

Hosted By: The Employee Engagement Group

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As an HR Director,
I've attended countless
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HR Summit is the best!

HR Director



AEC 16TH ANNUAL
HR 2025
SUMMIT

APRIL 9-11, 2025
PHOENIX, AZ

www.employeeengagement.com

THE A/E/C INDUSTRY'S LARGEST HR CONFERENCE

KEYNOTE SPEAKERS



Marshall Goldsmith - Author and Leadership Expert
Helping Great Leaders Get Even Better

Dr. Marshall Goldsmith is a member of the *Thinkers50* Hall of Fame. He is the only two-time #1 Leadership Thinker in the World. Marshall has been recognized as the #1 Executive Coach in the World for many years. His clients have included over 200 major CEOs. Dr. Goldsmith is the #1 New York Times bestselling author of *What Got You Here Won't Get You There*, *MOJO*, *Triggers*, and *The Earned Life*. He and lead author Sally Helgesen wrote *How Women Rise*, one of the globally most popular books on women and leadership ever written. His books have sold over four million copies and been translated into 35 languages.



Meg Lassarat - Independent Board Member in the AEC Industry
Turning Vibes into Value: Measuring the ROI of Company Culture - An Essential Workplace Differentiator in 2025!

Meg Lassarat is a high-profile strategic leader and experienced independent board member with over 25 years of global experience. Currently, Meg serves as an independent board member for eight firms in the Capital Projects Industry - Dudek, Alta Southwest, Ardurra, ENGobal, Hargrove, Walbec, Verlume, and Engineers Without Borders. In the executive space, most recently, Meg was the Chief Financial Officer for Exyte Energy - a \$5B global E&C firm. Before Exyte, Meg was the CFO at Louis Berger, Kentz, and Mustang Engineering. She was awarded Houston's CFO of the Year and the Legacy Award from Texas A&M's Former Student Association.



Shane McCormick - President, Martin/Martin Consulting Engineers
Managing the Millennial Mindset

Shane McCormick is President of Martin/Martin, a civil and structural engineering firm recognized for its innovation, client service, and employee-centric culture. With a diverse portfolio across sectors like aviation, healthcare, and education, Shane has led the company through significant growth, including a 30% staff increase and the addition of three offices. A graduate of Duke University and the University of Illinois, Shane began his career at Skidmore, Owings & Merrill, gaining expertise in managing large teams. Since joining Martin/Martin in 2005, he has overseen key initiatives, including the Vision 2030 strategy focused on growth, innovation, and sustainability.



Bob Kelleher - Author/Speaker/Founder of The Employee Engagement Group
Come Together: Leadership and Engagement Lessons from the Lyrics and Legacy of The Beatles

Bob is a best-selling author of 5 books, keynote speaker, global thought leader on employee engagement, and AEC industry expert who travels the globe sharing his insights on employee engagement, leadership, and workforce trends. Bob is also the Founder and President of The Employee Engagement Group and host of The HR Summit since its inception in 2010. Previously, Bob spent 25 years in the A/E/C industry, including roles with AECOM as Chief HR Officer; ENSR as Executive Vice President of Organizational Development, and Chief Operating Officer; and Metcalf & Eddy as Director of HR.

BREAKOUT SPEAKERS



Kathleen McDermott
Senior Manager, Total Rewards & Analytics,
ZGF Architecture
Rendering Rewards: Blueprinting a Transparent Total Rewards Philosophy



Shelby Harvey
Talent Development & HR Director, BHC
The Butterfly Effect: A Case Study in Bold Accountability



Joe Swarengin
Partner & CEO, Emissary Recruiting Solutions
Top Tips and Best Practices to Recruit in Today's Competitive Landscape



Kyle Roed
CHRO, CPM
Building a Powerful HR Brand in AEC: EVP, Executive Presence, and Winning Over Senior Leadership



April Kozubal
CHRO, Verdantas LLC
HR at Mach Speed: The Good, the Bad, and the Ugly of 12x Growth in 5 Years (Mostly Good)



Brandon Brodzky
CEO, AECIQ
Shaun Leeper
COO, AECIQ
Thriving in a Cutthroat Talent Market



Jim TeDesco
VP of Marketing, Eagle Point Software
Closing the Skills Gap With Learning and Development Best Practices



Margo Botti
People & Culture Manager, PAE Consulting Engineers
Retention Revolution: Metrics that Matter and Strategies that Stick



Troy Eutsler
Director - Leadership Development, American Structurepoint
Future Proofing Your Leadership Development Strategy

CONFERENCE AGENDA

WEDNESDAY, APRIL 9, 2025

10:00 AM - 5:00 PM (additional fees apply)



Pre-Summit Workshop Option A

Recruitment Revolution: Modern Strategies for Talent Acquisition & Onboarding for the AEC Industry

Facilitated by Bob Kelleher and Meg Anderson

This one-day event equips you with strategies, tools, and insights to attract and retain top talent in a competitive market. Learn to overcome AEC hiring challenges, leverage AI, enhance your employer brand, and identify ideal candidate traits. Discover how to use social media to find passive candidates and turn your technical team into effective recruiters.

