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**A/E/C Industry**

# **HR Summit**

*Presented by PSMJ and The Employee Engagement Group*



## **March 22-23, 2012**

**San Francisco, CA**

***Plus Pre-Conference March 21, 2012***

*"I enjoyed the conference very much - I look forward to next year's event!"*

- **Deborah Shokouhzadeh, Human Resources Director**  
Bernardin Lochmueller & Associates (2X repeat attendee!)

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#HRSummt2012

**www.psmj.com**

## **Join your fellow HR colleagues in San Francisco, CA for the 3rd Annual A/E/C Industry HR Summit on March 22–23, 2012, hosted by two renowned industry education leaders: PSMJ Resources, Inc. and The Employee Engagement Group.**

The A/E/C Industry Human Resources Summit is a senior level HR event specifically designed to address the increasing needs and demands of senior HR leaders like you — leaders who must deal with critical employee and firm issues on a daily basis. Over two days, you meet with your A/E/C Industry peers, learn about the industry's "best practice", hear the latest industry trends from panel discussions and network with other HR professionals who are dealing with the same challenges you are. You will be able to examine successful, real-life case studies, get actual A/E/C survey results, and network with peers about their proven solutions to problems just like yours. Our entire Summit is built around helping you become a more effective HR executive, while opening doors to new perspectives and points of view. It's a great opportunity to experience the new trends and solutions, coupled with a fantastic networking opportunity with all the key HR decision makers and influencers in a comfortable setting. The HR Summit easily pays for itself with the opportunity to build relationships with fellow HR industry leaders.

## **Who We Are**

PSMJ Resources, Inc., a recognized leader in surveying and benchmarking the A/E/C industry, has extensive publishing and research capability and experience, is an industry leader in mergers and acquisitions, and training and consulting. PSMJ has been educating and advising A/E/C clients for the past 30 years.

The Employee Engagement Group helps companies uncover the discretionary effort of their employees. After spending 25 years building award winning cultures for global companies, Bob and his team of organizational development professionals share their best practices, tools, programs and processes with companies of all sizes, in all industries. The Employee Engagement Group is led by CEO Bob Kelleher, a noted HR and Employee Engagement consultant and speaker.

*The 2011 HR Summit was fantastic! The networking opportunities, speakers, and sessions were beyond my expectations and I can't wait to attend the 2012 Summit. This is a must-attend event for all A/E Human Resource professionals!*

- **Kimberly J. Filion, Associate Director of Finance and HR**  
JMZ Architects and Planners, P.C.

*The entire conference was professionally enriching! I enjoyed interfacing with my colleagues in peer organizations and learned as much from them as I did from the facilitators!*

- **Maryam Peters, Vice President of Human Resources**  
Sebesta Blomberg

## **Who Should Attend**

Every firm member who deals with employees and clients in an HR capacity needs to attend to find out what's going on in the world of A/E/C HR. Senior HR leaders and other key executives who oversee the HR function for their firms need to attend, as well as other senior firm leaders with functional responsibility for one or more of the following areas:

- **Compensation and Benefits**
- **Staffing**
- **Retention and Engagement Programs**
- **Training and Development**
- **Leadership Development**
- **Organizational Development**
- **Talent Management**
- **Human Capital Management**

Human Resource professionals are essential firm leaders, and are needed even more now to succeed in this tough economy. As an HR professional, you must ensure that your firm is run better than the next firm. In order to do this, you must be experts on relationship building, employee engagement and retention, hiring the best people, employment law, and benefit and compensation design and administration. Once you have the expertise, you need to put it to action and show your Principals and top management what you should do to make a competitive difference in the industry.

## **Our No Risk Guarantee**

Our HR Summit is designed to directly address your needs and questions as an HR leader in the A/E/C industry. There is no other Summit like this in the country. Our leaders offer advice and case studies from their own A/E/C HR experiences. The information you get here can be implemented immediately upon your return to the office. If you are unsatisfied with the quality of the seminar for any reason, or you feel it did not address your concerns or issues, please send us a letter detailing the reasons you were not satisfied, and we will arrange for you to attend another seminar/bootcamp or return your investment in full. If you choose to receive the refund, we will return 100% of the registration fee, and you still get to keep the special registration bonuses offered...there is virtually no risk!

