



# CaseStudy

## The Borders Group's Dan Smith at The HR Forum: Products, Practices, and People for Top-Level HR Leadership



One-on-One Meetings



Group Meetings



Conference

"For me," says Daniel T. Smith, Senior Vice President, Human Resources, Borders Group, Inc., "the HR Forum offers an excellent blend of the products, practices, and people that can help me succeed as an HR leader."

"I've now attended seven times," Smith says. "I use The Forum for three main purposes; First, I come to connect with other HR leaders at my level, and understand their best practices. Second, I want to know which vendors are now available, and what new technologies they're offering. I need to find out about those vendors and technologies so I can build them into my strategic plans. Third, I come for my own personal development: to share best practices in a more formalized way, through the Forum's seminars and open discussions."

### AN OUTSTANDING NETWORKING RESOURCE

Smith has found The HR Forum to be an exceptional networking resource: something that's rare for HR executives at his level. "You meet valuable people

here," he says: "people you'll stay in touch with for years. For me, one example is Ryland Harrelson (Executive Vice President, Team Services, Operational Excellence and Facilities Management, TSYS). He works at a completely different kind of company from mine. But I knew that when we had questions about how to approach a security issue, and which products to invest in, I had him to call on as an expert. Sure enough, he shared experts from his company with me, and they helped point us in the right direction."

"Another example for me is Tim Hourigan; who is Vice President, Human Resources-Merchandising, Marketing and Logistics at The Home Depot. We met at The Forum, and now we call each other occasionally throughout the year – whether to talk about a candidate who has crossed both of our paths, or a new approach to compensation or relocation, or anything else."

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### DANIEL T. SMITH

Senior Vice President, Human Resources, Borders Group, Inc.

*"The HR Forum is the only event I go back to year after year. It has the right combination of networking, learning seminars, and vendor meetings – all with no distractions. It's focused. You immerse yourself here for three days, and you invariably walk away with two or three really important things to help you and your business."*





Mealtime Meetings

“One thing that the HR Forum has done to promote high-level executive networking is to create industry ‘think tank’ sessions. They’re a perfect place to get to know some of the people who can really help you as a decision-maker.”

#### THE ONLY PLACE TO MEET SUPPLIERS

“The HR Forum is the *only* event I attend to meet suppliers. I don’t answer cold calls. I get too many. I’d be answering them all day. But I’ve met several new suppliers at The Forum.



Networking

“One of them is Root Learning, which does HR strategy delivery within companies. In fact, we combined together to lead a presentation and a panel discussion around the future of HR.”



Conference

“We also met Unicru (now Kronos) at The Forum. At that time, I needed help with automated employee selection, and several vendors were on board who had offerings in that area. I spent some time with a Unicru representative, and we later had a follow-up meeting. But I was also able to draw on contacts I’d made on board who’d actually implemented their solution. We ended up buying and implementing their product. Since then, we’ve implemented more of their offerings, become good partners with them, and now we actually speak on their behalf.

“I participate in other events, but The HR Forum is the only one I go back to year after year. For me, it has the right combination of networking, learning seminars, and vendor meetings – all with *no distractions*. It’s focused. You immerse yourself here for three days, and you invariably walk away with two or three really important things to help you and your business.”

The Human Resources Forum is the premier event connecting senior HR executives at leading U.S. companies with the world’s leading suppliers of HR products and services. Senior HR executives who meet stringent qualification standards are invited to participate in a strategic conference program tailored to address their most urgent business challenges. They spend two days and three nights networking with senior-level colleagues in a luxurious, distraction-free environment. These senior executives also meet one-on-one with the suppliers of their choice, enabling them to access and rapidly evaluate the field’s highest value solutions.

The 11th Annual Human Resources Forum will take place from April 27-30, 2009 onboard the Norwegian Dawn, sailing from New York City.

To learn more about participating as a delegate, please contact DENISE BUESO at 212.651.8758 or [dbueso@richmondevents.com](mailto:dbueso@richmondevents.com)