



NEXT CHALLENGE. NEXT LEVEL.
NEXSEN | PRUET

Presents:

***The 25th Annual SC SHRM State Conference
September 25th, 2019 – September 27th, 2019
Marriott Grande Dunes Resort and Spa, Myrtle Beach, SC***



Presents:

Pre-conference Workshop SC SHRM Academy

Wednesday, September 25, 2019, 8:00 am - 4:30 pm

Morning Session:

Jeff Nischwitz

The Nischwitz Group

Shake Up Your Culture....One Shift at a Time

Leadership, culture and team engagement are often talked about in the human resources arena but are the strategic challenges being addressed? This session is designed look at what really defines a company's corporate culture, dispelling many of the false assumptions that have to do with what we say or believe it to be, rather than what is demonstrated by our actions. As leaders, you will leave with actionable tools for immediate implementation to cultivate new and different outcomes in your company.

Jeff Nischwitz is a speaker who is focused upon transformational leadership. He is an author of three leadership books, having just released ***Arrows of Truth: Simple Shifts for Personal Transformation***.



Afternoon Session

Ashley Cuttino

Ogletree Deakins Law Firm

Artificial Intelligence in the Workplace

Companies are hearing more and more about the use of artificial intelligence as it relates to the workplace and more than likely you are experiencing the need to stay on top of this evolving technology. As leaders, we are charged with strategically planning for the future with meeting talent needs through sourcing candidates and predictive analytics and forecasting through data analytics. What does this all mean? This session will cover the legal aspects associated with artificial intelligence and will provide strategic group thinking sessions to better enable you to plan with your executive leaders.

Ashley Cuttino is a labor attorney with Ogletree Deakins Law Firm who works with small businesses and national companies specializing in complex litigation and class action lawsuits.



Both Academy sessions have been approved for 3.25 hours SHRM PDCs and HRCI Business recertification credit hours. ID #'s will be available at the Academy.



**Note the Academy requires pre-registration and is not included in the regular conference registration.*

SC SHRM State Conference AGENDA

Wednesday, September 25th

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	
3:00 p.m. – 5:30 p.m.	Conference Registration	
5:30 p.m. – 7:30 p.m.	Welcome Reception	The Cove, lower level poolside

Conference Attendees, Speakers and Exhibitors are Invited!

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



Thursday, September 26th

7:30 a.m. – 8:30 a.m. Continental Breakfast Expo Hall

7:30 a.m. – 11:00 a.m. Conference Registration

8:00 a.m. – 8:30 a.m. Welcome & keynote introduction

Elliott Wilson, SHRM-CP, PHR, SC SHRM State Director

8:30 a.m. – 9:45 a.m.

Jeff Butler

**Opening Session Keynote Speaker,
*21st Century Leadership – How to Cultivate Leadership in
Today's Workplace***



Whether you are a Baby Boomer, Millennial or Generation Xer, the same rule applies, leaders speak with their actions, not with their words. So, it's imperative that leaders understand how to stimulate action in adverse circumstances. Jeff dives deep into how the psychology of leadership works, debunking the biggest myths that are often preached about leadership. Mostly important, Jeff shows how anyone can develop leadership traits to create organization-shifting adjustments to get extraordinary team results, whether that may mean getting a better following, group leadership, or inspiring others around you. For maximum impact, Jeff provides real-world, actionable tips to help attendees take immediate steps to apply his advice and his as leaders in their own careers.

9:45 a.m. – 10:15 a.m.

Break in the Expo Hall



10:15 a.m. – 11:30 a.m.

Choose one of the following concurrent sessions:

Managing Generational Differences in the Workplace

Val Boston III, CCP, VP, Managing Principal, Boston & Associates LLC

For the first time in our history there are four and soon to be five generations active in the workplace. Each has characteristics that make them unique. This session will address the four major generations in the workplace, their values and motivations, and help us to be effective in communicating across generational lines.

Opioids & Wellbeing, Controlling an Epidemic in the Workforce

Michael Jacobs RPh, & Matthew Patella, Arthur J Gallagher & Co

An effect of Opioid addiction that is often overlooked is the catastrophic impact it's had on the US workforce, particularly employers. In this session, you will better understand how opioids are impacting the workforce in addition to what employers are doing to fight back which includes exploring the connection to employee wellbeing. Also, why adults misuse opioids, what's got employees so stressed out, why employers should care, and where we go from here.

Upping HR's Game in Workplace Investigations

Penny C. Wofford, Shareholder, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

The statistics are now in – the #MeToo movement has resulted in significantly increased harassment claims and the need for more effective internal investigations. However, workplace investigations are rarely straightforward and are often fraught with taxing twists and turns. Our social and business climate now requires top-level focus and HR performance in conducting and documenting internal investigations. This session will help you “up our game” and provide best investigation practices from start to finish.

11:30 a.m. – 12:00 p.m.

Break in the Expo Hall

11:45 p.m. – 12:30 p.m.

Buffet Lunch

Oleander Ballroom (Lower Level)

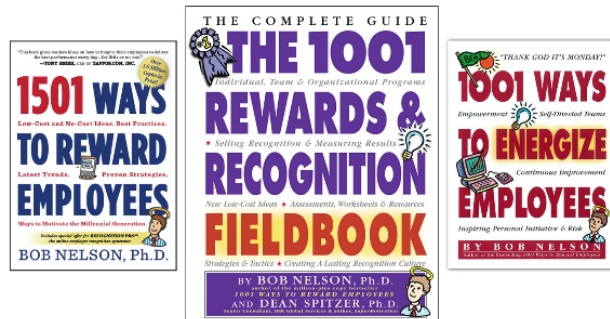


12:45 p.m. – 2:00 p.m.

