

# IACPR Global Conference 2009



*Change and Renewal: Meeting the Talent Challenge*

**IACPR Global Conference 2009**  
*Change and Renewal: Meeting the Talent Challenge*  
October 25-27, The Rittenhouse Hotel, Philadelphia  
**Conference Program**

*We will focus on how companies are dealing with the myriad of talent management issues brought on by the economic turmoil - and how they are preparing for the recruitment and retention of their top executives as markets continue to transition. The challenge: To handle the tough realities of today while anticipating the transformations of the future.*

## **Sunday, October 25**

**8:00 AM-11:00 AM (Foyer)**  
**Conference Registration**

**3:00 PM-6:00 PM (Foyer)**  
**Conference Registration**

**6:30 PM-8:00 PM (Cassatt)**  
**Welcome Cocktail Reception**

**8:00 PM on**  
**Individual Dinners (a chance to network with IACPR Colleagues)**

## **Monday, October 26 (Morning)**

**7:00 AM-8:30 AM (Foyer)**  
**Conference Registration**

**7:15 AM-8:15 AM (Cassatt)**  
**Networking Continental Breakfast**

**8:15 AM-8:30 AM (Ballroom)**

**Welcome and Introductory Remarks**

**Recognition of 2008 Conference Sponsors**

**Nancie Whitehouse, IACPR Chair and Principal, Whitehouse Advisors**

**8:30 AM-9:30 AM (Ballroom)**

**The Google Journey**

**Laszlo Bock, Vice President of People Operations & Chief Human Resources Officer, Google, Inc.**

*Consistently on Fortune's list of The 50 Most Admired Companies and number 1 in its Retail and Internet category for 2009, Google is envied for its relaxed, creative culture and its ability to attract and retain the top talent from all around the globe. At lunchtime, you can find almost everyone – from founders to new hires – in the office café enjoying conversations with Googlers from all different departments. How has the company maintained its commitment to innovation and to an open sharing of ideas and opinions? What continues to attract people to Google – and why do they stay? Learn what makes Google so special and how it plans to meet future challenges.*

**9:30 AM-10:00 AM (Foyer)**

**Break/Sponsors**

**10:00 AM-11:15 AM (Ballroom)**

**Talent Strategy vs. Business Reality**

**Judy Boreham, Managing Director, Diversified Search Odgers Berndtson (moderator)/Jeanie Heffernan, Senior Vice President of Human Resources and Administration, AmeriHealth Mercy/ Frank Reid, SVP Human Resources Health Sciences, North America, Elsevier/ Josh Varsano, Executive Director, JP Morgan /Maria Warnken, Vice President, Head of Talent Acquisition, Campbell Soup Company**

*With the many unpredictable shifts in the economic climate, it is ever more difficult for the corporate recruitment/HR function to keep in step with business realities – helping maintain a tight focus on the bottom-line and still continuing to recruit and retain the top talent needed right now. And when the War for Talent heats up again, will the company be well-positioned to keep its restless executives, who may have become disillusioned with the company, and attract the new talent required to move the business forward? Our panel discusses walking the tightrope between meeting the demands of the present and anticipating the changes of the future.*

**11:15 AM-12:15 PM (Ballroom)**

**Talent as a Strategic Priority**

**William Wolf, Principal, McKinsey & Company**

*Twelve years after McKinsey conducted its landmark War for Talent research, the problem remains acute. Corporations continually promote the idea that employees are their biggest source of competitive advantage. Yet the reality is that most of them are as unprepared for the challenge of finding, motivating and retaining capable workers as they were a decade ago. How can an organization inspire people to higher performance? How can it build a pipeline of future leaders? How should talent management be designed to reflect the company's strategic priorities, today and when the economy turns around? McKinsey draws on its wide body of research and experience to share critical disciplines to help companies find and retain talented people, viewed by many as the single most important managerial preoccupation over the next five years.*

**Monday, October 26  
Afternoon**

**12:15 PM–1:15 PM (Cassatt)**

**Networking Lunch**

**1:15 PM-12:15 PM (Ballroom)**

**Due Diligence: Covering Your Talent Bases**

**Phil Deming, Founder, Phil S. Deming and Associates**

*Studies show that over 42% of resumes are “performance-enhanced,” with even high-profile CEO’s and directors engaging in resume inflation – undercutting a company’s reputation and costing millions of dollars. How do you effectively conduct a due diligence investigation you can rely on? Where are the red flags? What role should the Internet play? Are there “right” questions to ask when vetting a candidate and checking references? A former Special Agent with the United States Treasury Department, who has conducted background investigations for Top Secret Clearance, shares practical tips on avoiding major embarrassment and the resulting real dollar losses.*

