

# Human Resources Management Conference

Bringing Inland's HR Management Conference to your workplace next week!

## Managing human resources in an uncertain environment

Presenting a virtual conference with an agenda that tackles the vital workplace issues of the moment, including the many uncertainties about the employment climate under a new administration—while looking to the long-term requirements for sustainability in this always-changing industry.

### Tuesday, May 16

All times are Central Daylight Savings Time

#### 10:00 - 11:00 A.M.

#### **Ca-ching! Hiring, Retaining and Motivating Sales Leaders Who Produce Results**

This session will guide you through the entire process of assembling high-achieving sales leaders, from the questions each organization must ask itself before hiring anyone to the ongoing process of keeping salespeople motivated. You'll learn how to hire based on your organization's core competencies, and how to map those to your sales process.

Among the topics covered: Giving sales management the tools needed to assess candidates; how to on-board new hires with leadership, mentorship and culture; the coaching tactics that achieve the highest potential from sales teams; and how to motivate salespeople based on personal preferences, experience and team dynamics.

By the end of the session, you'll know how to direct all this development of sales leaders back to your organization's KPIs. Presented by Charity Huff, Managing Partner, Maroon Ventures

#### 1:00 - 5:00 P.M.

This is one, 4-hour webinar with five segments. There will be a 15 minute break

#### **HR Legal Briefing from Seyfarth, Shaw LLP**

Seyfarth Shaw's expert labor and management-side attorneys lead a deep dive into the many legal and compliance issues facing newspaper human relations professionals. Their invaluable counsel will undoubtedly save attendees from numerous legal entanglements, headaches—and bills.

#### 1:00 - 1:45 P.M.

#### **The Trump Administration and Hot HR Issues Keeping You Up at Night**

Topics include a high level review of issues on EEO, DOL, NLRB, independent contractor/joint employer and other non-traditional employment models, the gig economy and the new EEO harassment policies and practices guidance. Presented by Camille Olson, Partner, Seyfarth Shaw, LLP

#### 1:45 - 2:30 P.M.

#### **Health Care Update and What's Ahead**

Presented by Ben Conley, Partner, Seyfarth Shaw, LLP

### What is a Virtual HR Management Conference?

**Format:** This conference will be a series of six webinars covering 11 sessions, including six Legal Update sessions of invaluable briefings by Seyfarth Shaw LLP attorneys. These six webinars led by expert presenters will take place Tuesday - Thursday, May 16-18. Just as with Inland webinars, attendees will receive the PowerPoint presentations and Inland Key Takeaways.

**How to attend:** You need only register once for the entire conference. You'll receive a link to the webinars and can follow the presentations on any computer.

**Who should attend:** Your human resources professionals, obviously. But as you see from this agenda, several sessions have broad applications throughout a newspaper organization. So feel free to invite managers or key staff from other departments. With the webinar format, you can have as many people in the room as you like with just the one flat registration fee.

**Fees:** Inland members: \$75  
Non-members: \$150

**Register at** <http://inlandpress.biz/events/?ref=HRC5162017>

**Questions?** Contact Patty Slusher at [pslusher@inlandpress.org](mailto:pslusher@inlandpress.org) or 847-795-0380

## SPECIAL OFFER!

Not able to attend the virtual HR Management Conference on Tuesday-Thursday? You don't need to miss out. Simply register and pay for the conference, and you'll be provided with the PowerPoint presentations, the Inland Key Takeaways—and the complete recordings of all sessions.

Stay engaged.  
Find solutions.  
Move forward.

