

*You are Invited to Attend an Important Event to Help
You and Your Employees*

2007 Work/Life Summit



Capitalizing on a 21st Century Workplace: The Work/Life Competitive Edge

Tuesday, November 6, 2007

Pittsburgh Hilton Hotel

600 Commonwealth Place, Pittsburgh, PA 15222

Sponsored by:

PNC Financial Services

Highmark

Lee Hecht Harrison

Bank of New York Mellon

Bayer

Schneider Downs

National Council on Family Relations

RSVP by November 1, 2007

Phone: 1-888-781-9331

Purpose and Goals of the Work/Life Summit

Join us for the 2007 Work-Life Summit as we explore the impact of work/life issues for Pittsburgh's regional workforce, organizations and talent retention. Leaders from business, labor, the community, foundations and government will meet to highlight work-life effectiveness as an endeavor that benefits all stakeholders and furthers the agenda of bringing work-life balance to the forefront for the benefit of employers, workers and families.

The Summit seeks to...

- ⌘ Acknowledge and showcase Greater Pittsburgh work-life successes from the private entrepreneur to large organizations including public, private and non-profit sectors.
- ⌘ Identify leading-edge work-life practices from a variety of organizations.
- ⌘ Showcase research affecting work-life strategies.

All attendees will receive a booklet that includes speaker handouts, outcomes and practical tips for implementation of work-life practices in the workplace. A section on current successful work-life programs and policies is included. Participants may bring handouts with them for distribution. If you would like to share best work/life practices from your company or have other materials that you wish to submit for inclusion in the booklet, contact: **Cindy Winter**, NCFR Conference Director (1-888-781-9331 ext.15; fax: 763-781-9348; e-mail: cindy@ncfr.org) before October 15, 2007.

Workshop Fees:

- ⌘ \$125 Employers
- ⌘ \$85 National Council on Family Relations Member
- ⌘ \$75 Student
- ⌘ \$45 Attending Keynote address only

Summit Chair - Brenda Vester



As Vice President of Business Development for Lee Hecht Harrison's (LHH) Pittsburgh office, Brenda plays a major leadership role and is responsible for business development and account management in the Pittsburgh area. She has extensive experience in Human Resources, including recruiting, training, marketing and analysis, and outplacement. Prior to joining LHH, Brenda managed her own business, HR21, focused on helping companies create a 21st Century workplace, with a strong emphasis on connecting the business strategy with the human resources (HR) function. Areas of delivery included coaching small business owners, training and HR consulting projects, such as building the HR department and communications for a local start-up business and an HR strategy and succession plan for a local manufacturing company. Brenda has also taught Business Communications in the Katz School at the University of Pittsburgh.

Summit Advisory Committee

Chair

Brenda Vester Lee Hecht Harrison

Committee Members

Dave Baker Adams Capital Management
Robert Callahan Highmark
Laura Carney Airba
Sharon Cercone PNC
Victoria Chester Highmark
Diane Cushman. National Council on Family Relations
Jeri Frizza Rothman Gordon
Al Gallagher Independent Consultant
Phyllis Hartman. Independent Consultant
Mary Houpt . . . Greater Pittsburgh Convention Bureau
James Kushner Slippery Rock University

Aimee LeFevers Independent Consultant
Fiore Londino Pareto Consulting
Rich Longo Devon Health
Vanessa Lund. University of Pittsburgh Politics
Laura Maxwell UPMC
Deb Mortillaro Palate Partners
Bernie Puzzuole Rothman Gordon
Odell Richardson Urban League of Pittsburgh
Dolores Schultz. Thermo Fisher
Craig Stauffer. Quest Diagnostics
Beth Suchy Shaw Group
Gina Walker Schneider Downs
Cynthia Winter . National Council on Family Relations
Michelle Zinsser. Heinz





Capitalizing on a 21st Century Workplace: The Work/Life Competitive Edge

Tuesday, November 6, 2007, Pittsburgh Hilton Hotel

Program

7:30 am

Grand Ballroom 2

Networking/Continental Breakfast

8:30 - 10:00 am

Grand Ballroom 2

Opening Keynote Address



Joanne G. Sujansky, Ph.D., CSP (Certified Speaking Professional), President, Key Group

For over twenty-five years Joanne G. Sujansky has been helping leaders to increase business growth and profitability by creating and sustaining what she calls a Vibrant Entrepreneurial Organization. Her expertise, insight, wisdom, humor and practical solutions have made Joanne a highly sought-after speaker.

