

## CONFERENCE At-A-Glance

### Sunday, August 15<sup>th</sup>

#### 12:00 pm – 1:15 pm Opening Keynote Session

**Johnny C. Taylor, Jr.,**  
Chief Executive Officer, Society for  
Human Resource Management

#### 1:30 pm – 3:30 pm Super Sunday Workshop

##### EMPLOYEE EXPERIENCE

###### **Balancing Workforce Culture & Modern Health Care Cost Control Strategies**

Kevie Mikus, SHRM-SCP, SPHR, Regional Leader, Human Resources & Compensation Consulting Practice, Gallagher

Alex Kreibich, ASA, Managing Director of Analytics Consulting, Gallagher  
Seth Friedman, Pharmacy & Health Plan Services Practice Leader, Gallagher  
Kevin Mattice, Area Vice President, Health & Welfare Consulting, Gallagher

In this post-pandemic world in which we live, a thriving workplace culture has never been more important in retaining key talent. At the same time, cost control measures are also vital. The cost of health care is typically the #2 or #3 spend in any organization; mitigating that spend is vital and HR is well-positioned to lead that charge. In this interactive session, we will:

- Identify trends in workforce needs
- Outline an approach to drive organizational wellbeing
- Chart a framework for solution identification and validation
- Walk through the 3 categories of modern cost control strategies
- Ensure that any strategies implemented align with an organization's unique goals and culture

#### 4:00 pm – 5:00 pm Concurrent Breakout Sessions (4)

##### BUSINESS MANAGEMENT & STRATEGY

###### **Measuring the Success of Diversity, Equity, and Inclusion Programs**

Dr. Patti Phillips, Ph.D., CEO, ROI Institute, Inc.

Discussions about diversity, equity, and inclusion are center stage in organizations and communities. The question is, why does it take video coverage of acts of social injustice to elevate its importance. The conversation about DE&I is not new, it's just that DE&I is a topic on which attention ebbs and flows. When inequities and bad behavior risk or damage individual or organizational reputation, microscopic focus ensues. When things seem to rock along smoothly, focus moves elsewhere.

##### EMPLOYEE EXPERIENCE

###### **Invisible Ink: The Psychological Contract and the Employee Experience**

Julie Develin, MSHRD, SHRM-SCP, Sr. Partner, HCM Advisory, UKG

Within the words written in invisible ink are important agreements between the employer and the employee that shape the relationship, thus affecting employee experience, productivity, satisfaction, and several other important metrics. If you work in HR—or if you manage people—you've entered a contract that is in effect from day one of the employment association. This contract is not written, and it cannot be seen, signed, or notarized. In this presentation we will discuss the concept of the psychological contract at work and explore the (often forgotten and misunderstood) exchange relationship that has a myriad of impacts from both the employee and employer viewpoints. Armed with different insights into the whys of employee behavior and reactions, you'll leave this session with an action plan to assist managers in building awareness, and you'll become familiar with the effect the psychological contract has on the workplace and the people in it!

##### TALENT ACQUISITION

###### **Are you Who You Say You Are?**

Chris Nichols, Vice President Marketing, endevs

Companies often get lost in "systems." We are always looking for the best or fastest method of getting work done. We often lose track of how that looks to our most valuable potential commodity,

our employees. When we consider our Employer Brand, we must look at our process from application to exit interview. Our retention efforts begin the moment a potential candidate arrives on our website. How we engage with our employees should be the same way we expect our staff to interact with our patients & customers, with care and understanding. This presentation explores how you can evaluate your department to determine if your company is supporting its talent acquisition and retention to maximum potential.

##### EMPLOYMENT LAW

###### **Effective Mediation – Tips from the Mediator**

Bob Boston, JD, Waller

I hope to share with the audience the subtleties of my 20+ years as a mediator and 30+ as an advocate in mediations in order for them to improve their odds of successful outcomes.

### Monday, August 16<sup>th</sup>

#### 7:30 am – 8:30 am Concurrent Breakout Sessions (6)

##### EMPLOYEE EXPERIENCE

###### **The Power of Targeted Employee Assessment**

Dr. Timothy P. Munyon, Ph.D., Professor / Managing Partner, University of Tennessee / Red Castle Human Capital

This session will discuss the utility of targeted employee assessment, which describes the collection of identifying information. I will contrast targeted assessment from anonymous assessment, discuss benefits and costs associated with each approach, and how HRM leaders can maximize benefits from the assessment process. Finally, I will conclude with a discussion on how targeted employee experience assessment can enhance performance, retention, and the customer experience.

## BUSINESS MANAGEMENT & STRATEGY

### **The ABCs of ERGs: Creating, Maintaining, & Sustaining Impactful Employee Resource Groups**

Julie Develin, Sr. Partner, HCM Advisory, UKG

The lines between our personal and professional lives have become increasingly blurred. Passionate, strong, and sometimes divisive social movements permeate our society, and change is constantly upon us all. In this environment, it has become increasingly important for employers to ensure a safe, equitable, and inclusive work environment for employees. Besides using traditional diversity initiatives, how can we accomplish this important goal? Join Julie Develin for a session that will explore ways that human resources professionals, business professionals, and people managers can work with organizational leaders to improve diversity and inclusion initiatives using Employee Resource Groups (ERGs). This interactive and thoughtful presentation will provide attendees with the tools and information needed to start or improve their ERG initiatives, avoid pitfalls, and achieve and maintain their success in promoting and maintaining diversity, inclusion, equity, and belonging at work.