# 2012 A/E/C HR Summit Conference Agenda

## Thursday, March 22, 2012

7:30 AM – 8:30 AM	Breakfast
8:30 AM – 9:00 AM	Welcome and Introductions
9:00 AM – 10:00 AM	<i>PSMJ's HR Survey Results and Industry Trends</i> : David Burstein
10:00 AM – 10:15 AM	Break
10:15 AM – 11:30 AM	<i>The New HR – "Aunt Betty to Innovator"</i> : Bob Kelleher
11:30 AM – 12:00 PM	Best A/E/C Employer Award Presentations
12:00 PM – 1:30 PM	<b>Lunch with Special Keynote Presentation:</b> <i>The Business Case to Invest in Human Capital</i> Kevin Martin, SVP of Human Capital, Aberdeen
1:30 PM – 2:45 PM	<i>Getting the Most from Your Training Dollars</i> : David Burstein <ul style="list-style-type: none"><li>• Results of PSMJ's Survey of 76 A/E/C Firms' Training Program</li><li>• Case Study #1</li><li>• Case Study #2</li></ul>
2:45 PM – 3:00 PM	Break
3:00 PM – 4:00 PM	PANEL DISCUSSION #1: <i>Recruitment and Retention Best Practices</i>
4:00 PM – 4:15 PM	Break
4:15 PM – 5:15 PM	PANEL DISCUSSION #2: <i>Getting the Most from Your Health Care Dollars</i>
5:15 PM	Closing Remarks
6:00 PM	Cocktail Reception

## Friday, March 23, 2012

7:00 AM – 8:00 AM	Breakfast
8:30 AM – 9:30 AM	BEST PRACTICE PRESENTATION #1: <i>How to Brand Your Firm as THE Place to Work – Lessons from Best Place to Work Companies</i>
9:30 AM – 10:15 AM	BEST PRACTICE CEO PRESENTATION #2: <i>HR as a Business Partner</i>
10:15 AM – 10:30 AM	Break
10:30 AM – 11:30 AM	PANEL DISCUSSION #3: <i>How to Make Your Incentive/Pay Program Improve Your Firm's Bottom Line</i>
11:30 AM – 12:15 AM	BEST PRACTICE PRESENTATION #3 <i>Replacing Your Retiring Leaders with Your Leaders of Tomorrow</i>
12:15 PM – 12:30 PM	Implementation Plan
12:30 PM – 1:30 PM	<b>Special Lunch Keynote Presentation:</b> <i>Build Your Social Media ROI HR Capitalist</i> Kris Dunn, Owner of Top Blog
1:30 PM – 1:45 PM	Closing Comments

*"HR is difficult in a 50-100 person A/E firm. The HR Summit helped me realize my value within the firm!"*

- **Cynthia Dorsev, Human Resources Leader**  
ETA Engineering

## Pre-Conference with Bob Kelleher

### Wednesday, March 21, 2012 - 10:00am - 5:00pm *Best in Class Recruiting and On-boarding Strategies for the A/E/C Industry*

Bob Kelleher will lead this Recruiting and On-Boarding Pre-Conference session. Learn about various online technologies, proven processes, and best in class examples on delivering efficient talent acquisition & on-boarding strategies.

*As an HR professional with 20+ years of experience and just as many years attending workshops, I believe to have found the best of the best! The pre-conference workshop was highly effective and full of ideas that actually work! I have personally attended two summits and cannot wait for my next.*

- **Deanna M. Lantieri, PHR, Human Resources Director**  
P.W. Grosser Consulting

### Learn how to:

- Leverage Social Media to find "passive" candidates (and overcome Social Media Myths)
- Reduce your use of "headhunters"
- Develop an effective Employee Referral Program
- Understand and brand your EVP (Employment Value Proposition)
- Co-brand your EVP with your marketing and corporate communications staff
- Build your own Staffing Plan
- Develop variability in your workforce
- Identify the ideal behaviors and traits for your company
- Put in place an effective on-boarding program
- Social media ideas for talent acquisition and retention plans to attract different generations

## Keynote Speakers:



### **Kris Dunn - Conference Keynote Speaker - "Social Media Strategy Within Your Company: You Need Assassins, Not a Corporate Facebook Account"**

Kris is owner of "HR Capitalist", one of the nation's leading HR blogs (and featured on *Workforce Management Magazine*).

He was recently listed by Monster.com as the nation's top rated

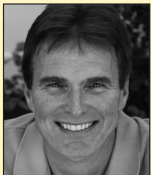
Employment blogger, #2 most influential bloggers by Employee Benefit News, and #1 top HR blogger by Unbridled Talent. Formally, he led HR practices in Fortune 500s and venture capital-held startups. Kris believes that all forms of HR administration should be squeezed down to the smallest amount of time possible, giving you more time to do stuff that matters. Kris cares so much about the art of HR that he's started two blogs ([www.hrcapitalist.com](http://www.hrcapitalist.com) and [www.fistfuloftalent.com](http://www.fistfuloftalent.com)) with the goal of building a community he could learn from, and contributing to these blogs for over 4 years.



