

GETFIVE
HR
NETWORK



BRIEFINGS FOR THE INFORMED PROFESSIONAL

78th HR Network Breakfast Seminar

April 13th, 2018

**Using Moments Of Transition
To Elevate Your Employer Brand:
Onboarding and Offboarding
Best Practices**

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BRIEFINGS FOR THE INFORMED PROFESSIONAL



ABOUT GETFIVE

GetFive is a provider of modern outplacement solutions, known for its proven 5-Step Method for job search. We help employer brands reach their full potential through smarter offboarding.

Our outplacement solutions guarantee unmatched one-to-one coaching hours and make a science of getting back to work. Our targeted executive coaching programs focus on the development areas your employees need most to maximize professional potential.

Known for our fanatical dedication to client satisfaction, we offer customized, scalable solutions for every employment level and stage. Visit us at getfive.com to schedule a complimentary strategy session and to find out how our programs can benefit your employer brand ROI.



HRCI RECERTIFICATION

PROGRAM: 350604

GENERAL CREDIT HOURS: 1.5

To receive recertification credit, please log-in to www.hrci.org, and click "My Recertification"



SHRM RECERTIFICATION

ACTIVITY 18-KCB39

1.5 PDCS

GetFive is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM-SCP.

Welcome to the 78th HR Network Breakfast Seminar

*Using Moments of Transition to Elevate Your Employer Brand:
Onboarding and Offboarding Best Practices*

TODAY'S BREAKFAST TOPIC

Using Moments of Transition to Elevate Your Employer Brand: Onboarding and Offboarding Best Practices

Research shows that companies with a strong onboarding program experience 50 percent greater staff retention than those that don't have one. Investing in building a solid onboarding program is a no-brainer for strengthening your employer brand, according to Girl Scouts Chief Business and Talent Officer Joann Rencher. But, how many companies are investing in a strong offboarding program? Not as many. Yet, the arguments for doing so are equally compelling. The voice of the alumni population has never mattered more than in the age of social media and community ratings.

Hear expert advice and anecdotes from our panelists about how they have bolstered their employer brands through the implementation of strong onboarding and offboarding programs. The discussion will offer actionable takeaways for organizations large and small.

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THE HOST



DARREN KIMBALL

Chief Executive Officer, GetFive

Prior to joining the company, Darren enjoyed a 20-year career on Wall Street. Darren spent 10 years as a top-ranked analyst by Institutional Investor Magazine and was twice the Wall Street Journal's top sector stock picker. He has appeared on CNBC, CNN, and Bloomberg TV to discuss his views. Darren holds a B.S. in Economics with magna cum laude honors from The Wharton School of the University of Pennsylvania and has been a chartered financial analyst (CFA) since 1994.

THE MODERATOR



GERALYN CAPPELLI

EVP, Head of HR, North American Wholesale at Rabobank International

Geralyn Cappelli is presently employed as an Executive Vice President and Regional Head of Human Resources for Rabobank North America Wholesale, a full range financial services Bank that operates on cooperative principles headquartered in the Netherlands. Geralyn is responsible for managing the HR function. She was previously a Wall Street executive and the Regional Head of Human Resources for Dresdner Kleinwort, the Americas. She has an extensive human resources background, working with global financial services companies, including Dresdner Bank AG, Schrodgers & Co. Incorporated and PriceWaterhouseCoopers. She is also certified as an Executive Coach and a Master Career Coach.

She has been a trusted advisor to senior management, providing guidance on strategic issues pertaining to the acquisition of talent, reductions in force, and company mergers. Geralyn received her M.B.A. from Pace University, majoring in Human Resources Management while coaching the university's debating team. Geralyn is also trained as professional mediator and a FINRA (Financial Industry Regulatory Authority) arbitrator.

Geralyn is active in the non-profit community as a pro-bono consultant and Account Director with the Taproot Foundation. She has delivered job search workshops for survivors of domestic violence and participated as a volunteer in Pace University Career Clinics. She is also a benefactor to the Association to Benefit Children.

THE PANELISTS



GLENN ALBUM
VP, HR at Pinnacle Foods

Glenn Album serves as the Senior Vice President of Pinnacle Foods and is a member of both the Frozen and Grocery Foods business unit and the Supply Chain leadership teams, with responsibility that spans across the entire organization, including the Pinnacle Foods and Boulder Brands business units and 17 manufacturing plants. He leads a team of HR Directors and, along with his team, is responsible for building a high performance organization.

