



NEXT CHALLENGE. NEXT LEVEL.  
**NEXSEN | PRUET**

Presents

*The 22<sup>nd</sup> Annual SC SHRM State Conference  
September 21, 2016 – September 23, 2016  
Marriott Grande Dunes Resort and Spa, Myrtle Beach, South Carolina*



Platinum Sponsors:



## Pre-conference Workshop – SC SHRM Academy

### “Leadership Impact During Crisis – Your Role Beyond HR” and “CRASE – Civilian Response to Active Shooter Events”

The SC SHRM Academy has been approved for 6.75 SHRM Professional Development Credits (PDCs). The morning session has been approved for 3.5 hours of HRCI Business Credits and the afternoon session has been approved for 3.25 hours of HRCI General Credits.

**Wednesday, September 21, 2016 Morning Session 8:00 a.m. – 12:00 p.m.**

*\*Please note that the pre-conference workshop is not included in the regular conference fee.*



*Leadership Impact  
During Crisis –Your  
Role Beyond HR*

“Shots fired...” In today’s world, the instance of crisis within organizations or within the communities in which organizations exist is high. Human Resource Executives need to be prepared and ready to create and implement strategies for situations that are virtually unthinkable. This workshop will help participants consider organizational factors from a high level to begin building a strategy that could serve as their framework when the crisis strikes. The strategy development allows them an opportunity to have leadership impact during crisis and a role beyond human resources. This type of forethought positions the HR Professional to be the HR Executive.

**Shawn Spann Edwards, SHRM-SCP, SPHR** is the Chief Diversity Officer for The Citadel, The Military College of South Carolina and is responsible for the diversity, inclusion and equity efforts and programs for the institution. Additionally, Shawn serves as adjunct faculty at The Citadel, Trident Technical College, Virginia College and the College of Charleston. Shawn holds an Associate of Arts in Fashion Merchandising from Bauder College, a Bachelor of Arts in Management from Webster University, both an MBA with a Human Resource Management concentration and a Graduate Certificate in College Teaching and Learning from Walden University.

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**Wednesday, September 21, 2016 Afternoon Session 1:00 p.m. – 4:30 p.m.**  
**“CRASE – Civilian Response to Active Shooter Events”**  
**By Capt. Joe Stephens and Lt. Victor Buskirk**

How can your organization prepare in advance for an unwanted intruder threatening deadly force? The CRASE program is built on the Avoid-Deny-Defend strategy and developed by Advanced Law Enforcement Rapid Response Training (ALERRT). From the 1966 Tower shooting at the University of Texas, to the coordinated terrorist attacks in Mumbai, India in 2008, to the Fort Hood shooting in 2009 and beyond, the best lesson learned is to **be prepared**. While we hope that such active shooter events will never happen in our backyards, the ALERRT staff at Texas State University has developed a new standard in active shooter response and law enforcement professionals across the nation are carrying this standard forward. The lesson plan provides strategies, guidance and a proven plan for surviving an active shooter event. Topics include Disaster Response Psychology, History of Active Shooter Events (ASE), and Civilian Response to ASE which is based on the Avoid-Deny-Defend strategies.

**OUR PRESENTERS:**

**Captain Joe Stephens** has been with the North Charleston Police Department for 23 years with over half of that time in the Special Operations Division. He was an active S.W.A.T. Operative for fourteen years and the Emergency Response Unit Tactical Commander from 2007 until 2014. A certified Basic Instructor through the South Carolina Criminal Justice Academy; he is also an Active Shooter Response Instructor, a CRASE (Civilian Response to Active Shooter Events) through A.L.E.R.R.T. as well as being certified in numerous other programs related to Law Enforcement. He is currently assigned to the Central Bureau as a supervisor within the Uniform Patrol Division.

**Lieutenant Victor Buskirk** has been with the North Charleston Police Department for 16 years with time in the Special Operations Division, Patrol Division and Investigations Division. He is an active Mobile Field Force Squad Leader and has been assigned to the team for over 8 years. Lt. Buskirk is a certified Basic Instructor through the South Carolina Criminal Justice Academy and specializes as an Active Shooter Response Instructor for law enforcement. He is a member of the South Carolina Advanced Active Shooter Counter Asymmetric Training group. His most appreciated certification is CRASE (Civilian Response to Active Shooter Events) through A.L.E.R.R.T. Lt. Buskirk is currently assigned to the Investigations Division as a supervisor within the Community Investigative Services Section.

# **CONFERENCE AGENDA**

## **Wednesday, September 21st**

- 7:00 a.m. – 8:00 a.m. Academy Check-in and Continental Breakfast
- 8:00 a.m. – 4:30 p.m. SC SHRM Academy (advance registration required) **Tides 1-2**
- 3:00 p.m. – 5:30 p.m. Conference Registration
- 5:30 p.m. – 7:30 p.m. **Welcome Reception**  
**All Conference Attendees, Speakers and Exhibitors Are Invited!**  
You will not want to miss the networking outside at the **Oceanfront Courtyard** for music, drinks and hors d'oeuvres.