## TALENT ACQUISITION

### **The Next Hiring Wave: Navigating the Labor Shortage, Compensation Demands, and Diversity**

Jay Denton, Chief Analyst, ThinkWhy

The job market has been on a major rebound this year, and record hiring numbers are projected in the U.S. for 2021. Still, the labor market is already incredibly tight despite millions of jobs that remain lost from the pandemic. The supply of workers is not meeting the demands of businesses, and talent acquisition and HR professionals are facing some of the most challenging times of their careers. Diversity is one of the most important topics in HR today, and this presentation will dive into some of the challenges and opportunities for meeting those goals based on the talent available in the market.

## EMPLOYMENT LAW

### **US Immigration Today and What to Expect Tomorrow**

David Jones, JD, Regional Managing Partner, Fisher Phillips LLP

The session will discuss the changes made to US immigration by the Biden administration and how those impact the current immigration landscape. It will provide guidance on how best employers can navigate these changes. Additionally, the session will

take a look at what we expect in the future and how those changes might impact employers.

## BENEFITS

### **Benefits Trends - Keeping Pace with Workforce Demands and Needs**

Sonia Osman, SHRM-CP, Senior Business Partner, Hanna Resource Group  
Angie Bailey, MBA, SPHR, CCP, Director of Business Development and HR Services, Hanna Resources Group

This session will provide education on how to keep pace with employee wants and needs.

## BUSINESS MANAGEMENT & STRATEGY

### **Proving the Value of Soft Skills**

Dr. Jack Phillips, Ph.D., Chairman, ROI Institute, Inc.

We all need soft skills. Whether leadership development, communications, team building, problem-solving, empowerment, critical thinking, or even mindfulness, soft skills are important and can drive significant value. The problem is executives haven't seen the value of the soft skills programs in terms they appreciate and understand. Consequently, they call these skills, Fluff. Soft skills programs should perform and deliver results just like other programs. If the program is designed to drive business impact, then it should drive business impact. From the impact, the ROI can be calculated. Professionals involved in soft skills programs must be prepared to step up to the challenge of showing the value of major programs and initiatives, not only when impact and ROI are requested, but ideally before the request is made. Five levels of outcomes exist for every soft skills program, which represents a chain of value (reaction, learning, application, impact, and ROI). The challenge is to decide which programs are evaluated at impact and ROI.

**8:30 am – 10:00 am**

**General Session**

### **Keynote Presentation**

#### **Jason Dorsey**

President of The Center for Generational Kinetics

**10:45 am – 12:00 pm**

**Concurrent Breakout Sessions (6)**

## EMPLOYEE EXPERIENCE

### **Talent and Culture in the Age of Uncertainty**

Dr. Kelly Reed, Ph.D., Managing Director, Lockton Companies

As the world of work rapidly changes and evolves, and we navigate 'the long tail of Covid,' it is more important now than ever for HR leaders to not just respond to current priorities once they become crises, but to also make time to anticipate and advocate for emerging future needs. Dr. Kelly will share research and trends from hundreds of HR executives around the Country that explores how talent and culture priorities and investments are shifting rapidly in the 'next normal.' The research will highlight the most pressing current and projected future workforce needs and what HR leaders can do to respond and prepare for these needs.

## BUSINESS MANAGEMENT & STRATEGY

### **How Can Data Help You Create a More Inclusive Work Environment?**

Dr. Fiona Jamison, CEO, Spring International

Businesses across the U.S. and around the world have been facing a long-overdue reckoning: Many have failed miserably at treating their employees of color fairly and equitably. If your organization wants to be a genuinely inclusive and diverse workplace, it must move beyond merely parroting the platitudes of empowerment and opportunity and respect. In this experiential, interactive session, together we will explore the benefits of a comprehensive, integrated diversity and inclusion initiative and discuss why a data-driven, strategic approach is a key asset in developing your program.

## BUSINESS MANAGEMENT & STRATEGY

### **Measure & Mitigate Risk Related to Implicit Bias**

Gwendolyn Tucker, Managing Partner, RIX International, LLC  
Cindy Ogden, President, FUEL it

Diversity is a source of an organization's strength, but bias can prevent us from realizing the full benefits of that diversity. The Implicit Bias Audit is designed to help HR Professionals measure implicit bias and create their strategic roadmap to mitigate risks related to it. In this session, you will discover a 5-step process to find, measure and address the unconscious biases preventing your organization from achieving your strategic goals and objectives.

## EMPLOYMENT LAW

### **FMLA Cases Presenting Cutting Edge Legal Issues: Are You Prepared to Defend Your Organization from Challenge to Your FMLA Administration?**

Tim Garrett, JD, Member, Bass, Berry & Sims

This presentation will discuss the legal and practical challenges to managing leaves of absence under the Family and Medical Leave Act (FMLA). Topics will include the difficulties with managing both foreseeable and unforeseeable leave, as well as continuous and intermittent leave needs. This presentation also will discuss practical ways that employers can address operational challenges by reviewing healthcare certifications, seeking additional certification and having interactive discussions with employees as they sometimes transition to needing extended leave as an accommodation.

#### **BENEFITS**

##### **Federal Benefits Education Helps Employee and Employer**

Frank Cardenas, Co-Founder, FEDlogic

FEDlogic helps employees navigate Federal and State Benefits. FEDlogic reduces healthcare costs for employees and for companies. By carefully navigating employees through complex federal and state programs it uncovers new options with great coverage and lower costs. It gives the employee the option to choose a government program and leave the health plan legally.

