



HR Conference

October 3-4, 2024

Hershey Lodge and Convention Center
Hershey, PA

All sessions will be held in Cocoa Suite 1
unless otherwise noted.

To register, use the QR code
or [click here](#)



Thursday, October 3, 2024

8:00–8:45 a.m.

Networking Breakfast

8:45–9:00 a.m.

Welcome

9:00–9:50 a.m.

Creating Value: Your Secret Ingredient to Success

Jenifer Snook, Senior VP of Consulting Services, Haberfeld

High-performing organizations and individuals create value, both internally and externally, by operating with integrity, adapting to the needs of others and modeling what is expected. With so many competing priorities, executing leadership and value creation strategy is crucial to achieving results. During this session, we will explore high-payoff activities that drive results, as well as the role technology plays in supporting execution.

LEARNING OBJECTIVES:

- Understanding internal and external value creation
- Addressing obstacles to growth
- Strategies to Cultivate™ growth

10:00–10:50 a.m.

Recruiting: Identifying Top Talent for Your Organization

Lenore Seifer, Director of Human Resources, S.R. Snodgrass

For most organizations, recruiting is an ongoing challenge—and that is unlikely to change. Re-evaluate your strategic plan as it relates to recruiting to ensure that you have the most success in funding the best candidates and successfully bringing them into your organization while decreasing 'bad' hires.

LEARNING OBJECTIVES:

- Social media and the employer brand
- Building the relationship with candidates
- The recruiting process—best practice and ideas
- Keeping it legal.

11:00–11:50 a.m.

Collaborate and Innovate: Peer to Peer Discussion Group

Tap into the collective wisdom of your peers as we navigate through shared challenges, exchange ideas and offer alternative perspectives. This session is commonly rated as everyone's favorite—don't miss this opportunity to network with others while uncovering ideas to help propel your bank forward!

12:00–1:00 p.m.

Networking Lunch

1:00–1:50 p.m.

The View from the New Hire: Creating a Better Onboarding Experience

Jenifer Snook, Senior VP of Consulting Services, Haberfeld

According to Gallup, only 12 percent of U.S. employees say their company does a decent job of onboarding. How does your financial institution compare? If onboarding new hires is a challenge for your financial institution, this session is for you.

LEARNING OBJECTIVES:

- Understand “Newcomer Adjustment” and the link between uncertainty and premature turnover
- Actionable strategies to improve your onboarding processes
- Retain valuable new employees

2:00–2:50 p.m.

Employee Benefits: Current Trends in Community Banks

Matthew Cooney, CEO, Bankers Cooperative Group

Don't miss this session designed specifically for community bank HR professionals, where we dive into the latest trends in employee benefits, informed by real-time data, as of September 2024 from Pennsylvania community banks. This session offers a unique opportunity to benchmark your benefits program against others in the industry, helping you to ensure that your offerings remain competitive and align with current standards.

JOIN THE DISCUSSION FOR TOPICS SUCH AS...

- Combating Rising Healthcare Costs: Understand the latest trends in healthcare cost increases and explore practical strategies to manage and mitigate the impact of rising healthcare expenses.
- Medical Base Plan Offerings: Discover the most common medical base plans being offered and how much banks are contributing to employee healthcare costs.
- Additional Benefits: Explore the full spectrum of benefits beyond healthcare that community banks are offering to attract and retain top talent.
- Employee Wellness, Engagement & Incentive Programs: Learn about the initiatives that are gaining traction to promote employee wellness and engagement and gain fresh ideas for incentive programs that can boost employee motivation and satisfaction.
- Benchmarking Benefits: Learn how to effectively compare your bank's benefits package with others to identify areas for improvement or innovation.

3:00 p.m.–3:00 p.m.

Avoiding Burnout: Put Your Mask on Before Assisting Others

Suzanne Starker, Health Advocate

Karen Beaudoin, Health Advocate

As an HR professional in a community bank, you are the glue that holds everything together, the go-to problem solver for everyone - from top executives to middle managers and front-line employees. You are constantly looking out for others, ensuring that the business runs smoothly and that your bank employees are supported. Remember, you need to be looking out for yourself too! Practicing self-care is a necessity—put your mask on before assisting others! This session is a “time-out,” reminding you about the physiological and emotional dangers of stress and burnout. Burnout is detrimental to you and your employees. It effects productivity and worse yet, it's a real showstopper when you consider the topic of employee retention. This conversation will identify red flags and provide effective coping skills that you need to be practicing yourself but are also tools you can share to care for your community bank team.

LEARNING OBJECTIVES:

- Recognizing signs of burnout
- Consequences of burnout
- Burnout vs. Depression vs. Fatigue
- Strategies for coping with change
- Holistic solutions - STAMINA

4:00.–4:50 p.m.

