



Oregon & Idaho Bankers Association

HUMAN RESOURCE PROFESSIONALS WORKSHOP

Thursday, September 16, 2010
8:00 am – 4:30 pm

Sheraton Airport Hotel, 8235 NE Airport Way, Portland, OR 97220

This one-day workshop will challenge you to “think outside the box”. Organizations are cutting budgets, downsizing staff, and freezing salaries. How does your department respond to these new challenges? This program will prepare you with both the systems and processes needed to redefine your strategic thinking.

8:00 am Welcome

Kris Wolfram, Vice President, Cultural Enhancement
Umpqua Bank, Portland, OR
Chair, OBA Human Resources Committee

8:15 am Social Media 101

What is social media and how can you use it to your advantage? Can I use it for recruitment and retention? Are there benefits in using social media? This session will help you see how social media can enhance the human resource process and understand the importance of developing a social media policy.

Speaker: Hallie Janssen, Vice President, Anvil Media, Inc., Portland, OR

10:15 am Social Media Risk Management

You have rolled out the bank’s social media program. But have you considered the legal responsibilities that come with your company’s use of social media and more importantly how to manage your employees use of social media sites such as Facebook, MySpace, Twitter & Internet Blogs. What are the risks and best practices for a proactive approach to this the changing technology?

Speakers: Jean Back, Schwabe, Williamson & Wyatt, Portland, OR

12:00 Lunch

12:45 pm Leadership in Today’s Environment

The banking industry has been given a poor image during these turbulent times. In this session, you will learn the

importance of leadership and the contribution it makes to your organization; broadens your understanding of how your leadership capability impacts employee performance; and define ethical credibility and how to build and maintain that credibility.

Judy Clark, President/CEO, HRAnswers, Inc., Portland, OR

2:00 pm CEO/President Perspective of Leadership
Panelist:

Roger Busse, President/Chief Operating Officer,
Pacific Continental Bank, Eugene, OR
Melanie Dressel, President/CEO, Columbia Bank, Tacoma, WA
Cheryl Cebula, President/Chief Operating Officer,
Albina Community Bank, Portland, OR

Moderator: Jill Faughender, SVP & Human Resources Manager West Coast Bank, Salem, OR

3:15 pm Depositions – Do not allow yourself to get rattled!

You have received a notice of deposition or an employment discrimination claim and bank counsel has called to set up an appointment. Now what! This session will walk you through the process to prepare for responding to legal claims and testifying at a deposition, the dos and don’ts. What to say and not to say.

Speaker: Lisa Umscheid, Partner-Attorney, Ball Janik LLP Portland, OR

4:30 pm Adjourn

Target Audience: Members of the Human Resource Team, Branch Managers

Recertification credit hours toward PHR and SPHR recertification through the HR Certification Institute (HRCI.org) have been submitted for this program. A program number will be provided at the time of the conference.

R E G I S T R A T I O N

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Registration Fee: \$199 per person (includes materials and lunch)

Organization: _____ Phone: _____ Fax: _____

Address: _____ City/State/Zip: _____

List Registrants’ Names, Titles
and Email Addresses (for confirmation):

METHOD OF PAYMENT:

- Check (made payable to Oregon Bankers Association)
- Visa/Mastercard/Discover

Name on Card: _____

Card Number: _____

Expiration Date: _____ 3 Digit V-Code: _____

Billing Address: _____

Signature: _____