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September 20, 2017 Meeting

***Presentation: How Philanthropy Can Positively Impact
Your Hiring, Engagement and Retention Efforts***

If part, or all, of your HR responsibilities include hiring, engaging and retaining stellar employees, you're already serving the role of marketing professional internally and externally! Companies actively engaged in supporting their community as well as supporting their employees' good works in their community show deeper employee engagement and better retention, which is also a great attractor of new talent.

We'll have a conversation about how you can leverage your company's philanthropic efforts to strengthen your employee lifecycle of hiring, engagement and retention. You'll walk away equipped to establish systems for effective & sustainable implementation and market to prospective and current employees to drive human resource-focused results.

Speaker: Kristy Krugh

Kristy Krugh is the owner and principal of Wicked Philanthropic Strategies and [*Wicked Visible Marketing*](#). Following 15 years of service to the non-profit sector, Kristy now works exclusively with mission-driven companies in the for-profit sector to optimize their philanthropic systems for maximum marketing, sales, constituent, and community returns.

Clients from across the country engage Kristy from her home base in Bend, Oregon where she is supervised daily by her rescue Bulldog, Dunkin.

Sponsor: Sponsorship still available

When: Wednesday, September 20, 2017
7:30 a.m. Networking/Continental Breakfast
7:45 Chapter Business & Sponsor Presentation
8:00 to 9:00 a.m. Presentation

Location: Partners in Care - 2075 NE Wyatt Court, Bend
North on 27th Street (past Neff Rd.); left on Courtney Drive; then left on Wyatt Court

Registration: <http://www.hrcentraloregon.org/calendarevents.aspx#rsvpform>

SHRM PDC and HRCI General Credit pending