

# DITCH DIGGERS DIALOGUE



Vol. 11

*HCCA's Virtual Networking & Educational Series*

## **CREATIVE CATCHES: FINDING & KEEPING EMPLOYEES FOR THE LONG HAUL**

*Featuring: Thersa Hutton-Sherman, SPHR, GPHR, SHRM-SCP  
Human Resources Consultant*

Finding and keeping talent has never been more challenging.

Times have changed. Placing ads and waiting for a flood of responses with the skills you need no longer works. It's not enough to provide a secure job with good pay and benefits. *Today's workforce want something more...*



On March 18, join us for creative tips and strategies to develop a plan to address the challenge of attracting and retaining employees in today's competitive environment.

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**MARCH 18, 2021 | 10:00 AM | ZOOM | RSVP TO [EVENTS@HCCA.NET](mailto:EVENTS@HCCA.NET)  
ADVERTISING SPONSORSHIP AVAILABLE - EMAIL [ASHLEY@HCCA.NET](mailto:ASHLEY@HCCA.NET)**

**Ditch Diggers Dialogue Vol. 11**  
**Hosted by Heavy Construction Contractors Association**  
**March 18, 2021 | 10:00 AM**

**Join Zoom Meeting: <https://us02web.zoom.us/j/86032618869?pwd=NjZhVnVheWx6RmJjZUREV0hROFlrdz09>**

**Meeting ID: 860 3261 8869**

**Passcode: 086772**

**One tap mobile: +13017158592,,86032618869#,,,,\*086772#**

**Dial by your location: +1 301 715 8592**

**About Thersa Hutton-Sherman:**

Thersa Hutton-Sherman is a certified Senior Human Resource professional with over 20 years of experience. Ms. Hutton-Sherman provides a variety of human resource consulting services to clients, offering guidance and assisting in the development, design and implementation of HR strategy and programs. She has worked with government agencies and companies in the telecommunications, construction, manufacturing, government contracting, and a variety of business service industries. Some of her experiences include:

- Design and execution of training programs to HR professionals, employees and senior management
- Implementation of compliance programs
- Compensation program design and implementation
- Providing and performing assessments and research to identify HR strategies that positively impact business results
- Design and implementation of career development and succession planning programs
- Process development and policy design
- Assessment and selection of performance tools and human resource information systems

Ms. Hutton-Sherman has been an instructor for George Mason University's Executive and Professional Education division since 2007.

In 2013 Ms. Hutton-Sherman served as the subject matter expert for "SHRM's Essentials of HR Management" publication, a nationwide training program textbook for HR professionals, managers, and business leaders.