



## 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](http://www.GVFHRA.org)

November 2010

### November 9<sup>th</sup> Dinner Meeting:

#### *Edward Jones: How Strategy and Culture Result in "Best Places to Work", Growth and Success*

*Presented by Steven Smith, Principal, Human Resources, and Andy Hunt, Principal, Financial Advisor, Media, PA*

*Approved for 1.25 HRCI Credits*

*5:30 PM at the Crowne Plaza in King of Prussia*

You will learn about the Edward Jones Culture, how Edward Jones came to be named Best Place to Work in PA and across the country and how you can use this information and apply it to your own culture to increase engagement and attract talent. The speakers will discuss

- The Harvard Business Review article "Can You Say What Your Strategy Is?" in which Edward Jones is prominently featured, and
- Lessons learned from consistent high placement on Fortune's "Best Places to Work" rankings

You will walk away with a strategy of

- How to align business strategy with employees throughout the company
- Why culture is a competitive business advantage
- Specific elements of HR programs to marry to strategy
  - Engagement Analysis
  - Recruiting
  - Development
  - Compensation

*(Continued on Page 3)*

### November 4<sup>th</sup> Breakfast Meeting:

#### *Human Resource Planning: Unconventional Talent Building that Works*

*Approved for 1.0 HRCI Credits*

*8:00 AM at the Crowne Plaza in King of Prussia*

This presentation offers a high-impact Human Resource Planning (HRP) methodology to dramatically improve the company's talent base and raise the value of the firm. The recommended road to change requires a big "Switch" to new unconventional HR strategies for staffing, rewards and employee development.

The program will illustrate how HRP is foremost a leadership development top-down change initiative for performance excellence. HR professionals will understand both the mindset required to champion true organization change and the barriers in traditional HR practice that can prevent it. Participants will receive a specific game plan to implement at their worksite including instructions on how to use HRP to approach senior management to ensure buy in.

Brian Jensen is currently Vice President HR and Talent Acquisition for Movers Specialty Service Inc. in Montgomeryville, PA where he leads not just HR, but corporate communications, web-marketing and sales support. Brian also owns "Switch HR" his web blog and consulting practice. Throughout his career Brian has championed unconventional human resource management strategies while expanding his HR role to include assignments as Divisional GM

*(Continued on Page 3)*

## **Thank you to our GVFHRA November Dinner Meeting Sponsor**

The Keller Center for Corporate Learning of DeVry University provides education and training to companies to help meet their organizational goals and the needs of their individual employees. As leaders in the delivery of practitioner-based education, DeVry University and its Keller Graduate School of Management offer a results-oriented approach to corporate learning that is responsive to industry trends, by bringing solid, business-focused insights that advance careers and builds competitive advantage for organizations and the individual. The Keller Center for Corporate Learning of DeVry University offers three nearby locations in King of Prussia, Ft. Washington and center city Philadelphia.

---

*The above advertisement is paid a sponsorship not endorsed by SHRM or GVFHRA.*

---

*(Continued from Page 1, Column 1)*

You can expect to take away with you

- An understanding of the HR programs that measure and foster culture
- The information senior executives need to chart success
- Methods to engage business leaders outside of Human Resources
- Program themes that ensure success

**Steven Smith, Principal, Human Resources**, began his Edward Jones career in 2003, joining the firm as the director of HR in the Operations Division. In 2007, Steven assumed responsibility for HR, Talent Management, Learning and Development, Organizational Effectiveness, and Home Office Recruiting. Talent Management aligns efforts that identify, attract and develop diverse associates to achieve firm results. Smith was named a principal with the firm in 2007. Originally from St. Louis, Smith earned a Bachelor's Degree in Psychology from the University of Missouri-Columbia and a Master's Degree in Business Administration from St. Louis University. He has completed the Series 7 exam. Prior to joining Edward Jones, Smith was a compensation and organization development principal at Buck Consultants, an international human resources consulting firm. While at Buck, Smith led projects for many financial services firms, including Edward Jones.