#### **EMPLOYEE EXPERIENCE**

##### **Using Team Based Work-Model to Promote Inclusivity and Engagement**

Tia Sydnor, PHR, Diversity and Inclusion Leader, Logan Aluminum  
Meghan Watkins, Talent Development Team Leader, Logan Aluminum

Founded in the early '80's, Logan Aluminum's culture and work environment were created in a very intentional and strategic way. Led by their guiding principles, these ten statements are embedded in the company's DNA and utilized in the decision-making process that takes a bottom-up approach. The forward-thinking principles served as the foundation for creating an intentional Diversity & Inclusion program that allowed for seamless integration into already established programs. Logan Aluminum's work environment is team-based and their employees are hired for how their diverse perspectives and experiences can contribute to the decision-making process, shape the future of work and help redesign how teams operate within the workforce. These intentional actions have led to lower than average industry turnover, higher than average employee engagement, employee longevity and financial success.

#### **1:45 pm – 3:00 pm Concurrent Breakout Sessions (6)**

#### **EMPLOYEE EXPERIENCE**

##### **Counting the Cost of Conflict**

Matt Milligan, Director of the Institute for Conflict Management, Lipscomb University

Workplace Conflict left unresolved results in wasted time, wasted opportunity, increased turnover and potential legal concerns.

#### **TALENT ACQUISITION**

##### **Consistently Recruit Superstars in Trying Times**

Scott Miller, MBA, President, Anteris Talent Advisors

Even in trying times, talent is the true difference maker in business success or failure. You need Superstars at all levels of your organization. Unfortunately, many organizations suffer from broken or archaic talent acquisition processes that in today's market, drive Superstars away. Given that today's job market is in unprecedented territory, companies need to ensure they are properly equipped in the War for Talent. Consistently Recruit Superstars in Trying Times provides 12 strategic areas to reliably identify and recruit the top echelon of talent across all levels of the organization.

#### **EMPLOYMENT LAW**

##### **Is Everyone Able to See my Screen? Minimizing Employer Liability for a Remote Workforce**

Jeffrey M. Beemer, JD, Member and Practice Group Chair - South Region, Dickinson Wright

Of all the phrases with staying power from 2020, remote workers probably heard 'Is everyone able to see my screen?' just as much as 'I think you're on mute.' Although workplaces across the country are re-opening, many companies are adopting remote work or a hybrid model on a permanent basis. Other companies that are ready to resume in person work are hearing from employees who want to continue working remotely for a better life/work balance. Companies that make remote work permanent must be prepared to spot legal issues that may arise in the 'new normal.'

#### **BENEFITS**

##### **New Trends & Legislation in Retirement Plans**

Zach Hurst, CFP, AIF, Vice President, The Trust Company of Tennessee

Adam Davies, CFA, RPA, Vice President, Retirement Plan Services, The Trust Company of Tennessee

The Biden Administration is exploring potential changes that could drastically change the retirement plan space. New legislation is currently being discussed and The Trust Company of Tennessee will be on hand to provide important updates to Plan Sponsors and those who work with their company retirement plans. In addition, The Trust Company of Tennessee will update the group on current trends in the retirement space and best ideas for Plan Sponsors.

#### **COMPENSATION**

##### **Demystifying Compensation**

Scott Kelly, PHR, CCP, Vice President Compensation, LifePoint Health

All too often HR practitioners feel uncomfortable, apprehensive, or downright baffled by compensation. We get confused by complicated pay systems that don't clearly support organizational objectives. This session will help you connect compensation tools and tactics to business strategy and offer practical advice to deploy programs that you and your colleagues can understand.

#### **COMPENSATION**

##### **Total Rewards Strategies: Post COVID-19**

Tanya Hart, SHRM-SCP, Executive Vice President, Total Rewards, First Horizon

The disruption due to COVID-19 has led many organizations and employers to think differently about their total rewards offerings. This has made thought leaders in the total rewards space create more innovative solutions for the following:

- Remote work to include an expanding geography
- Retention and Recruiting strategies
- Innovation Total Reward offerings
- How to adequately pay for performance
- Mergers and Acquisitions
- Change Manage approach

#### **3:45 pm – 5:00 pm Concurrent Breakout Sessions (6)**

#### **EMPLOYEE EXPERIENCE**

##### **The Future of Work, Jobs and Skills**

Lia Santos, Principal, Mercer

As organizations simultaneously weigh cost containment with the need to reshape for the future of work, leading organizations are taking a fresh look at their employees by seeing their people as skills and not job functions. Skills are

speed. They are the means by which companies can move talent rapidly to the most pressing needs and stay relevant. Wrapping our heads around all of this can feel overwhelming. Addressing all of these areas and consistently communicating progress to your employees can Enhance the Value Proposition for employees and Unleash the Value of the Internal Labor Market for your organization.

## BUSINESS MANAGEMENT & STRATEGY

### Reflect on Biases to Redefine DE&I

Debbie Radish-Respass, MBA, NCC, ACC, CEO; Executive/Leadership Coach and Business Consultant, Invisible Horizons Coaching and Consulting

The greatest oversight on many initiatives is focusing only on the end goal and failing to provide for development of the new mindsets, habits, and behaviors required to get those initiatives off the ground. The first step in creating a successful DE&I program is uncovering our personal Unconscious Biases. Understanding and recognizing these biases provides a path toward improved communication and relationships. It directly impacts how we learn, connect, grow, and lead!

## COMPENSATION

### Beyond Pay for Performance

Pamela Carney, Tennessee Regional Director, Member Services, McLean & Co

Performance management has changed to match the cadence of today's operating environment, yet the approach to annual base pay increases and bonuses has largely remained the same. Traditional pay for performance - where performance ratings dictate annual salary increases and bonuses - hasn't evolved along with the changing workforce and nature of work. Organizations need to revisit their objectives for providing annual salary increases and bonuses, and then design an approach that fits their needs and context.

