

The 2012 Annual Conference Concurrent Sessions are divided into the following tracks:

- Benefits & Compensation
- Business Management & Strategy
- Employment Law & Legislation
- International HR
- Personal & Leadership Development
- Talent Management

Sessions may be subject to change. Please go to [annual.shrm.org/sessions](http://annual.shrm.org/sessions) and use our Online Session Planner to find the most updated listings.

Sessions marked with a [PE] indicate that the presenter is a former or current HR practitioner.

## BENEFITS & COMPENSATION

**MONDAY, JUNE 25**

**7:00 a.m. – 8:15 a.m.**

### Retirement Plan Management: Implementing a Prudent and Repeatable Process

**Focus:** Benefits

**Recertification:** General

*Workplace Application:* The session will help you identify and manage fiduciary risk, define plan success and monitor your progress towards clearly defined objectives.

This session will provide an overview of your fiduciary requirements and responsibilities under ERISA. We will present a step-by-step plan for implementing a prudent process for managing retirement plans. Finally, we will review a case study that takes a plan through an annual fiduciary calendar that covers both plan and participant level procedures to ensure prudence and measure success.

*Presenters:* Kevin Mahoney, vice president, Merrill Lynch, West Nyack, N.Y.; and Rich Lynch, COO, Fiduciary360, Bridgeville, Pa.

### Creating a Culture of Health to Help Curb Expense and Earn “Best Places to Work”

**Focus:** Wellness

**Recertification:** General

*Workplace Application:* You will leave this session with the knowledge and tips to assist your organization in positioning itself as a “Best Places to Work.”

Learn how changing employee behavior can help your company achieve a near ZERO health plan cost trend year after year while simultaneously earning the title of Best Place to Work in your community or state. Mr. Layman will share his vision and experience by explaining methods on how to transform your organization into a place that will both retain and attract the healthiest, most engaged, and brightest talent in the region.

*Presenter:* Doug Layman, EVP & CSMO, Gilsbar, Inc., Covington, La.

**10:45 a.m. – Noon**

### Benefits Strategies: Using Data to Build and Drive Your Plan

**Focus:** Benefits

**Recertification:** General

*Workplace Application:* In this session, a method for developing and implementing a strategic benefits plan within these types of smaller organizations will be presented.

Organizations are increasingly faced with tough benefits decisions. The benefits budget is often fixed and adding costs to one benefit causes another to be reduced or cut. Accordingly, budgets often drive organizational benefit choices, not true strategies. This is particularly true for smaller organizations with limited resources. The core of the method will involve the use of data to drive evidence-based management decisions in formulating a benefits strategy that fits the strategy of the organization.

*Presenter:* Mark J. Schmit, Ph.D., SPHR, vice president, research, SHRM, Alexandria, Va.

### Compensation Budgeting: HR & Finance on the Same Page

**Focus:** Compensation

**Recertification:** General

*Workplace Application:* This session will provide the tools you need to be a strategic

part of the compensation budgeting process.

Finance and Human Resources don't often speak the same language. One group speaks “numbers,” the other group speaks “people.” Yet at least once a year, at performance/salary review time, the two parties must collaborate to define the financial implications of annual reviews. This session will teach you how to take a proactive and strategic role in securing the appropriate resources for compensation increases. The overall goal is to help your organization meet your talent management objectives while remaining fiscally sound. In this there will be success in getting HR & Finance on the same page.

*Presenter:* Stacey Carroll, SPHR, director of professional services, PayScale, Seattle, Wash.

### The Changing Landscape of Health Care Reform: Key Changes that will Affect Employers & Consumers

**Focus:** Health Care

**Recertification:** General

*Workplace Application:* This session will show you the tools available to help manage cost implications for Health Care Reform and discuss the key components, facts and provisions of this law.

How will health care reform impact your company and employees? This session will provide an overview of where we are in the reform journey and the significant market shifts that will occur over the next few years. Ghose will highlight near-term impacts and choices, issues to consider by 2014, financial implications and workforce issues. We will discuss how to factor these issues into the employer's health benefits decision making process as well as the new benefit options that are emerging in the marketplace and how these options can fit with your company's business strategy.

*Presenter:* Mohit Ghose, head of public affairs, Aetna, Hartford, Conn.

### Health and Wealth: Adding Financial Wellness to Your Wellness Program

**Focus:** Wellness

**Recertification:** General

*Workplace Application:* This session will show you how to use a fully integrated financial education initiative as part of an overall wellness program.

Finances are employees' number one cause of stress, which leads to higher health care costs for your company, and negatively impacts employee productivity and morale. For many companies, employee financial wellness is the missing piece to maximizing the effectiveness of existing wellness programs, and fully containing health care costs. Learn how to positively impact your wellness programs and foster a workforce of healthier, happier and more productive employees who are more engaged and empowered and no longer distracted by financial issues.

**[PE]** *Presenter: Linda Robertson, senior financial planner, Financial Finesse, Inc., El Segundo, Calif.*

**2:00 p.m. – 3:15 p.m.**

### **Health Care Reform Update: Six Things You Need to Think About (and Do) Now**

**Focus: Health Care**

**Recertification: General**

*Workplace Application: Attend this session and learn about the new requirements to ensure your company is compliant with the Patient Protection and Affordable Care Act of 2010.*

The Patient Protection and Affordable Care Act of 2010 (PPACA) imposes many new requirements and the health and prescription drug plans you offer to employees. In this high-level but practical session, we will review six items that will impact you starting in 2013 and 2014, and provide an actionable plan to consider both a quantitative and qualitative review of your health and prescription drug plans to best prepare your organization for the upcoming changes.

*Presenter: Gary B. Kushner, SPHR, CBP, president and CEO, Kushner & Company, Portage, Mich.*

### **Using Salary Survey Data Effectively**

**Focus: Compensation**

**Recertification: General**

*Workplace Application: This session will show you how to obtain competitive compensation market data, interpret and analyze it, and finally, how to use and report it.*

The session focuses on identifying compensation survey sources, assessing the reliability and validity of the data, adjusting

and aging the data, and how to use the data to assess the competitiveness of compensation programs. Participants will leave the session with an understanding of salary survey data types, market analysis as a business process, and tools and techniques for evaluating data and developing recommendations.

*Presenters: Karen Vujtech, SPHR, GPHR, managing director, Total Rewards Consulting, Schaumburg, Ill.; and Robert Fulton, managing director, The Pathfinders Group, Inc., Naperville, Ill.*

### **The Dog Ate My Plan Document... and Other Common Employee Benefits Blunders**

**Focus: Benefits**

**Recertification: General**

*Workplace Application: This program will help you eliminate the most common employee benefits mistakes that can lead to the most liability.*

Employee benefits are a compliance-driven function with many traps for the unwary. Unfortunately, the rules are so complex that even the wary find themselves falling into the traps. This program will cut through the complexity and focus you on eliminating the mistakes that lead to the most liability. If an ounce of prevention is worth a pound of cure, this program will provide tons of relief from the most common employee benefits blunders.

