

LANCASTER
SHRM

Society for Human Resource Management



Spring Professional Development 2025



Keynote Speaker
Christina Butler



April, 25, 2025 | 7:30 am - 4:15 pm

**Conference and Training Center at IU 13
1020 New Holland Ave, Lancaster, PA 17601**

AGENDA

**07:30 AM –
08:00 AM**

Registration/Breakfast

**08:00 AM –
08:15 AM**

Welcome and Announcements

**08:15 AM –
09:15 AM**

Session 1: Clear, Concise, and
Confident Communication –
Christina Butler

**09:20 AM –
09:35 AM**

Break

**09:40 AM –
10:40 AM**

Session 2: Information Security
for the HR Professional–
Donald Geiter

**10:45 AM –
11:45 AM**

Session 3: Managing a Hybrid
Workforce – Heather Valudes,
Stephane Smith, Vanessa
Philbert

**11:45 AM –
12:30 PM**

Lunch

**12:30 PM –
12:50 PM**

SHRM Foundation Information

**12:50 PM –
02:05 PM**

Session 4: Retention and Benefits
– Laura Hess, Terri Turner

**02:10 PM –
02:25 PM**

Break

**02:30 PM –
03:30 PM**

Session 5: Intentionally Building
Trust Every Day Through HR –
Steve Goble

**03:30 PM –
04:00 PM**

Wrap Up/Recognition/Raffle
Drawings



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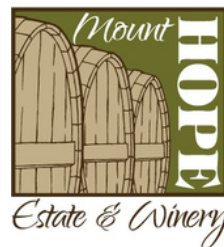
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Conference *Menu*

Breakfast
7:30 – 8:00

Scrambled Eggs,
Sausage, Homefries,
Assorted Pastries and
Muffins, Assorted Juice,
Coffee and Hot Tea

Lunch
11:45 – 12:30

Assorted Sandwiches
and Wraps, Assorted
Soups, Tossed Salad,
Broccoli Salad, Tomato
Bisque Soup, Chips,
Cookies and Brownies,
Iced Tea, Water, and
Sodas

Snack
2:05 – 2:25

Philly Pretzel Factory
Soft Pretzels with dips
and Assorted
Vegetables with Dip

Snack sponsored by



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Catering*





SPEAKERS

About the Speakers

KEYNOTE SPEAKER



CHRISTINA BUTLER
Speak Training

Christina Butler is a clear, concise, and confident communication expert. Having spent two decades working as an Emmy-nominated television anchor and reporter, she instinctively connects with her audiences and brings the same level of energy to her programs as she did to breaking news. Christina's updated and innovative perspective illustrates a well-known fact: those who speak well, do well. She has shared

communication strategies with hundreds of individuals and dozens of organizations around the globe and is an international keynote speaker, but her favorite place to be is right here at home in Lancaster County.



DONALD GEITER
Barley Snyder

Donald R. Geiter, J.D., M.S.L. is a partner of the law firm Barley Snyder, Lancaster office. Don is a Certified Information Privacy Professional (U.S.) (CIPP/US) and Manager (CIPM), serves as the firm's Chief Privacy Officer, and leads the firm's Cybersecurity Service Team. He also is a member of the firm's Technology Committee. Don is a frequent speaker on the topic of

cybersecurity, with recent presentations given to the National Association of Corporate Directors, the Pennsylvania Bankers Association, the Pennsylvania Institute of Certified Public Accountants, the Association of Corporate Counsel, PA Manufacturers' Association, and the World Trade Center-Harrisburg. Don has also authored the publication titled "Corporate Officer and Board of Director Oversight of Cyber-Risk," a tool he has used to train executives on risk mitigation in the area of cybersecurity.

SPEAKERS

About the Speakers



HEATHER VALUDES
Lancaster Chamber

Heather Valudes became the President & CEO of the Lancaster Chamber in June 2022. She joined the Chamber in 2011 and was previously the Vice President, and prior to that, Community Impact/Advocacy Director. During her tenure, she has led efforts around significant pieces of legislation, represented the Chamber and business interests, and led the Chamber to four-star accreditation from the US Chamber. She has responsibility for ensuring the implementation of the Chamber's strategic plan to positively impact over 1,300 business members and the Lancaster community.



STEPHANE SMITH
RKL Virtual
Management Solutions

Stephane Smith is the Vice President of Workforce Strategies for RKL Virtual Management Solutions. For more than two decades, she has helped employers throughout the U.S. address challenges and implement policies and programs that drive growth and achieve organizational goals. At RKL, she directs the firm's comprehensive suite of outsourced HR, payroll and compensation services. She leads a team of HR advisors who fill key roles for employers, including payroll processing, compensation analysis, performance management, compliance, recruitment and full outsourcing of the HR function.