## COMPENSATION

### Creating A Culture of Wellness and Total Rewards

Lucas Stinson, Sr. Analyst, Total Rewards, JetBlue Airways

Lucas Stinson will share how JetBlue created a culture of wellness and integrated physical, financial, and emotional wellness support programs for their Crewmembers and their families. This was done by:

- Reviewed utilization of current wellness programs, population health risks, employee feedback from wellness survey
- Created a Wellness Advisory Team to brainstorm, vet, and provide input and feedback related to benefits and wellness initiatives at JetBlue
- Partnered with JetBlue Technology Ventures to explore start-ups and technologies in the wellness space

## EMPLOYMENT LAW

### What Does Retaliation Really Mean in the Workplace? A Review of Recent Court Cases and Best Practices to Help Clarify this Critical Issue

Stephanie Chavez, JD, Associate, Littler

This presentation will focus on employer considerations related to incorporating applicants with criminal records into the workplace. It will discuss relevant state and federal laws, including "Ban the Box" laws, Title VII, and the Fair Credit Reporting Act, and it provides best practices for avoiding negligent hiring and vicarious liability claims.

## TALENT ACQUISITION

### Great Talent Doesn't Find Itself (and Sometimes Doesn't Want to Be Found)

Matthew LeBlanc, Talent Acquisition Program Manager, Microsoft

With the market for top talent being hotter than ever and hiring managers being more demanding for what they 'need' in a new employee there is a definite need to 'level up' the process of uncovering, engaging, and getting talent involved in the hiring process. Great Talent Doesn't Find Itself (and Sometimes Doesn't Want to Be Found) is a deep dive into best practices that can be easily implemented to drive success in getting the right talent at the right time to hiring teams. Topics covered include: Sourcing tips and tricks that allow for effectively finding and landing top talent in a competitive market. Easily built homegrown tools to enable the hitting of the 'easy' button when it comes to uncovering and engaging with talent. Equipping hiring managers to be talent acquisitions best ally in uncovering and engaging with

## EMPLOYEE EXPERIENCE

### Enneagram Model for Building High Performing Teams

Benjamin Papa, JD, ACC, Learning and Development Consultant, Enneagram Solutions, LLC

The Enneagram is a fascinating ancient wisdom system that has been fully integrated with the best of twenty-first century thinking around professional and organizational development. The combination provides HR and other business leaders with a highly targeted and efficient path for growth and change, especially for teams. This workshop provides HR and OD professionals with a clear roadmap for how to build and support high performing teams that are individually and collectively self-aware, collaborate optimally, and are highly engaged with each other and with the organization's business goals.

## BUSINESS MANAGEMENT & STRATEGY

### Identifying Substance Use in the Workplace and How to Handle It – A Panel Discussion

Moderator: Heath Loyd,

Panelists:

Dr. Stephen Loyd

Fred Bissinger

Paul Trivette

This presentation is focused on three components: (1.) Identifying substance use disorders in the workplace; (2.) Ensuring employees have access to treatment and the benefits of treatment versus termination; and (3.) Legal issues surrounding employers from an employee, treatment, and recovery standpoint. Dr. Stephen Loyd previously served as the 'Opioid Czar' for the TN Department of Mental Health and is now the Chief Medical Officer of Cedar Recovery. He is a renowned expert on the field of addiction and addiction treatment. Dr. Loyd will present on the indicators and signs of substance use in the workplace. Paul Trivette will present the benefits to a company of sending employees through a treatment /recovery program and Fred Bissinger will present on the legal aspects of substance use in the workplace. The moderator will direct questions towards the three speakers and allow for a QA from the audience.

## TALENT ACQUISITION

### The State of AI in Talent Acquisition; Separating the Hype from the Reality

Prem Kumar, Chief Executive Officer, Humanly

Recruiting requires heavy lifting, and there's no denying that various forms of AI (such as machine learning, a subset of AI) and automation are playing

**Tuesday, August 17<sup>th</sup>**

**8:30 am – 9:30 am**

**Concurrent Breakout Sessions (6)**

much bigger roles these days for hiring teams. AI can help bring exponential efficiency and equity to strengthen the process if wielded in the right way. That said, with great opportunity comes great hype. This session is focused on applying a practical lens to introducing technologies like AI to human-driven processes in hiring. Everyone will leave this session with a clear framework around how to evaluate if AI in Talent Acquisition is right for your organization.

## EMPLOYMENT LAW

### The Latest Legal Trends in Harassment and Workplace Bullying Lawsuits

Mary Leigh Pirtle, JD, Member, Bass Berry Sims

As employers continue to strive to reduce harassment in the workplace and cultivate a healthy workplace environment, it is important to be mindful of trends occurring throughout the broader legal landscape and in other industries. In this presentation, we will examine recent lawsuits related to harassment and bullying in the workplace and identify trends that should be top of mind for general counsel and human resources professionals as you make efforts to mitigate risks within your own company culture.

## BENEFITS

### Big Bad Retirement Plan RFP

Jeanne Fisher, CFP(R), CFPA, Financial Benefit Consultant, Strategic Retirement Partners

Are you not quite satisfied with your retirement plan? Maybe service has been sub-par, or your advisor hasn't been proactive the past year? Many plan sponsors are starting to question their plan fees, providers and services. This session will bust those RFP myths and provide a step-by-step guide for reviewing your plan. From a simple benchmarking of plan fees and expenses to a full blow Request For Proposal and conversion. We break down the must-do's and please don'ts of evaluating your plan.