Gain practical skills in candidate engagement, build a strong talent pipeline, and tailor recruiting strategies for diverse generations. Explore balancing salary equity, adapting to workforce variability, and optimizing onboarding for seamless integration. This interactive workshop fosters the sharing of best practices, making it essential for HR professionals, recruiters, and hiring managers shaping a future-ready workforce.



Pre-Summit Workshop Option B

A Deep Dive Into the 5 Components of Extraordinary Teams

Facilitated by Lee Rubin

Machines excel through system efficiency, not individual brilliance. Similarly, extraordinary teams thrive on essential elements that unify and amplify their potential. While most organizations focus on individual skills, elite teams prioritize the "intangibles" that transform talent into high performance.

In this workshop, Lee will share how to foster a culture of personal sacrifice for collective goals, open communication, and turning adversity into opportunities. With humor, actionable insights, and practical tools, this session will equip you to elevate your team's performance and connection.

7:00 PM Dine Around

Join fellow attendees for a "Dutch-treat" dinner. This is open to all attendees and is a great way to kick off the conference!

THURSDAY, APRIL 10, 2025

7:00 AM - 8:15 AM

Registration and Networking Breakfast

8:15 AM - 9:00 AM

Welcome and Introductions

9:00 AM - 10:00 AM

Opening Keynote

Turning Vibes into Value: Measuring the ROI of Company Culture

10:00 AM - 10:30 AM

Networking Break

10:30 AM - 11:30 AM

Concurrent Breakout Sessions 1

11:30 AM - 11:45 AM

Networking Break

11:45 AM - 12:45 PM

Lunch

12:45 PM - 1:45 PM

Keynote Luncheon Presentation

Managing the Millennial Mindset

1:45 PM - 2:00 PM

Networking Break

2:00 PM - 3:15 PM

AEC Connections Cafe

3:15 PM - 3:30 PM

Networking Break

3:30 PM - 4:30 PM

Concurrent Breakout Sessions 2

4:30 PM - 5:00 PM

Closing Comments, Awards, and Raffles

5:00 PM

Adjourn

6:00 PM - 7:00 PM

Cocktail Reception

Join your hosts and sponsors for cocktails and hors d'oeuvres.

7:00 PM

Tavern Tour

Renew old acquaintances and make new ones - an always popular event!

OR choose a dine-around option.

FRIDAY, APRIL 11, 2025

7:30 AM - 8:00 AM

Networking Breakfast

8:00 AM - 8:45 AM

Opening Comments and Live Polling

8:45 AM - 9:45 AM

Host Keynote Presentation

Come Together: Leadership and Engagement Lessons from the Lyrics and Legacy of The Beatles

9:45 AM - 10:15 AM

Networking Break

10:15 AM - 11:15 AM

Concurrent Breakout Sessions 3

11:15 AM - 12:15 PM

Lunch

12:15 PM - 1:30 PM

Keynote Presentation

Helping Great Leaders Get Even Better

1:30 PM - 2:00 PM

Closing Comments and Adjourn

3:15 PM

A Surprise Social Activity



The 2025 A/E/C HR Summit is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM. The use of this seal is not an endorsement by the HR Certification Institute of the quality of this program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for re-certification credit.

WHO ATTENDS THE AEC HR SUMMIT?

This event is for any AEC leader or manager tackling challenges in Human Resources. Including compensation, recruiting, retention, employee benefits, employee engagement, leadership development, and anything else related to HR. Past attendees have included HR Directors and Managers, CEOs, Presidents, COOs, Principals, and many others!



VISIT

employeeengagement.com/hrsummit



E-MAIL

hrsummit@employeeengagement.com



CALL

(781) 281-7256

BACK BY POPULAR DEMAND

- AEC Connections Cafe Session
- HR Summit Milestone Awards
- 3 Concurrent Tracks
- Tavern Tour

WHO WE ARE

The Employee Engagement Group (TEEG) proudly presents and hosts the A/E/C HR Summit. TEEG has hosted the Summit since its inception in 2010. TEEG is a global services and products firm, specializing in the A/E/C industry. TEEG works with leadership teams to implement best-in-class leadership and employee engagement solutions, including employee engagement surveys, online programs, assessments, and keynotes. TEEG was founded by author, speaker, and A/E/C HR expert Bob Kelleher.