## **Thursday, September 22nd**

- 7:30 a.m. – 8:30 a.m. Continental Breakfast – Exhibitor Hall
- 7:30 a.m. – 11:00 a.m. Conference Registration
- 8:00 a.m. – 8:30 a.m. Welcome and Announcements **Atlantic 1-3**  
Lisa DeVeaux, SHRM-SCP, SPHR – State Director
- 8:30 a.m. – 9:45 a.m. **James Sun, General Session Keynote Speaker**  
***Being an HR Super Hero***

James Sun is a proven technology entrepreneur with international media experience – hosted his own television show, frequent Tedx speaker, radio show analyst, and magazine publisher. He had his own hit program called “Sun Tzu War on Business” which was aired in over 20 countries where he turned around 13 companies in 18 months. James was also a finalist on Donald Trump’s “The Apprentice” aired on NBC with 12 million viewers. He was hand selected by Donald Trump out of 800,000 applicants.

James graduated Cum Laude from the University of Washington, and he was recently selected in the “Wondrous 100 Alumni Award” (top 100 alumni), which included prominent individuals like Bill Gates Sr. and Kenny G.



- 9:45 a.m. – 10:15 a.m. Break in the HR Exhibitor Hall

10:15 a.m. – 11:30 a.m.

Choose one of the following concurrent sessions:

**Tales From The Crypt: A Series of Unfortunate Events and the Human Resource Lessons We Can Learn from Them.**

**Atlantic 1**

***Chris Sorenson, Esquire, Haynsworth Sinkler Boyd***

Chris will share actual human resource scenarios (appropriately disguised) which are riddled with numerous employment law minefields, and the group will then untangle and dissect the issues in each scenario to develop an appropriate response. This session focuses on situations implicating a number of different employment laws, such as Title VII, FMLA, FLSA, ADA, HIPAA, SC Payment of Wage Act and more, and are similar to those that often arise for the human resource professional. The objective is to provide the attendee with a process to employ when faced with their own human resource war (horror) stories.

**Recruiting gone bad: Why Top Performers Won't Give You a Second Thought**

**Atlantic 2**

***Jim Fadell, President, Carolina Training and Assessments***

The things you do to attract talent may, in fact, be repelling the very candidates you seek! From job postings to resume review to ineffective phone screens and example-based interviewing, many companies are significantly off base on how to attract and assess top performers. In this Session we explore how to immediately improve your recruiting and hiring process by understanding and focusing on the three things that attract top performers. We reinforce the connection between candidates and the strategic direction of your business and we'll challenge conventional practices around recruiting and interviewing.

**What to Expect from an Employee Benefits Security Administration (EBSA) Investigation**

**Atlantic 3**

***Alycya Henderson, Supervisory Benefits Advisor, US Department of Labor***

Alycya is a Supervisory Benefits Advisor and has spent 17 years with the DOL. In this session, she will review what you should expect if you are subject to an EBSA investigation.

11:30 a.m. – 12:00 p.m.      Break in the HR Exhibitor Hall

12:00 p.m. – 1:00 p.m.      Buffet Lunch in the Oleander Ballroom

1:00 p.m. – 2:00 p.m.

**Carol Kivler, MS, CSP, CMT**

**Atlantic 1-3**

**Starting the Dialogue: Depression in the Workplace**

It's time for an open dialogue about depression and mental illness in the workplace. An estimated 1 in 4 adult Americans suffer from a diagnosable mental illness. The number one cause of adult disability worldwide is psychiatric disease. The decrease in productivity, increased errors, absenteeism, short term and long term disability cause staggering financial losses to corporate America. Carol equips attendees with strategies to create an atmosphere that respects and responds to a workforce directly or indirectly affected by depression and mental illness. Further, she addresses the pervasive stigma that prevents employees from admitting they are suffering from a mental illness.



2:00 p.m. – 2:30 p.m.

Break in the HR Exhibitor Hall

2:30 p.m. – 3:45 p.m.

Choose one of the following concurrent sessions:

**Your Employer Brand IS Your Brand: Use the Talent Attraction Lifecycle to Recruit Candidates** **Atlantic 1**

***Christina Lock, CEO and Chad Norman, CMO, Catch Talent***

Don't just hire great people... turn them into great recruiters! When making decisions, both candidates and consumers are influenced by branding, referrals, references, and reviews. The Talent Attraction Lifecycle combines employer branding with the recruiting process to create a continuous cycle enabling your employees to become your best recruiters. We'll show you how to use every stage of the candidate lifecycle to attract talent, from careers webpages to culture-infused job descriptions, from employee referral campaigns to reputation management, from onboarding to thought leadership. When you harness the power of the Talent Attraction Lifecycle, you win the war for talent!

**Managing FMLA Fraud and Abuse – tactics that actually work** **Atlantic 2**

***Mike Shetterly, Esq. Attorney, Ogletree Deakins***

FMLA continues to confound HR teams. Companies are ready, willing and able to provide FMLA when really needed, but all companies feel employees too quickly abuse their right. Common training on FMLA fraud and abuse tends to lean on the hyper-technicalities of the FMLA and do almost nothing to tackle the abuse issues. This session will focus on tactics that actually work to combat fraud and abuse and will give the audience a better understanding of their rights and obligations under the FMLA.

