

PEOPLE MAX

FEBRUARY 3-5, 2020 / ORLANDO

THE A/E/C Recruiting Strategies and Employee Experience Summit

FIND, LAND, and **KEEP** the best designers, engineers,
and leaders using tips from the most successful firms

Featuring:



Barry Barber
Kimley-Horn

Barbara Bruno
Good As Gold Training

Mariah Meyer
BRR Architecture

Lindsey Pearsall
Aspect Consulting

PLUS 15 MORE A/E/C EXPERTS ready to share their tested
techniques and proven practices at **THE ONE BREAKTHROUGH
LEARNING AND NETWORKING EVENT**



SAVE \$400

**EARLY-BIRD
RATE EXPIRES
DECEMBER 3, 2019**

A/E/C PeopleMAX

In this robust and fast-moving economy, what worked in A/E/C recruiting and engagement a few years ago won't win any battles today.

A shallow candidate pool and aggressive poaching has architecture and engineering firm principals and HR managers scrambling to both staff up and retain key contributors.

Your ability to fill open A/E/C positions with top talent, and keep them from moving on, will make or break your firm. You need direct access to what the most successful firms are doing to both attract talent and create a cultural, engagement, and high-performance ecosystem that delivers results.

Join your colleagues at **A/E/C PeopleMAX** in Orlando and connect with recruiting and employee experience techniques the most successful firm leaders are using right now to build and maintain superior teams.

- Identify, approach, and steal talent from industry giants without breaking the bank
- Discover hidden traits and characteristics that reveal true leadership skills and business acumen
- Turn every designer, engineer, PM, and technician into a proactive recruiter for your firm
- Avoid the common salary and bonus benchmarking mistakes that doom staffing initiatives
- Learn the indicators that predict millennial disengagement and dissatisfaction
- Incorporate EQ into your recruiting process and your firm's culture to boost retention of key contributors
- Increase the effectiveness of your firm's equity, diversity, and inclusion strategy
- Save time and streamline recruiting with employee experience analytics linked to metrics and goals

OUR VENUE

Disney's Contemporary Resort

A/E/C PeopleMAX will take place over 3 days in February 2020 at Disney's classic Contemporary Resort in Orlando, featuring world-class amenities, award-winning dining, spectacular views, and dazzling pools. Save with the A/E/C PeopleMAX discount room rate!

Hotel Room Cut-off Date: 1/13/20



AGENDA

DAY 1 - MONDAY, FEBRUARY 3

2:00 PM - 5:00 PM	Pre-Summit Workshop: Navigating Legal Risks in Recruiting and Retaining: How A/E/C Firms Can Avoid Discrimination Claims, Limit Liability, and Build a Diverse Workforce with Charlie Plumb, Partner / McAfee & Taft
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DAY 2 - TUESDAY, FEBRUARY 4

7:30 AM - 8:15 AM	Registration and Breakfast
8:15 AM - 9:30 AM	Welcome and Opening Keynote: Be a Great Place to Work: Creative Ways to Build an Effective Culture and Successful Business with Barry Barber, Kimley-Horn
9:30 AM - 9:45 AM	Coffee Break
9:45 AM - 10:45 AM	BREAKOUT SESSIONS I Recruiting Track: How to Build a REAL Candidate Pipeline with Phone Interviews and Informational Interviews with Lindsay Pearsall / Aspect Consulting Employee Experience Track: How a Value-based HR Team Lead Firm Growth During a Leadership Transition with Elizabeth Uzzo / H2M Architects + Engineers
10:45 AM - 11:00 AM	Networking Break
11:00 AM - 12:00 PM	BREAKOUT SESSIONS II Recruiting Track: Foster a Culture of Continual Improvement to Retain Your Best Employees with Mariah Meyer and Joan Redhair / BRR Architecture Employee Experience Track: TBD (visit www.psmj.com/PeopleMAX for updates)
12:00 PM - 1:15 PM	Lunch with Keynote Speaker: Is Your Firm Meeting Candidate Diversity Expectations? Practical Ways to Improve EDI with Samantha McCloud, AIA / Gastinger Walker
1:15 PM - 1:30 PM	Networking Break
1:30 PM - 2:30 PM	BREAKOUT SESSIONS III Recruiting Track: War Stories: Battle for Employee Attraction, Retention, and Engagement with Tim Casto, PE, and Samantha Platt / The Kleingers Group Employee Experience Track: A Culture of Teamwork: How to Build High-Performing A/E/C Teams That Transform Recruiting and Retaining with Carrie Ann Williams, Adana Consulting
2:30 PM - 2:45 PM	Networking and Refreshments Break
2:45 PM - 3:45 PM	UNCONFERENCE ROUNDTABLES
3:45 PM - 5:00 PM	Keynote: More than a Paycheck: How Niche Firms are Winning the Talent Battles with Industry Giants with Jorge Rico / Global A/E/C Talent Consultant
5:00 PM - 6:15 PM	Networking Reception

