



NEXT CHALLENGE. NEXT LEVEL.
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Presents:
The 23rd Annual SC SHRM State Conference
September 20, 2017 – September 22, 2017
Marriott Grande Dunes Resort and Spa, Myrtle Beach, South Carolina



Platinum Sponsors:



Pre-conference Workshop – SC SHRM Academy

“1st Session: Why Should Someone be Led by You – Eight Hard-Hitting Questions to Ask Yourself About Your Ability to Lead People” and “2nd Session: Organizational Story Telling – The Swiss Army Knife in Your Leadership Tool Kit”

The SC SHRM Academy has been approved for 7.25 SHRM Professional Development Credits (PDCs) and 7.25 HRCI Business Credits.

Wednesday, September 20, 2017 8:00 a.m. – 4:30 p.m.

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



Margaret Morford

1st session: Are you worried about future talent shortages and turnover in your organization? Are you constantly concerned about retention and productivity? As the labor pool shrinks, employees will examine more carefully the organization for which they are willing to work and the people for whom they are willing to go the extra mile. More and more the type of management that exists within an organization will become the deciding factor for whether that organization will be able to retain its current employees and attract new ones. This presentation differentiates leadership skills from management characteristics and reveals the eight behaviors individuals must develop in order to become leaders in their own organization as well as create other leaders for that organization. This information will revolutionize your thinking about leadership and the way people need to be managed for the future.

2nd session: Since the beginning of time, human beings have employed story telling as a means to build a common sense of purpose among groups or communities as well as to illustrate complex concepts. When it is done properly, this powerful management tool can be used to increase teamwork and engagement, to motivate groups in a specific direction and/or make individual employees resilient when the mission or task becomes difficult. Learn how to use imagery to connect with employees and coworkers on a deeper, emotional level rather than just a conceptual one. Mine the most powerful aspects of your organization’s culture to fire up employees about your workplace and your mission. Learn to tell your organization’s story in a way that enhances your public image, demonstrates your organization’s ethics, creates a “next level” branding or marketing tool and attracts new clients, customers and potential employees.

Presenter: Margaret N. Morford

Margaret is CEO for *The HR Edge, Inc.*, an international management consulting and training company. Her clients have included Lockheed Martin, Chevron, Time Warner, Sara Lee Foods, Home and Garden Television, Roche, Nissan North America, HealthStream, Nationwide Insurance, Aegis Sciences Corporation, NAPA Auto Parts, Homeland Security, U.S. Treasury Department, New York Presbyterian Hospital (Cornell & Columbia Medical Centers), Domino's, Chimerix, Schneider Transportation, U.S. Marine Corps, Deloitte, Legislative Assembly of Ontario, Blue Cross Blue Shield, Vanderbilt University, Comcast, Intercontinental Hotel Group, National Institutes of Health, McKee Foods, Skanska, Fox Broadcasting, Schwarz BioSciences, Tractor Supply Company, Cook Medical, Fifth Third Bank, Verizon, Northwestern Mutual Life Insurance Company, SAS (computer software), The Nashville Predators national hockey franchise, Northrop Grumman, American Pacific Mortgage, Alliance Data, Miami University, Skogen Foods, Wells Fargo, The Peabody Hotel, The Hartford, TECO Energy, AmSurg, Quorum Health Resources, the U.S. Naval Nuclear Submarine Group and various local and state governments. Previous to owning her own company, Margaret was Sr. Vice President, Human Resources Consulting for a national consulting firm out of Winston-Salem, North Carolina. She has a BS degree from the University of Alabama and a JD degree from the Vanderbilt University School of Law. She has worked as an attorney, specializing in employment law as well as been Vice President of Human Resources for three large companies. She has written for *The Sunday New York Times*, is often quoted as a business expert in newspapers and magazines across the country including *Wall Street Journal*, *New York Times*, *Chicago Tribune*, *USA Today*, *MSNBC*, *CBS Money Watch* and *Entrepreneur* and appears regularly on local *ABC*, *CBS* and *Fox* television affiliates. She is the author of the business books, "Management Courage – Having the Heart of a Lion" and "The Hidden Language of Business – Workplace Politics, Power & Influence." She has served on the Board of Directors for various corporations and charities.

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CONFERENCE AGENDA

Wednesday, September 20th

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	Oceanfront Courtyard

Conference Attendees, Speakers and Exhibitors Are Invited!

You will not want to miss the networking outside with music, drinks and hors d'oeuvres.