**Developing World Class Leaders, The Ultimate Guide to Leadership Development** **Atlantic 3**

***Rich Tiemann, President, The Executive Group***

The HR professional can contribute to their organization's strategic planning process by learning how leadership is linked to the strategic intent of an organization. This program provides an exploration and discussion of the fundamental components necessary to create a successful leadership development program at the *organizational* level. It serves as a guide for HR to lead in creating a culture that supports leadership development and lead the process of creating an organizational leadership development program. HR can then strategically align its plan to accurately forecast, project, and supply the human capital needed to fill the leadership requirements that support the organization's overall goal.

3:45 p.m. – 4:00 p.m.

Break in the HR Exhibitor Hall

4:00 p.m. – 5:15 p.m.

Choose one of the following concurrent sessions:

**FLSA: Are Heroes Exempt? (and other timely FLSA questions)** **Atlantic 1**

***William Floyd, Molly Cherry, Jamie Hedgepath, Attorneys, Nexsen Pruet, LLC***

Exemptions, perhaps like some heroes, aren't what they used to be. The USDOL has dramatically changed the exemption requirements, triggering many legal issues and options. This session will cover the new exemption regulations, discuss unique alternatives for handling overtime, and review other exempt / non-exempt options.

**Who Are These People Anyway? Using Assessments in the Hiring Process**  
*Paul Endress – President, Maximum Advantage*

**Atlantic 2**

Quality candidates are becoming harder to find and the cost of hiring mistakes is increasing. Fortunately, using an appropriate assessment can help. This fun and interactive workshop will show you how to use assessments and other technologies to get an edge in your hiring by identifying the exact skills, thinking patterns, behaviors, motivations, and other factors that will make someone a top performer in your organization and how to use assessments to match potential candidates to these characteristics.

**Building Giants – A System to Transform Your Workforce Through Effective Training**  
*Katy Caselli, MS, President, Building Giants, LLC*

**Atlantic 3**

Often leaders use the classroom as their last hope to get employees to change behavior, but it often does not bring the expected change. This workshop discusses how and why training efforts often fail and how to prevent that loss by following a basic model with training design. The goal of this workshop is to fully educate professionals to drive effective training and to generate critical thinking of how to make this work in their own organization.

This course is based on five main points in Katy's book: *Building Giants, A Proven System to Transform Your Workforce Through Effective Training*.

6:30 p.m. – 7:30 p.m.	Networking Night Cocktail Reception	<b>Upper Pool Deck</b>
7:30 p.m. – 8:30 p.m.	Buffet Dinner	<b>Oleander Ballroom</b>
8:00 p.m. - 11:00 p.m.	Networking with Super Heroes and Entertainment by <b>The Midnight City Band</b>	

## **Friday, September 23rd**

7:30 a.m. – 8:15 a.m. Continental Breakfast in the HR Exhibitor Hall

8:15 a.m. – 8:30 a.m. Welcome and Announcements **Atlantic 1-3**

8:30 a.m. – 9:45 a.m.  
**Matt Jones - The “Seven Continent Marathon Man”** **Atlantic 1-3**

Matt went from being a three-time cancer conqueror to relearning how to walk, to going through a bone marrow transplant, to completing seven marathons on seven continents and yes that includes Antarctica. Matt was diagnosed with cancer on September 11, 2002. After spreading to the fluid in his brain, doctors did not think he would live. After victoriously conquering cancer he was told that there has never been anybody go through what he went through and be alive one year later. Baseball Hall of Famer George Brett said, “Matt is a true champion and his story inspires others to be a true champion.” From Matt’s story you will be fired up, pumped up, and inspired to achieve greater victory in your life.



9:45 a.m. – 10:15 a.m. Break in the HR Exhibitor Hall

10:15 a.m. – 11:45 a.m.  
**HR Heroes Competition** **Atlantic 1-3**  
*William Floyd, Molly Cherry, Jamie Hedgepath, Attorneys, Nexsen Pruet, LLC*

HR Managers must overcome all types of workplace challenges – from FMLA to FLSA and recruiting to terminations, to name a few. During this fun – filled session, HR professionals will demonstrate how they are “heroes” to their employers by helping employees and reducing legal problems.

11:45 a.m. – Noon Closing Remarks, Exhibitor and Conference Door Prizes

## **Conference and Lodging Registration**


For conference information access: [sc.shrm.org](http://sc.shrm.org)

**Thank you to all of our sponsors and exhibitors!**





South Carolina Society  
for Human Resource Management SC SHRM State Council [sc.shrm.org](http://sc.shrm.org)

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The SC SHRM Conference has been submitted for up to 9 SHRM Professional Development Credits (PDCs) and up to 9 HRCI General Credits.

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Myrtle Beach Marriott Resort and Spa at Grande Dunes  
8400 Costa Verde Drive, Myrtle Beach, SC 29572

To access all conference and lodging registration information please access [sc.shrm.org](http://sc.shrm.org)

