURRENT MEMBERS!!

The Ambassador Committee is currently looking for energetic members who are interested in becoming an "Event Ambassador" for 2009-2011. Please contact either Mike Pagliaro at mmapags@applespice.com or Deirdre Simons at swimddd@aol.com if you are interested in more details. Thank you!

The President's Award for Distinguished Leadership

Please take time to nominate a GVFHRA colleague for the 2010 President's Award.

We seem to be in the middle of award season. The Presidents' Circle is asking for your support in making this award stand out from the rest.

The President's Award recognizes outstanding leaders who are respected and admired by the Greater Valley Forge Human Resources Association (GVFHRA) community. The Award was created by the President's Circle members with the assistance and support of the Chapter President and the Executive Board. Past recipients include Shannon Piela, Stan Schmuckler, Janet Ordini, Bruce Zonar, Lew Charnock and Edwina White.

The purpose of the Award is threefold. First, the Award reinforces the importance of leadership and participation in GVFHRA. Second, it honors a person who embodies the spirit and ideals of the Human Resource profession. Third, it builds relationships between GVFHRA and HR leaders.

All GVFHRA members in good standing, including but not limited to Human Resource Management professionals, vendors and consultants are eligible candidates. Current and past presidents and President Elect are not eligible.

Criteria

- Embodies the ideals and spirit of GVFHRA
- Demonstrates Honor, Integrity, Professionalism, Spirit of teamwork, Cooperation, Involvement, and Innovation
- Demonstrates leadership qualities on a regular basis
- Volunteers time and energy toward the success of GVFHRA over a period of time
- Makes positive contributions and drives outstanding results
- Inspires and motivates chapter members and others around them
- Assists in developing people and organizations
- Encourages shared vision and establishes direction for GVFHRA and/or a project or committee

- Demonstrates spirit of involvement and generates esprit de corps.
- Highly respected and admired by GVFHRA members ... seen as a role model.

For more information and a nomination form, please go to our website <http://www.gvfhra.org/>

GVFHRA Job Bank

Find Jobs:

Free to Job Seekers

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Discounted rates for GVFHRA Employers

Check the website www.gvfhra.org under Careers for more details

Retaining Talent in the Upswing

By Liz Smith

We have begun to see some promising signs that the economy is turning around, however slowly. This means that all employers need to think about how they plan to retain their top talent as more job choices become available to their employees. In order to develop a meaningful and effective retention program, employers need to look at the total work environment and employment experience they offer their employees. Employers should not focus on what causes people to leave the organization. Rather, employers should really focus on "job embeddedness"—what causes employees to stay. Job embeddedness is really based on three things: fit, link and sacrifice. The "fit" an employee experiences is determined by how compatible and comfortable he or she is with both the job and the organization. The "link" represents all the strong positive connections the employee has with other people, teams and groups within the organization. The "sacrifice" employees experience is what they would give up if they left the organization (whether compensation-related or not).

A good retention plan will have both a targeted component and a general environmental component. Employers should formally identify their top talent and create individualized retention plans for those employees. Employers should also develop programs and activities which impact all employees, with the goal of making the company a great place to work.

With still limited resources, companies need to take a much more rigorous assessment of top talent and critical jobs. Job embeddedness programs don't necessarily have to have huge costs associated with them. Employers need to think creatively as to what they can do to fully engage their most critical employees. Some low cost efforts to engage top talent could include things giving these employees greater access to the senior management team and making them more visible to the rest of the organization. By inviting them to participate in strategic business discussions, these employees will know their opinion is valued and they will be more informed about what is happening in the business. Companies can also recognize specific achievements of these top performers in unexpected ways. Some companies send out emails with a videotaped message from the CEO about a top performer, highlighting something positive that this employee has done that has helped a client, saved money or streamlined a process.

