



PTC-SC

PERSONNEL TESTING COUNCIL OF SOUTHERN CALIFORNIA

2007 FALL CONFERENCE

Trends in Talent Management and Assessment

NOVEMBER 15 & 16

**HYATT REGENCY ORANGE COUNTY
GARDEN GROVE, CA**



WELCOME TO

GARDEN GROVE

The upcoming PTC-SC 2007 Fall Conference will be held in Garden Grove, CA. Garden Grove is a vibrantly progressive and growing city located just south of Los Angeles in Orange County, California. It's motto, "The City of Youth and Ambition," accurately reflects this culturally diverse community of over 170,000 people. Garden Grove is home to four annual cultural festivals that celebrate the Vietnamese, Korean, Arabic, and American heritage. Garden Grove's Strawberry Festival, now more than 45 years old, is the largest community-based Memorial Day event in the western United States. Garden Grove is conveniently located less than 1 mile away from Disneyland, seven miles from Knott's Berry Farm, nine miles from local beaches, and 10 miles from John Wayne Airport. The beautiful Mojave Desert and San Bernardino Mountains are also just a short drive away.

Garden Grove is home to the highest number of churches and places of worship per capita in California, including the world-famous Crystal Cathedral. With safe streets, warm, sunny weather year-round, and religious and cultural diversity; it's no wonder that residents consider Garden Grove a good place to call home. The Hyatt Regency Orange County is located just one mile from Disneyland Resort, with complimentary shuttle provided to the parks! In the heart of Orange County, the hotel is centrally located to the Anaheim Convention Center, Knott's Berry Farm, Crystal Cathedral, Angel Stadium and the Honda Center.

The Hyatt Regency Orange County is also conveniently located to John Wayne/Orange County Airport (20 minutes) www.ocair.com, Los Angeles International Airport (35 minutes) www.lawa.org/lax/, and just a short drive away from some of the world famous beaches of Southern California. Showcased by a magnificent 17-story atrium lobby, the Hyatt Regency Orange County is an architectural triumph with an inviting atmosphere.

Hotel amenities include two outdoor, heated pools, two Jacuzzis, tennis courts, a state-of-the-art fitness center, and a golf driving range located adjacent to the hotel.

Enjoy breakfast, lunch or dinner at the hotels' own California Grill, a specialty cocktail in Networks lounge, or stop in for a quick bite or afternoon pick-me-up at Pizza Hut Express or Starbucks.

*Information source Yahoo Travel.

PTC-SC



Hyatt Regency Orange County ♦ 11999 Harbor Drive ♦ Garden Grove, CA 92840

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CONFERENCE INFORMATION
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Event Date & Time:

Thursday, November 15, 2007

7:15am-4:45pm

*Social networking activity to follow

Friday, November 16, 2007

7:30am-3:30pm

Location:

Hyatt Regency Orange County

11999 Harbor Blvd

Garden Grove, CA 92840

Hotel Room Reservations for Overnight Accommodations:

Fees

Members**: \$200

Student Affiliates**: \$110

Non-Members: \$220

Non-Member Students: \$130

**To become a member or student affiliate, please visit our website:

<http://www.ipmaac.org/ptcsc/membership/>

Registration

Option 1: Fill out the online registration form at: <http://www.ipmaac.org/ptcsc/conferences/registration.shtml>

Option 2: Complete the attached paper registration form and send it in along with your payment.

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Contact Information

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Marina Mihalevsky at (626) 931-7982,

mmihalevsky@bassett.k12.ca.us or

Michael Arnoldus at (213) 241-7782,

michael.arnoldus@lausd.net.

DISTINGUISHED PRESENTERS & TOPICS

Beyond Testing: Linking Talent Recruitment and Deployment to the Bottom Line

Alec Levenson, Ph.D.

Center for Effective Organizations,
Marshall School of Business, USC

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Keeping Exempt Jobs Exempt: How To Avoid Wage and Hour Litigation

Cristina Banks, Ph.D.

Lamorinda Consulting, LLC
Haas School of Business, UC Berkeley

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Leadership: Predicting and Preparing Potential

Harry Brull

Personnel Decisions International, Inc

.....

Overcoming the Crisis of the Multigenerational Work Force: Recruitment, Retention and Communication Challenges and Opportunities

Annika Hylmo

Interchange Group

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Workshop: A Practical Guide to Return on Investment in Testing

Ted Darany

Darany and Associates

.....

The A.I.R Process: Employment Screening Techniques

Jared Callahan

Employment Screening Resources (ESR)

.....