VANESSA PHILBERT
Community Action
Partnership

Vanessa Philbert is the Chief Executive Officer of Community Action Partnership (CAP) of Lancaster County. She serves on the Board of Directors and as Equity Chair of the Community Action Association of Pennsylvania and is Board Chair of Lancaster Equity Community Development Corporation, in addition to serving on the Board of Directors of the Lancaster City Alliance and the Board of Trustees of the Lancaster Chamber. She is also a member of the President's Advisory Council at Thaddeus Stevens College of Technology and the Grants & Programs Committee at the High Foundation. She received the Lancaster Chamber's 2022 Athena Award and the YWCA of Lancaster's 2020 Woman of Achievement Award.



SPEAKERS

About the Speakers



LAURA HESS
Conrad Siegel

Laura Hess, FSA, EA, MAAA, is a Partner and Con Consulting Actuary at Conrad Siegel. Her passion for helping clients establish and maintain attractive retirement programs can also be seen in her work throughout the community. Laura is an expert in all forms of retirement plans and works with many private sector clients of all sizes. She is a noted specialist in working with school districts and institutions of higher education, with special consulting expertise in other postemployment

benefits (OPEB) plan valuations. Laura played a key role into growing the firm's OPEB line to where it is today, working with over 300 school districts in Pennsylvania.



TERRI TURNER
St. Anne's Retirement
Community

Terri Turner has over 30 years of HR management experience including positions in the entertainment industry, medical offices/billing services, manufacturing, agriculture and is currently at St. Anne's Retirement community. She received her education in Business Management from Grace College in Indiana and in 2010 received her SPHR as well as her SHRM-SCP in 2014. In 2017, Terri started TLT HR Consulting, LLC providing a full scope of HR professional services from HR special projects to the complete HR function for small companies. She has a passion for

people and the necessary skills to be an advocate for the employee while serving the best interest of the company. She volunteers her time with Lancaster SHRM serving on committees and past roles as Board Member and Treasurer.



STEVE GOBLE
Goble Group

Steve Goble is the Owner and Chief People Builder of the Goble Group, a talent and leadership development organization serving businesses, non-profits, and teams in Central PA and surrounding areas. Steve is an author, a Founding Partner of the Maxwell Leadership Certified Team, a Trust Edge Certified Partner, and was a "40 Under 40" recipient from the Central Penn Business Journal in 2017. Steve currently resides in Lancaster County, PA with his family, where he serves on the preaching

team at Good Shepherd Community Church. With the training he received under John Maxwell, and as owner of the Goble Group for the past 11 years, Steve has hosted and spoken at his own events with audience sizes ranging from five to over 900. This is in addition to speaking at organizations like Rotary, PA State SHRM Conference, FBLA-PBL, and West Shore Young Professionals.



A Day in the Life of HR: *Adapting and Succeeding*

Join us for a day of networking, learning and empowerment at the LSHRM Spring Professional Development Conference.

Our one-day conference will include 5 sessions covering:

- Clear, Concise, and Confident Communication
- Strategies for Implementing Effective Workforce Policies and Practices
- Managing a Hybrid Workforce
- Retention and Benefits
- Intentionally Building Trust Every Day Through HR

Session #1: Clear, Concise, and Confident Communication

Keynote Speaker: Christina Butler

Session Description: Discover the secrets to Clear, Concise, and Confident Communication in today's fast-paced world. Join Emmy-nominated journalist Christina Butler for an engaging, interactive session designed to enhance your communication skills. Learn effective strategies to ensure your message resonates with employees, colleagues, and clients alike, elevating your impact in every conversation.

Click [here](#) to view presentation slide deck.

Session #2: Information Security for the HR Professional: Strategies for Implementing Effective Workforce Policies and Practices

Speaker: Don Geiter

Session Description: This presentation will equip you with the knowledge and strategies needed to enhance your organization's information security policies and best practices. It will cover key cybersecurity program elements, including regulatory compliance, data classification, access management, acceptable use, and incident response. As an HR professional, you will learn how to foster a security-conscious workforce culture and mitigate risks through effective policy implementation, training, and oversight.

Click [here](#) to view presentation slide deck.