HR Solutions Roundtable: Addressing Current Challenges Together

When you are trying to take care of your employees and manage your stack of daily to do's, it's hard to find a moment to even think about how to deal with your latest HR challenges. In this session, your only mission is to come up with an action plan, with a little help from your friends, of course. The results are what you get at the intersection of wild ideas, peer support and fresh perspectives.

5:00 p.m.

Networking Reception

Bear's Den

Don't leave! Let's keep the conversation going over drinks and appetizers, but we must get out of the meeting space to a place where we can really be innovative. Join us in the Bear's Den!

Friday, October 4, 2024

8:00–9:00 a.m.

Networking Breakfast

9:00–9:50 a.m.

Having a Good H(AI)r Day: How Artificial Intelligence Is Reshaping the World of Employment Law

John Martin, Principal, Pillar+Aught

From intelligent automation streamlining routine tasks to predictive analytics revolutionizing decision-making, the workplace is undergoing a transformative evolution, reshaping the very fabric of how we work and thrive. But legal issues abound when it comes to the use of artificial intelligence in the workplace, including recruitment, employee monitoring, and decision-making processes. Staying abreast of evolving legal considerations in these areas is imperative for organizations seeking to harness the benefits of AI while responsibly managing the associated legal risks. By addressing these legal intricacies head-on, businesses can embrace AI in the workplace with confidence and ethical integrity.

LEARNING OBJECTIVES:

- Identify AI Applications: Explore how businesses can leverage artificial intelligence and machine learning for employee selection, management, and routine tasks.
- Legal Considerations: Understand the potential legal issues associated with AI use in the workplace, including recruitment, monitoring, and decision-making processes.
- Regulatory Awareness: Discuss emerging legal issues and regulatory efforts aimed at protecting employees while harnessing the benefits of AI in a responsible and ethical manner.

10:00–10:50 a.m.

Getting a Handle on Handbooks

Lindsey Snavely, Principal, Pillar+Aught

John Martin, Principal, Pillar+Aught

The employee handbook is one of, if not the, most important personnel document(s) an employer has at its disposal. While a handbook provides employees with a wide variety of information regarding the terms and conditions of employment, it can also serve as a trap

for the unwary employer—particularly if certain terms or policies conflict with prevailing legal authority and/or current guidance from the National Labor Relations Board. What should be included? More importantly, what shouldn't? This interactive session will use several real world "bad" examples of handbook provisions to highlight employer best practices when reviewing and revising the terms of your employee handbook.

LEARNING OBJECTIVES:

- Overview/summary of importance of handbooks
- Provisions that must be included
- Provisions that should be included
- Provisions that should never be included
- Employer best practices re: choosing the right policy language

11:00–11:50 a.m.

Leadership is Hard: Navigating Challenges and Fostering Success

Chris Kelley, Executive Director, Barrett School of Banking

In today's dynamic workplace, leadership is more challenging than ever. With shifting employee priorities, evolving workplace cultures, and the complexities of managing a multi-generational team, the role of a leader in community banks is crucial. We will discuss the importance of leadership in creating a cohesive, engaged, and motivated workforce. As HR professionals, you play a pivotal role in shaping the leadership at all levels within your community bank—leadership that is vital for bridging generational gaps, fostering collaboration, and driving success.

LEARNING OBJECTIVES:

- Understand the Impact of Leadership on Multi-Generational Teams
- Develop Strategies for Fostering a Positive Work Culture
- Enhance Your Leadership Skills to Inspire and Motivate



HOTEL RESERVATIONS:

PACB's group rate at the Hershey Lodge is \$189+ tax. Make your room reservation as soon as possible to receive this discounted rate. After that date, the rate may still be available based on occupancy.

To make your room reservation, visit: <https://www.hersheyloodge.com/qr/QH9Z22IU54/> or by calling 855-729-3108 and ask for the room block for the Pennsylvania Association of Community bankers HR Conference at The Hershey Lodge, October 2-4, 2024. The Hershey Lodge reservations team is available seven days a week from 8:00 AM - 8:30 PM to assist you.

Conference Pricing:

\$450.00 - PACB member
\$575.00 - Non PACB member

Register Today!

[Click here to register or use this QR code.](#)



Sponsorships:

\$2,000.00 - Event Sponsor
\$2,000.00 - Networking Reception
\$1,500.00 - Lunch
\$1,000.00 - Breakfast
\$750.00 - Networking Break

Questions?

For questions about the 2024 PACB HR Conference, please call PACB Member Relations at 717-231-7447 extension 3 or email events@pacb.org.

Thank you to our sponsor!

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