Effects Of High- Versus Low-Stakes Testing On Unproctored Cognitive And Non-Cognitive Internet-Based Assessments

Anton J. Villado

Texas A&M University



PRESENTATION SUMMARIES & SPEAKER BIOS

Presentation: *Beyond Testing: Linking Talent Recruitment and Deployment to the Bottom Line*

In today's global economy, talent is a main source of competitive advantage. For many years companies have tried to take advantage of this by replacing old-style selection, succession planning, training and development efforts with more integrated talent management approaches. Despite this, however, in most companies talent identification and selection represent more of a potential than actual source of competitive advantage.

As the leading edge of talent recruitment, HR selection processes have the ability to profoundly impact a company's ability to successfully implement an effective talent strategy. In this presentation, Dr. Alec Levenson will demonstrate how traditional approaches to evaluating talent ignore the dimensions of talent in an organization and within roles that make a difference for the bottom line, using examples from the Center for Effective Organizations' research and consulting with leading companies. Specific case studies will highlight the strengths and weakness of competencies' role in measuring and maximizing the business impact of talent.

Presenter: *Alec Levenson, Ph.D. ~ USC Marshall School of Business*

Alec Levenson is a Research Scientist at the Center for Effective Organizations, Marshall School of Business, University of Southern California. His research focuses on the economics of human resources and organization design; HR and human capital metrics, analytics and return on investment; and strategy. Topics include estimating the strategic and financial impact of HR and human capital; identifying attraction, retention, motivation and productivity drivers for key talent pools; building analytic capabilities within the HR function; measuring the economic value of human capital gained on the job; aligning competency systems with strategic and bottom-line objectives; measuring and maximizing the economic value of leadership development, including executive coaching; measuring the return on investment to globally distributed software development; how companies manage for success in times of adversity; and contingent work.

Dr. Levenson works with companies to improve the quality of human capital analytics and increase the efficacy of HR programs and practices, including Booz-Allen & Hamilton, Capital One, Cisco Systems, Dreyers, Frito-Lay, Motorola, Pfizer, PricewaterhouseCoopers, Royal Bank of Canada, and Sun Microsystems. His research has been published in numerous academic outlets and has been featured in The Wall Street Journal, The Economist, CNN, Fox News, U.S. News and World Report, National Public Radio, Los Angeles Times, and Marketplace. He has received research grants from the Sloan Foundation, Russell Sage Foundation, Rockefeller Foundation, National Science Foundation, and National Institute for Literacy. Dr. Levenson received his Ph.D. and M.A. in Economics from Princeton University.

Continued on next page...

PRESENTATION SUMMARIES & SPEAKER BIOS

Presentation: *Keeping Exempt Jobs Exempt: How To Avoid Wage And Hour Litigation*

In recent years, organizations have experienced significant legal challenges in the form of class action lawsuits charging that exempt jobs are misclassified resulting in millions of dollars in over-time pay and premium payments arising from missed meal periods and rest breaks. This presentation outlines the relevant laws (both federal and state) regarding wage and hour exemptions, describes issues involved in misclassification cases, and details strategies for minimizing the risk of misclassification lawsuits. The presenter has served as an expert witness for the defense in over 20 cases and has published several articles on the subject for the benefit of both practitioners and internal counsel.

Presenter: *Cristina Banks, Ph.D. ~ Lamorinda Consulting, LLC*

Cristina Banks is the President and Founder of Lamorinda Consulting LLC, located in Moraga, CA. She specializes in providing consulting services to private and public companies regarding organizational strategy, wage and hour litigation, and human resource management.

Dr. Banks has previously served as a Senior Vice President of Right Management Consultants and The Empower Group, where she was responsible for strategic business development, developing client solutions, coordinating delivery of consulting services, and serving as an expert in litigation support.

Dr. Banks is a Senior Lecturer at the Haas School of Business at UC Berkeley. She has taught courses in leadership, organizational behavior, human resource management, and personnel psychology at UC and at the University of Texas at Austin for the last 30 years. She has published in the areas of performance management, organizational analysis, and employment law.



Presentation: *Leadership: Predicting and Preparing Potential*

Given our jurisdictions' future leadership needs, many organizations are developing succession management programs. This presentation will address several key issues related to identifying and ensuring our organizations have leaders ready when they are needed: What are the key precursors of leadership potential? What attributes is training unlikely to impact? What appears to be the major determinants of successful leadership? How can we train people to better handle leadership challenges?