Thursday, September 21st

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 Lisa DeVeaux, SHRM-SCP, SPHR – State Director	Atlantic 6-8
8:30 a.m. – 9:45 a.m.	Lee Rubin, Opening Session Keynote Speaker <i>The 5 Components of Extraordinary Teams</i>	

Lee Rubin is an emerging voice. His unique ability to understand and articulate winning principles with tremendous clarity and practical application makes him a highly sought after speaker and teacher. Lee is a frequent speaker and panelist at corporations and professional association conferences throughout the country.

Professionally, Lee has been a Human Resources professional with Fortune 500 companies across a variety of industries for nearly 15 years.

He holds a Bachelors Degree in Speech Communications, with a minor in Business from Penn State University. Rubin received a full athletic scholarship to play football for the Nittany Lions under the leadership of legendary coach, Joe Paterno. Lee emerged as a three-year starting free safety and also became a captain of the team. His academic and athletic success has provided a tremendous opportunity to understand and communicate winning strategies and principles.



9:45 a.m. – 10:15 a.m.	Break in the HR Exhibitor Hall	
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10:15 a.m. – 11:30 a.m.

Choose one of the following concurrent sessions:

LGBT: What Would The Fourth Circuit Do?

Atlantic 6

Chris Sorenson, Esquire, Haynsworth Sinkler Boyd

A focus on employer's legal obligations to address LGBT discrimination and harassment under Title VII, in conjunction with what guidance can be gleaned from a legal opinion from the Fourth Circuit Court of Appeals indicating how it might rule when faced with adjudication of a lawsuit brought by an employee involving LGBT discrimination or harassment, and how this area of the law is impacted by the President's Executive Order and other political occurrences.

Video Surveillance + Social Media in Workers' Compensation Claims

Atlantic 7

O. Shayne Williams, Esq., McAngus, Goudelock and Courie

This session will detail the use and admissibility of video surveillance and social media in workers' compensation claims. Included are examples from actual claims and a practical guide for the use of video surveillance and social media by employers and carriers in workers' compensation claims. The session will also demonstrate how this information can be used to potentially identify fraudulent claims.

How to Activate your Influence in the Workplace

Atlantic 8

Kim Smith, MHA, CEO – The Positivity Academy

There are three basic desires that most success driven leaders possess - self-worth, promotion and partnership. In essence, they have a desire to add value, be promoted, and be seen as a partner. The power to influence is the driving factor. A leader's ability to influence others directly impacts whether those desires are realized and optimal success is achieved. This presentation will learn of seven proven strategies to have meaningful influence in the workplace.

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

12:00 p.m. – 12:45 p.m. Buffet Lunch in the Oleander Ballroom (Lower Level)

1:00 p.m. – 2:00 p.m. General Session

Six Key Elements of an Effective Talent Acquisition Strategy

Atlantic 6-8

Elissa O'Brien, MBS, MS, SHRM-SCP, VP Membership – National SHRM

With U.S. unemployment at a historically low rate, the competition for talent is heating up, and companies are expected to face increasing competition for the best people to help them succeed. In this session, you will learn about current recruiting trends and how to develop an effective talent acquisition strategy with six key elements: 1) Workforce Planning 2) Brand Building 3) Sourcing and Recruiting 4) New Technologies 5) Comprehensive Onboarding, and 6) Use of Data Analytics.



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:

Walking the Plank: Effectively Dealing with Tough HR Issues

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

Atlantic 6

Like pirates (sort of), HR professionals must deal with challenging personnel issues every day, and how they handle them is key to avoiding legal pitfalls. During this interactive session, participants will learn how to recognize and defuse a variety of HR issues that arise, ranging from cell phones to substance abuse and much more.

Complex Leave Issues: Intersection of the ADA and FMLA

Mike Shetterly, Esq. Attorney, Ogletree Deakins

Atlantic 7

The ADA and FMLA continue to confound employers seeking to comply with the often confusing and complex requirements of both laws. This session will focus on both the employment and benefits aspects that emerge when an employee is on leave under the ADA, FMLA or both.

Attendees will learn the employment and benefits aspects of effectively managing a leave of absence in often-arising but more-complex situations.

“I Think I Heard What You Thought I Said!” Why Workplace Communications are Tough

Jim Fadell, President, Carolina Training and Assessments

Atlantic 8

Poor communication consistently ranks as one of the most common challenges in the workplace. Why? In this Session, we explore the components of communication and the impact of style and personality on communication effectiveness. Using a simple, yet powerful, approach to reading people, we arm ourselves with the knowledge and tools to build more effective relationships, resolve conflicts, and improve communication and productivity with our co-workers.