DAY 3 - WEDNESDAY, FEBRUARY 5

7:45 AM - 8:30 AM	Networking Breakfast
8:30 AM - 9:45 AM	Keynote: Landing Unicorns: How to Find Mid-Career A/E/C Professionals With the Experience and Passion to Lead with Justin Smith, PE
9:45 AM - 10:00 AM	Coffee Break
10:00 AM - 11:00 AM	BREAKOUT SESSIONS IV Recruiting Track: FROM THE INSIDE OUT: How Emotional Intelligence Improves Recruitment and Retention of A/E/C Leadership Talent with Clay Kirkland Employee Engagement Track: 9 Compensation Mistakes A/E/C Firms Make that Kill Engagement with Jay McRae / PSMJ Resources, Inc.
11:00 AM - 11:15 AM	Networking and Refreshments Break
11:15 AM - 12:15 PM	BREAKOUT SESSIONS V Recruiting Track: TBD (visit www.psmj.com/PeopleMAX for updates) Employee Engagement Track: Winning with Impact: How to Standout in Both the Marketplace and the Retention Space with Peter Atherton - President and Founder Actions Prove LLC
12:15 PM - 12:45 PM	Networking Lunch
12:45 PM - 2:00 PM	Closing Keynote: No Stone Unturned: How to Attract, Hire, Engage and Retain the 85% of Superior A/E/C Talent Not Actively Looking with Barbara Bruno Good as Gold Training

**Speakers and sessions subject to change*

FOR COMPLETE DETAILED AGENDA, VISIT: www.psmj.com/peoplemax

SOLUTIONS to your **HOTTEST** A/E/C Employee Recruiting and Retention Problems from the Industry's Top Firms

HOT PROBLEM #1:

Today's most attractive candidates have culture and growth opportunity demands that can be hard to meet.

Real World Solution:

Kimley-Horn's Executive VP Barry Barber explains how the firm, named to FORTUNE's 2019 "Best Places to Work" list, grew into the 4,000 employee powerhouse it is today.

HOT PROBLEM #2:

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.

HOT PROBLEM #3:

You struggle to differentiate your A/E/C firm from others fighting to land and engage the same designers and engineers.

Real World Solution:

GastingerWalker's Samantha McCloud, AIA, explains how to actually move the needle on diversity & inclusion and align your firm's demographics with the expectations of today's most desirable talent.

HOT PROBLEM #4:

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.

HOT PROBLEM #5:

Your candidate interviewing process hasn't kept up with best-practices, leaving you stuck with hires that look good on paper but without the intangibles needed to thrive.

Real World Solution:

Tim Casto, PE, and Samantha Platt with **The Kleingers Group** reveal how the execution of fluid staff development plans, behavioral interviewing, and cultural-based hiring is attracting the hottest talent, keeping top performers, improving engagement, and increasing productivity.

YOUR COLLEAGUES SAY IT BEST...



"Great conference! Worth our time and investment. Leaving with 16+ pages of notes with action items highlighted!"

Teresa Beck, Beck Engineering, Inc.

"Best conference I've been to in my 19 year HR career!"

Jillian Anderson, Burgess & Niple

"Can't wait for 2020!"

Monica Steindl, Walker Partners

"I'm on the steering committee for our committee engagement effort and I really appreciate the thought behind the planning. It's something I'll be bringing back to my committee."

Kelly Grecco, HBG Design



EARN CREDITS



PSMJ is AIA CES Registered. A/E/C PeopleMAX has applied for up to 12 LU Hours. 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.



