

IS **YOUR** RECRUITING STRATEGY  
ALIGNED WITH THE CURRENT  
TALENT MARKET?

PSMJ/Resources, Inc.®

# A/E/C RECRUIT MAX

JULY 23-24, 2019

SEATTLE, WA

[www.psmj.com/recruitMAX](http://www.psmj.com/recruitMAX)

JOIN PSMJ AT **THE**  
ULTIMATE CONFERENCE FOR  
PROVEN A/E/C TALENT  
ACQUISITION STRATEGIES

**SAVE \$200**

EARLY-BIRD REGISTRATION RATE ENDS MAY 31, 2019

# THE SUREST WAY TO SUCCESS?



In a robust economy, staffing up with top-level talent is a challenge. A shrinking pool of rock-star designers, Project Managers, and specialists has left firm leaders scrambling. Declining longevity adds pressure as Millennials now define loyalty as just 18 months at one job and industry powerhouses are snatching up increasingly rare gems.

The A/E/C recruiting landscape is changing rapidly. To be successful, your strategy must change as well.

**A/E/C RecruitMAX** shows you how to compete for top talent using new strategies, technologies, and processes. It's essential learning for firm leaders seeking maximum return on recruiting investment.

## FIND AND HIRE THE BEST PEOPLE

## OUR VENUE

### RENAISSANCE SEATTLE HOTEL

515 Madison Street • Seattle, WA 98104 • (206) 583-0300

Experience the Renaissance Seattle Hotel, a stylish hotel in downtown Seattle and one of the hotels conveniently located near CenturyLink and Safeco Fields, Pike Place Market, and upscale shopping.

**ROOM RATE: \$269 single/double • CUT-OFF DATE: 7/8/19**



# AGENDA

## DAY 1 - JULY 23, 2019

7:30 AM - 8:15 AM	Registration and Networking Breakfast
8:15 AM - 9:30 AM	<b>Welcome and Opening Keynote: <i>The Latest Recruiting and Compensation Trends in the A/E/C Industry</i></b> with David Burstein, P.E. / PSMJ Resources, Inc.
9:30 AM - 9:45 AM	Networking and Refreshment Break
9:45 AM - 10:45 AM	<b>BREAKOUT SESSIONS</b> <b>Case Study Track: <i>Employees – Your Primary Customer</i></b> with Tom Hendrick / Wallace Engineering <b>Tools and Tactics Track: <i>The Biggest Compensation Mistakes Everyone is Making</i></b> with David Burstein, P.E. / PSMJ Resources, Inc.
10:45 AM - 11:00 AM	Networking and Refreshments Break
11:00 AM - 12:00 PM	<b>BREAKOUT SESSIONS</b> <b>Case Study Track: <i>Recruit the Best Employees By Fostering a Culture of Continual Improvement</i></b> with Mariah Meyer and Joan Redhair / BRR Architecture <b>Tools and Tactics Track: <i>Using Harrison Assessments to Screen Out Duds</i></b> with David Burstein, P.E. / PSMJ Resources, Inc. and Reid Tolley / Harrison Assessments
12:00 PM - 12:30 PM	Networking Lunch
12:30 PM - 1:15 PM	<b>Panel Discussion: <i>A/E/C Diversity and Inclusion Recruiting</i></b> Moderated by Jenifer Navard / Eskew+Dumez+Ripple
1:15 PM - 1:30 PM	Networking and Refreshments Break
1:30 PM - 2:30 PM	<b>BREAKOUT SESSIONS</b> <b>Case Study Track: <i>How to Build a REAL Candidate Pipeline with Phone Interviews and Informational Interviews</i></b> with Lindsay Pearsall / Aspect Consulting <b>Tools and Tactics Track: <i>Anticipatory Hiring: Your Key to Building a Future-Ready Workforce</i></b> with Kristi Weierbach / Stambaugh Ness
2:30 PM - 2:45 PM	Networking and Refreshments Break
2:45 PM - 4:00 PM	<b>UNCONFERENCE ROUNDTABLES</b> <i>Experience thought-provoking discussions with the brightest minds in recruiting about topics that matter to you! When you are ready to join a different discussion, simply get up and join the next one!</i>
4:00 PM - 5:15 PM	<b>Day 1 Closing Keynote: <i>More than a Paycheck: How Niche Firms are Winning the Talent Battles with Industry Giants</i></b> with Jorge Rico / Global Talent Consultant
5:15 PM - 6:30 PM	Cocktail and Networking Reception

