

Topic: Results of the 2009-2010 *Total Compensation Survey for Mid-Atlantic Technology Companies* and Implications for HR and IT Professionals

Speaker: Steven Rosenthal, Vice President & Compensation Practice Leader for KnowledgeBank, Inc., a human capital management and organizational effectiveness solutions consulting firm based in McLean VA.

Meeting Date & Time: Tues, April 13, 2010 from 11:30am – 1pm

Location: Cavalier Inn at the University of Virginia

Description:

KnowledgeBank's *Total Compensation Survey for Mid-Atlantic Technology Companies* has been conducted annually for the past 19 years, and provides a distinctive and comprehensive summary and analysis of total compensation, benefits and human capital practices data for executives and technical professionals from primarily small-to-medium sized technology companies throughout the Mid-Atlantic region. The survey was formerly published by the Jaffe Group of State College PA until acquired by KnowledgeBank in 2008.

The survey provides the most comprehensive information regarding competitive market-based salary and incentive data, salary adjustments, cash and equity incentive plans for executives and technical professionals, and trends in human resource practices and employee benefit plans. Participating companies receive a free copy of the summary results in November. Non-participants may purchase the results for \$400.

The survey is dedicated to serving the needs of small-to-medium size technology companies, including information technology and service firms, interested in obtaining competitive salary and incentive bonus rates for 35 benchmark jobs, ranging from the Chief Executive Officer to Programmer Analyst, Senior Software Developer, Network Engineer/Technician, and Tech Support/Customer Specialist.

SPECIAL NOTE ABOUT THIS PROGRAM: While the survey data is specific to "small-to-medium size technology companies," the information about survey collection methodology, benchmarking, compiling the results and key findings apply generally to all industries and should therefore be of interest to HR professionals generally. Furthermore, these results provide insight to a particular industry segment across a broad geography – so it will be helpful for HR professional to see what other companies' total compensation, benefits and human capital practices data and offerings are.

This program should be of special interest to members' IT executives, partners & colleagues and may give them particular insight and knowledge to help them in their jobs. So be sure to spread the word outside the ranks of HR.

More information about the survey available [here](#) [LINK TO 2nd page]

Learning Objectives

Attendees will:

- Learn comprehensive information regarding competitive market-based salary and incentive data, salary adjustments, cash and equity incentive plans for executives and technical professionals, and trends in human resource practices and employee benefit plans.

- Obtain competitive salary and incentive bonus rates for 35 benchmark jobs, ranging from the Chief Executive Officer to Programmer Analyst, Senior Software Developer, Network Engineer/Technician, and Tech Support/Customer Specialist.
- Learn about best practices in compensation survey methodology & reporting that should inform their own knowledge & practice in the field of benefits.
- Come away armed with data and information to advance their strategic partnerships with their IT executives, partners and colleagues and be able to inform, advise and consult on important matters related to total compensation, etc., in the technology sector.

Presenter Bio

Steven Rosenthal, VP & Compensation Practice Leader for KnowledgeBank, Inc., is a compensation and benefits executive with more than 25 years of corporate and entrepreneurial human resources experience. Since establishing KnowledgeBank's Compensation Practice in 2005, Steve has worked with a myriad of government, commercial and nonprofit organizations on a wide range of compensation, pay-for-performance, performance management and HR projects. Steve's clients include the Internal Revenue Service, Fairfax County, Stanley Associates, Kearney & Company, Master Chemical Company, and many others.

Prior to joining KnowledgeBank, Steve held a series human resource management positions with Mobil and ExxonMobil. Before joining the fascinating world of HR, he spent six years in accounting and finance.

Steve earned his MBA in Accounting and his BBA in Statistics from Temple University. He served on the Board of Directors for the Washington Area Compensation and Benefits Association, and is a member of World at Work (formerly the American Compensation Association) and the Society for Human Resource Management. He recently co authored and taught a Salary Negotiations workshop at George Mason University.

Full biography available [here](#)

HRCI Recertification Credit: Approval pending for 1.0 general credit

Sponsor: check with Deb Deuchar

Cost: usual lunchtime cost

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KnowledgeBank's Total Compensation Survey for Mid-Atlantic Technology Companies has been conducted annually for the past 19 years, and provides a distinctive and comprehensive summary and analysis of total compensation, benefits and human capital practices data for executives and technical professionals from primarily small-to-medium sized technology companies throughout the Mid-Atlantic region. The survey was formerly published by the Jaffe Group of State College PA until acquired by KnowledgeBank in 2008. The survey provides the most comprehensive information regarding competitive market-based salary and incentive data, salary adjustments, cash and equity incentive plans for executives and technical professionals, and trends in human resource practices and employee benefit plans. Participating companies receive a free copy of the summary results in November. Non-participants may purchase the results for \$400.