*Presenter: Sheldon James Blumling, partner, Fisher & Phillips, LLP, Irvine, Calif.*

**4:00 p.m. – 5:15 p.m.**

### **Achieving Higher Quality and Lower Costs Through New Health Care Models**

**Focus: Health Care**

**Recertification: General**

*Workplace Application: This session will provide guidance on models such as ACO's, how to choose the right plan, and the new options that will emerge in the wake of health care reform.*

How will changes in the health care landscape impact costs for your company and employees? Saunders will provide an overview of where we are in the health care delivery landscape and cover significant

market shifts that will occur over the next few years. He will highlight near-term impacts and choices, including the significant emergence of ACO's (Accountable Care Organizations). He will describe the evolution of this health care model and describe the impacts on employers, employees and the relationship with providers. This session will help you consider the impacts of these options and the reasons you may need to include them in your company's business strategy.

*Presenter: Charles Saunders, president, strategic diversification, Aetna, Hartford, Conn.*

### **The Five Most Dangerous Trends in Employee Wellness Programs (and What You Can Do to Avoid Them)**

**Focus: Wellness**

**Recertification: General**

*Workplace Application: You will learn how to make the most of your current and future employee wellness strategies for maximum return on investment.*

Almost every company now offers an employee wellness strategy. Unfortunately many of these miss the mark (significantly!) and don't provide the expected return on investment. In this session created specifically for SHRM, you will discover the five most dangerous trends that are reducing the effectiveness of employee wellness programs, and what practical steps you can take to avoid them. In addition, the nationally recognized Employee Wellness Micro-audit will be provided for instant scoring and review.

*Presenter: Brad Cooper, CEO, US Corporate Wellness, Inc., Littleton, Colo.*

## **TUESDAY**

**7:00 a.m. – 8:15 a.m.**

### **Pay for Performance: Break Away Success Strategies**

**Focus: Compensation**

**Recertification: General**

*Workplace Application: This interactive session shares the strategies companies use to drive high-levels of performance by linking pay to performance.*

The recent global economic crisis wreaked havoc on the "copycat" compensation systems of the past. Sibson Consulting's

recent Real Pay for Performance study of almost 150 companies across the country identified a group of companies who broke away from the strong pull of compensation program sameness. These “break-away” companies successfully transitioned from replicating what everyone else did to compensation programs that are right for their company. This highly interactive presentation will share the compensation design and execution strategies these companies successfully employed to drive higher levels of company performance. We will also discuss how to overcome the obstacles that trip up other organizations so that these strategies can be actionable in your company.

*Presenter: Jim Kochanski, senior vice president, Sibson Consulting, A Division of Segal, Cary, N.C.*

### **A Fully Integrated Solution to the Future of Healthcare Management**

**Focus: Wellness**

**Recertification: Strategic Business Management**

*Workplace Application: Using case studies and demonstrated best strategies in the marketplace, you will learn how you can create a wellness program that is best in class.*

Attend this session and learn how you can create an effective three-year wellness plan as well as secure buy-in and engagement from your executives and members. Reeves will also show you how to launch and implement a wellness program. You will learn how to utilize data, compliance requirements and a member adherence process to ensure positive outcomes and program success. Leave with the tools to ensure program success and a strategic plan that will resonate with your CEO.

*Presenter: Terrie Reeves, president and founder, Wellness Coalition of America, Charlotte, N.C.*

**10:45 a.m. – Noon**

### **To 2014 and Beyond! Considerations for Full Implementation of Health Care Reform**

**Focus: Health Care**

**Recertification: General**

*Workplace Application: You will learn the final compliance obligations under the PPACA and resulting practical considerations for structuring health plans.*

The Patient Protection and Affordable Care Act (PPACA, or health care reform) continues to change the landscape for employer-sponsored health plans, and even more so as we approach 2014 and the final phase of compliance obligations. In this session, we will discuss the last implementation requirements under the PPACA, considerations for providing health plan coverage as health care exchanges are developed and employer shared responsibility is enforced, as well as strategies for managing the resulting health plan costs while continuing to attract and retain a talented workforce.

*Presenter: Penny Wofford, shareholder, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., Greenville, S.C.*

### **Multiple Compensation Structures - Is It Right for You?**

**REPEATED WEDNESDAY AT 10:00 A.M.**

**Focus: Compensation**

**Recertification: General**

*Workplace Application: This presentation will help you evaluate the need for, and establishment of, multiple pay structures in your organization.*

Does your company have positions that are highly specialized, job families with strategic focus or are you opening a new location? It is difficult to recruit or retain associates within the established ranges used by your organization? Join this presentation for a discussion on building and implementing separate pay structures within your organization. We'll also address how creating a new pay structure can alleviate internal equity, total rewards and 'exception' issue.

*[PE] Presenter: Timothy Tanis, SPHR, GPHR, manager, corporate compensation, Ascena Retail Group Inc., New Albany, Ohio*

### **The War for Talent: Benefits Aimed To Attract and Retain a Diverse Workforce**

**Focus: Benefits**

**Recertification: General**

*Workplace Application: You will learn how to evaluate and implement benefits and*

*programs to meet the needs and demands of an aging workforce.*

For years, talent management has focused on attracting the next generation in hopes of revitalizing the workforce with groundbreaking new ways to approach business. However, companies today must take note that more seasoned professionals provide unique knowledge and experience that is critical to their success. As the workforce ages, talent managers are refocusing on retaining older workers and employers are racing to integrate more “age-friendly” benefits.

*[PE] Presenter: Andy Sieg, managing director, head of global wealth & retirement solutions, Bank of America Merrill Lynch, New York, N.Y.*

### **Wellness Done Well vs. Wellness That Fails**

**Focus: Wellness**

**Recertification: General**

*Workplace Application: This session will reduce the risk of wellness initiatives failing, and increase the probability of building a sustainable culture of fitness and health.*

Some wellness plans have an impact, and some are quickly forgotten. If you can build a lifestyle of health in an organizational setting, you will have a real competitive advantage. To do this, a complex mix of motivators, strategies and communications must be applied. In this fast-moving presentation, we will review actual case studies of wellness plans that succeeded and some that fell short, and discuss the three key components of sustainable wellness.

*Presenter: Karl Ahlrichs, SPHR, consultant, Gregory & Appel, Carmel, Ind.*

**2:15 p.m. – 3:30 p.m.**

### **Smart Compensation Analytics**

**Focus: Compensation**

**Recertification: General**

*Workplace Application: You will learn how to look at data with a strategic point of view to analyze the health of your compensation program.*

In this session we'll discuss the five to 10 most basic analyses that smart companies do once they have compensation data. Selecting sources, matching your jobs and getting

market data are the building blocks of a successful compensation plan, but the real meat comes from the analysis that this work allows you to perform. Smart compensation analytics allow you to turn market data into a temperature check of the health of your compensation program internally. Are you successfully managing the company's largest expense? Come learn some of the basics that will allow you to add value to the talent management and cost containment strategies of your organization.