OUR VENUE

The Hyatt Regency Phoenix
122 North Second Street
Phoenix, AZ 85004

Room Rate: \$279 per night (through 3/11/2025)

*Please Note: the room block rate is valid through the cut-off date listed, pending the room block is not sold out. We encourage you to make your room reservations as soon as possible to ensure you receive the advertised rate.

REGISTER

SATISFACTION GUARANTEED

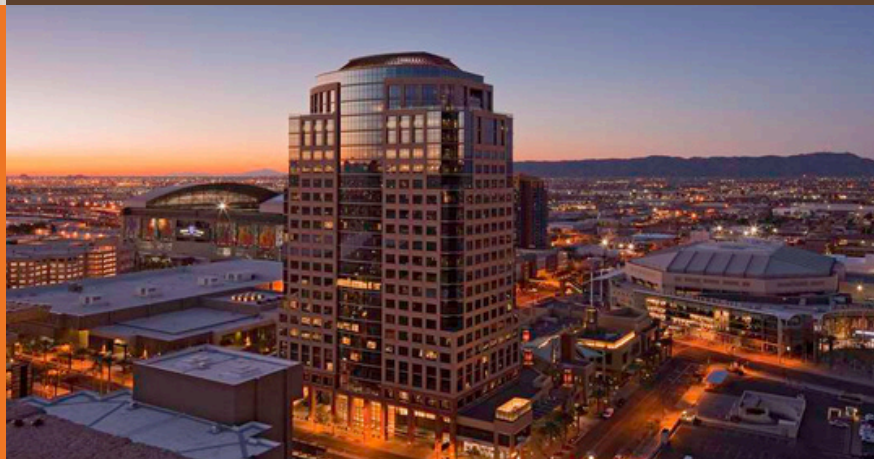
We are proud to guarantee your satisfaction with the 2025 A/E/C HR Summit. If for whatever reason, you are not happy, we will either offer you attendance at another Employee Engagement Group event, or refund your registration fee.

REFUNDS AND CANCELLATIONS

Cancellations received in writing at least 45 business days prior to the program will be issued a refund minus a \$250 administrative fee. Cancellations received in writing at least 44-11 business days prior to the program receive a credit letter, good for one year, to use toward any TEEG public program (cannot be applied towards in-house training, partner/associations programs and previously registered and paid attendees) or attendance at next year's Summit. Cancellations made 10 or fewer business days prior to the program and/or no-shows are not eligible for refunds or credits.

TRAVEL AND ACCOMODATIONS

A block of rooms is reserved for HR Summit attendees. To secure reduced rates, please make hotel reservations by the cut-off date. Book directly through our website or call and mention that you are attending the A/E/C HR Summit.



CULTURE BY DESIGN

Crafting the Ideal Workplace

Welcome to the 2025 AEC HR Summit, where we'll come together to share workplace best practices and case studies, while connecting with old friends and meeting new ones! This year's theme is *Culture by Design: Crafting the Ideal Workplace* - appropriate given the increasing challenges we face in finding and retaining talent. Workplace culture is more than just a buzzword, it's the cornerstone of success. Every industry expert is projecting that talent will be our #1 challenge over the next 5 years and beyond. Your current culture got you where you are today. It won't be enough going forward. The times will be different. Your workforce will be different. The competition for talent will be different. You must evolve, adapt, and innovate. Those with the healthiest cultures will win - simply because they always win.

This year, we'll explore how you and your firm can intentionally design tomorrow's culture, today. *Crafting the Ideal Workplace* isn't just about reacting to change - it's about leading it. Join us as we lay the blueprint for workplaces where people and performance thrive, together.



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Presented By:



"Great content. Great people. Great networking."
President/CEO

"Keynote speakers were phenomenal!"
Regional HR Specialist

"Always exceeds my expectations - from valuable information, networking, and resources to just a lot of fun!"
HR Director

"Having a conference focused on our industry is very helpful. And you meet so many great people! The mix of left and right brain is terrific. It will fire you up!"
HR Manager

"Every session I attended was extremely valuable."
Principal/Director of Marketing & Communications

"This is always an excellent conference. Relevant, informative, and fun!"
HR Director

"A great way to build new relationships in the AEC industry and learn what is on everyone's mind."
Director of Talent Management