### **Kevin Martin, Aberdeen - Conference Keynote Speaker "The Business Case to Invest in Human Capital"**

Kevin Martin leads all of Aberdeen Group, including their Human Capital Research Division, and is responsible for creating and delivering innovative research deliverables that educate end user organizations to action regarding their use of technology to solve

business pressures. Aberdeen under Kevin's direction has benchmarked the workforce and talent management practices and performance of more than 15,000 organizations worldwide, and have published more than 100 research papers pertaining to industry best-practices. Kevin is a frequent speaker at industry events. In addition, his team's HCM research is referenced frequently in industry-leading publications, and has been featured in publications including Business Week, USA Today, and The Economist.



### **Bob Kelleher, "Louder Than Words – 10 Practical Employee Engagement Steps...That Drive Results"**

Bob Kelleher is the CEO of The Employee Engagement Group ([www.EmployeeEngagement.com](http://www.EmployeeEngagement.com)), and author of the critically acclaimed book, *Louder Than Words – 10 Practical Employee Engagement Steps...that Drive Results*. After spending 24

years in the A/E/C industry, Bob has become a recognized thought leader, speaker, and consultant on the subjects of Employee Engagement, Workforce Trends, and Leadership. Before opening his own consulting business, Bob was the Chief Human Capital Officer for AECOM, a Fortune 500 global professional services firm, with 45,000 employees located in 450 offices throughout the world.



### **David Burstein, P.E.**

Dave has 30 years of design firm experience in numerous management positions; he was president of a 100-person planning company and of a 1,800-person engineering company. As a PSMJ consultant for the past 12 years, Dave has helped hundreds of design firms achieve breakthrough improvements in their businesses.

In addition, he has written three books on design firm management and delivered hundreds of seminars on the subject.

## Are You Entered In Our Best A/E/C Employer Award?



Do you think your company is one of the best A/E/C employers, but just aren't 100% sure? PSMJ Resources, Inc. and The Employee Engagement Group want to help you find out if you are truly the Best A/E/C Employer.

By entering this award program, you will get independent, confidential feedback directly from your employees. Through our comprehensive survey, we will collect from you information on how well your firm has performed during the past year, focusing on growth, profitability, and employee turnover. Find out how committed your employees are to your firm and its success. And, if you win, you will have the winning advantage of promoting your firm as a Best A/E/C Employer.

The entry fee is only \$295. This is a fraction of the cost of hiring a consultant to survey your employees. It is probably even less than the cost of doing the survey yourself. With a deal like this, how can you pass up this valuable opportunity? *Hurry - this award closes January 15<sup>th</sup>! Winners will be announced at the HR Summit!*

**For more information, contact PSMJ's Conference Director Jennifer Capurso at [jcapurso@psmj.com](mailto:jcapurso@psmj.com)**

## Travel & Accommodations



### **Hyatt at Fisherman's Wharf Hotel**

This luxurious San Francisco hotel offers comfortable guest rooms with deluxe amenities to pamper every guest. Located in an ideal setting for exploring the City by the Bay, you are just minutes from downtown and in the heart of the some of the city's most famous sites. Stroll along Pier 39, sample delicious fare at Ghirardelli Square, or hop on a cable car – located across the street from our Fisherman's Wharf San Francisco hotel – and visit Union Square, Chinatown and North Beach. The Hyatt at Fisherman's Wharf is considered one of the best hotels in San Francisco!

For special PSMJ rate (\$179/night) call Hotel Reservations at (888) 421-1442 prior to February 12, 2012. Be sure to mention that you are attending the **HR Summit**. If you have any problems or questions regarding reservations, please contact Jennifer Capurso at [jcapurso@psmj.com](mailto:jcapurso@psmj.com) or (617) 965-0055.

# 9 New Things for 2012!

PSMJ and Employee Engagement Group continually update the HR Summit program to ensure we present the most up-to-date research and trends to HR professionals in the A/E/C industry. If you attended last year's Summit, you'll learn at least 9 new things from the experts, including:

1. How to use Twitter, LinkedIn, Facebook, and YouTube to find the best employees
2. What the latest HR trends in the A/E/C industry are and how they'll affect you
3. How we can live and thrive in today's ever changing health care climate (while maximizing your firm's benefit dollars)
4. Ways you can build your own Corporate University
5. Best practices from A/E/C award winning "Best Employer" firms and how to apply them at your firm
6. The latest HR research and benchmarks to support your firm's HR investments and initiatives
7. How to reduce (and even eliminate) the use of headhunters
8. How to recruit and on-board different generations, from Baby Boomers to Millennials
9. How to build professional HR network that understands and knows the AEC industry

You won't get all this cutting-edge knowledge by attending a conference that isn't specific to the A/E/C industry. Register today to learn what you need to know to excel in your job in 2012 and beyond!

