



# Employee Recruitment, Engagement & Retention: Getting and Keeping the Right People

## DATE & LOCATION

**January 30, 2019**

**9:00 am – 3:30 pm**

**Handelman Conference Center  
7090 Samuel Morse Dr.  
STE 400**

**Columbia, Maryland**

Registration / breakfast begin at  
8:30 am. Doors open at 8:15 am

## TARGET AUDIENCE

- Owners / CEOs
- Executive Directors
- Administrators
- Assisted Living Managers
- Human Resources
- Department Heads, Managers and Supervisors

## CE — 5.5

- Administrator
- Assisted Living Manager
- Social Work

## FEES

- LifeSpan Members: \$165
- Nonmembers: \$265

**IN THE EVENT OF  
INCLEMENT WEATHER,  
PLEASE CALL 410-381-1176  
FOR CLASS STATUS**

## PROGRAM

If you aren't finding and hiring the right candidates, you could end up with years of decrease production, morale, and engagement. This workshop will help you overcome re-recruiting, hiring and retention issues by creating a structured process whereby candidates are properly recruited and retained. It will also address cultural and generational aspects that impact on employee recruitment, engagement and retention. Training will include **ROLE PLAYING, GAMES** and other interactive activities, which incorporates peer-feedback.

## TOPICS

1. Finding and hiring employees
2. Socializing and training employees
3. Motivating and supporting employees
4. Recruiting and retaining Generation Z or iGen and Millennials or Gen Y
5. What is employee engagement
6. What drives employee engagement
7. Creating and engagement culture
8. Developing and sustaining employee engagement
9. Strategies for retaining employees and minimizing turn overs
10. Retention methods

## OBJECTIVES

1. Best Practices to improve employee, recruitment, engagement and retention
2. How workplace cultural factors affect employee happiness
3. Learn about Cultural Competence to create an inclusive environment to attract, engage and retain diverse employees
4. Why employees do NOT feel they're meeting their full potential on the job

## SPEAKER

**Tangie Newborn  
President  
Immense Business Solutions**

A national known speaker and author, Tangie is president of Immense Business Solutions, a full-service consulting and management company for businesses, government agencies, associations and nonprofits nationwide to include employee development, strategic planning, diversity and inclusion, training, organizational development, business planning & sales strategy development. Newborn has more than twenty-five years of non-profit management experience, with a background that includes executive management. She has served as executive director of several member associations.

## Continuing Education

This program is sponsored by the Beacon Institute and is approved for three (5.5) credit/contact hours. This program is approved by the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners of Long Term Care Administrators. The program is approved by the Office of Health Care Quality (OHCQ) for continuing education credits for Assisted Living Managers. This program is approved by the Maryland Board of Social Worker Examiners for Category I continuing education for social workers in Maryland.

## Registration Policies

1. Please mail or fax your registration early. Space is filled on a first served basis. Policy and deadlines for registration are the same by fax as by mail.
2. Please enclose a check or complete the credit card registration below. Faxed registrations must include credit card or purchase order information.
3. Registrations and payment must be received no later than five days prior to the workshop.
4. We reserve the right to cancel this program due to insufficient registration.

## Cancellation Policy

Refunds, minus a \$25 processing fee per registrant, will be honored if requested in writing five (5) business days prior to the date of the seminar. In the event of emergency, attendees may send substitutions in their places without prior notification. Other fees may apply.

## Inclement Weather Policy

If Howard County Public Schools are closed or opening late due to inclement weather, all seminars are **CANCELLED**. Registrants will be contacted regarding rescheduling arrangements.

## DIRECTIONS

**Handelman Conference Center 7090 Samuel Morse Drive, Suite 400, Columbia, MD (Located at rear of Building)**

### FROM INTERSTATE 95

Take the MD-175 W EXIT 41, toward Columbia. Merge onto MD-175 W/Rouse Pkwy. Turn slight right onto ramp to merge onto Columbia Gateway Dr. Follow approximately 1.5 miles to a left onto Samuel Morse Dr. *(If you reach Robert Fulton Dr. you've gone too far)*. 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs to go left around the building to the Handelman Conference Center. **The Conference Center is located at the rear of the building.**

### FROM ROUTE 32

Take Exit 14 for Broken Land Pkwy. Merge onto Broken Land Pkwy. Turn right onto Snowden River Parkway. Immediately after the light at Oakland Mills Rd. use the right lane to take the ramp onto Robert Fulton Drive. Follow to the end and turn right onto Columbia Gateway Dr. Take the 1st right onto Samuel Morse Dr. *(If you reach Albert Einstein Dr you've gone too far)*. 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs to go left around the building to the Handelman Conference Center. **The Conference Center is located at the rear of the building.**

### FROM FREDERICK and points West

Take I-70 E toward Baltimore. Continue on I-70 to merge onto US-29 S/Columbia Pike S via EXIT 87A toward Columbia/Washington. Keep left to take MD-100 E via EXIT 22 toward Glen Burnie. From MD-100 take Exit 3 for Snowden River Parkway. Immediately after the light at Oakland Mills Rd. use the right lane take the ramp to merge onto Robert Fulton Dr. Follow to the end and turn right onto Columbia Gateway Dr. Take the 1st right onto Samuel Morse Dr. *(If you reach Albert Einstein Dr. you've gone too far)*. 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs to go left around the building to the Handelman Conference Center. **The Conference Center is located at the rear**

## Registration Form

### Employee Recruitment, Engagement & Retention: Getting and Keeping the Right People January 30, 2019

PLEASE PRINT. Copy this form for multiple registrants. Please register and return by **January 28, 2019**

Name \_\_\_\_\_ Title \_\_\_\_\_

Email (Work) \_\_\_\_\_

NH Administrator License# \_\_\_\_\_ NAB CE Registry ID# \_\_\_\_\_

Facility Name \_\_\_\_\_

Facility Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Fax \_\_\_\_\_

Fee:  LifeSpan Members: **\$165**       Nonmembers: **265**      **Total Amount Due \$** \_\_\_\_\_

Please mail with check payable to: **Beacon Institute**, 7090 Samuel Morse Drive, Suite 400 Columbia, MD 21046 Or fax with credit card information to **410.381.6061**



Name on Card \_\_\_\_\_ Account No. \_\_\_\_\_

CVV2 Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

**Credit Card Billing Address** \_\_\_\_\_

**Card Holder Email Address** \_\_\_\_\_