A/E/C PeopleMAX is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM-SCP. This program has applied for 12 PDCs for the SHRM-CP or SHRM-SCP. Approval pending. For more information about recertification, please visit www.shrmcertification.org



A/E/C PeopleMAX has applied for 12 recertification credit hours through the HR Certification Institute (HRCI). Approval pending. For more information about certification or recertification, www.hrci.org please visit HRCI's website at www.HRCI.org

For more information about credits, contact Kristina Rechter at education@psmj.com or at (617) 965-0055

KEYNOTE Speakers



Barry Barber - Executive Vice President / Kimley-Horn

Barry Barber is an executive vice president and principal with Kimley-Horn. He served for 19 years as the firm's Director of Human Resources. In his different roles, Barry has proudly seen Kimley-Horn named one of FORTUNE's 100 Best Companies to Work For 12 times, and #5 on FORTUNE's 2019 list of "Best Workplaces for Millennials." As a member of the firm's leadership team and Board of Directors, Barry assists with various elements of the firm's operations and manages recruiting practices for over 4,000 employees in over 80+ offices. He brings expertise to the firm in business management, resource management, and recruiting.



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, created mobile recruiting apps, and designed and authored the curriculum for the Professional Certification Program for IT and Engineering Recruiting Professionals.



Samantha McCloud, AIA - Associate and Director of Community Involvement, Diversity and Inclusion / GastingerWalker&

As a national speaker and community builder, Samantha enjoys empowering others. Her recent honors include AIA Kansas City's 2018 Presidential Award and the KC Business Journal 2018 NextGen Leader Award. "By speaking up and participating in recruitment efforts, I helped my firm attract new talent and increase our team's diversity. Today, 15 percent of our Kansas City design staff identify as people of color, and our office is burgeoning with new business."



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.



Justin Smith, MBA, SE, PE

Justin is an organizational development consultant with a passion for helping A/E/C firms build winning cultures. His work focuses on leadership, project and operations management, and business development. A classically trained structural engineer, Justin uses his skills, experience, and education to help firms solve the systems and people issues that inhibit growth.

PRE-SUMMIT WORKSHOP Leader



Charles Plumb - Partner / McAfee & Taft

Attorney Charlie Plumb represents management in all phases of employment law and labor relations, including compliance with state and federal regulations. He leads programs on best practices for avoiding legal mistakes in the recruiting process and conflict arising from the employer/employee relationship.

SPONSORSHIP Opportunities

A/E/C PeopleMAX offers a variety of ways to reach key A/E/C firm decision makers with information about your brand, product, or service. Choose the level that fits your marketing strategy best and let's talk about how we can work together to reach your goals!

FOR SPONSORSHIP OPPORTUNITIES, VISIT: www.psmj.com/peoplemax

BREAKOUT Speakers



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.



Tim Casto, P.E. - Director of Engineering / **The Kleingers Group**

As Engineering Director, Tim's role is to grow, hire and enable rock stars with resources that empower professional and personal success. Since 2005, he has infused the culture with The Kleinger's Group's core values, which include honoring commitments, listening, building lasting relationships, delivering the WOW, and DO THE RIGHT THING.



Clay Kirkland - Chief Consultant and Coach / **Wisdom & Creativity Consulting**

Clay has been a Gallup Certified Strengthsfinder Consultant and has worked with over 3000 individuals and dozens of businesses to leverage emotional intelligence assessment as a strategic recruitment and retention tool.



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.



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.



Samantha Platt - Director of HR / **The Kleingers Group**

Samantha Platt identifies trends and talent management tools to attract and retain the best and keep TKG competitive. She has over 20 years of HR experience in talent acquisition and employee experience management across diverse industries.



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.



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.



Elizabeth Uzzo - Senior Vice President and Director of HR / **H2M Architects & Engineers**

Liz Uzzo is highly active within the A/E industry, working closely with peer groups to bring to H2M 'first-in-class' HR organizational clarity on operational structure, employee development, recruiting/retaining talent, risk mitigation, regulatory compliance, work force, and succession planning.



Carrie Ann Williams, CPSM - Principal / **Andana Consulting**

For more than 18 years, Carrie Ann Williams has worked with firms to tie their recruiting and retention plan to their marketing efforts - starting with a strategic workshop, moving through research and analysis, resulting in clear goals and an implementation plan

MORE SPEAKERS TO BE ANNOUNCED!

FOR COMPLETE SPEAKER BIOS, VISIT: www.psmj.com/peoplemax



PEOPLE MAX

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FEBRUARY 3-5, 2020 / ORLANDO, FL

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 Orlando for this can't-miss event!



CALL:
617.965.0055



E-MAIL:
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VISIT:
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SAVE \$400

EARLY-BIRD REGISTRATION RATE ENDS DECEMBER 3, 2019