## TALENT ACQUISITION

### Get ready! Succession Planning Now Starts with College Relations Recruiting!

Dr. Kathy Tuberville, Faculty Director of the Avron B. Fogelman Professional Development Center, University of Memphis  
Dr. Trish Holliday, SPHR, SHRM-SCP, Ed.D., Director, Holliday Kenning

Talent challenges continue to become more complex—finding the right talent and keeping that talent is a top priority in organizations today. Who would have

thought that we have to be highly strategic with our college recruiting? Well, savvy HR professionals recognize the potential that internship programming can bring to your talent acquisition efforts. Did you know that approximately 63% of US companies convert their internships to full-time hires? And the retention impact of these hires is critical to an effective talent development effort. This session provides participants with innovative programming recommendations to maximize the investment into early entry talent so that those 'new hires' become engaged with the organization for long-term retention efforts.

10:45 am – 12:00 pm

## Concurrent Breakout Sessions (6)

## EMPLOYEE EXPERIENCE

### Building a Competency-Based Career Framework for the Future

Paul Droubay, SHRM-SCP, SPHR, CEBS, Vice President, Total Rewards, Western Governors University

Join us to hear more about how Western Governors University, one of the nation's largest institutions of competency-based higher education, is building a framework to provide employees a rewarding career experience that is personalized, accessible, and aligned to their unique talents. We will learn more about WGU's journey to create and implement a skills-denominated job architecture for the future, highlighting applicable techniques, strategies, and key insights using a case study approach.

## BUSINESS MANAGEMENT & STRATEGY

### Fierce Questions: Getting Answers from the Inside Out

Dayle Savage, EdD, PCC, ACC, Executive Leadership Coach and President, spiralearning, LLC

Talent development is an inside job. And we know that this development and growth is critical to our organizations today. As HR leaders, we want to produce an environment where we can support the managers, directors, and C-Suite we serve. Whether our organizations are growing, holding steady or uncertain, how do we stimulate a level of enthusiasm, persistence and curiosity for the goals set by the organization? How do we engage in meaningful and productive conversations? How do we know we have all the information we need to make the best decisions? We work from the inside out. In this session, we will explore the Focused Conversation framework first introduced through the Institute of Cultural Affairs in 2000 and

proven to guide teams through hundreds of meaningful conversations with structured questions.

## TALENT ACQUISITION

### Genesco's Employment Brand Journey

Becky Barbarick, Senior Director of Talent, Genesco  
Mack Adam, Executive Vice President, Chief Talent Strategist, NAS Recruitment Innovation

Grab a front row seat to learn about Employment Branding and how Genesco Inc., a Nashville-based, leading specialty retailer of branded footwear, licensed and branded headwear, and wholesaler of branded footwear, redeveloped their Employment Brand.

This session will begin with a macro discussion of Employment Branding. Understand why Employment Branding is important and the methodology necessary to develop an authentic and compelling messaging platform. This will be followed up with the real-life Case Study of how Genesco was able to transform their brand story and bring it to life. The audience will be engaged, challenged and leave with ideas that can impact their organization immediately.

## EMPLOYMENT LAW

### ADA Legal Update: How Are Courts Defining Disabilities and Assessing Undue Hardship?

Fred Bissinger, JD, Member, Wimberly Lawson Wright Davis & Jones, PLLC

The ADA presents employers with an ever-evolving and complicated set of issues with which to grapple. This session will focus on several of the most challenging disability-related issues employers are encountering, including 'COVID long-haulers,' increased mental health issues, and increased substance abuse/addiction issues. As we work through the COVID pandemic and attempt to navigate a successful return to work, some employees will inevitably struggle with this process and employers will need to be prepared for same. Some of the issues are directly related to COVID (e.g., exacerbated pulmonary issues, immune function disorders, etc.). Other issues are indirectly related to the COVID pandemic - increased instances of depression and anxiety disorders, as well as corresponding substance abuse and addiction issues. Together, these issues present complicated leadership, management, and legal issues that employers will need to carefully navigate in a regulatory environment that is inevitably going to become much more pro-employee as the Biden Administration gets up to speed.

## BENEFITS

### How to Get Employees to Fall in Love - With Your High Deductible Health Plan and Health Savings Account

Joe Deyo, Director of Group Benefits, Zander Insurance

This presentation highlights the latest trends and best practices for offering High Deductible Health Plans and Health Savings Accounts. Love them or hate them – HDHP plans and HSA's are here to stay. With proper design and teaching these plans can become a favorite for more employees than ever before. We will cover the history of HDHP plans, best practices to consider, common pitfalls to avoid, Health Savings Account (HSA) do's and don'ts, recent legislative updates, tools and tips for employees, communication ideas, other benefits to offer around the HDHP, and what the future holds. Attending this fast-paced presentation will give you the tools to ensure that High Deductible Health Plans and HSAs offered to employees are designed and presented correctly.

## COMPENSATION

### COVID-19 Panel - The Good, The Bad and The Ugly. What These Top Compensation Managers Learned from COVID-19

Moderator: Jeanne Fisher, CFP(R), CFPA, Financial Benefit Consultant, Strategic Retirement Partners

Panelists: Phillipia Pundor, Director, Global Executive Compensation, Nissan

Jason Roberson, VP, HR Operations and Employee Services, Delek  
Stephanie Emhoff, CCP, CSCP, Director Compensation, Asurion

As with everything else, COVID-19 absolutely rocked the compensation landscape for employers. While some companies boomed, others busted. Here from some of Tennessee's top compensation managers on what went well, what went wrong and how they see the future of compensation changing.