SESSIONS



SESSIONS

Session #3: Managing a Hybrid Workforce – Panel Discussion

Facilitated by: Janet McNally

Panelists: Heather Valudes, Stephane Smith, and Vanessa Philbert

Session Description: Hybrid work arrangements can provide employers with flexibility to meet their team's needs and therefore influence retention. You'll hear from three local leaders who are managing hybrid workforces as they share their experiences, challenges, and strategies for creating a flexible work environment. From maintaining company culture to leveraging technology and ensuring productivity, you'll gain insights regarding planning for, supporting, and enhancing hybrid work models within your organization.

Session #4: Retention and Benefits

Speakers: Laura Hess and Terri Turner

Session Description: With company financials being watched and analyzed in the current economy, HR professionals are constantly seeking creative budget friendly ways to keep employee satisfaction high, which can then translate to increased employee retention. In this session, you'll gain knowledge on the variety of retirement plans options available to companies of all sizes. In addition to retirement benefits, you'll explore how to keep your company competitive in the employer market with financial wellness education, internal recognition programs, and other non-compensation based initiatives.

Click [here](#) to view presentation slide deck.

Session #5: Intentionally Building Trust Every Day Through HR

Speaker: Steve Goble

Session Description: Despite the advantages technology brings to the marketplace, people are still required for major decisions, critical thinking, and relationship building – with trust serving as the foundation. In this presentation, you'll learn about the '8 Pillars of Trust' and how they relate to enhancing your people skills, the positive business results increased trust brings, and provide you with tools you can use immediately to build stronger trust in your organization.

Click [here](#) to view presentation slide deck.



MEMBERSHIP

Become a Member

Lancaster SHRM serves and elevates Human Resources by developing our members, connecting people, and strengthening our community. With over 300 members representing more than 100 organizations, Lancaster SHRM is a distinguished education and networking resource for human resource professionals.

Benefits of Membership:

- Professional Development Opportunities
- Legislative Updates Networking with HR Professionals
- SHRM & HRCI Certification Prep Course
- SHRM & HRCI Continuing Education Credits

When you join LSHRM, you will gain the most effective approaches to:



How to Join: Please choose between 1 year or 2 years.

- **Professional Membership:** \$75 for National SHRM members
- **General Membership:** \$100 for other HR professionals
- **Student Membership:** \$10 for full-time students enrolled in a human resources-related program

LSHRM Referral Program

Refer a friend.
There are no referral limits.

If they become a member...



LANCASTER
SHRM



AFFILIATE OF
SHRM
SOCIETY OF HUMAN RESOURCE MANAGEMENT

YOU
receive a
FREE
Breakfast
Program!



VOLUNTEER

Become a Volunteer

Lancaster SHRM provides a variety of volunteer opportunities. Our board is made up of three key areas: Chapter Operations, Strategic Initiatives, and Programming. Within these three focused areas are many committees to help keep the Lancaster SHRM Chapter thriving, but in order to do that, we depend on our members to volunteer and get involved.

With your support, we continue to successfully meet the needs of our members. Volunteering is a perfect way for you to make a difference in the region's HR community and to network with Lancaster's most Senior Human Resource professionals.

Requirements:

You must be a member of Lancaster SHRM to volunteer.

Time Commitment:

Lancaster SHRM welcomes all levels of volunteers, from those whom can commit to only one event to those who would like to volunteer on a more regular basis supporting ongoing activities. For members looking for a more robust opportunity, you can become a committee chair member and be a part of a lot of events. We are flexible and appreciate you giving the time that works best for you.

Benefits:

While giving unselfishly is one of the greatest reasons to volunteer, below are a few added benefits for individuals professionally who volunteer for our premier organization.

- Staying abreast of cutting edge Human Resource practices
- Having Lancaster's Senior HR Leaders at your disposal
- Being a part of a premier organization consisting of over 400 members
- Bringing your HR ideas and thoughts to life
- Having your voice not only heard, but implemented through strategic initiatives and programming with our chapter
- Building and strengthening your professional network with individuals from diverse backgrounds, industries, and organizations

Email info@lancastershrm.org to learn more about our open volunteer roles.



COMMITTEES

About Our Committees

COMMUNICATIONS

To facilitate all communication and marketing efforts related to keeping Association members informed about activities and events planned and carried out by the Board of Directors and committees. To promote and celebrate the HR Profession, industry events, legal updates, and LSHRM activities to our members and the public.

Elevate brand and manage communication efforts for the association and manage Sponsorship.