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The 2009-2010 survey was co-sponsored by the following regional technology councils and other membership-based organizations that serve technology firms throughout the Mid-Atlantic region. Among the survey's co-sponsors are:

- Dulles SHRM
- Fredericksburg Regional SHRM
- Greater Richmond Technology Council
- Northern Virginia Technology Council
- Hampton Roads (VA) Technology Council
- New VA Corridor Technology Council
- Southern Piedmont Technology Council
- Washington Area Compensation and Benefits Association
- Eastern (PA) Technology Council
- New Jersey Technology Council
- Technology Council of Central PA
- West Virginia High Technology Consortium

Steve Rosenthal, Vice President & Compensation Practice Leader for KnowledgeBank said about the 2008-2009 survey that, "Amid rapidly deteriorating economic conditions in the latter part of 2008, the survey showed a rapid decline in salary budgets, with many companies offering no increases at all after many years of average salary increase budgets of 4.5%. With some experts predicting a gradual improvement in the overall economy in the next twelve months, this year's survey will open a window into the plans of regional technology companies plans for 2010."

Following are the key results and findings from the 2008 - 2009 Survey:

- The 2008 – 2009 survey collected data from 143 firms with total employment of 72,811 and incumbent pay data for 13,878 employees. The survey respondent median revenue was \$5.7 million and the median staff size was 24 employees. Nearly three-fourths of responding companies had annual revenue less than \$20 million. Average actual salary adjustments were 4.2%, with 2009 projected average salary adjustments of 4.5%.
- KnowledgeBank conducted a "pulse" survey in January of 2009 due to the unprecedented changes in economic conditions in the 4th quarter of 2008 to capture changes in projected 2009 salary increase budgets. Overall projected salary increase budgets for 2009 were reduced from 4.5% reported in August/September to 2.8% in January 2009. Additional findings included: six out of every 10 companies planned on reducing their 2009 salary increases.
- Six out of every 10 companies planned on reducing their 2009 salary increases. 32% of the companies that reported no change in their revised 2009 projected salary increases already were projecting 0% increases.
- 40% of the companies that reduced their 2009 projected salary increases reduced them to a projected 0%.

- 37% of all companies that participated in the "pulse" survey were projecting no salary increases for 2009.
- Several companies reported that they were reducing salaries by approximately 10%.

Steven Rosenthal, MBA, Vice President & Compensation Practice Leader for KnowledgeBank, Inc., is a compensation and benefits executive with more than 25 years of corporate and entrepreneurial human resources experience. Steve possesses a unique combination of both strategic and tactical experience focusing on the design and implementation of state of the art compensation and benefits programs.

Since establishing KnowledgeBank's Compensation Practice in 2005, Steve has worked with a myriad of government, commercial and nonprofit organizations on a wide range of compensation, pay-for-performance, performance management and HR projects. Steve's clients include the Internal Revenue Service, Fairfax County, Stanley Associates, Kearney & Company, Master Chemical Company, and many others. In addition, he has been instrumental for the successful rebranding and launch of the "Total Compensation Survey for Mid Atlantic Technology Companies".

Prior to joining KnowledgeBank, Steve held a series human resource management positions with Mobil and ExxonMobil, including Compensation Manager for Mobil's Shared Services Organization and culminating as the Manager of Compensation and Benefits Operations. In this role, Steve consulted with senior management on all domestic compensation matters including annual merit budget, salary structures, variable pay programs, policy and plan issues as well as the design of special incentive and retention programs. In addition, Steve designed and implemented a variable pay program that redefined the fundamental pay philosophy and salary administration program for 20,000 employees nationwide as well as implementing Mobil's medical care strategy.

During the merger between Mobil and Exxon, Steve represented Mobil on the joint ExxonMobil Compensation Design, Separation and Divestiture teams. Following Mobil's merger with Exxon, Steve served as Human Resources Services Project Manager where he consulted to senior HR management on project and vendor management, benchmarking, customer service and change management issues. Prior to his joining the human resources function, he spent six years in accounting and finance.

Steve earned his MBA in Accounting and his BBA in Statistics from Temple University. He served on the Board of Directors for the Washington Area Compensation and Benefits Association, and is a member of World at Work (formerly the American Compensation Association) and the Society for Human Resource Management. He recently co authored and taught a Salary Negotiations workshop at George Mason University.

KnowledgeBank's Compensation Practice serves a diverse range of clients in the commercial, nonprofit and government sectors, including technology, professional services firms, government contracting, software, finance, healthcare, real estate, retail, law, life sciences, manufacturing and construction.

KnowledgeBank, Inc. is an award winning provider of human capital management, organizational effectiveness and consulting services to the commercial, nonprofit and government sectors. The company provides solutions in compensation and benefits, organization assessment and development, strategic planning, change management, performance management, employee engagement and retention, workforce planning, leadership development, coaching, training, compliance, human capital consulting and

interim HR leadership. KB was selected by Inc. magazine to its list of fastest growing companies in America in 2007 and 2008, and has been recognized by Washington SmartCEO Magazine as one of the fastest growing companies in the Greater Washington region for the past three years.