Presenter: *Harry Brull, Personnel Decisions International, Inc*

Harry Brull is the Senior Vice President of Public Sector Services for Personnel Decisions International, (PDI) an I/O consulting organization with 33 offices in North America, Europe, South America, and Asia. Mr. Brull has designed over 3,000 public-sector selection and promotional procedures in his 29 years of consulting. Harry has been the champion of public sector business within PDI. He was also recognized as a leader in public sector consulting, recently completing a term as President of the International Public Management Association Assessment Council (IPMAAC). He is currently IPMAAC's representative to the IPMA-HR Executive Council. Harry's contributions to public sector work were acknowledged when he received the 2002 Bemis

Memorial Award. He also is a charter member of the Minnesota Employment Law Council where he is the only non-attorney. In addition to his position at PDI, Mr. Brull teaches Industrial and Organizational Psychology at St. Olaf and Macalester Colleges.

PRESENTATION SUMMARIES & SPEAKER BIOS

Presentation: Overcoming the Crisis of the Multigenerational Work Force: Recruitment, Retention and Communication Challenges and Opportunities

A crisis is approaching your workforce as the demographics of the U.S. labor market shift. The knowledge and experience of aging Traditionalists is at danger of being lost. The Baby Boomers, representing nearly 40% of the workforce, will begin to retire or change careers in record numbers. At the other end of the age spectrum is the MySpace generation of Millennials, which will rival Boomers in size and profoundly challenge the way companies organize and communicate. Caught in between these two demographic swells are the Gen Xers, a small, overwhelmed cohort who have to weather the storm.

- ◆ How is your organization responding to this workforce revolution?
- ◆ How are you challenging Traditionalists to remain connected with their work?
- ◆ How are you addressing the needs of Baby Boomers wanting to recalibrate their careers?
- ◆ How are you supporting overwhelmed mid-level Gen X managers and developing their skills?
- ◆ How can you increase retention of recent college graduates?
- ◆ How are you enabling members of all generations to draw on each other's skills and abilities as resources to sustain into the future?

Join Annika Hylmo for an interesting and enlightening discussion as she outlines the crisis approaching U.S. workforces as the demographics of the labor market shift. Her insights into all four generations will provide helpful tips and strategies for recruiting, retaining and managing the different generations in your organization as we move into an increasingly challenging employment market.

Presenter: Annika Hylmö, Ph.D. ~ Interchange Group

Dr. Annika Hylmö, is a researcher, coach and consultant with the Interchange Group. Annika earned her Ph.D. in Organizational Communication from Purdue University and continues to specialize in demographic shifts in the workplace and the impact of rapidly changing communication and technologies on all forms of organizations. Her consulting work includes workplace assessments and surveys, program development and implementation, and training targeting a range of organizational issues. Annika has worked as an Assistant Professor at Loyola Marymount University, where she taught courses in Organizational Communication and learned about generational differences from her students.

PRESENTATION SUMMARIES & SPEAKER BIOS

Presentation: *A Practical Guide to Return on Investment in Testing*

Presentations relating to the topic of Return on Investment (ROI) with regard to the function of testing and selection typically focus on the utilization of valid selection measures to ultimately realize a net cost savings for the organization. Yet, the task of actually computing and using ROI to initiate program improvements may still seem more theoretical and unapproachable to many in the field.

This session will begin with a brief introduction to the concept of ROI and will address the value of conducting ROI studies as a means of achieving greater efficiency and effectiveness in selection systems across organizations. The workshop will introduce some of the common metrics used to calculate ROI in selection, starting with the basic approaches to computing the two key elements of ROI: the costs associated with all phases of a testing process and the benefits that the testing process can be expected to produce. Some of the questions to be addressed during the workshop include:

- ◆ Are the metrics you collect meaningful for the organization?
- ◆ What categories are you missing? Does another department collect the information you need?
- ◆ How can you convert data that is not immediately in a useful format for you?
- ◆ How do you calculate dollar value for indirect benefits stemming from your selection programs?

Through a series of hands-on workshop activities, participants will gain both the tools and skills necessary to allow them to utilize ROI as a method of leading their respective organizations in the direction of continuous improvement. The presenter will conclude with suggestions for testing projects that can produce significant ROI and demonstrate that personnel/HR departments are a key asset in any organization.

Presenter: *Ted Darany, Darany & Associates*

Ted Darany heads the firm of Darany and Associates, which provides personnel selection consulting services. He was a charter member of the International Personnel Management Association Assessment Council's Board of Directors and has also served as its president. He has managed test development and research for the State of Michigan, been a regional psychologist for the U.S. Civil Service Commission, and served as the Employment Division Chief for San Bernardino County, CA. He founded the Western Region Item Bank, a national consortium of nearly 200 public agencies. Furthermore, organizations he has managed have won fifteen national awards for innovation and effectiveness. He is the recipient of the 1987 Stephen E. Bemis Memorial Award. In addition, he has taught university courses in test construction, job analysis, research methods, and public administration. He has often been an author, workshop presenter, and speaker for personnel selection, business, and law enforcement organizations.

Continued on next page...