**Andy Hunt, Principal, Financial Advisor**, Andy began his career with Edward Jones in 1999 as a financial advisor in Media, PA. He continues to serve that community today. Early in his career, he began distinguishing himself and has served the firm in many capacities, including volunteering as a visiting veteran, a growth leader and a performance specialist. As his business grew, he brought in two new financial advisors to help him better serve clients. In addition, Andy has

### **Meeting Locations:**

**Dinners:** Crowne Plaza Hotel and Conference Center, King of Prussia

**Breakfasts:** Crowne Plaza Hotel and Conference Center, King of Prussia

### **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](http://www.gvfhra.org).

GVFHRA will bill "no-shows" who do not cancel reservations more than 3 days in advance.

## **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!

attended two Managing Partner's Conferences, an honor reserved for the top 300 of the firm's more than 10,000 financial advisors. Andy was invited to become a regional leader in 2006. In this role, he supports and guides more than 70 financial advisors located throughout eastern Pennsylvania and most of Delaware. Under his leadership, the region has enjoyed healthy growth, expanding from 34 to 71 financial advisors. Andy was named Principal in 2009. A native of Malvern, PA, Andy attended University of Richmond, where he majored in psychology and statistics. Andy is a member of his community, serving as president of the Media Rotary Club and as an assistant troop leader for the Boy Scouts of America. He has also served on the board of the Alzheimer's Association of PA, New Jersey and Delaware.

*(Continued from Page 1, Column 2)*

with full P & L responsibilities and Director of Manufacturing Operations. Brian has been honored locally with leading the HR Department of the Year and as HR Person of the Year. He is a spirited public speaker, blogger, college educator and consultant on workplace effectiveness, sales support strategies and creative use of affordable technologies to improve business results.

## President's Message



Dear HR Colleagues,

Believe it or not, Thanksgiving Day is right around the corner. This November holiday has become the time we traditionally give thanks for special blessings in our lives. At one of the Total Rewards sessions at the Delaware Valley HR Partnership Summit, the presenter asked attendees to list 10 things they were thankful for. I thought that premise was a good starting point for my message to you this month.

Ten very special things I am thankful for are as follows:

1. I am thankful to have a wonderful family that supports me.

2. I am very grateful to have a job when so many of my colleagues are struggling to find work. This struggle worries me greatly.
3. I am thankful for the Greater Valley Forge HR Association and the many outstanding Board Members and Committee Members who generously share their talents for the advancement of our chapter and our membership.
4. I am thankful to our sponsors who generously support our organization. Without this support, our programming efforts would not be possible.
5. I am grateful to our meeting speakers who are willing to share their expertise with us. On November 4th, our November 9th dinner meeting speakers, Steven Smith and Andy Hunt, will be speaking about the Edward Jones culture of excellence.
6. I am grateful for the GVFHRA Career Transition group that will meet on November 8th this month. I am thankful that Frank Powell and Lee Hecht Harrison are leading this effort in assisting our members in transition, not only with job leads and skills, but with keeping spirits up in this very tough economy.
7. I am thrilled about the GVFHRA programs that will assist our members be the best that they can be in their HR careers or to assist them in their professional challenges. On November 10th, we will learn about Fiduciary Responsibility with Tina Gorskey, Esq. On November 11th, Alex Smith, Sandy Miller and Mike Gatta will share information about Social Media and on November 12 and 19th, our PHR/SPHR Study Group will meet at the DeVry University campus in King of Prussia.
8. I am grateful to the local colleges and universities who are educating our future HR Leaders and future SHRM/GVFHRA members.
9. I am thankful that the DVHRP conference was a great success and I am especially grateful to Nicole Sakowitz, GVFHRA Chairperson for the event, and to the many, many volunteers who made success possible.

10. Of all the things I am thankful for, I am particularly thankful to all of you - the members of GVFHRA. You are the most generous, caring group of people who are willing to share your time and talents for the benefit of all of us. I am thankful that our paths have crossed and that I have gotten to know you.