*Presenter: Stacey Carroll, SPHR, director of professional services, PayScale, Seattle, Wash.*

### **Nonqualified Retirement Plans: The 4th "R" is Retirement Readiness for Your Key Employees**

**Focus: Benefits**

**Recertification: General**

*Workplace Application: In this session you will learn some of the best practices of today's nonqualified retirement plans and how they are used by plan sponsors and plan participants.*

This session will explore the use of nonqualified retirement plans in providing a well-rounded and competitive benefit package to key management, using nonqualified benefits to solve each of the "four R's:" Recruit, Retain, Reward, and Retire. We will look at industry research on the retirement readiness for highly compensated employees and the concerns of both employers and employees.

*Presenter: Blaine Laverick, vice president, Executive Retirement Group, Principal Financial Group, Raleigh, N.C.*

### **CARE Enables Change: Four Actions to Improve the Health and Morale of Your Company**

**Focus: Wellness**

**Recertification: General**

*Workplace Application: You will learn how implementing a wellness program can impact the engagement and morale of your employees.*

Many companies are feeling the pressure of increasing health care costs and decreasing employee morale. Unfortunately, adding a wellness program to solve these problems will only be effective if done carefully. At worst it

has the potential to decrease morale while failing to inspire improvement. How can you be sure that your investment in your employees is going to be effective? What is the secret to truly creating positive change in a corporate culture? Find out in this session.

**[PE]** *Presenter: Elizabeth Dixon, wellness director, Chick-Fil-A and Cooper Aerobic Enterprises, Atlanta, Ga.*

**4:00 p.m. – 5:15 p.m.**

### **Back to the Future' Trend: Effective Use of Defined Benefits for Low-Wage & Part Time Employees**

**Focus: Benefits**

**Recertification: General**

*Workplace Application: Learn how to effectively evaluate today's innovative defined benefit plans for your organization with a research-based approach to claims management.*

Twenty to 30 years ago, defined or limited benefit plans were the norm. Today, however, most health care companies are pitching comprehensive plans as the only alternative. As a result of this shift, many employees as well as small and medium-sized companies are being left behind due to the rising premiums, co-insurance and annual deductibles. Learn how to effectively close this gap via this unique session which explores:

- how a Defined Benefit plan works & how it can reduce costs for companies and employees;
- stark differences between today's innovative Defined Benefit plans and yesterday's "mini-meds";
- potential impact of PPACA (Health Reform) legislation;
- how to eliminate employee first-dollar co-pays or annual deductibles via Group Indemnity; and,
- effective ways to leverage Defined Benefit plans for self-funded groups or Taft-Hartley Funds.

*Presenter: Robert Evangelista, VP - midwest regional & national labor accounts, First National Administrators, Detroit, Mich.*

### **Make It Fun: Why Online Social Games Are So Effective at Improving Employee Wellness and Engagement**

**Focus: Wellness**

**Recertification: General**

*Workplace Application: This session will provide real-life examples of easy-to-rollout online social games that will help you develop the most effective wellness solutions possible for your company.*

Find out how you can introduce online social games into your health and wellness programming and specifically what to look for in the new games. You'll learn which elements are most effective at engaging employees and what's involved in rolling out the games in your organization. If you make getting healthy fun by using games, your employees will be clamoring to exercise more and eat better because adopting these kinds of behaviors earns them points, rewards and positive social and team interactions. And it all leads to happier, healthier and more productive employees.

*Presenter: Adam Bosworth, founder & CTO, Keas, San Francisco, Calif.*

## **WEDNESDAY**

**10:00 a.m. – 11:15 a.m.**

### **Employers' Guide to Healthier Employees**

**Focus: Wellness**

**Recertification: General**

*Workplace Application: This session will discuss a case study showing innovative tools and programs that have been developed to help employees become better consumers of health care.*

More than five years ago, Aetna tackled a challenge facing employers everywhere today: chronic health issues among employees drive up costs and put employees at risk. As a leading health insurer, Aetna recognized that many of the same challenges the company faced as an employer were the same challenges their customers were facing. Working with Aetna employees as the pilot group, the company was able to create strategies, workplace programs and tools to help employees recognize their health risks and then do something about them. Many of these early experiments went on to become new solutions for Aetna's customers. Wright

shares valuable insight and lessons learned during the journey to a healthier workplace.

**[PE]** Presenter: *Elease Wright, senior VP of HR, Aetna, Hartford, Conn.*

### **Will Your Employees Be Ready to Retire? How to make a Popular Retirement Plan a Successful Plan**

Focus: Benefits

Recertification: General

*Workplace Application: In this session, you will receive a scorecard you can use to measure the success of your retirement plan and specific steps for improving participant outcomes.*

You understand the value of a retirement plan for attracting and retaining quality employees. But how do you know if your plan is really effective? Popular doesn't always mean successful when it comes to retirement plans. Participation and deferral rates alone may not tell the full story. If the plan is falling short, what can you do during a time of extreme budget pressures to make improvements to help employees get retirement ready? This session provides suggestions for measuring the retirement readiness of your participants and steps you can take to improve participant savings outcomes without breaking the bank.

*Presenter: Barrie Christman, vice president, individual investor segment, Principal Financial Group, Des Moines, Iowa*

### **Multiple Compensation Structures - Is It Right for You?**

**REPEATED FROM TUESDAY AT 10:45 A.M.**

Focus: Compensation

Recertification: General

*Workplace Application: This presentation will help you evaluate the need for and establishment of multiple pay structures in your organization.*

Does your company have positions that are highly specialized, job families of strategic focus or are you opening a new location? It is difficult to recruit or retain associates within the established ranges used by your organization? Join this presentation for a discussion on building and implementing separate pay structures within your organization. We'll also address how creating a new pay structure can alleviate internal equity, total rewards and "exception" issues.

**[PE]** Presenter: Timothy Tanis, SPHR, GPHR, manager, corporate compensation, Ascena Retail Group Inc., New Albany, Ohio

**11:30 a.m. – 12:45 p.m.**

### **It's Health & Wellness: How Paychex Has Achieved Integration**

Focus: Wellness

Recertification: General

*Workplace Application: You will gain insights on what worked well and what didn't work well from a wellness program that produces unusually high participation rates.*

Learn how, in each of the last three years, Paychex' nationally recognized health & wellness initiative has achieved over 90% participation in its wellness program by integrating a whole-person approach to wellness with its medical coverage options. Along with positively impacting health risk factors and improving employee health, Paychex' unique model has been embraced by employees and has contributed to the company's goal of being a great place to work.