## DAY 2 - JULY 24, 2019

7:45 AM - 8:30 AM	Networking Breakfast
8:30 AM - 9:45 AM	<b>Keynote Presentation: <i>Today's Top Legal Risks in Sourcing, Recruiting, and Hiring: How to Avoid Liability Stemming from Online Recruiting, ATS Algorithms and Protocols, and Other EEO-Related Traps</i></b> with Billy Hammel / Constangy, Brooks, Smith & Prophete LLP
9:45 AM - 10:00 AM	Networking and Refreshments Break
10:00 AM - 11:00 AM	<b>BREAKOUT SESSIONS</b> <b>Case Study Track: <i>Recruiting Your Best to Stay: How to Make Leadership Development a Core Retention Practice</i></b> with Jonathan Wilson / KPG <b>Tools and Tactics Track: <i>Hands-On New Recruit Experience Design Workshop</i></b> with Ryan Suydam / ClientSavvy
11:00 AM - 11:15 AM	Networking and Refreshments Break
11:15 AM - 12:15 PM	<b>BREAKOUT SESSIONS</b> <b>Case Study Track: COMING SOON!</b> <b>Tools and Tactics Track: <i>Winning with Impact: How to Standout in both the Marketplace and the Recruiting Space</i></b> with Peter Atherton, P.E. / Actions Prove LLC
12:15 PM - 12:45 PM	Networking Lunch
12:45 PM - 2:00 PM	<b>Closing Keynote: <i>Find The Hidden Gems: How to Attract the 85% of Top Talent NOT Conducting an Active Job Search</i></b> with Barbara Bruno / Good as Gold Training

*\*Speakers and sessions subject to change*

FOR COMPLETE DETAILED AGENDA, VISIT: [www.psmj.com/recruitMAX](http://www.psmj.com/recruitMAX)

# HOT RECRUITING PROBLEMS

## **HOT RECRUITING PROBLEM #1:**

**High salary and benefits packages that attract lateral hires carve too deeply into your firm's profits**

**REAL WORLD SOLUTION:** BRR Architecture's Executive VP shows you how they use win-win alternative offers, such as training programs and experiences, to recruit top design and engineering talent. (Breakout session: Day 1, 11 a.m.)

## **HOT RECRUITING PROBLEM #2:**

**You struggle to differentiate your A/E/C firm from others fighting for the same designers and engineers**

**REAL WORLD SOLUTION:** Wallace Engineering's CEO explains how he inspires existing employees to be passionate advocates for the firm's culture when discussing open positions. (Breakout session: Day 1, 9:45 a.m.)

## **HOT RECRUITING PROBLEM #3:**

**Scrambling to fill open positions on the open market puts you at a disadvantage when other firms already have relationships with the best candidates.**

**REAL WORLD SOLUTION:** Aspect Consulting's HR Director reveals how they built and maintain a talent pipeline ready to tap whenever an engineering project or client demands critical skill sets. (Breakout session: Day 1, 1:30 p.m.)

## **HOT RECRUITING PROBLEM #4:**

**In a rush to fill openings, it's easy to overlook language in your social media and job board posts that can be used as evidence in age, race, or gender discrimination claims filed by rejected candidates.**

**REAL WORLD SOLUTION:** Employment law attorney Billy Hammel provides examples and simple word/phrase fixes that can reduce your legal risks. (Opening Keynote: Day 2, 8:30 a.m.)