Thank you for all you do every day to support GVFHRA!

Anita V. Dombrowski, SPHR  
President, Greater Valley Forge HR Association

### Great Advertising – Great Value

#### Newsletter Ads for as little as \$50/month!

Bus. Card size	(3-1/2" w x 2" h)	\$ 50
¼ page	(3-1/2" w x 5" h)	\$ 75
½ page	(3-1/2" w x 10" h) or (7-1/2" w x 5" h)	\$ 150
Full page	(7-1/2" w x 10" h)	\$ 300

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](http://gvfhra.org) and click on sponsor/ad ops.  
Contact Lori Stokes-Powers (610) 551-4736



West Chester University offers the highest quality graduate programs at the lowest price. Our Masters in Business Administration (MBA) ranks among the few schools around whose business programs have earned the AACSB accreditation, a distinction of the highest quality. Our

WCU MBA has been available completely on-line, completely in-class or any mix of these.

WCU's Master in Public Administration (MPA) includes the Human Resource track. The MPA director earned her doctorate at Oxford, and many of the professors are GVFHRA members.

Employers capitate reimbursement. Since your taxes already pay 40% of our program costs, you can complete nearly twice as many courses with WCU as with private universities in the area.

## Sponsorship Opportunity

As a sponsor for one of our breakfast or dinner events, you benefit from the following:

- Company logo and article and in our newsletter about your sponsorship and information about your Company
- A year-long listing in our on-line business directory
- An opportunity to showcase your Company or University with a promotional table to display materials the day of the event
- Two complimentary tickets to the event
- An opportunity to personally address the attendees about your Company or University

We will display your Company banner on our website for a discount off the regular price. If you elect to sponsor two or more events, additional sponsorship opportunities are greatly discounted at half price.

Our breakfast sponsorship cost \$250.00 and our dinner sponsorship costs \$450.00. Our college night sponsorship costs \$300.00. Contact Lisa McLean at 484-321-5800 for details.

## GVFHRA Welcomes New Members

Name	Company
Inga Akincilar M.Ed., M.A.	
W. Robert Brown PHR	
Eileen M Cross	
Kathy Dawson	
Ginger Jarrett MSOD	
Kassie Krupiak	Colonial Electric Supply
Julie Laum	Benefit Allocation Systems
Sean McManus	ModSpace
Thomas A Sciorilli	De Lage Landen Financial Services, Inc
Paige Summers	Philadelphia Workforce Development Corporation
Linda Vetter	American Driveline Systems Inc

**The Recruitment and Retention  
Committee of the GVFHRA  
Presents:**

***The Social Media Explosion:  
How Does it Affect You in Attracting  
the Best Talent?***

Thursday, November 11, 2010 1:30pm-4:30pm

Approved for 2.25 HRCI Credits

**DeVry University  
King of Prussia, PA**

Social media is one of the newest tools in communications. Many businesses are still trying to determine how best to use it to build their brand and help their businesses grow.

Many forward thinking organizations have found ways to use social media. One of the most growing sectors to embrace social media and use it effectively is human resources. Social media lets you build a community. It's a unique way to let potential candidates know about your organization and the culture before the candidate even applies. This can help the pre-screening process as well as to help reduce turnover.

In our connected world, jobseekers have more tools than ever to scrutinize your company and brand before an application is ever received. Social media can allow qualified jobseekers to be a part of your community before an opening may even be available. The community you build gives you access to people who are interested in your company. These people can share job postings that they can share with their contacts, friends, and followers to virally spread news about job openings.

In this seminar, we will cover the major social media options such as Facebook, Twitter, Blogs and LinkedIn. We will discuss what each of these sites has to offer and how they function. What are some easy ways to get involved right way and also long-term? This seminar will give each recruiter the basics to determine what would work in their company based on their social media policies.

We will also discuss some of the myths and challenges social media presents to companies. How can you show value to your CEO? What are some companies that are using it very effectively for human resources? Whether you're a large or small company, there are relatively easy ways to jump into social media!