**[PE]** Presenter: *Jake Flaitz, director, benefits, Paychex, Inc., Rochester, N.Y.*

## **BUSINESS MANAGEMENT & STRATEGY**

**MONDAY**

**7:00 a.m. – 8:15 a.m.**

**MEGA SESSION**

### **From HR Leader to Business Leader: Seven Strategies To Achieve Maximum Impact In Your Organization**

Focus: Strategic Alignment

Recertification: Strategic Business

Management

*Workplace Application: This session will help you understand seven key areas where you can significantly impact business results and move from an HR leader to a business leader.*

In today's highly competitive business world, it seems that almost every HR leader is striving to be considered "strategic" and get more respect for their team's contributions. But it's not enough just to say that you're strategic. True strategic value is measured by actual impact on business results. In this

session we'll cover seven high-impact areas where you can add significant value and achieve recognition for your contributions to your organization's bottom line.

Presenter: Jennifer McClure, president, Unbridled Talent, LLC, West Chester, Ohio

### **Creating a Culture of Inclusion: Developing an Integrated Inclusion Strategy for Your Organization**

Focus: Culture Management

Recertification: Strategic Business Management

*Workplace Application: Learn key strategies that will help you lead efforts to transition accountability for inclusion from only HR to being built into the entire organization.*

In today's environment it is more critical than ever to ensure that inclusion is at the core of what we do every day. In this session, you will hear how you can take diversity from being just an HR responsibility to a shared accountability with business leaders that is built into your organization. Learn key inclusion strategies and hear proven real life success stories from the areas of learning and development, recruitment, retention, cultural competency, and workforce development. You will leave with best practices and metrics that can be integrated into day-to-day business practices.

**[PE]** Presenter: *Jamie L. Scarano, director, integrated inclusion, UPMC, Pittsburgh, Pa.*

### **How to Lead the Way to "Picture Perfect" Change**

Focus: Change Management

Recertification: Strategic Business Management

*Workplace Application: You will learn how to lead a successful change effort in your organization or department.*

In this energetic presentation, you will learn how to lead the way to successful – "Picture Perfect" – change. Drawing examples from real leadership situations and illustrated by his powerful photography, Bowman will teach and inspire you to ignite your team to achieve dynamic results. You will learn how to set a vision of change, achieve buy-in and lead the way to capture your vision.

Presenter: Jonathan Michael Bowman, keynote leadership speaker, Clear Picture Leadership, LLC, Lewis Center, Ohio

### **GOOD to the CORE: Building Value with Values**

**Focus:** Culture Management  
**Recertification:** Strategic Business Management

*Workplace Application: This session is about engaging the practical potential behind personal and organizational core values to transform culture, engagement and service!*

We talk a “good game” about organizational values ... yet often with limited impact. Beyond nice words, this session is about creating a strategic process to enrich corporate culture, enhance employee engagement and generate genuine service ... all through a relentless commitment to core values. Any doubt if you or your organization is good to the core? This presentation will leave you with no doubt ... and a lot to think about!

*Presenter: John G. Blumberg, CSP, president, Keynote Concepts, Inc., Naperville, Ill.*

### **HR Metrics that Matter!**

**Focus:** Measurement  
**Recertification:** Strategic Business Management

*Workplace Application: This session will provide the most relevant and timely methods for tracking and communicating important business metrics.*

Failure to design and deploy sustainable HR metrics often results in an organization continuing to operate in a “blame” mode that is perceived by the workforce as a lack of true commitment to the organization. This session is dedicated to visible and auditable HR metrics systems essential to sustain business acumen and urgency. By utilizing these important metrics to build trust, elevate performance expectations and ensure outcome driven results, this session will prepare you to appreciate the organizational payback from using this true accountability system to create consistency and focus.

*Presenter: Shane Yount, principal/author, Competitive Solutions, Inc., Alpharetta, Ga.*

### **Strategic Relationship Management: The Breakthrough HR Competency**

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: Gain a greater ability to influence behavior and overcome resistance in your organization through strategic relationship management.*

It's not enough for you to get the basics right. Becoming a strategic business partner in your organization is also about knowing the right people and being able to establish and manage key relationships. The most effective HR leaders understand the importance of alliances in influencing behavior and overcoming resistance. Join Talent Anarchy for this examination of relationships and take away practical approaches for Strategic Relationship Management.

*Presenters: Jason Lauritsen, consultant/speaker, JasonLauritsen.com, Omaha, Neb.; and Joe Gerstandt, speaker/facilitator, joegerstandt.com, Omaha, Neb.*

**10:45 a.m. – Noon**

#### **MEGA SESSION**

### **HR's Role in Driving Innovation**

**Focus:** Innovation  
**Recertification:** Strategic Business Management

*Workplace Application: This session will focus on strategies you can adopt to help nurture and drive innovation within your organizations, even in tough economic times.*

A recent survey by Bersin & Associates found that 34 percent of all HR and business leaders cited “driving innovation” as one of their top three talent challenges, up from only 14 percent earlier in the year. In another survey of chief global HR executives, conducted by IBM's Institute for Business Value, one of the biggest opportunities identified for HR to address key workforce gaps was cultivating creative leaders – finding people who can more nimbly lead in complex, global environments. Yet companies which downsized over the last few years have frightened employees from taking risks and making bold moves. Most organizations have had to focus on operational performance and efficiencies, layoffs, and cost controls. This certainly doesn't create an environment for risk taking that often goes hand in hand with

innovation. Learn how you can drive innovation in your organization!

*Presenter: Susan R. Meisinger, SPHR, consultant, speaker, columnist, Fairfax Station, Va.*

### **Accounting 101: How HR Professionals Affect the Bottom Line**

**REPEATED WEDNESDAY AT 10:00 A.M.**

**Focus:** Business Competencies  
**Recertification:** Strategic Business Management

*Workplace Application: At the conclusion of this session, you will understand the income statement and balance sheet, and how you affect your company's bottom line.*

In this HR-friendly introduction to accounting and finance, you will learn about basic financial statements and how your business decisions can affect your organization's financial performance. This session will also cover accounting fundamentals, including revenue and expense recognition, and how your actions affect the bottom line. You will also understand revenue and expense recognition, as well as the current literature regarding the cost-to-hire and cost of turnover.

*Presenter: Lawrence G. Singleton, Ph.D., CPA, president and CEO, Singleton Associates, LLC, McLean, Va.*

### **The Changing Nature of Work: Five Global Trends Affecting Strategic Human Resources**

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: Attend this session and find out what will be driving HR strategy in your organization, today and in the future.*

This session will show you how most organization leaders around the world have realized that their competitive advantage is tied directly to their human capital and their talent acquisition management strategies. In this exciting session, Kushner will explore five significant global trends that impact how work is performed in organizations today and tomorrow, and how organization leaders need to rethink many of your HR strategies in light of these new realities.