**2:15 PM-3:30 PM (Ballroom)**

**Hiring and Retaining Global Talent**

Paul Marchand, VP of Global Talent Acquisition, PepsiCo, Inc. (*moderator*)/  
Karyn Detje, Former Executive Vice President, Global HR and Talent, Publicis  
Groupe Media/Ginger Gregory, Global Head of Human Resources, Novartis  
Institutes for BioMedical Research/Bill Morgan, Senior Vice President of  
Global Human Resources, NASDAQ OMX

*Our panel of corporate recruitment executives discusses the challenges and practical solutions to recruiting and motivating a far-flung global workforce. As companies continue to go global, the demand for top-quality talent with greater mobility accelerates. Where and how do you find the experienced international executive? How do you develop future leaders with a truly global perspective? How do you motivate and keep the executives you've grown and nurtured within your organization – the very executives others are trying to poach?*

**3:30 PM–3:45 PM (Foyer)**

**Break/Sponsors**

**3:45 PM-5:00 PM (Ballroom)**

**Moving Forward: Time To Think Ahead**

David Lord, President, Executive Search Information Services (*moderator*)/  
Jason Hanold, Managing Director, Russell Reynolds/Glenn Sward, Head of  
Americas Recruiting, SAP/Doug Systrom, V.P., Staffing Director, The TJX  
Companies, Inc./Clark Waterfall, Founder, BSG Team Ventures/Maureen  
Westerman, Director, Talent Acquisition, Dow Jones

*Our panel of senior corporate recruitment and retained search professionals discusses what keeps them up at night – and what they are doing to prepare for 2010. What will an internal recruitment department look like this time next year? What will be taken inside and what will be outsourced – and why? How do you recruit and then keep your high-quality talent, in an environment where there is so much uncertainty? And, as a retained search firm, how do you continue to prove the value you bring to a corporation faced with tight budgets, when you know their top executives will be in play sooner than anyone thinks?*

**Monday, October 26  
Evening**

**6:30 PM–9:30 PM (Pyramid Club)**

IACPR's Pro Awards Dinner - *The 2009 IACPR Pro Award*, given to those who  
have made major contributions to human resources, goes to Peter Cappelli,  
George W. Taylor Professor of Management, The Wharton School

**Tuesday, October 27**

## Morning

**7:15 AM–8:15 AM (Foyer)**

**Networking Continental Breakfast**

**8:15 AM–8:25 AM (Ballroom)**

**Day 2 Welcome**

**Nancie Whitehouse, IACPR Chair and Principal, Whitehouse Advisors**

**8:25 AM-9:30 AM (Ballroom)**

**Global Economic Outlook: Where Are We Headed?**

**Rod Smyth, Founding Partner and Chief Investment Strategist, Riverfront Investment Group**

*A leading analyst gives his insights into what's happening today in the economic markets – and what the future will hold. How is the economic downturn affecting the human capital markets, and what can we expect over the coming year? Which business models continue to successfully weather the storm – and how can corporate recruitment departments and retained search firms anticipate the next wave of change? Where do new opportunities lie – and what should companies be doing now to remain competitive and healthy, with the right senior talent in place that can look to the future.*

**9:30 AM-10:30 AM (Ballroom)**

**Making the Right Talent Investments**

**Richard Beatty, Professor of Human Resource Management, School of Management and Labor Relations, Rutgers University, and author of *The Differentiated Workforce***

*The groundbreaking new book, **The Differentiated Workforce: Transforming Talent into Strategic Impact**, is based on more than two decades of research and hands-on experience with over half of the Fortune 500 to point the way to changing the way business and HR leaders approach workforce strategy. Corporations looking to develop a talent pool that competitors can't easily duplicate need to manage their workforce like an investment portfolio, with disproportionate investments in resources, development opportunities and rewards for high performers in strategic roles. The session highlights tools you can use to differentiate the truly strategic capabilities in your company, identify your wealth-creating "A" positions, articulate the roles of HR and line managers and develop the right measures for your organization.*

**10:30 AM-11:30 AM (Ballroom)**

**Executive Compensation: The Changing Landscape**

**Todd Gershkowitz, Senior Vice President, Farient Advisors LLC/Brit Wittman  
Director, Executive Compensation & Corporate Design, Intel Corporation**

*The economic crisis has had a profound impact on executive comp – from government oversight of senior pay to new bonus structures and the disappearance of traditional perks. Our speakers take a hard look at how companies can build packages to attract and retain valued executives today and what to expect down the road.*

**11:30 PM – 12:00 PM (Ballroom)**

**Closing Remarks: Putting it All Together**

**Nancie Whitehouse, IACPR Chair and Principal, Whitehouse Advisors**

*Our goals throughout the conference are to provoke thought, create interactive dialog, foster relationships and explore the challenges in practical ways that provide insights and solutions that create true competitive advantage.*

Visit [www.iacpr.org](http://www.iacpr.org) To Register!



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