# TOP ~~9~~<sup>11</sup> REASONS YOU MUST ATTEND

1. **Improve your candidate-facing brand** by making diversity and inclusion a recruiting priority
2. **Form an employee advocate team** that makes other A/E/C professionals want to join you
3. **Build a talent pipeline** connecting you with specialized skills
4. **Create profitable long-term relationships** using techniques proven at A/E/C industry giants
5. **Change the recruiting experience** to make it painless for both sides of the discussion
6. **Get ahead of 2019 recruiting trends** creating new challenges—and opportunities
7. **Keep your social media job postings from coming back** to bite you in court
8. **Reach the 85% of hot potential candidates** who aren't looking for a new opportunity—yet
9. **Structure offers that beat other firms**—without breaking the bank

## PLUS TWO MORE!

10. Attorney Billy Hammel shows you how to **spot legal landmines in your current recruiting process** and reduce your risk of devastating litigation.
11. 15 more A/E/C industry leaders and **recruiting experts eager to share their best practices and the latest strategies** for success in a tight labor market.

## EARN CREDITS



**A/E/C RecruitMAX** is AIA CES Registered to provide this content and earns you 12 LU Hours, CEUs or PDHs. Not all state and licensing boards accept these programs for learning units. PSMJ is a registered provider with the Florida Board of Professional Engineers, provider #0003546. PSMJ is a registered provider with the Florida Board of Landscape Architecture, provider #0002844 course #0007693.



**A/E/C RecruitMAX** is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM-SCP. This program is valid for up to 12 PDCs for the SHRM-CP or SHRM-SCP. For more information about recertification, please visit [www.shrmcertification.org](http://www.shrmcertification.org)



**A/E/C RecruitMAX** has been approved for 12 recertification credit hours through the HR Certification Institute (HRCI). For more information about certification or recertification, [www.hrci.org](http://www.hrci.org) please visit HRCI's website at [www.HRCI.org](http://www.HRCI.org)

For more information about credits, contact Timmery Kuck at [education@psmj.com](mailto:education@psmj.com) or at (617) 965-0055

# YOUR KEYNOTES



**David Burstein, P.E. - Director & Senior Consultant / PSMJ Resources, Inc.**

Dave Burstein is a Director and Senior Consultant with PSMJ. He provides consulting and training on a wide range of management and leadership topics. Prior to joining PSMJ, Dave worked for 26 years at Parsons Corporation, one of the world's largest and most respected engineering-construction firms. During his tenure at Parsons, Dave held a variety of positions including President of Parsons' 1,600-person, environmental subsidiary and President of Parsons' 120-person, planning subsidiary.



**Jorge Rico - Global Talent Consultant**

As Global Talent Consultant for one of the world's largest and most successful construction engineering companies, with 87,000 employees and over \$20 billion in revenue, Jorge Rico provides development & execution of talent acquisition and retention services and direction to leaders in multiple business lines and engineering disciplines. He provides strategy development and employment branding as well as passive candidate sourcing, recruiting, talent management/forecasting, succession planning, screening/interviewing, salary negotiation and on-boarding. He has extensive experience training A/E/C business leaders in targeted full life-cycle recruiting on the global level.



**Billy Hammel, Esq / Constangy, Brooks, Smith & Prophete LLP**

Billy Hammel represents and counsels employers in many areas, including labor relations, compensation and benefits, workplace safety, corporate governance, officer and director liability, risk management, and best practices. He regularly represents employers in a wide variety of matters before administrative agencies and in state and federal courts. He also helps clients avoid litigation in the first place through preventative counseling, compliance training, internal investigations, and damage control.



**Barbara Bruno / Good as Gold Training**

Barbara Bruno is internationally recognized as a top staffing, recruiting, and talent acquisition expert, having created 14 courses for LinkedIn Learning approved for Enterprise Corporate client continuing education curriculum. Barb has authored several books, writes the widely-read No BS newsletter, created mobile recruiting apps, and designed and authored the curriculum for the Professional Certification Program for IT and Engineering Recruiting Professionals. She has also held many leadership roles including: State President of IAPC and Chairman of the Board of the National Association of Personnel Services.

## MEET *our* SPONSORS



**FULL SAIL PARTNERS** is a Deltek Platinum Partner and the creators of the Blackbox Connectors for Deltek Vision. Partnering with more than 1,000 clients nationwide, Full Sail Partners builds long-term relationships and seeks to identify the critical resources to create a faster, more efficient, and cohesive business infrastructure.