*Presenter: Gary B. Kushner, SPHR, CBP, president and CEO, Kushner & Company, Portage, Mich.*

### **Hitting a Home Run in Workforce Management: The Value of HR Analytics**

**Focus:** Measurement  
**Recertification:** Strategic Business Management

*Workplace Application: This session will provide insight and information to those seeking to implement or improve metrics and analytics required to understand and better manage your workforce.*

Business analytics have become an increasingly hot topic in every functional area of contemporary organizations. This session will help you to identify and deploy the workforce management metrics needed to align HR initiatives with the strategic priorities of your organization. How can you identify which metrics will be most relevant to help you build, deploy and engage your ideal workforce? Almeda, Vice President of Human Resources at Kronos Incorporated (and former Vice President of Global Human Resources at Staples), will review effective practical strategies for putting HR analytics to work for your organization.

**[PE]** *Presenter: David Almeda, vice president human resources, Kronos Incorporated, Chelmsford, Mass.*

**2:00 p.m. – 3:15 p.m.**

### **What Every HR Leader Should Know About Strategic Planning**

**REPEATED WEDNESDAY AT 10:00 A.M.**

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: In this session you will learn strategy: what it is, how to build it, and the pitfalls to avoid.*

For HR leaders to gain the ear of senior executives, we must be able to speak and understand strategy. In this highly interactive and engaging session, the CEO of Leadership Strategies delivers to you The Drivers Model - a roadmap for building strategy that demonstrates the critical difference between mission versus vision, goals versus objectives, values versus guiding principles, and critical success factors versus strategies. And don't miss the 10 pitfalls to avoid in strategy!

*Presenter: Michael Wilkinson, managing director, Leadership Strategies, Atlanta, Ga.*

### **It Takes Four to Tango**

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: This session will teach you how to change your organization's overall culture by implementing initiatives connected to business strategies for diversity training and employee orientation.*

Whirley specializes in breaking down barriers so that people will learn to deal with change quickly, improve communication, and become more creative. You will come away with the knowledge and skills you need to build and maintain better, more productive relationships, as well as a sense of purpose and direction. You will gain the confidence to approach obstacles in new and creative ways.

*Presenter: Candace Elaine Whirley, owner, SBG Services, LLC, Kansas City, Mo.*

### **Great HR Requires Great Governance: HR is Crucial to the Building of Great Businesses**

**Focus:** Business Competencies  
**Recertification:** Strategic Business Management

*Workplace Application: You will have a deeper understanding of the role you play in governance imperatives and some of the steps to ensure this is well-managed.*

All the policies and procedures, rule and regulations were in place but the financial institutions still managed to collapse the financial base of the world economy from which we are still struggling to recover. Good governance, therefore, is much more about culture and values than rules. HR is the custodian of these vital links to sustainable business success. This session examines why rules and regulations are not enough and will provide some ideas for you to play the effective role you should in ensuring sustainable organizational success based on sound ethics and good governance.

*Presenter: Tony Frost, CEO, Sirocco Strategy Management, Lanseria, South Africa*

**4:00 p.m. – 5:15 p.m.**

### **The True Truth on Trust – How to Give It, Get It and Grow It!**

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: This session will provide practical ideas, tools and resources on how give, get and grow trust.*

Trust is the key ingredient to business success. We fight trust issues on a daily basis, both personally and professionally and everyone has experienced all kinds of pain and frustration related to trust. People want it but are stingy to give it. Layoffs, scandals, turbulent markets and a growing sense of loss and fear is taking its toll. We will discuss the main factors causing distrust as well as practical solutions for building relationships of high trust. We will discuss a simple model for evaluating trust and you will receive a tool to be able to go home and measure trust in your organization. This session will be approached like a train-the-trainer session so you can implement ideas learned back home.

*Presenter: Richard Fagerlin, president, Peak Solutions Inc., Fort Collins, Mo.*

### **How HR Can Make the Most of Creative Destruction**

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: You will learn how you can capitalize on creative destruction to advance culture change efforts, align priorities, and improve HR.*

An uncertain the economy and a delayed recovery have made companies rethink how they operate. It has required that we all do more with less. We have been forced into a state of creative destruction, the painful process of transformation that accompanies innovation. Companies that will emerge as industry leaders must figure out how to change and adapt. Outsourcing can help advance culture change efforts, align strategic priorities, and create excellence in HR experiences.

*Presenter: Angela Hills, executive vice president, Pinstripe, Inc., Brookfield, Wis.*

**TUESDAY**

**7:00 a.m. – 8:15 a.m.****MEGA SESSION****Change Anything: Six Keys to Success in Change Management****Focus: Culture Management****Recertification: Strategic Business Management**

*Workplace Application: You will discover the many sources influencing behavior, how to use those sources to your benefit, and how to make a change management plan.*

Research shows most people have a personal challenge that drags down their work performance by as much as 50 percent. To help individuals overcome years of failed change efforts, the authors and researchers of the *New York Times* bestseller, *Influencer*, have embarked on their largest study of change management to date. Whether hoping to get a promotion, lose weight, increase sales, or get off drugs, the select few who achieved their goals used the same basic influence strategies—strategies from which the authors distilled a new science of change management success. In this engaging presentation, you will learn to make long-anticipated improvements by applying six principles of successful change management to any challenge.

*Presenter: Joseph Grenny, co-founder, co-author, VitalSmarts, Provo, Utah*

**Navigating the C-Suite: What HR Can Learn from Professional Sports****Focus: Strategic Alignment****Recertification: Strategic Business Management**

*Workplace Application: Learn how to get the C-Suite to think differently about HR by strategically building and leveraging a winning team.*

In most organizations, the CEO and CFO are BFFs. As an HR professional, you most likely don't even have a seat at the executive table. So how do you get the CEO to start seeing you as a strategic business partner? Drawing from insights into the management approach of winning professional sports organizations, this session will show you how to expand HR beyond its traditional functions and take on a strategic role supporting revenue growth.

*Presenter: LaVon Koerner, president and chief revenue officer, Revenue Storm, Schaumburg, Ill.*

**Step Up – Create Value for Your Business Partners****Focus: Strategic Alignment****Recertification: Strategic Business Management**

*Workplace Application: This session will provide key insights for creating value as well as simple tools and a framework to build confidence, competence and professional community back at your office.*

During this session, we will discuss the evolving and increasing expectations of HR professionals from the perspective of global business leaders. White will introduce the concept of taking an “Outside-In” approach to create value and we will explore the research-based impact of Credible Activist on your overall performance. We will also review six key elements for achieving alignment to the top priorities of business partners, along with sample tools to approach those six steps with confidence.

*Presenter: Jade White, principal, The RBL Group, Budd Lake, N.J.*

**Continuous Improvement through Leadership Development: A Case Study Analysis of ROI****Focus: Measurement****Recertification: Strategic Business Management**

*Workplace Application: This session looks at how to measure the ROI regarding leadership effectiveness on workplace performance.*

Successful leadership development must be a sustained effort over time, generally throughout the career of the leader. Leaders at all levels require regular development of their leadership skills and actions. This session looks at how to measure the ROI regarding leadership effectiveness on workplace performance.