10:15 - 11:45 am

Sterlings 1

Concurrent Sessions

The Effects of Globalization and Work Travel: What it Means for Your Workers and Business, Anisa M. Zvonkovic, Ph.D., Professor and Chair, Department of Human Development and Family Studies, Texas Tech University

Sterlings 2

The Business Case for Work/Life Programs, Olivia Tassone, Human Resource Consultant for Work/Life Strategies, PNC Financial Services

Sterlings 3

Generational Differences and the Effects on Work/Life Policy for Your Business, Catherine Giunta, Ph.D., SPHR, Division of Management, Family and Consumer Sciences, Seton Hill University

Noon - 1:15 pm

Grand Ballroom 2

Lunch Panel

Facilitator: **Rich Longo**, Vice President, Devon Health Services, Inc.

The panel will discuss areas where they have had success in their organizations, some of the roadblocks to managing the work/life programs and meeting the needs of our changing workforce.

Highmark: Tammie McNaughton, Director, Corporate Diversity and Work/Life
PNC Financial Services: Kathleen D'Appolonia, Senior Vice President, Corporate Recruiting and Employee Inclusion

Dick's Sporting Goods: Kathy Sutter, Senior Vice President, Human Resources

Schneider Downs: Tom Harvey, Director of Human Resources

GSK Consumer Healthcare: Joyce Hrynewich, Manager, Human Resources

1:30 pm

Sterlings 1

Concurrent Sessions

How to Leverage the Potential of the Virtual Workplace for More (not Less) Work-Life Balance, Debra Dinnocenzo, President, Virtual Works! Author of *Dot Calm* and *101 Tips of Telecommuting*

Sterlings 2

How Work/Life Programs are Re-shaping Our Benefits, Marc Cammarata, M.A., Founder and Chief Executive Officer, Cammarata & Associates

3:00 pm

Closing Session

Gifts from the World of Research for Corporate Practitioners, Shelley MacDermid, Ph.D., Professor and Director, Center for Families, Purdue University





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PLEASE REGISTER ME FOR THE WORK-LIFE SUMMIT

(copy form as needed - 1 person/form)



Name _____

Employer _____

Address _____

City _____ Province/State _____ Postal/Zip _____

Phone (____) _____ Fax (____) _____

E-mail _____

Summit Registration - Tuesday, includes breakfast, lunch and materials

____ Employer \$125 ____ NCFR Member \$85 ____ Student \$75

____ Attendance at Keynote Address by Joanne Sujansky only \$45

____ **Total Amount Enclosed**

Checks (payable to National Council on Family Relations - WL Summit)

Money Order Visa Mastercard

Card Holder (Visa/MasterCard only) _____ 3-digit Security code _____

Credit Card Number _____ Exp. Date _____

Signature _____

Check here if you have a disability requiring special accommodations, services or dietary needs. Staff will contact you.

Instructions - Payments may be made by check, money order or Visa/MasterCard, payable to the **National Council on Family Relations**, 3989 Central Ave NE, Suite 550, Minneapolis, MN 55421. If using a credit card you may register by Fax: 763-781-9348.

Refund Requests: Must be in writing and postmarked by November 1, 2007. All refunds are subject to a 30% administrative fee.

You may also register online at <https://secure.ncfr.com/registration2007.html>. If you are only attending the Work-Life Summit please fill out the bio section and skip to Section 3 - Workshops - and check "Work-Life Summit."