Ultimately, communication is vital and it may well be the bottom line in terms of retaining top talent. Companies need to let their best people know, in no uncertain terms, that they are valued and needed. Even if the company's ability to increase compensation is limited, top talent will at least know that the company is committed to using every non-financial element of the total rewards package to retain and motivate them.

Save the date!!

Building People Capabilities

July 27, 2010

8am-12 pm

Comcast Building in Philadelphia!

3 Strategic HRCI credits pending approval!

Ken Carrig, CHRO of Comcast, and members of his leadership team will review the Comcast experience including elements of how HR is redefining what it means to be a "great place to work" and how they are driving employee capability to build a customer centric workforce. The purpose of this session will be to discuss how to redefine HR by identifying critical activities that align with a company's business

objectives. Comcast has done this by defining roles and realigning the HR organization to become more efficient and effective, establishing accountabilities and tracking progress of those activities, and measuring the link between HR inputs and company outputs. In short, the Comcast team will review one approach to building infrastructure and competency in support of efforts to increase employee engagement and, ultimately, drive an improved customer experience.

The Presenters:

Ken Carrig, Executive Vice President of Human Resources for Comcast Cable is responsible for all people-related functions including: Comcast University, Compensation and Benefits, Diversity, Employee Relations, Labor Relations, HR Communication, HR Policy, Performance Management, Talent Acquisition, and Talent Management. Ken has been recognized as one of the top human resources professionals in his field and brings extensive experience to Comcast having overseen human resources at several major global corporations.



He is co-author of the book "Building Profits through Building People" published in 2006 about linking employees' capabilities to customer needs. All royalties from the book are donated to Share Our Strength, an organization that fights hunger.

Melanie Penna: VP HR Transformation

Bill Strahan: SVP, Compensation, Benefits, and Employee Service Center

Yvette Smetana: Senior Director of HR Business Process Excellence for Comcast Cable

Arnab Sinha: VP, Performance Management. & Organizational Analytics

Micah Hawk: Vice President of HR Service Delivery

See our website for more details: www.gvfhra.org

***Do you have a career or educational milestone to share?
Please contact our Newsletter Coordinator and let us know at:
karenk525@verizon.net***



Compensation & Benefits Committee Presents:

Health Care Reform: Everything You Need To Know

Thursday, May 20, 2010

Penn State Great Valley

30 E. Swedesford Rd, Malvern, PA 19355

8:30am-9:00am – Registration

9:00-12:00pm – Seminar

3.0 HRCI Credit Hours

The recently enacted **Health Care Reform Act** will greatly affect employer sponsored health plans. To help employers begin to understand the impact, the seminar will cover the following topics:

- **Market Reforms** – Insurance market reform, their impact on group health plans and the meaning of and impact on grandfathered plans.
- **Employer Coverage Mandates** – Employer coverage mandates that apply to large employers, automatic enrollment requirements, as well as Free-Choice Vouchers.
- **Reporting Requirements** – Notice and reporting requirements imposed on employers to provide employees with an exchange explanation notice, IRS reporting and Form W-2.
- **Tax Provisions** – Tax provisions that impact employers, including excise tax on high-cost health coverage, limitation on health flexible spending arrangements and Medicare Part D Subsidy deduction elimination.
- **Individual Coverage Mandate and Health Insurance Exchanges** – Individual coverage mandates, penalties for failure to maintain health care coverage, exchanges that will be established, and their impact on employer provided coverage.
- **Q&A**

Speaker:

Rachel Cutler Shim is an employee benefits and ERISA attorney in the Philadelphia office with the law firm of **Reed Smith**. Reed Smith is a global-relationship law firm acknowledged as a leading advisor to many of the world's foremost companies. Rachel assists clients with compliance matters associated with health & welfare plans.

\$35.00 GVHFRA Members

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presents

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Network NOW: Secure your future! Make Connections!

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Thursday, May 20

5:30—8:30pm

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For more information and to register now:

www.philadelphiacoaches.org

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May 2010

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