



FRISCO CHAMBER OF COMMERCE

HR SUMMIT

Empowering Leaders to Shape the Future of Work



BETHANY CHAMP

Global Human Resources Executive

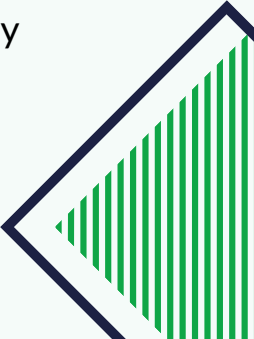
HELPING LEADERS CREATE CULTURES THAT ATTRACT, GROW, AND RETAIN EMPLOYEES FOR TODAY AND TOMORROW

Bethany Champ is a strategic global human resources executive known for building employee experiences that attract, develop, and retain employees in dynamic, high growth organizations. As the Senior Director for Talent Management at YETI she was responsible for creating an employee engagement strategy built on the core value that no one succeeds alone. During the pandemic Bethany and her team developed innovative solutions to bring the global YETI community together weekly to maintain YETI's unique culture. Key to her success at YETI was her ability to mature the talent strategy and function following an earlier IPO, building a solid foundation for the company's next stage of growth.

Prior to YETI, she helmed numerous change initiatives while at Lockheed Martin, Siemens AG, Avnet, and Cracker Barrel Old Country Stores, where she oversaw talent acquisition, global mobility enablement, leadership development, succession planning, and technology modernization, giving the companies a competitive advantage in the market.

Bethany is sought out by executives as a thought partner on the alignment of business strategy with creative ways to develop talent. Currently Bethany is the Principal and Executive Coach at BChamp Consulting, and a Guide for Chief, a private network for the most powerful women in leadership, facilitating peer advisory boards.

Bethany holds a Master of Science in Human Resource Management from Texas A&M University and Bachelor of Arts in Psychology from James Madison University.





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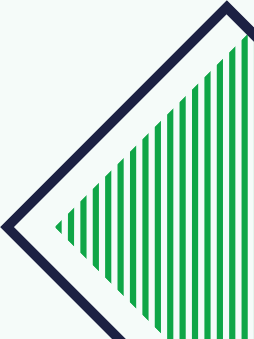
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ATTRACT, GROW, AND RETAIN EMPLOYEES FOR
TODAY AND TOMORROW**

How to Be a Talent Magnet – Building a Culture that Attracts and Retains Talent

More than ever, company culture is a determining factor for employees as they decide where they want to work. These employees are navigating a time of massive change for the traditional office environment, and they value a sense of belonging through the beliefs and goals they share with colleagues. Building community and connection is vital to ensure success whether you have hybrid, remote, or in-person teams (or some combination of the three).

In this presentation you will learn:

- The essential elements of culture and how they align with employee attraction and retention
 - Why “culture add” is more important than “culture fit”
 - How to live and breathe your culture objectives in a tangible and impactful way
 - Five practices that will strengthen your culture
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FELICIA TAYLOR

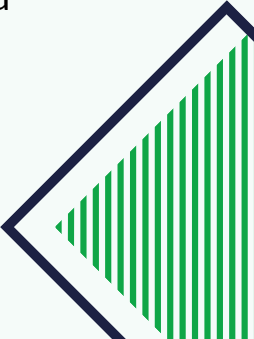
Chief People Officer at WebPT

<https://www.linkedin.com/in/feliciataylor10/>

With more than two decades of experience developing global human capital solutions for business scale-up and transformation, Felicia currently serves as the Chief People Officer for WebPT. Her philosophy on culture is that VALUES are the heart of any organization, and they define the day-to-day actions and decisions. She believes that building a diverse culture relies on hiring “Culture Adds” versus “Culture Fit”. This strategy has helped her achieve success with impactful change transformation in multiple organizations in her career.

Session: Become a Pay Transparency Hero To Your Organization

With the increasing pressure of pay transparency requirements, how can you get your company prepared to deal with the implications of pay transparency? In this session you will walk away with key building blocks to establish your organization’s compensation philosophy which will help you make fair and consistent pay decisions, and establish a job architecture and salary grade framework to support it. These tools will better prepare you on how to communicate with internal and external candidates on salary range penetration based on their experience.





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DUSTIN PASCHAL

Founding Member at Simon | Paschal, PLLC

As a founding member of Simon | Paschal PLLC, a boutique employment law firm in Frisco, Texas, Dustin maintains an active employment law practice. If it's an HR related issue, Dustin likely handles it for his clients. Dustin is a former President of DallasHR and is currently serving on DallasHR's overall governing body, which he previously chaired for two years. Dustin also serves as the Texas SHRM State Director-Elect. He previously served as a District 1 Director and as a Legal & Legislative Director. Dustin likes HR so much, he married an HR professional! When Dustin isn't working, he enjoys traveling, foodie-level meals, and keeping up with an active nearly five-year old son!

Session: You're Fired...But Maybe Not! Dealing With Litigious Employees

HR employees always have those one or two employees that are known to be lawsuit risks. They regularly complain. They threaten lawsuits or are known to have filed lawsuits in the past. They carry the aura of being untouchable. They are not untouchable. And if you fail to take action, they could taint your workplace and send a negative message to your other employees. This presentation will teach you how to handle that overly litigious employee - from issuing discipline, to handling complaints, to preparing for any potential or impending litigation that arise. By being prepared, you can handle this employee just like you would any other without your hands tied.