[www.fullsailpartners.com](http://www.fullsailpartners.com)



**STAMBAUGH NESS** is a CPA and business consulting firm headquartered in Central Pennsylvania serving clients nationally. With a strategic focus in the architecture, engineering and construction industries, Stambaugh Ness works with over 800 A/E/C firms in 40 states.

[www.stambaughness.com](http://www.stambaughness.com)



**TALENT MATTERS** helps organizations hire, develop, promote and retain top talent. Their assessment tools effectively address selection, individual and team development, and succession needs to manage talent from front line to executive levels.

[www.talentmatters.solutions](http://www.talentmatters.solutions)

# MEET *the* FACULTY



**Peter Atherton, P.E.** - President / **ActionsProve, LLC**

Peter Atherton is an industry insider having spent more than 20 years as a successful professional, principal, major owner, and member of the board of directors for a high-achieving A/E/C firm.



**Tom Hendrick** - President & CEO / **Wallace Engineering**

Tom is President & CEO of Wallace Engineering, a civil and structural engineering consulting firm headquartered in Tulsa, OK, with additional offices in Oklahoma City, Kansas City, Denver, and Atlanta.



**Mariah Meyer, AIA, LEED AP BD+C** - Executive Vice President / **BRR Architecture**

Mariah is an Executive Vice President within the BRR Architecture leadership team. Throughout her professional career, Mariah has worked on multiple project types in hospitality, retail, entertainment, commercial and education markets.



**Jenifer Navard** - Principal/Director of Finance / **Eskew+Dumez+Ripple**

Jenifer has over 25 years of experience in business and financial management. Since starting at Eskew+Dumez+Ripple in 2003 her work has lead the firm to its highest level of profitability since its inception in 1989 while maintaining and enhancing the firm's transparent, collaborative creative environment.



**Lindsay Pearsall, CPC, CTS** - Director of HR / **Aspect Consulting**

Lindsay has over 15 years' experience in recruiting and is currently leading HR for an environmental and geotechnical engineering firm. Before venturing into the A/E/C industry she was involved in sourcing and placing over 6,000 candidates with hundreds of firms.



**Joan Redhair** - VP of Human Resources / **BRR Architecture**

Joan is the Vice President of Human Resources at BRR and a member of the firm's leadership team. She has been committed to balancing the business needs with strategies and programs that encourage and support BRR's strong work culture.



**Ryan Suydam** - Chief Experience Officer / **ClientSavvy**

Problems cannot be solved by the same level of thinking that created them. My strengths are focused in ideation and strategic – I get excited helping others look at problems in new ways, specifically to help them build and develop great relationships.



**Reid Tolley** - Managing Partner / **Harrison Assessments**

Reid has a B.S. in Human Resources Management with over 32 years of global corporate experience in Organization Development, Talent Management, and HR Management. Reid provides Harrison Solutions related to selection and development, building talent pipelines, team development, and coaching.



**Kristi Weierbach, Ph.D., SPHR, SHRM-SCP**

Director of Workforce Advisory Services / **Stambaugh Ness**

Kristi focuses her extensive expertise on helping A/E/C firms create a unique human resources architecture, applying practical solutions that complement strategic goals and company culture.



**Jonathan Wilson** - Aviation Services Manager / **KPG**

Jonathan Wilson writes, speaks, and consults with public and private organizations about the future of leadership. Jonathan is also the Aviation Services Manager at KPG, an interdisciplinary professional services company headquartered in Seattle.

PSMJ | Resources, Inc. ®

# A|E|C RECRUIT MAX

JULY 23-24, 2019 | **SEATTLE, WA**

10 Midland Avenue, Newton, MA 02458

This event is for smart A/E/C firm owners, principals, executives and HR professionals who know that business success starts with having the right people in the right positions – and that winning the talent war in this robust environment demands both big-picture strategic vision and an obsessive focus on granular details. Join your colleagues and leading experts in Seattle for this can't-miss event!



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## SAVE \$200

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