GOVERNMENT AFFAIRS

To monitor and evaluate (on an ongoing basis) any pending legislative, regulatory or legal developments and action at the federal, state and local level which may have an impact on the management of human resources. To inform Association members of same and offer resources to respond and take action. Current initiatives include:

- Virtual Lunch & Learn Series
- HR 101 Series
- A-Team Education and Recruitment

SHRM's Advocacy Team (A-Team), composed of nearly 17,000 HR professionals is the core driver of positive workplace policy in action. S

The A-Team exists to provide HR professionals opportunities to directly influence and advance workplace policy.

Join SHRM's A-Team by texting ATEAM to 52886

MEMBERSHIP

Review and approve new member applications within the membership categories outlined by the Chapter bylaws; create initiatives to recruit and retain members; track meaningful membership statistics; and manage SHRM SHAPE and Chapter Strategic Planning goals as they relate to membership; and promote Lancaster SHRM to HR professionals in the Lancaster marketplace and empower its members by expanding their professional network and inspiring excellence. Current initiatives include: "Sherman Lancaster Campaign" Mega Chapter Goal of 501 members. Recruit and Retain Memberships.



COMMITTEES

About Our Committees

NOMINATING

Provide recommendations on Directors and Officers to serve on the LSHRM Board. Key activities include:

Provide suggestions on recruitment strategies for Board Members to enhance diversity and inclusion.

Ensure an effective process is in place for vetting interested candidates as well as selection criteria.

Presenting a proposed slate of Directors and Officers prior to the annual business Meeting. Follow a similar process to fill any vacancies that occur outside of the annual business meeting process.

PROFESSIONAL DEVELOPMENT

To strengthen members' knowledge in specific HR areas, including management, practice, selection and placement, training and development, compensation and benefits, employee and labor relations, recruitment, safety and security so that members are provided with education and resources to positively impact their employers organizations. To provide a formal opportunity for members to assemble and exchange information of mutual professional interest. To support, encourage, and assist members in achieving and maintaining HR certification. Current initiatives include:

- Chapter Meeting Breakfast Program Development
- Conference Program Development
- Certification Education

WORKFORCE INCLUSION

To raise awareness, educate and provide resources to our members to help make Lancaster County an equitable and safe place to work for all by connecting our members to local community partners that will help bridge the skills and opportunity gaps and advance our workplaces. This committee also works collaboratively to connect and prepare people for their careers as well as develop relationships and collaborate with local community leaders. Current initiatives include:

- Workforce WOW Series
- HR Rocks Networking Events
- October Breakfast Program Leaders
- November Breakfast Program Leaders

If you are interested in joining a committee, please contact us!

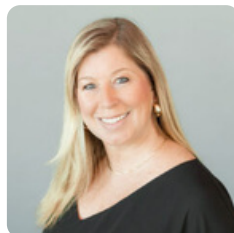


BOARD

Meet the Board of Directors



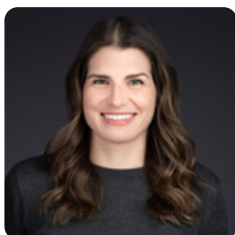
John Shoff
President



Jen Strobel
Past President



Lindsay McGuire
1st Vice President



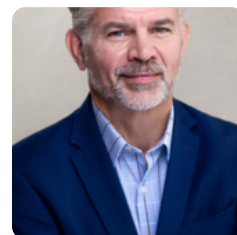
Rachel Ewell
2nd Vice President



Wanda Whare
Secretary



Tom Williams
Treasurer



Tim Strawser
Director



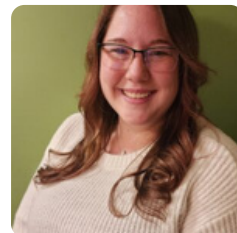
Beth Bowman
Director



Tyrone Miller
Director



Jonelle Renno
Director



Amanda Wirls
Director



Jen Diaz
Director



Lorie Grucelski
Director



Kassandra
Rosado-Santiago
Director



Anne Faix
Director

Are you interested in joining the Board?

Requirements for Directors are as follows:

- Be a Professional member of LSHRM
- Serve on a LSHRM Committee

Recommend a Board Member

Submit a Board Member Application



CERTIFICATION

Certification Prep Courses

Our Professional Development Committee hosts two certification prep series each year.

As a human resources professional, it is important to invest in yourself by earning an HR certification either through the Human Resources Certification Institute (HRCI) or the Society for Human Resource Management (SHRM). Lancaster SHRM offers two (2) certification prep programs that can assist you with your studies depending on the certification you are wanting to obtain. Our HRCI certification prep course runs in the winter/spring and our SHRM certification prep course runs in the fall.