**12:00 pm – 1:30 pm**  
**General Session**

### Keynote Presentation Coretha Rushing

Veteran HR leader, executive coach, keynote presenter

**1:45 pm – 3:00 pm**  
**Concurrent Breakout Sessions (6)**

## BENEFITS

### Connecting Health & Wealth

Nicholas 'Nick' Carel, VA Health/Life/Annuities License and HSAe, Regional Sales Director, Mid-Atlantic, HealthEquity

Two of the biggest financial budgetary challenges facing Americans are the rising costs of health care and saving enough for retirement. Employers do what they can to help, but face the same challenges. This session explores HSAs as a solution to America's healthcare and retirement savings crises. As healthcare and insurance costs continue to climb, American families are often forced to choose between covering current healthcare expenses and saving for retirement. Healthcare costs are also one of the biggest burdens on savings in retirement. HSAs provide a solution to these connected issues. When paired with the retirement plan, the triple-tax advantages of HSAs allow employees to both lower their healthcare costs today and be better prepared to cover those costs in retirement.

### BUSINESS MANAGEMENT & STRATEGY Presenting Problem or Root Cause? Think Like a Consultant

Jessica Prater, PHR, Principal Consultant, Prater Consulting

Imagine a stakeholder brings you a compelling issue with what seems like a straightforward solution. What's your first reaction – do you dive right in or take time to dig further? Most problems are far more complex than they initially seem. No matter your role, bringing a consultant mindset can increase effectiveness, prevent rework and lead to gains that impact the bottom line.

## TALENT ACQUISITION

### Candidate Experience: What Do They Really Want?

Jessie McClure, M.A., Consultant, Hogan Assessments

In areas where pandemic restrictions are easing, estimates suggest that as many as one in four workers is considering quitting and searching for a new job. Coupled with the ongoing, intensifying worker shortage, this underscores the need for companies to be competitive to attract the best job candidates. Unsurprisingly, companies are focusing more than ever on creating a positive candidate experience to make their brands more attractive. Many make bets that flashy technology and a gamified assessment process will create a better experience than more traditional approaches to candidate evaluation, but do technology and games really improve

the candidate experience? What do candidates really want?

## EMPLOYMENT LAW

### New Challenges and Risks for Employers in the Age of Cancel Culture

Kenneth A. Weber, JD, Baker Donelson

Cancel culture is a concept largely developed by social media to describe a person or organization that is publicly ostracized. Recently, cancel culture has crept into the workplace in some unexpected ways, including workplace investigations and lawsuits over very public terminations. Join us for a conversation about what the law has to say about cancel culture.

## BENEFITS

### A Day in the Life of an HR Professional: Panel Discussion with TN HR Executives

Daniel Risen, Business Development Executive, OneDigital Health & Benefits

What does a Human Resource person do all day? Every HR professional knows there's no such thing as a 'typical' day at the job, especially with all the new workplace complexities that have emerged over the past few years. Join us as we interview various HR leaders from Tennessee organizations. These leaders will provide a glimpse into some of the latest HR trends and strategies they are using to build a sustainable workplace culture over time.

### BUSINESS MANAGEMENT & STRATEGY Mastering Change: The Fast Track to a Seat at the Table

Donna Griggs, CEO/Founder, Propel Change Global

If you're an HR professional with your sights on a senior leadership position, it's not enough to have a seat at the table. For your voice to be heard, you must speak the language of the table. How do you do that? In Supercharge the Delta: Reserve Your Seat at the Table, we will address questions that keep HR leaders up at night: Why won't they listen to me? Prepare to be respected and valued by your C-suite like never before. Discover the three most common reasons HR leaders aren't taken seriously by senior management and discover the one thing you can do that can set yourself (and your HR organization) apart as more than just another expense line item.

**3:30 pm – 4:45 pm**  
**Concurrent Breakout Sessions (6)**

**BUSINESS MANAGEMENT & STRATEGY**

**Strategic Commitment to DEI**

Vinitia Mathews, Chief Diversity & Patient Experience Officer, LifePoint Health

During this session, the audience will hear about LifePoint Health's strategic commitment to diversity, equity and inclusion (DEI). They will hear about the factors that led LifePoint down this path, progress made thus far and what LifePoint intends to do next. The audience will hear about LifePoint's learnings, specifically suggestions about what to do, and what not to do as they embark on their own DEI journey.

**BUSINESS MANAGEMENT & STRATEGY**

**How to Build Better Leaders**

Mack Munro, Founder/CEO, Boss Builders

Effective managers are the key to any organization succeeding. Strategic leaders are necessary if you are looking to bring a strategic edge to your organization. Transforming successful managers into strategic leaders through training and development is a key component. This presentation will show you how to build the basic skills of your managers and then transform those managers into successful leaders that operate with a strategic, value-added, success-based, and personal and professional growth-minded focus. The outcome will be organizational leaders who are more effective and a workforce that is motivated, educated, and turns over infrequently.