Dr. Bob Nelson

General Session Speaker

5 Trends Shaping the Future of Work



Leading authority and best-selling author Dr. Bob Nelson will share his research and insights on the emerging workforce trends that are dominating the competitive success of every organization: 1) The Increasing Shortage of Skilled Workers, 2) The Rise of the Millennial & Z Generations, 3) The Expansion of Contingent Workers, 4) The Evolving Role of Virtual Employees, and 5) The Globalization of the Labor Market. Dr. Bob will present research about these trends and address what HR professionals can do to help their organizations proactively address the challenges these trends pose for their organizations.

2:00 p.m. – 2:30 p.m.

Break in the Expo Hall



2:30 p.m. – 3:45 p.m.

Choose one of the following concurrent sessions:

Creating a Workplace that Works for Everyone

Chris Gantt-Sorenson & Perry MacLennan, Attorneys, Haynsworth Sinkler Boyd, P.A.

This session focuses on the human resources and legal issues associated with the fluid and ever more complex workplace, including a workplace with multiple generations, increasing numbers of women and minorities, increased marijuana use and more. The presenters will provide solutions and engage group discussion on these matters as well.

Building Strategic HR: Leveraging HR Skills to Drive ROI

Jason T. Collett . President, Adaptivity Development

In today's competitive business world, senior leaders are required to know more than just their field of responsibility in order to thrive in business. Across the board leaders are required to do more... it is essential that HR Leaders leverage the biggest asset of the organization as a competitive advantage... it's people. In this workshop participants will create strategies to build Strategic HR. Participants will create a personalized and custom plan to execute within their own organizations to empower and support their employees, which in turn creates a competitive advantage and drives Return on Investment (ROI).

Engaging the Untapped Workforce – Able SC

Robbie Kopp, Director of Advocacy & Community Access, Able South Carolina

Chances are you have positions to fill and are always looking for the next new hire. Despite the challenges facing employers with finding top talent, South Carolinians with disabilities are fighting to be equally considered in the applicant pool. Engaging the Untapped Workforce is a training session designed to explore the truth of the benefits of disability diversity in the workplace and to give attendees the tools they need to confidently hire their next top performer from a community that is too often overlooked. Created by professionals with disabilities and vetted by top businesses, this session can help you engage.

3:45 p.m. – 4:00 p.m.

Break in the Expo Hall



4:00 p.m. – 5:15 p.m.

Choose one of the following concurrent sessions:

Navigating the Harassment Storm
George Reeves, Attorney, Fisher-Philips

Harassment complaints have always caused rough seas for employers but the increased attention recently has made for even more treacherous waters. In this session, we will discuss developments in harassment claims and provide attendees with practical advice on how to prepare and respond when the storms come.

Strategies for Better Engaging Your Employees
Dr. Bob Nelson

The Gallup Organization reports that the percentage of engaged employees nationwide is just 32 percent. The rest? They're uninvolved, unenthused and uncommitted to their jobs, their managers or the organizations they work for. In this session, Dr. Bob will explore the top drivers of employee engagement based on his research as presented in his latest book, *1001 Ways to ENGAGE Employees*. Find out what successful managers at top organizations are doing to get the best from their employees—and what you can do as well!

Storms Ahead for Workplaces – Legalization of Drugs
Molly Cherry, Attorney, Nexsen-Pruett

As more states move to legalize medical and or recreational marijuana, South Carolina, at least for now, continues to prohibit both types of usage. In this program, we will discuss how South Carolina employers can comply with the federal law and South Carolina Law, while at the same time being prepared to deal with the legalization of marijuana in other states, including in the areas of hiring, firing and drug testing.

EVENING OF FUN!

6:30 p.m. – 7:30 p.m.	Networking Cocktail Reception	The Cove poolside
7:30 p.m. – 8:30 p.m.	Buffet Dinner	Oleander Ballroom
8:00 p.m. – 11:00 p.m.	Live Party Music	Oleander Ballroom

The Queen City Party Band!



**Don't drink and drive!
Stay here after dinner for a fun time**



Friday, September 27th

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

8:15 a.m. – 8:30 a.m. Announcements and General Session

8:30 a.m. – 9:45 a.m. General Session:

Sink or Swim: Challenging your HR Skills

**William H. Floyd III, Jaime Hedgepath Attorneys, Nexsen
Pruet, LLC**

Join us for a fun and engaging interactive presentation on a variety of labor and employment law challenges facing today's HR Professional. This presentation will use short fact patterns or scenarios, followed by multiple choice answers. Members of the audience will be polled, providing answers via apps on their cell phones. We may just even ask for a few volunteers!

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

10:15 a.m. – 11:45 a.m.

Red Katz

**Closing Keynote speaker
“Live your YOUlogy for Success”**



The possibilities are endless when one learns how to tap into and utilize unique passions in their everyday activities. Learning skills, like how to react in positive ways that encourage growth rather than shutting down at the sign of adversity, or how to accept change with open arms, apply to every facet of life. Red teaches how to cultivate easily-neglected skills in a way that lets people find answers within themselves, allowing for not only a new understanding of how to identify and

pursue one's own passions, but also an incredible sense of self-fulfillment that enriches all aspects of life.

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



Thank you to all our sponsors and exhibitors!



Hotel information:

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

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

The SC SHRM State Conference sessions have been approved for both SHRM and HRCI credit. Session ID #'s will be in your conference bag.



Follow us during the conference  @scshrm.