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:

Respect for Differences in the Workplace: Making the Case for Diversity and Inclusion

Val Boston, VP, Managing Principal, Boston and Associates, LLC

Atlantic 6

How do you help your leaders capitalize on the distinctive characteristics of every employee to keep them fully engaged, and contributing to your organization? Where is your organization on your D & I journey? Experience shows that most employees are capable of contributing at a higher level. However, many times obstacles to performance are caused by individual belief systems, organizational structure, and corporate cultures. These organizational obstacles are sometimes caused by leadership. To effectively engage leadership, it is imperative that all Diversity and Inclusion initiatives are linked to business imperatives. Equally important, we must “*meet them where they are*” in their understanding of the value of Diversity and Inclusion. This session will address the strategic approach required to engage leadership on the topics of Diversity and Inclusion.

Change Management and the HR Professional
Thyra White Austin, SHRM-SCP, SPHR, – President, TW Solutions, LLC

Atlantic 7

Organizational changes are occurring continuously. Human Resource professionals are facing rapid change, often times with multiple projects. This session will introduce the formal change methodology that can be used to drive a successful change initiative.

You will be given basic knowledge, skills and tools that can be applied to a current project, in addition to a change management plan that can be used to effectively manage change and enhance results.

Addressing Inappropriate Behavior in the Workplace

Nancy Grunnet, MS, RODP, - VP Org. Training and Development – First Sun EAP

Atlantic 8

Workplace leaders find it relatively easy to address performance matters that are measurable and objective: days late, number of calls, quality scores, total parts produced, number of errors, etc. However, what about someone's behavior? Is behavior part of who we are, our personality? Is it "fair game" to address or engage in progressive discipline efforts regarding behaviors that could be deemed annoying? Idiosyncratic? What is the best way to communicate to someone they are seen as negative, abrasive, not a team player or controlling? A wide variety of inappropriate behaviors in the workplace will be defined and addressed.

6:30 p.m. – 7:30 p.m.	Networking Night Cocktail Reception	Upper Pool Deck
7:30 p.m. – 8:30 p.m.	Buffet Dinner	Oleander Ballroom
8:00 p.m. - 11:00 p.m.	Pirate Networking with Entertainment by Big Time Entertainment	

Friday, September 22nd

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 6-8**

8:30 a.m. – 9:45 a.m. General Session

Flibustier and Freebooter Friday

Atlantic 6-8

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

Whether you're an Old Salt, First Mate or a Gunner, this session has something for you. Test your HR knowledge about important labor and employment laws, with help from your friends, during this popular session.

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

10:15 a.m. – 11:45 a.m. Closing Keynote

Chad Hymas – Unlock Your Treasure to Leave a Legacy

Atlantic 6-8

The Wall Street Journal calls Chad Hymas “one of the 10 most inspirational people in the world!”

Chad inspires, motivates, and moves audiences, creating an experience that touches hearts for a lifetime. He is one of the youngest ever to receive the Council Of Peers Award For Excellence (CPAE) and to be inducted into the prestigious National Speaker Hall Of Fame.

In 2001, at the age of 27, Chad's life changed in an instant when a 2,000-pound bale of hay shattered his neck leaving him a quadriplegic. But Chad's dreams were not paralyzed that day – he became an example of what is possible.

Chad is a recognized world-class wheelchair athlete. In 2003, Chad set a world record by wheeling his chair from Salt Lake City to Las Vegas (513 miles).

Chad's speaking career in the areas of leadership, team building, customer service, and mastering change has brought him multiple honors. As a member of the National Speakers Association, Chad travels as many as 300,000 miles per year captivating and entertaining audiences around the world.



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

Conference and Lodging Registration/Information can be found at: sc.shrm.org

Thank you to all of our sponsors and exhibitors!

SC SHRM State Council sc.shrm.org

Follow us during the conference  @scshrm.



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

The SC SHRM Academy has been approved for 7.25 SHRM Professional Development Credits (PDCs) and 7.25 HRCI Business Credits



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the activity. It means that this activity has met the HR Certification Institute's criteria to be pre-approved for recertification credit.



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

Reservations are to be made by using the link or calling 1-800-228-9290. The group reservation rate will be available until August 22, 2017 depending on availability. Attendees are responsible for their room, tax, and discounted \$5.00 Resort Fee. The reservations need to be cancelled 7 days prior to arrival to avoid being charged 1 night room and tax. Here is the reservation link you can use to make online reservations:

[Click here to book your group rate for SC Society for Human Resource Management-SCSHRM](#)