**TALENT ACQUISITION**

**Leveraging Agile and Scrum for High-performing Talent Acquisition Teams**

Chris Stanzione, Managing Partner, 360 Agile Talent

Organizations looking to increase their recruiting effectiveness typically struggle with inefficient recruiting models due to competing priorities, shifting business needs, heavy workloads, and talent shortages. By aligning Agile principles to customer needs, recruiting and HR leaders can maximize the effectiveness of a successful recruiting program and better align with key stakeholders and increase their company's hiring velocity. In this session, participants will learn to apply Agile for HR philosophies to a recruiting framework to increase speed to hire and successfully align recruiting activities with their business stakeholders. Specifically, they will learn to apply the Scrum Recruiting

framework to their own open jobs and reimagine the ways in which they can work more closely with their hiring managers. Finally, participants will be able to stand up a pilot Scrum Recruiting process within a few short weeks and see how effective their recruiting becomes.

**EMPLOYMENT LAW**

**Employee Handbooks 2021: Including Strategic Policies to Strengthen Legal Defenses to Employment Claims**

Maury Nicely, JD, Evans Harrison Hackett PLLC

A well-drafted employee handbook can be a valuable tool which outlines for employees the policies and procedures to be followed in the workplace; provides supervisors and managers with a framework for making employment-related decisions; and confirms the organization's compliance with legal standards in a manner which will assist strategically in the defense of employment claims. It is not uncommon, however, for employers to simply copy-and-paste employment policies that are found on the Internet, and in those cases where the document is not simply left to gather dust on a shelf, very little thought is given into the review and revision of the handbook after its creation. In this session, we will discuss a thoughtful, considered approach to the creation and revision of employee policies and handbooks in a way that will maximize their value for the employer, both on a daily basis and in the event of employment litigation.

**BENEFITS**

**Beyond Benefits: Bundle Up Savings and Satisfaction**

C.J. Stimson, MD, JD, Chief Medical Officer of the VUMC Employee Health Plan, Vanderbilt Health Employer Solutions

Finding cost-effective healthcare benefits that improve health outcomes while lowering out-of-pocket costs for employees can feel like an overwhelming search for every employer. This presentation will showcase real data and the latest results on how the program lowers costs and improves health outcomes, even for some of the costliest health conditions and have a discussion on the one model's built-in efficiencies and explain how the transparent, predictable pricing structure benefits employers and employees alike.

**COMPENSATION**

**Compliance Considerations for a Remote Workforce**

Shari Simpson, SHRM-SCP, MBA, MHR, Paylocity  
Katie Brown, Benefits Manager, Paylocity

An estimated 14 million to 23 million Americans will relocate to a new city as a result of remote work. That's between 6.9% and 11.5% of all U.S. households. While a permanent remote work policy can be a helpful talent acquisition and retention strategy, employee relocation and remote work complicates compensation and compliance. To ensure your payroll practices are ready for the modern workplace, HR needs to lean on technology and trusted partners. A thorough and well-communicated policy is key to compensating employees fairly and staying compliant.

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**Wednesday, August 18<sup>th</sup>**

**7:30 am – 8:30 am**  
**Concurrent Breakout Sessions (4)**

**BUSINESS MANAGEMENT & STRATEGY**

**A Framework for Alignment & Excellence**

Tamera Fields Parsons, President & CEO, The Tennessee Center for Performance Excellence

How can asking A LOT of questions result in alignment, integration, and excellence? This session will introduce participants to the Baldrige Framework for Excellence as a pathway to create alignment, engagement, efficiency, and integration within a work unit, department, or across an organization. Topics covered include: Customer Focus, Leadership, Strategy, Operations, Workforce, and Measurement Analysis.

**TALENT ACQUISITION**

**2nd Chance Hiring to Fill Your Positions Faster**

Teresa Katubig, CPA, CPP, PHR, President & CEO, HireLevel

Everyone is talking about diversity inclusion, but what are the actions you are taking to incite change in your workforce? In this session, learn what you need to know about reducing barriers to employment and mitigating risk and gain understanding of how hiring formerly justice involved people can decrease time to fill open positions and increase retention. Have you ever considered getting rid of your blanket no felony policy? Do you already

provide employment opportunities for people with criminal records? Find out why you should choose to hire and learn how to lay the foundation for a 2ndChance Hiring Initiative at your company.

#### EMPLOYMENT LAW

##### **Off Duty Social Media Conduct: When Can an Employer Lawfully Take Action?**

Luther Wright, Jr., JD, Of Counsel,  
Ogletree Deakins

The exploding growth of social media platforms has significantly changed the way people communicate at home and at work. Not only has social media changed the way we communicate, but it has also created opportunities for employees to share intimate details about their lives that sometimes impact their employers in negative ways. This presentation will discuss issues created when employees use their personal social media accounts will off duty in ways that can open their employers to possible legal issues. This discussion will include social media use policies that employers adopt to help control use and how they can pose legal issues if poorly written or administered.

#### COMPENSATION

##### **What is Fair Pay?**

Dr. John Boutwell, SHRM-SCP,  
Consultant, Boutwell, LLC

"What is Fair Pay? The subtitle for this presentation is: removing the mystery out of creating pay equity in your organization. There are three parts to this presentation with the first reviewing historical events, economic, and legislative milestones (since 1900) impacting the current pay landscape. In this session, an overview of the steps necessary to determine and document a compensation system that pays all employees fairly is covered in the second part. In the last section a review of fair pay issues impacting employers is given with emphasis on pay equity for women. Government contractors are included in this review.