**[PE]** *Presenter: Olin O. Oedekoven, Ph.D., president/CEO, Peregrine Leadership Institute, LLC, Gillette, Wyo.*

**10:45 a.m. – Noon****MEGA SESSION****Now THAT'S What I Call Strategic HR (Made Simple)****Focus: Strategic Alignment****Recertification: Strategic Business Management**

*Workplace Application: Attend and learn the five simple strategies you can implement within your HR function, right now, that will improve your strategic outcomes.*

HR is hard enough, especially when you are trying to directly influence and impact business outcomes. We don't need to make it more complicated and cumbersome. This informative session is packed full of simple, yet highly effective tools to help you get you and your HR function solidly entrenched in strategic initiatives that benefit the organization and enhance your personal credibility.

*Presenter: Nancy Newell, SPHR, principal/owner, nth degree consulting, Albuquerque, N.M.*

**See the Big Picture: Business Acumen to Build Your Credibility, Career & Company****Focus: Business Competencies****Recertification: Strategic Business Management**

*Workplace Application: You will learn how to execute better, smarter and faster business decisions by practicing and perfecting your business acumen.*

This presentation focuses on three important leadership skills: 1. Gain personal credibility and buy-in for your initiatives by identifying and communicating how these initiatives impact your company's key performance measures. 2. Become more relevant in your role, and as a business leader, by aligning your strategies with your CEO's priorities. 3. Build on your employees' desire to contribute to the business by helping them understand the big picture and how what they do plays an important role in the success of the company.

*Presenter: Kevin Cope, president & CEO, Acumen Learning, Orem, Utah*

**[SPEAKER CANCELLATION]****How Saudi Aramco Developed Our Future Leaders: A Case Study**

**[PE]** *Presenter: Zahiruddin Butt SHRP, CHRP, leadership development practitioner, Saudi Aramco, Dhahran, Eastern Province, Saudi Arabia*

### Technology Meet HR: Selecting and Justifying the Right Solution

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: This session will show you how to write an effective business case that justifies a technology investment to your decision makers.*

Technology can help free you from administrivia so you can focus on strategic goals. Use a seven-step framework to select the right technical solution. Learn how to justify the investment to decision makers by writing an effective business case. Analyze the structure of a business case, explore your needs to support HR, discover why technology is important to HR professionals. Learn to calculate the return on investment (ROI) to support your business case.

*Presenter: Joe Rotella, SPHR, chief technical officer, Delphia Consulting, LLC, Columbus, Ohio*

### Strategic Leadership Planning REPEATED WEDNESDAY AT 11:30 A.M.

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: This session assists you in supporting key business initiatives and in providing partnership opportunities with your executive management.*

You must address your organization's talent planning and organizational leadership needs for the future. This session will provide you with an overview of organizational development strategies, including current leadership competency models. We will also discuss talent planning implementation strategies – from selection and assessment to leadership development programs – including ways to implement leadership development on a budget.

*Presenter: Jen Shirkani, CEO, Penumbra Group Inc., Bedford, N.H.*

### The Role of HR in the Transformation to... What Was that Called Again?? .....Oh Yeah.... Sustainability

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: Attend this session and learn the four ways that you can play a critical role in creating a culture of sustainability.*

There has been a lot of blah-blah-blah'ing about sustainability, but how does it apply to me, my department and the HR profession? Many organizations want to be seen as working to improve environmental and social conditions, and employees are looking for ways to help. You are often on the sidelines of this effort but should be at the center of this discussion if your organization hopes to succeed. Join Savitz to learn about the role of HR in the transition to sustainability. He will discuss four ways that HR can play a critical role: changing culture, strengthening capacity, embedding sustainability in HR processes, and increasing and measuring employee engagement. He will also talk about what's in it for HR (hint: a critical role in an important organizational initiative for you and for your department!) In short, he will de-blah sustainability for you.

*Presenter: Andy Savitz, principal, Sustainable Business Strategies, Chestnut Hill, Mass.*

**2:15 p.m. – 3:30 p.m.**

### Aligning HR with Your Organization's Business Priorities

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: This session will help HR professionals from global organizations learn how to make HR a strategic partner throughout their organizations by utilizing talent management.*

HR is often overlooked as a business enabler. Buckingham, head of Lincoln Financial Group (LFG) HR, discusses how to make HR a strategic partner in acquiring/retaining and developing/motivating talent. She'll discuss LFG, where she launched pay-for-performance and tools to empower employee achievement. Her work has helped to transform LFG into a culture that encourages

employees to learn, experiment and professionally stretch – while being more closely than ever aligned with the business.

**[PE]** *Presenter: Lisa M. Buckingham, senior vice president, chief human resources officer, Lincoln Financial Group, Radnor, Pa.*

### Business Acumen for HR

**Focus:** Business Competencies  
**Recertification:** Strategic Business Management

*Workplace Application: Compete more effectively for resources through better understanding and communication of where and how HR adds value to bottom-line financial results.*

Recent Metrus research found that HR continues to lag behind other functions in the perceived value it contributes to the business. To compete effectively for scarce resources you must communicate your value in a language that business executives understand. This session is designed to provide you with the strategic, financial and measurement acumen you will need to better position HR within your organization by communicating its value in the language of business finance.

*Presenter: John Lingle, senior consultant, Metrus Group, Inc., Somerville, N.J.*

### Secrets Unveiled: How Top Business Leaders are Using Diversity and Inclusion to Accelerate Results

**Focus:** Strategic Alignment  
**Recertification:** Strategic Business Management

*Workplace Application: You will leave this session with a proven roadmap to make D&I a world-class business strategy.*

Uncover the critical strategies and successes related to world-class diversity and inclusion management used by award-winning organizations. Billings-Harris will address key components of measurable success related CEO commitment, CDO competencies, making learning and education effective, engaging middle managers, and metrics used by Dell, Sodexo, IBM and others. You will leave this session with clear, specific strategies and tactics that can help make your organization's diversity and inclusion plan world class.

*Presenter: Lenora Billings-Harris, diversity strategist, Excel Development Systems, Inc., Greensboro, N.C.*

**4:00 p.m. – 5:15 p.m.**

**MEGA SESSION**

**HR Metrics: The Process of Developing a Business Scorecard**

**Focus: Measurement**

**Recertification: Strategic Business Management**

*Workplace Application: This session will provide measurable, attainable, relevant and timely methods for tracking and communicating business results.*

One of the greatest challenges organizations face is maintaining a common business focus on improving results across all functional areas and levels, as well as communicating these said results to all involved. This interactive session outlines the process for developing, tracking, communicating and presenting business goals and objectives. You will learn the importance of a common business focus to organizational success through the development of a mission statement and specific, measurable business goals.