At the conclusion of the seminar you will have the opportunity to ask Alex & Mike questions.

***Biographies***

**Alex Smith, Senior Account Executive, Philly.com** – Alex has worked for the online version of The Philadelphia Inquirer in online recruitment advertising for the past 3 years. In his short time with Philly.com, he has been responsible for developing new interactive recruitment products, integrating social media into the Philly.com JOBS page, and helps employers discover new effective ways to reach jobseekers in our new “connected world” of human resources.

**Mike Gatta** – Mike is a Vice-President at Success Communications and has worked in advertising with a specialty in recruitment for over 20 years. He opened the Philadelphia office 16 years ago and was responsible for overseeing the opening of offices in New York, Boston and Arizona. He consults on projects that include web creation, social media, interactive advertising, marketing and recruitment communications.

Registration & Networking from 1:30pm-2:00pm  
Seminar will begin promptly at 2:00pm  
Cost: \$35 per GVFHRA member, \$50 per non-member.

**Location**

DeVry University  
150 Allendale Road, Suite 3250  
King of Prussia, PA 19406  
\*\*\*Conveniently located across the street from the King of Prussia mall adjacent to the Melting Pot & Pier 1 Imports.



## GVFHRA Job Bank

### Find Jobs:

*Free to Job Seekers*

### Post Jobs:

*Discounted rates for GVFHRA Employers*

Check the website [www.gvfhra.org](http://www.gvfhra.org) under

Careers for more details

## What You Don't See Can Make All the Difference: The Hidden Obstacles in a Job Transition

### *Place and Time*

Lee Hecht Harrison Office, 1055 Westlakes Dr.,  
Berwyn, PA 19132

Meeting starts promptly at 5:30 PM; ends promptly  
at 7:00 PM

### *Description*

In the past eight years, Paul Hilt has helped almost 5,000 individuals identify, understand, and leverage their core strengths. In that time, it has become clear that there are numerous hidden obstacles that interfere with an individual's ability to describe how he/she adds significant value. Since communicating this message is essential during a job transition, it is very important to be aware of and understand these obstacles. Paul has identified 12 separate obstacles and will share real-life stories about each. In addition, he will also identify strategies on how to deal with obstacles the participants most want to work on during the presentation.

### *Presenter*

Paul Hilt, Strengths-Based Career, Business, and Retirement Coach

### *Background*

Paul Hilt leads Hilt & Associates, a coaching and consulting organization. Paul is known for his innovative Wind-At-Your-Back Coaching Process, an approach that enables individuals-whether employees in an organization, external consultants, entrepreneurial business owners, or those approaching

retirement-to dramatically increase the amount of time they operate at their very best. It focuses on an in-depth exploration of one's intangible assets (e.g., strengths, passions, relationships) and the creation of an actionable plan to translate these unique assets into a much more successful career, business, or retirement.

Paul has expertise in the fields of marketing, organization development, and knowledge management. In addition to his work with individuals, Paul has experience working with a wide variety of organizations and industries including ARAMARK, Citizens Bank, Wyeth, Social Security Administration, Morgan Stanley, Penn State University, Girl Scouts of USA, Pennsylvania Chamber of Commerce Executives, and numerous school districts. At St. Joseph's University, Paul taught graduate and executive MBA classes. He is a co-founder of the Knowledge Management Group of Philadelphia.

### November Breakfast Sponsor



**St. Clair CPAs and EBA Consulting** helps to create rewarding workplaces with excellent, flexible benefits and financial services for employers and employees.

Our comprehensive consulting services enable businesses, institutions, and organizations of any size to offer employees cost effective financial protection and planning for every stage of the family lifecycle.

From group benefits and retirement plans to insurance and investment products offered through Commonwealth Financial Network®, we work to help owners and employees achieve financial security, stability, and growth. Numerous studies show that financially secure employees are more productive, and healthy employees save companies money. EBA Consulting works with human resources personnel to maximize the benefits of a sound benefits program,

while minimizing administrative processes, time, and costs.