**8:45 am – 9:45 am**

**Concurrent Breakout Sessions (4)**

#### EMPLOYEE EXPERIENCE

##### **The Evolving World of Leadership: How to Adapt to Changing Culture**

Dr. Brian Wade, Founder and CEO,  
Strategic future

The world in front of us is radically different than the world behind us. As the world changes, generation gaps widen and face of business evolves, the need for leaders to understand the

times and know how to adapt becomes imperative. The fact is most of today's leaders were trained for a world that is disappearing. Thus, the need for leaders to evolve and adapt to the changing business environment. 60% of younger employees are currently looking for new employment opportunities. 29% of Millennials consider themselves engaged at work. 43% know what their coworkers are expected to do at work and view that as negative. The problem, however, is not that the world is changing, but what to do about it. In this session I will discuss what leaders need to do to evolve with a changing culture to engage their employees, build a high-performing team and attract and retain talent.

#### BUSINESS MANAGEMENT & STRATEGY

##### **HR Stands for Highest Return**

Bill McCleskey, Founder & CEO, Mitech Partners, LLC

This presentation dives into how HR Professionals can maximize 3 different resources in order to meet company and personal objectives without burn out. The three resources outlined in the session are time, team and continuing education. By consistently sharpening how these resources are used, HR Professionals are constantly putting themselves in a growth mindset to advance and benefit those around them.

#### BUSINESS MANAGEMENT & STRATEGY

##### **Play Defense Against Unions**

Scott Medsker, AVP, Labor & Employee Relations, HCA

For years, employers have focused on a strategy of union "avoidance" but, all too often, those strategies involved basic education and hoping that a union will target another employer. Hope, however, is not a strategy, particularly when so many workforces have been through an incredibly difficult and uncertain time in the past 18 months. In this environment, employees can be easily tempted by a union's promise of collective power that will improve their workplace. In this session, participants will learn the newest tactics unions are employing, both in traditional organizing and in corporate campaigns, including an increased focus on social media and social justice. Participants will also learn how to "play defense" against unions, first, by having a good "offense" that promotes employee relations and a positive culture and, when necessary, by effectively responding to a union's targeted campaign.

#### BUSINESS MANAGEMENT & STRATEGY

##### **Advance Your Career with SHRM**

##### **Certification**

Tiffany Brown, Certification Specialist,  
Affiliate Operations, SHRM

Are you interested in ramping up your HR career by earning your SHRM-CP or SHRM-SCP? Attend this session to learn about starting your SHRM Certification journey! This presentation will inform you of what to expect before, during, and after the SHRM Certification exam process. You will have an opportunity to hear from your peers who've obtained their SHRM credential and gain helpful test-taking tips and suggestions on how to do your very best on the test!

**10:00 am – 11:00 am**

**Concurrent Breakout Sessions (4)**

#### EMPLOYMENT LAW

##### **Sword or Shield? How Depositions Can Break or Make Your Defense in Court**

Megan Sutton, JD, Shareholder, Baker Donelson

Every HR professional and in-house counsel understands that part of the job is to help your organization defend against lawsuits by employees. Oftentimes, this means attending depositions or being deposed yourself. In an employment lawsuit, HR professionals are often the company's most important witnesses. During this session, we will take an in-depth look at how depositions can break or make your defense in court.

#### BUSINESS MANAGEMENT & STRATEGY

##### **Mini MBA - How Your Company's Intangible Value Grows the Stock Price**

Bennett Phillips, Partner, Advantage Performance Group

In this session, leadership development consultant and business simulation expert, Bennett Phillips will facilitate a discussion about how all of us can maximize the market value of our companies by thinking and acting strategically. Just about every company is worth several times more than its tangible assets alone, but how can we calculate and measure the intangibles that make up the rest of the value? This session is designed to answer this question, and to give all participants a plan for identifying the intangible value and how they can personally maximize in their team, their company, and their individual career. We will explore several well-known companies and how their intangibles compare to tangible assets (including one company whose stock price is based on 97% intangible value). Then we will explore how to

calculate this for your own company, and what you can do to impact it.

## EMPLOYMENT LAW

### Expansion of Employment Discrimination and Harassment Abuse Laws: What You Need to Know About Transgender, Sexual Orientation and Gender Identity as Legally Protected Classes

Emily Mack, JD, Partner, Burr & Forman LLP

In 2020, the US Supreme Court ruled in Bostock v. Clayton County that Title VII of the Civil Rights Act of 1964 protects LGBTQ individuals from employment discrimination. Recognizing this new protected class of employees requires employers to review their policies, procedures, and ultimately company culture. However, Tennessee state laws do not currently prohibit discrimination on the basis of sexual orientation or gender identity. These conflicting authorities make it difficult for employers to manage protections for their employees. This program will review the state of LGBTQ protections after Bostock, the interplay of federal and state protections (or lack thereof), and provide practical takeaways for employers for navigating LGBTQ issues in the workplace.

## BENEFITS

### The Next Era of Healthcare Innovation

Jennifer Donaldson, Director of Innovation Channel Development, Humana

2020 was a year of big changes as it related to healthcare delivery driven by Covid with one of the biggest changes was in virtual care. 2020 saw an over 4000% increase in the use of virtual care. Now that we are more than halfway into 2021, how have consumer adjusted as in person care is back to the norm and what are consumer expectations for the future and does this expectation vary by generationally differences. In this session we will dive deep into the next era of technology and how technology will continue to shape the advancement of virtual care delivery. It will review how virtual care has permanently expanded access to providers and how should expect this to continue to evolve into specialty areas of focus such as diabetes management, mental health, and physical therapy.

## 11:15 am – 12:15 pm Legal Super Mega Session

## EMPLOYMENT LAW

### Ask the Attorneys Panel

Moderator: Meg Sutton, JD

Panelists:

Luther Wright  
Fred Bissinger  
Emily Mack  
Jeff Beemer  
Tim Garrett or Mary Leigh

## 12:15 pm – 12:30 pm Grand Prize Awards

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