*Presenter: Shane Yount, principal /author, Competitive Solutions, Inc., Alpharetta, Ga.*

**Employee Engagement & Operational Excellence: Two Sides of the Same Coin**

**Focus: Strategic Alignment**

**Recertification: Strategic Business Management**

*Workplace Application: Learn how to leverage your evolving role in creating the climate for exceptional business performance and boosting employee engagement.*

Operational excellence is impossible to achieve without a highly engaged workforce. But what does employee engagement really mean and what's your role in creating it? In this session, you will learn how to leverage the growing marriage of people and process, what type of development today's employees and really need, and how to help your leaders give the frontlines greater control over their work, which produces significant boosts to both engagement scores and your company's bottom line.

*Presenter: Karen Martin, principal, Karen Martin & Associates, LLC, San Diego, Calif.*

**The Numbers behind the Numbers**

**Focus: Business Competencies**

**Recertification: Strategic Business Management**

*Workplace Application: You will understand how to interpret and analyze key financial indicators through comparative analyses. You will also learn to use S.W.O.T. analysis to create peer groups and illustrate why terms and ratios are applicable to some companies and not others.*

During this session we will take a look at real-world practical examples to provide context to specific financial concepts discussed during this engaging presentation. Knowing how to interpret these concepts will provide the missing link to understanding the numbers behind the numbers, and a deeper insight into financial decisions and discussions taking place around us. You will be provided with a glossary of popular terms used in the finance industry as well.

*Presenter: Thomas Collimore, head, industry relations, CFA Institute, Charlottesville, Va.*

**Using ANSI HR Standards to Create Business Advantage in the Workplace**

**Focus: Strategic Alignment**

**Recertification: Strategic Business Management**

*Workplace Application: You will learn how to effectively use recently published HR American National Standards Institute (ANSI) standards in your workplaces.*

Teams of passionate HR professionals, consultants, academics and line managers have worked since 2009 to create professional national workforce standards in the areas of diversity and inclusion, performance management, measures and metrics, staffing and workforce planning, compliance and regulatory issues, and employee and labor relations. By the end of 2012, six American National HR standards will be published and at least 10 others will be in development. In this session, we will demonstrate how using recently published and upcoming standards in your organization can create a business and operational advantage, and discuss how to partner within your leadership to successfully adopt and implement the standards.

*Presenter: Lee Webster, director, HR standards, SHRM, Alexandria, Va.*

**Cultural Economics: Building and Sustaining the Right Organization Culture**

**Focus: Culture Management**

**Recertification: Strategic Business Management**

*Workplace Application: You will learn how to conduct a culture audit, how new hires learn culture and how high performing organizations use culture as an advantage.*

Every organization has its own unique culture that directly impacts its ability to achieve or miss its targets. The overall value and success of an organization is closely tied with its internal ability to interact, respond, and react to its external environment. It is an organization's culture that influences that ability and can therefore become a significant area of strategic advantage. In this session, we will explore the results of a 2011 empirical study of how culture is actually learned by employees, review an audit instrument for assessing an organization's existing culture, and gain insight into the best cultural practices of organizations that are considered great workplaces and typically outperform competitors using their culture as a differentiator.

*Presenter: Scott Cawood, executive vice president, Synogy, Inc, Chester, Pa.*

**WEDNESDAY**

**10:00 a.m. – 11:15 a.m.**

**MEGA SESSION**

**The Culture Works: How the World's Best Cultures Exponentially Engage Their People**

**Focus: Culture Management**

**Recertification: Strategic Business Management**

*Workplace Application: This session will provide you with a roadmap to help you influence workplace culture.*

As of early 2011, 52% of workers were disengaged. And yet even in the midst of this financial crisis some organizations were able to maintain a powerful culture and derive financial success from employee dedication. Chester Elton unveils research, based on one of the largest workplace studies ever

conducted, from his breakthrough new book on workplace culture, featuring case studies from organizations such as American Express, CIGNA, and Pepsi.

*Presenter: Chester Elton, partner, The Culture Works, Summit, N.J.*

### **Accounting 101: How HR Professionals Affect the Bottom Line**

**REPEATED FROM MONDAY AT 10:45 A.M.**

**Focus: Business Competencies**

**Recertification: Strategic Business Management**

*Workplace Application: At the conclusion of this session, you will understand the income statement and balance sheet, and how you affect your company's bottom line.*

In this HR-friendly introduction to accounting and finance, you will learn about basic financial statements and how your decisions affect your organization's financial performance. This session will also cover accounting fundamentals, including revenue and expense recognition, and how your actions affect the bottom line. You will also understand revenue and expense recognition, as well as the current literature regarding the cost to hire and cost of turnover.

*Presenter: Lawrence G. Singleton, Ph.D., CPA, president and CEO, Singleton Associates, LLC, McLean, Va.*

### **Green and HR: Join Forces for Sustainability and Return on Efforts**

**Focus: Innovation**

**Recertification: Strategic Business Management**

*Workplace Application: Learn about the Green paradigm and HR crucial role in this important push to the future.*

Green is a powerful and evocative word in the marketing of products, brands, companies, investments and strategies. The objective of Sustainable Development is to meet the needs of the present without compromising the ability of future generations to meet their own needs. As your company strives to meet sustainable objectives in order to address competitive and regulatory trends, we will help you better understand the definitions, goals, and actions to move your firm forward on its sustainability journey. Through the use of case studies, you will learn about moving your firm from compliance issues to

sustainable strategy and the key role that HR needs to play in this transformation. Help your company embrace the benefits of a sustainable strategy including improved risk analysis, improved corporate image, HR best practices, and an employer of choice for attracting and retaining scarce human capital. Impress your coworkers and kids with your knowledge of Green Trends and how they impact you.

*Presenter: Kris Kohl, CFO and senior consultant, MSCI, Moorestown, NJ Green*

### **What Every HR Leader Should Know About Strategic Planning**

**REPEATED FROM MONDAY AT 2:00 P.M.**

**Focus: Strategic Planning**

**Recertification: Strategic Business Management**

*Workplace Application: In this session you will learn strategy: what it is, how to build it, and the pitfalls to avoid.*

For HR leaders to gain the ear of senior executives, we must be able to speak and understand strategy. In this highly interactive and engaging session, the CEO of Leadership Strategies delivers to you The Drivers Model - a roadmap for building strategy that demonstrates the critical difference between mission versus vision, goals versus objectives, values versus guiding principles, and critical success factors versus strategies. And don't miss the 10 pitfalls to avoid in strategy!