## ATTENTION CURRENT MEMBERS!!

The Ambassador Committee is currently looking for energetic members who are interested in becoming an "Event Ambassador" for 2010-2011. Please contact either Mike Pagliaro at [mmapags@applespice.com](mailto:mmapags@applespice.com) or Deirdre Simons at [swimddd@aol.com](mailto:swimddd@aol.com) if you are interested in more details. Thank you!

### Don't Miss the Party of the Year! December 14, 2010

#### *Holiday Party and Silent Auction*

#### **Auction Items Needed!**

This year's holiday event will be held on Tuesday, December 14 at the Crowne Plaza. Please mark your calendar now!

This is a fun-packed evening! We'll be networking and having fun! You won't be disappointed, we guarantee it! Proceeds from the auction will benefit

the SHRM Foundation and The Montgomery County Foundation.

*The Special Projects Committee is accepting donations for the Silent Auction.*

This year we will continue the tradition of a Silent Auction, but will also be adding smaller items for the Chinese Auction. What makes a good item to donate? Think about something you want to bid on and there's your answer. Still stumped? Here are some ideas to get you started:

- Candle Gift Basket
- Tickets for our local Philly teams (Eagles, Sixers, Flyers, etc.)
- A gift certificate from a local merchant
- Handmade jewelry
- Tickets to a play
- Theme basket (Chocolates, Holiday, Movie)
- Personal services: manicure, massage, hair styling

You can also place an ad in the Auction Program Booklet distributed to every attendee. Ads cost as little as \$25 and proceeds go to the same worthy charities. Contact Maria Brice at (610) 256-6389 or [MariaCBrice@yahoo.com](mailto:MariaCBrice@yahoo.com) with questions or if you need more information.

*Do you have a career or educational milestone to share?  
Please contact our Newsletter Coordinator and let us know at:  
[WMcMenamin@hcl-axon.com](mailto:WMcMenamin@hcl-axon.com)*



2.5 HRCI Credit Hours

## Fiduciary Seminar

### Understanding Fiduciary Responsibility – Limiting Liability

Now, more than ever, plan sponsors must understand their roles and responsibilities in order to obtain the tax benefits of sponsoring a qualified retirement plan, help employees prepare for retirement all while limiting the liability associated with fiduciary status.

This presentation is designed to educate plan sponsors and provide a roadmap for the establishment of best practices for plan fiduciaries in order to maximize the success of sponsored retirement plans for employees while limiting fiduciary liability.

when  
**WHERE**

Wednesday, November 10, 2010

8:30am – 9:00am (registration)/9:00am – 11:30am (seminar)

Penn State Great Valley: 30 E. Swedesford Rd, Malvern, PA 19355

about  
**SEMINAR**

Qualified retirement plan sponsors are responsible for compliance with complex reporting, disclosure and general qualification requirements imposed by the Internal Revenue Code and the fiduciary responsibility provisions of the Employee Retirement Income Security Act of 1974 (“ERISA”). ERISA fiduciaries are often said to be charged with the “highest duty known to the law” and face personal liability for breaches. Many plan sponsors assume that hiring administrative service providers such as actuaries, recordkeepers, accountants and consultants satisfies their obligations to sponsored plans and employees/participants in those plans by “outsourcing” their fiduciary responsibilities. Unfortunately, fiduciary duties can never be completely outsourced. Plan fiduciaries are charged with monitoring service providers and ultimately bear the responsibility for administrative or operational problems that may arise.

