



ORIGINAL EQUIPMENT SUPPLIERS ASSOCIATION **AGENDA**

Human Resources Council

April 22, 2010

MSU Management Education Center ♦ 811 W. Square Lake Road ♦ Troy, Mich.

- 8:00 -8:30 a.m. Registration, Continental Breakfast and Networking
- 8:30 -8:50 a.m. **Welcome**, Introductions, Review of Anti-Trust Guidelines and Packet Materials, Topics for Roundtable and membership survey results
Dave Andrea, Senior Vice President, Industry Analysis and Economics, OESA
- 8:50 - 9:50 p.m. **Roundtable Discussion**
- Aligning corporate document handling policy with federal and states rules of evidence, and emerging rules of electronic discovery –
Bob Duty
 - Additional topics will be raised by members
- 9:50 – 10:40 a.m. **Washington Updates**
Ann McCulloch, Director, External Affairs, MEMA
- Health Care
 - Card Check
 - OSHA and other agency changes
- 10:40 - 10:55 a.m. **Break**
- 10:55 - 11:55 a.m. **Social Media Corporate Strategies and Policies**
Shelly Otenbaker, Senior Vice President, and **Jessica Howell**, Senior Account Executive, Eisbrenner Public Relations
Social media has become the new "tool" for effective business marketing and sales and employee communication. **Shelly** and **Jessica** will lead a discussion on how human resource professionals and business-to-business companies can leverage social media tools to attract young talented professionals as well as communicate messages internally to keep employees motivated and engaged. Additionally, she will discuss the perils of social media and how "smart companies" are protecting against abuse and crisis situations.
- 11:55 - 12:00 p.m. **Recap and Feedback**
- Upcoming 2010 meeting dates: July 29 and October 21
- 12:00 p.m. **Adjournment**

(Please recycle your name badge and text cards)