Spring classes cover the HRCI credentials, and fall classes cover the SHRM credentials. They typically last 13 weeks and occur in the evenings from 6 pm to 9 pm. You will meet 3 hours in the evening once a week for 13 weeks. The courses are facilitated by an experienced certification prep trainer.

Fall 2025 – SHRM Cert Prep- Dates available by mid-summer for Fall course

Spring 2026 – HRCI Cert Prep- Dates TBD (includes an extra week in case of inclement weather)

Also, if your company is not able to cover your study materials and/or the cost of the exam, you may be eligible for reimbursement through Lancaster SHRM, please use complete the form below.

[2025 Reimbursement Form](#)





SHRM FOUNDATION



Foundation

About the SHRM Foundation

Founded in 1966, SHRM Foundation empowers human resources as a force for social good. As the nonprofit arm of SHRM, the world's largest HR professional society, they equip nearly 340,000 members and touch the lives of over 362 million individuals. In the face of complex challenges within the world of work, SHRM Foundation believes that HR holds a unique position to lead change. The organization mobilizes and equips HR to ensure the prosperity and thriving of talent and workplaces. The foundation works by widening pathways to work for more skills-first candidates and more kinds of talent; tackling societal challenges, with a current focus on workplace mental health and wellness; and strengthening the HR field with even more diversity, growth, and readiness to address these needs. SHRM Foundation works with SHRM, courageous partners, and bold investors to generate awareness, action, and impact to build a world of work that works for all.

Building a World of Work that Works for All





Upcoming Events

Breakfast Programs:

Join us every 2nd Tuesday (excluding April, August, and September) from 7:30 am to 9 am for our monthly learning programs. Hosted by the Professional Development Committee and held at the HACC Lancaster East building (1641 Old Philadelphia Pike), these programs are usually eligible for SHRM and HRCI continuing education credits.

- May 13th, 2025 – Emotional Trauma 101 for HR, speaker Ruby Nolt
- June 10th, 2025 – Workforce Advocacy, speaker Mike Lewis
- July 8th, 2025 – The People Component of EOS, speaker Bill Stratton
- August 2025 – Summer Break: No Breakfast Program
- September 2025 – No Breakfast Program, Register for the Fall Legal Update Conference on Friday, September 26th, 2025!
- October 14th, 2025 – Facilitated by Workforce Inclusion Committee. More details coming soon!
- November 11th, 2025 – Topic & Speaker TBD
- December 9th, 2025 – *Extended Program to 9:30 am due to Annual Business Meeting

HR 101 Series:

Hosted by the Government Affairs Committee, this 6-block series follows the “life of an employee” and rotates every 1.5 years. Join us at the Workforce Development Board (1046 Manheim Pike) from 12 pm to 1:15 pm, whether you’re an emerging HR professional or need a little refresher on the basics of HR.

- September 11th, 2025 – HR 101: Unemployment Compensation
- November 13th, 2025 – Start of new series HR 101: Hiring

Virtual Lunch & Learn:

Log in virtually from 12 pm to 1:15 pm for a facilitated discussion highlighting current policies. Hosted by the Government Affairs Committee virtually, this series keeps HR professionals informed on legal updates and in compliance.

- May 28th, 2025 – Immigration Investigations Under the New Federal Administration
- October 9th, 2025 – Topic TBD

New Member Orientations:

Our Membership Committee hosts a virtual orientation the 2nd Wednesday of every other month from 5:30 pm to 6 pm. Seasoned members welcome, too!

- May 14th
- July 9th
- September 10th
- November 12th

Workforce WOW

Our Workforce WOW Series investigates local workforce resources for your organizations.

- Wednesday, April 30, 2025 from 5:00–7:00pm: Inclusive Leadership Workshop Experience in Partnership with Leadership Lancaster.

More Event Dates Coming Soon

UPCOMING
EVENTS



Partner Events



join us for our
2025
**LEGAL & LEGISLATIVE
CONFERENCE**

SHRM
Pennsylvania

REGISTRATION OPEN

*PA SHRM's Legal & Legislative Conference is
a first-in-class event for Pennsylvania's
Human Resources Professionals and anyone
seeking to stay on top of labor and
employment law updates.*

THURSDAY

May 8, 2025

7 AM-4 PM

Penn Harris Hotel

Camp Hill, PA

(Evening Welcome Reception May 7)



www.pashrm.org/legislative_legal_conference.php

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25



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Conference *Conclusion*

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