## It's Easy To Register!

Mail: **PSMJ Resources, Inc.**  
**10 Midland Avenue Newton, MA 02458**  
E-mail: **education@psmj.com**  
Web: **www.psmj.com**  
Phone: **(617) 965-0055 • (800)537-PSMJ**

## Registration Application

Name \_\_\_\_\_  
Nickname \_\_\_\_\_  
Title \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

### Select Your Fee

Brochure Code: 20475

- \$695 Pre-Conference Registration Fee  
 \$995 Early Bird Option: Must be paid 30 days prior to conference date  
 \$1,195 Regular Registration Fee  
 Please enter me in the Best A/E/C Employer Award for an additional \$295  
 I am interested in joining a group for an informal networking dinner on Thursday, March 22, 2012. (This is a "dutch-treat" event - each participant is responsible for their portion of the bill)

### Select Your Payment Option

- Check enclosed for \$ \_\_\_\_\_ payable to PSMJ Resources, Inc.  
 Please bill me/my firm. Invoices must be paid 30 days prior to the conference date to qualify for the Early Bird Registration price.  
 Charge my:     MasterCard     VISA     AMEX

Credit Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Name \_\_\_\_\_  
Signature \_\_\_\_\_ CVV Code \_\_\_\_\_




## Refunds and Cancellations

Cancellations received in writing at least 45 days prior to the HR Summit receive full refunds. Cancellations received in writing between 44-11 business days prior to the program receive a credit letter, good for six months, towards any PSMJ education program. Cancellations made 10 or fewer days prior to the HR Summit and/or no-shows are not eligible for refunds or credits, however, you may substitute attendees at anytime.

*"Amazing Summit! Topics are high quality, valuable, and a great reference tool for HR departments to develop engagement, retention, and becoming a valuable strategic partner!"*

- **Julie Pierce, Human Resources** - Eramosa Engineering

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**PSMJ's Seminar earns you up to 12 AIA LUs and/or 12PDHs**  
(except in New York).

PSMJ is a registered provider with the Florida Board of Engineers, provider #PE 0003546 and with the Florida Board of Landscape Architecture, provider #PVD37, course #0007693 (16 credit hours).



In addition, this program is eligible for up to 16 Society for Human Resources Management (SHRM) CEUs (8.75 Conference - 7.25 Pre-Conference). Contact PSMJ for more information (800) 537-7765



## 2012 HR Summit Goes Social

Get the latest updates on speakers, sponsors, and registration savings for PSMJ's upcoming **2012 HR Summit**. Join the community on Twitter at [www.twitter.com/psmj\\_resources](http://www.twitter.com/psmj_resources) and use our official hashtag **#HRSummit2012** for up-to-the-minute information on this popular conference! With this hashtag, not only will you get updated pre-conference information, but you can also send updates live from the floor of **2012 HR Summit** from your Smartphone! And, it's also a great way to make new networking contacts you can talk to before, during, and after the Conference. Sign up as a **2012 HR Summit** Tweeter today!

If you don't have a Twitter account, you can become a fan of our new **2012 HR Summit** event Facebook page! Go to [www.facebook.com](http://www.facebook.com), search for **2012 HR Summit** and become a fan of the page. We will be frequently updating our page with all the information you need to know before you go!

## Interested in a **FREE REPORT** on the state of in-house training and education in other A/E/C firms?



As a recipient of our **2012 A/E/C Industry HR Summit** brochure, you are eligible to receive a complimentary report from a recent survey conducted by PSMJ – *"In-House Universities in U.S. and Canadian Engineering and Architectural Firms."* This new report

discusses the growing interest in in-house universities and what other firms like yours are doing about the initiative. Learn if an in-house university is right for you, or if you are falling behind the curve in your in-house university development plans.

There are no strings attached! Just download a QR Code Reader to your mobile device and scan this QR code to send an email to our Conference Department – they will promptly send you *"In-House Universities in U.S. and Canadian Engineering and Architectural Firms"* via pdf for no cost. If you like what you read, feel free to check out our website ([www.psmj.com/books-and-manuals.html](http://www.psmj.com/books-and-manuals.html)) for more HR books and manuals.