

NOVEMBER TOPIC ▶▶

# ABCs of Employment

Organizer and Presenter

**William J. Bethune**, McCandlish & Lillard, P.C.

Co-Presenters

**Eve Framinan**, President and CEO, TPO

**Ralph M. Tener**, Chairman of McCandlish & Lillard, P.C.

Are there some ABCs of employment that might guide businesses seeking to hire and deploy talent in uncertain times? How can businesses avoid common pitfalls and build in flexibility when expanding their workforces? What are the choices and rules regarding the classification of workers? And how can employers use technology to better enhance their hiring decisions? Our presenters will discuss these questions and suggest practical solutions and strategies to implement them.

Topics of discussion include:

1. Employee or independent contractor? What are the rules and why do they matter? What are the pros and cons of each classification? How can employers take precautions against misclassification?
2. Is there a choice other than full-time employee or independent contractor? If I can't make the person a contractor, how can I have flexibility in hiring and not incur the burden of a full time position?
3. Using social media in hiring decisions – a good or bad idea? Are there practical ways to tap into social media and protect against claims?

## About our Presenters

**Eve Framinan** is President and CEO of TPO. She combines business experience, equanimity and a passionate belief that people are the best, and in some cases, the only true way to differentiate her clients in the marketplace. She joined TPO in 1999 and became the firm's managing partner in 2004.

Eve began her business and study of people right out of college as an entrepreneur when she cofounded a café in Washington DC. Her experience includes helping a local restaurant chain expand from one location to seven, helping a food importing business grow from one city to two, managing HR for one of America's largest privately owned companies, and working with dozens of organizations to change performance outcomes and make them more successful. She works with executives to broaden their perspectives about linking people practices with the essentials of business: sales and marketing, finance, operation and technology, and customer service/delivery. She firmly believes people differentiate a company in the marketplace and businesses should align their system to fully capture that potential.

**Ralph M. Tener** is Chairman and CFO of McCandlish & Lillard, P.C., where he specializes in business, intellectual property, and employment law. He has addressed employment issues in the contexts of general corporate representation, mergers and acquisitions, upsizing and downsizing, government contracting and subcontracting, non-competes, and hiring and retention of top management.

**CXO Forum** 11-12 SERIES

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THURSDAY  
NOVEMBER 10  
2011

7:30am to 8:00am  
Networking and  
Continental Breakfast

8:00am to 9:00am  
CXO Forum  
Panelist(s) Presentation

9:00am to 9:15am  
Burning Issues

*Discuss your specific  
issues and challenges  
with colleagues and  
fellow CXO members*

Location  
Cherry, Bekaert, &  
Holland  
1934 Old Gallows Road  
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# Mark Your Calendars for 2011-2012 Season

## 2011-2012 CXO FORUM PRESENTATIONS AND ACTIVITIES.

### PAST PRESENTATIONS

- 9/15/11 How to Practically Apply Social Media Concepts
- 10/13/11 Financing Growth: Debt vs Equity
- 10/27/11 Fall Social & Networking Mixer

### TODAY'S PRESENTATION

**11/10/11 ABCs of Employment**

**BRING A GUEST!**

### UPCOMING PRESENTATIONS

- 12/8/11 CXO Outreach Program
- 1/12/12 Update on the Regional Economy
- 2/9/12 Executive Compensation: A Renewed Interest in ESOPs
- 3/8/12 Corporate Image, Reputation and Damage Control
- 4/12/12 CXO Roundtable
- 5/10/12 Tax Laws for Small Business
- 6/14/12 M&A: Due Diligence and Valuations

Resource Slides from September 2011 CXO Forum Presentation

## How to Practically Apply Social Media Concepts

Presented by Michael Spinosa, CEO, Unleashed Technologies, LLC

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