PRESENTATION SUMMARIES & SPEAKER BIOS

Presentation: *Application, Interview, and References Process (A.I.R.) - Everything you need to know about references, credentials and past employers from an employment screening perspective.*

With hiring on the rise, verifying past employment and education and obtaining references has become critical. Unfortunately, falsifying or inflating employment and educational accomplishments has become a significant problem for employers nationwide. This workshop reviews legal and effective techniques for the reference checking process and how to verify education and spot phony credentials.

Presenter: *Jared Callahan, ESR-Employment Screening Resources*

Jared Callahan is a licensed Private Investigator in the state of California and is also the Director of Client Services for a major national background screening firm, ESR - Employment Screening Resources. He has spent over ten years in the background screening industry in many different capacities, including client services and legal compliance. Mr. Callahan advises numerous employers on how to conduct background checks and to interpret screening reports. In addition, he has conducted national seminars on background checks and has been quoted in several news publications, including the Washington Post. He currently serves on the Editorial Advisory Board of the Employer Resource Institute.

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Presentation: *Effects Of High- Versus Low-Stakes Testing On Unproctored Cognitive And Non-Cognitive Internet-Based Assessments*

Interest in and the use of unproctored internet-based testing for selection has become widespread. This mode of testing offers many advantages over onsite testing; however, practitioners are concerned with potential malfeasance (i.e., cheating and response distortion or faking), especially under high-stakes conditions. This presentation will briefly review current issues and assumptions concerning the use of unproctored internet-based testing. Additionally, the presenter will discuss the results of a study utilizing operational field data to examine the effects of high- versus low-stakes testing on the distributional properties of and psychometric changes in test scores on both cognitive and non-cognitive assessments.

Presenter: *Anton J. Villado, Texas A&M University*

Mr. Villado is a senior doctoral student in the Industrial and Organizational Psychology Program at Texas A&M University. He earned his M.S. in Industrial and Organizational Psychology in 2001 at California State University, San Bernardino. Mr. Villado is a lecturer for the Psychology Department and Mays Business School at Texas A&M University. He began his work in Industrial and Organizational Psychology at the Los Angeles Unified School District. In addition to his graduate studies, Mr. Villado currently works as a consultant for Winfred Arthur, Jr. Consulting and as an independent consultant. His research interests include personnel selection, individual and team training, personality, measurement issues, and quantitative methods (meta-analysis, structural equation modeling, and multi-level analysis).

Conference Program Schedule

PTC-SC Fall, 2007

Thursday : November 15	
7:30-8:00	Registration & Breakfast
8:00-8:15	<i>Welcome & Introductions</i>
8:15-9:45	Presentation: Alec Levenson, Ph.D.
9:45-10:00	<i>Refreshment break</i>
10:00-11:30	Presentation: Cristina Banks, Ph.D.
11:30-12:45	<i>Lunch Banquette</i>
12:45-2:15	Presentation: Harry Brull
2:15-2:45	<i>Refreshment break</i>
2:45-4:30	Presentation: Annika Hylmo
<i>Social Networking starting at 5pm</i>	
Friday - November 16	
7:15-8:00	<i>Breakfast</i>
8:00-8:15	<i>Welcome & Introductions</i>
8:15-9:45	Workshop: Ted Darany
9:45 -10:00	<i>Refreshment break</i>
10:00-11:00	Workshop: Ted Darany
11:00-12:30	<i>Lunch on your own</i>
12:30-2:00	Presentation: Jared Callahan
2:00-2:15	<i>Break</i>
2:15-3:30	Presentation: Anton Villado



CONFERENCE PROGRAM
BREAKFAST & LUNCH SELECTIONS

BREAKFAST

Assortment of Scones and Muffins
Chocolate and Traditional Croissants
Assortment of Bagels with Cream Cheese
Sliced Fresh Fruit Platter
Freshly Brewed Coffee, Decaffeinated Coffee,
Hot Tea & Orange Juice

LUNCH

Salads

Fresh field greens with seasonal dressing and vinaigrette
Baby red potato salad with blue cheese and scallions
Sangria splashed fruit salad

Entrées

Sliced roast sirloin, wild mushroom sauce
Grilled chicken with lemon and thyme

Accompaniments

Fresh vegetables and potatoes
Fresh baked rolls and butter

Desserts

Assorted pastries and deserts

Beverages

Freshly Brewed Coffee, Decaffeinated Coffee, Hot Tea, and Ice Tea

Refreshment Break

Chocolate Espresso Brownie Bars
Freshly Baked Donuts
Home-style Cookies
Freshly Brewed Coffee, Decaffeinated Coffee, Hot Tea, and Ice Tea
Soft Drinks



2007 PTC-SC FALL CONFERENCE REGISTRATION FORM

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