Topics Covered: Compliance Framework for Employee Benefit Plans, What is a fiduciary?, Who is a fiduciary?, Basic fiduciary duties, Delegation of Responsibilities, Settlor vs. Fiduciary Acts, Limiting Liability, Prohibited Transactions, Correction Programs, Action Steps & Resources

our  
**SPEAKER**

**Tina Gorskey, J.D.**, USI Consulting Group

Tina Gorskey is Chief Legal Officer and Director of Legal Services at USI Consulting Group. Together, with a team of attorneys, paralegals and consultants, she works directly with clients in the design, implementation and ongoing administration of employee retirement, health and welfare and executive compensation programs. Tina also consults with clients regarding ERISA and fiduciary issues and the effects of changes in corporate structure and other corporate transactions on employee benefit plans. She assists clients with IRS and DOL audits, correction of plan defects, the drafting of required plan documentation, IRS filings, as well as ongoing compliance with constantly changing federal laws and regulations.

\$35.00 GVHFRA Members / \$50.00 Non-Members







**Do you want to have the credential that proves you're an HR expert?  
Are you planning to sit for your PHR or SPHR exam?**

If you are planning to sit for a certification exam in HR, the Greater Valley Forge HR Association (GVFHRA) Study Group could be for you! GVFHRA offers an opportunity designed to assist you in preparing for the certification exam. This thorough, 2-day study session serves as the perfect refresher. Even those who practiced HR for years often need a focused learning opportunity to brush up before the PHR or SPHR test.

**PHR/SPHR Certification Study Group**

*Offered by Greater Valley Forge HR Association*

**November 12 & November 19, 2010** (2-day program)

8:00 a.m. - 5:00 p.m.

Location:

DeVry University  
150 Allendale Road, Suite 3250  
King of Prussia, PA 19406

Proudly prove your Human Resource Management expertise with a **PHR** (Professional in Human Resources) or **SPHR** (Senior Professional in Human Resources) certification. Certification shows mastery of our professional body of knowledge and your commitment to staying abreast of new developments in your field.

Review key materials and concepts in the six areas covered in the exams:

- Strategic Management
- Employee & Labor Relations
- Human Resources Development
- Risk Management
- Total Rewards
- Workforce Planning and Employment

**REGISTER TODAY!**

**Go to: [http://www.gvfhra.org/upcoming\\_events.asp](http://www.gvfhra.org/upcoming_events.asp)**

Or contact the GVFHRA at 610-551-4736 with any questions

**Make a big impact on your career for a small investment!**

Study Group investment: \$210 for GVFHRA members; \$275 for non-members

(Lunch is included. Non-members who register for this Study Group may join GVFHRA today and receive the reduced rate of \$210!)

**Registration deadline for the Study Group is November 5th!**

The next **PHR/SPHR testing window** is **December 1, 2010** through **January 31, 2011**.

To register for the exam, go on-line: [www.hrci.org](http://www.hrci.org). Exam application deadline is October 8, 2010. Late applications are accepted no later than November 12, 2010.

GVFHRA Members and Non-Members are invited to this study group.



# November 2010

<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
<b>1</b> <i>The Hidden Obstacles in a Job Transition</i> 5:30 PM at the Lee Hech Harrison Office	<b>2</b>	<b>3</b>	<b>4</b> Breakfast meeting: <i>Human Resource Planning: Unconventional Talent Building that Works</i> 8:00 am at the Crowne Plaza	<b>5</b>
<b>8</b>	<b>9</b> Dinner meeting: <i>Talking Numbers: the Importance of Finance in HR Credibility</i> 5:30 pm at the Crowne Plaza	<b>10</b> <i>Fiduciary Seminar</i> 8:30 – 9:00 am Registration 9:00 – 11:30 am Seminar at Penn State Great Valley	<b>11</b> <i>The Social Media Explosion: How Does it Affect You in Attracting the Best Talent?</i> 1:30pm-4:30pm at DeVry University	<b>12</b> <i>PHR/SPHR Certification Study Group-Day 1</i> 8:00 am-5:00pm at DeVry University
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b> <i>PHR/SPHR Certification Study Group-Day2</i> 8:00 am-5:00pm at DeVry University
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b> Happy Thanksgiving!!	<b>26</b>
<b>29</b>	<b>30</b>	<b>1</b>	<b>2</b>	<b>3</b>