**INLAND**  
PRESS ASSOCIATION & FOUNDATION

**2:30 - 2:45 P.M.**

**Break**

**2:45 - 3:30 P.M.**

**Pay Equity: State and Federal Compensation Issues**

*Presented by Christine Hendrickson, Senior Counsel, Seyfarth Shaw, LLP*

**3:30 - 4:15 P.M.**

**Union Organizing and NLRB Issues**

*Presented by Michael Rybick, Partner and Kyle Hartman, Partner, Seyfarth Shaw, LLP*

**4:15 - 5:00 P.M.**

**Answers to Your Most Important Day-to-Day HR Questions**

Including issues on ADA, state and federal waiver and release agreement requirements, state and federal leave obligations, performance evaluations, current status in light of layoffs and wage freezes, accommodations and more. *With Condon McGlothlen, Partner, Seyfarth Shaw, LLP*

**Wednesday, May 17**

**9:30 - 10:30 A.M.**

**Your LEAN Toolkit: How to Implement Process Improvement in your Department**

Many organizations have robust and mature process improvement programs spanning across most functional areas but they can be rigid and lack practical application to day-to-day operations. With continuing cost pressures and unrelenting focus on “doing more with less,” Lean Six Sigma can add significant value to an organization and reduce some of these pressures. Lean thinking is a continuous improvement philosophy that is focused on eliminating waste in a process while also looking to embed efficiencies where possible such as the use of technology, creative staffing solutions and knowledge management. Lean can be eaten in small bites, using different tools and techniques to address process variation and identifying wastes. For bigger challenges, the lean framework can be invaluable and lead your department on a journey worth exploring. In this presentation, we’ll share our experience in adapting and adopting Lean Six sigma - the pitfalls and the successes.

*Presented by Kim Craig, PMP, Managing Director, Lean Solutions, Seyfarth Shaw, LLP*

**11:00 A.M.**

**Meet the National Labor Relations Board Chairman** *(confirmation pending)*

The NLRB has a huge impact on the newspaper business, regardless of whether a media company has unionized employees or not. NLRB rulings and regulations affect everything from hiring and firing front-office employees to the independent contractor status of the people who deliver the newspaper. This is a rare opportunity to learn about the NLRB’s future approach to these many issues from the board newly appointed chairman.

*Special speaker, Philip A. Miscimarra, Chairman, National Labor Relations Board*

**2:00 - 3:00 P.M.**

**Employer Branding: Your Employment Brand Can Speak Volumes About Your Workplace Culture and Values**

So what is your employment brand saying about your organization? This session will focus on the importance of building a brand and staying on the branding message, all with practical steps to achieving a brand with appeal in the workplace and in the community.

*With Patti Minglin, Founder and CEO, Go Girl Communications*

**Thursday, May 18**

**10:30-11:30 A.M.**

**Beyond Team Building - Using a systems approach to improve team effectiveness and impact the bottom line.**

Attendees will be introduced to essential factors that go into creating high performing teams.

**Session Objectives:**

- Attendees will understand the difference between team building and team coaching
- Attendees will better understand how to compare their view of the teams strengths and weaknesses to a proven model of team effectiveness
- Attendees will leave with ideas and actions they can utilize to make teams more effective.
- *With Susan Davidson Talmadge, Consultant, HR Catalyst Consulting LLC*

**Speakers**



**Ben Conley**  
*Attorney Seyfarth Shaw LLP, Chicago*



**Kim Craig**  
*Managing director, Seyfarth Shaw LLP's LeanSolutions*



**Kyle Hartman**  
*Senior associate Seyfarth Shaw LLP, Chicago*



**Christine Hendrickson**  
*Senior counsel, Seyfarth Shaw LLP, Chicago*



**Charity Huff**  
*Managing director at Maroon Ventures*



**Condon A. McGlothlen** *partner, Seyfarth Shaw LLP, Chicago*



**Patti Minglin**  
*Founder and CEO, Go Girl Communications*



**Philip A. Miscimarra**  
*Chairman, National Labor Relations Board*



**Camille Olson**  
*Partner, Seyfarth Shaw LLP, Chicago*



**Michael Rybicki**  
*President and owner, HR Catalyst Consulting LLC*



**Susan Davidson**  
*President and owner of HR Catalyst Consulting LLC*

**This virtual conference qualifies for HR Recertification Credits, with all registrants issued certificates of attendance.**