Glenn started his career as a high school science teacher at the Manhattan Center for Science and Mathematics in NYC. His work in creating mentoring programs for his students with companies including General Electric, Merck and IBM, opened the door for him to a career in human resources. His first HR role in 1990 involved managing Merck's Affirmative Action and diversity programs and ensuring compliance with the newly established Americans with Disabilities Act. After a short period he became an HR Generalist at Merck and has been serving in this capacity ever since then. He joined Nabisco in 1995 and progressed through a variety of positions in a 10-year period of time, which included 5 years with Kraft Foods after Nabisco was acquired by Kraft in 2000. Glenn left Kraft Foods in 2005 for Toys "R" Us where he served as Vice President Human Resources for Toys "R" Us, overseeing all facets of HR for the Toys and Babies "R" Us stores where he stayed for 5 years prior to joining Pinnacle.

Glenn holds a Bachelor's Degree in Education and Communications from SUNY Brockport and a Master's Degree in Educational Psychology from Columbia University, Teachers College.



JOANNE RENCHER
*Chief Business and Talent
Officer at Girl Scouts
of the USA*

With 25 years of business leadership experience, Joanne serves as the Chief Business and Talent Officer for the National Headquarters of the Girl Scouts. She holds responsibility for the strategic leadership of the Girl Scouts' Property Assets, with a focus on increasing investments and elevating the brand through properties and other assets; and oversight of all talent and culture activities.

With her passion for developing business and talent leaders, Joanne founded a membership-based organization challenging conventional wisdom around career paths. She served as the Vice President of Human Capital for The New Teacher Project (TNP) and as a nonprofit consultant, leading innovations in the education reform and nonprofit sectors, respectively. As a nonprofit consultant, Joanne advised senior leaders and Board members at leading-edge organizations in the education, economic development and social services industries – among them, College Possible (an organization recognized by former President, Barack Obama, for its innovative approach to coaching and support for low SES students seeking college admission), Room to Read, and the Children's Aid Society.

Before working as a nonprofit consultant, Joanne served as the Chief People Officer for the American Red Cross in Greater New York where she held both human resources and P&L responsibilities as a member of the executive team. In 2001, she was recruited to build a global unit from the ground floor, ultimately leading a matrixed team on 4 continents and in 6 countries for the first public-private partnership, funded by the Gates Foundation, to work on advocacy and vaccine research/development for an AIDS vaccine – the International AIDS Vaccine Initiative (IAVI).

THE PANELISTS



GEORGE BRADT
Chairman
at PrimeGenesis

George Bradt has led the revolution in how people start new jobs. He and his colleagues accelerate transitions so that leaders and their teams fulfill their potential faster. After Harvard and Wharton (MBA), George progressed through sales, marketing, and general management roles around the world at companies including Unilever, Procter & Gamble, Coca-Cola, and J.D. Power's Power Information Network spin off as chief executive. Now he is a Principal of CEO Connection, Chairman of PrimeGenesis executive onboarding, and author of six books on onboarding, 400+ columns for Forbes, and twelve musical plays (book, lyrics & music).

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WHAT'S NEW AT GETFIVE



Spotlight

Check out the Featured HROI Interview Series

These interviews reveal the challenges, setbacks and successes experienced by HR professionals across different disciplines and from a wide variety of industries. The HROI Series shines a spotlight on the intersection of HR and ROI.

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FROM HR EXECS

"The outplacement services at [GetFive] are top-notch. What I like about [GetFive] is the practical, hands-on experience. All of my former employees feel they got that personal connection with someone, which really made the difference for them."

**ASSOCIATE EXECUTIVE DIRECTOR, HUMAN RESOURCES,
NOT-FOR-PROFIT**

"Outbound employees are thrilled because they get a personalized service with the resources to back it up. Nobody wants to need outplacement, but when they do, they want [GetFive]"

SENIOR HR BUSINESS PARTNER, COMPUTER SOFTWARE COMPANY

FROM PAST MEMBERS

"[GetFive] provides a basis for lifelong skills. For instance, you learn what your strengths are, you learn what you're passionate about, you know what you're worth and you know how to talk about this with confidence."

DIRECTOR, PUBLISHING

"[GetFive] helps open your eyes to things you can't see. If you give them a little bit, they're going to give you a whole lot more. I was able to change careers and industry. Take advantage of it."

MANAGER, BANKING