*Presenter: Michael Wilkinson, managing director, Leadership Strategies, Atlanta, Ga.*

**11:30 a.m. – 12:45 p.m.**

**MEGA SESSION**

### **Mindful Leadership Practices: Implementation, Impacts and Results**

**Focus: Strategic Alignment**

**Recertification: Strategic Business Management**

*Workplace Application: You will be introduced to a couple of new leadership tools and will learn the design, implementation and measurement of these practices.*

The session provides a case study drawn from a W.L. Gore department that implemented mindful leadership development strategies and practices. This session is about the rapidly emerging need for leaders at every organizational level to adopt practices that

enable you to be highly effective in a constantly shifting and complex business landscape. The session details one organization's desire to equip leaders with mindful leadership skills – enabling them to be more contemplative in the moment, more effective in rapidly changing environments, more adept at creating change, and better able to stretch people to elevated levels of performance. You will gain practical and actionable strategies.

**[PE] Presenters: Rosaria Hawkins, Ph.D., president, Take Charge Consultants, Inc., Coatesville, Pa.; and Gail Townsend, organization development specialist, W.L. Gore and Associates, Elkton, Md.**

### **Moving from HR Metrics to HR Analytics: Creating Insight along the Way**

**Focus: Measurement**

**Recertification: Strategic Business Management**

*Workplace Application: You will learn how to use the metrics they already have in a more effective way to deliver valuable insights to the organization.*

HR metrics and analytics are no longer “nice to haves” but are now “must haves.” CEO's have become more demanding of data related to people. You must be able to track appropriate efficiency and effectiveness metrics internally, but more importantly use the people data to determine which employee investments will produce the best results for the organization. By converting metrics already present in most HR departments to valuable analytics, you can gain insights into the business arming line management with timely information making your operations more effective.

**[PE] Presenter: Cathy Suzanne Missildine-Martin, SPHR, chief performance officer, Intellectual Capital Consulting, Atlanta, Ga.**

### **Backseat Driving: Leading the Business from HR**

**Focus: Strategic Alignment**

**Recertification: Strategic Business Management**

*Workplace Application: You will learn how to create the credibility necessary to become a true business leader within your organization.*

Steve Forbes says that HR will lead America's recovery. What does that mean, exactly? HR

leadership must lead not just the HR function, but act as key leadership for the entire organization. This session will help you identify and understand many of the business levers directly impacted by HR, then pinpoint those specific behaviors that establish the credibility necessary to become/continue as a significant leadership presence within the organization. Behaviors such as: Making kings' and "building empires" are NOT the same thing; ring-knocking, secret handshakes and passwords; how do you get in?; and the Three Musketeers compensation model. This high-energy session is laced with anecdotes and stories, and will provide usable, practical advice on driving real organizational success from the HR leadership role.

*Presenter: D. Kevin Berchermann, SPHR, president, Triangle Performance, LLC, Spring, Texas*

### Strategic Leadership Planning

REPEATED FROM TUESDAY AT 10:45 A.M.

Focus: Strategic Alignment

Recertification: Strategic Business Management

*Workplace Application: This session assists you in supporting key business initiatives and in providing partnership opportunities with your executive management.*

Human Resources leaders must address their organization's talent planning and organizational leadership needs for the future. This session will provide you with an overview of organizational development strategies, including current leadership competency models. We will also discuss talent planning implementation strategies – from selection and assessment to leadership development programs – including ways to implement leadership development on a budget.

*Presenter: Jen Shirvani, CEO, Penumbra Group Inc., Bedford, N.H.*

## EMPLOYMENT LAW & LEGISLATION

MONDAY

7:00 a.m. – 8:15 a.m.

### Workplace Privacy: Whose Business is it Anyway?!

Focus: Legislative Update

Recertification Credit: General

*Workplace Application: Attend this session and learn the latest news and trends as well as proactive practices and pitfalls you can avoid when dealing with the tricky issue of workplace privacy.*

As the workplace extends to non-traditional hours, locations and methods, so does the extent to which the lines between personal and company information blur. Whose business is it anyway what an employee does, where, when and with whom? When do you have a right to search personal and/or company property such as email, desks or vehicles? From personal relationships to tobacco smoking to use of medical marijuana - states are passing "lifestyles" legislation that applies to these issues and more. Join this interactive program presented in mini-case study format as we review the latest news, trends, proactive practices and pitfalls to avoid (exclusive of HIPAA).

*Presenter: Christine V. Walters, MAS, JD, SPHR, independent consultant, FiveL Company, Westminster, Md.*

### The Top 10 Wage Payment Mistakes That Companies Make That Create Huge \$\$\$ Legal Exposure!

Focus: Compliance

Recertification: General

*Workplace Application: You will learn practical ways you can spot wage payment problems and minimize exposure to lawsuits and DOL investigations.*

You continue to face an epidemic of lawsuits alleging wage and hour violations under the Fair Labor Standards Act. This session will provide an update on the DOL's rigorous enforcement plan and audit strategy. You will obtain practical advice in key areas aimed at decreasing potential wage payment liabilities, including: exempt/non-exempt determinations; classifying workers as independent contractors; when deductions may be taken from exempt employees; reducing "off-the-clock" exposure; how to handle pay issues regarding travel time, on call time, training time, etc.

*Presenter: Greg Hare, attorney-at-law, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., Atlanta, Ga.*

### Social Media Madness: The Top 10 Legal and Business Social Media Issues for Employers

Focus: Legislative Update

Recertification: General

*Workplace Application: You will learn the legal risks associated with decisions made involving employee use of social media on and off duty.*

From hiring to firing to off-duty misconduct, legal and business issues surrounding social media are exploding. Using case studies and interactive technology, workplace expert Karen Michael will address the major legal and business considerations for public and private employers including hiring issues such as discrimination and background checks, 1st and 4th Amendment considerations, brand decline, NLRB considerations, admissibility in court, privacy rights, policy development and many other issues your organization must consider before you are faced with the need to make a workplace decision over social media use.

*Presenter: Karen Michael, Esq., JD, president, Karen Michael, PLC, Employment Law, Training & Consulting, Richmond, Va.*

### Who Said Being Unique Was Fun? Understanding the Unique Obligations of Federal Contractors

Focus: Compliance

Recertification: General

*Workplace Application: You will gain a clear understanding of the unique employer obligations federal contractors and subcontractors must adhere to.*

It is not uncommon to have questions regarding your compliance requirements and contractor standing. This informative session will iron out the details of what it means to be a federal contractor or federal subcontractor, who is required to complete an affirmative action plan, and what is required when completing the plan. This session is ideal for HR and compliance professionals who want to learn more about their unique affirmative action obligations.

*Presenter: Nicole Yeldell, manager of training, Berkshire Associates Inc., Columbia, Md.*

**10:45 a.m. – Noon****Does Your Organization Understand the Legal and Practical Ramifications of Labor Law Changes?****Focus: Legislative Update**  
**Recertification: General**

*Workplace Application: This interactive session will address the rapid changes and policy shifts in labor law compelling the redrafting of handbooks and workplace policies and practices.*

Explore with these dynamic presenters the shifting views of employer and employee rights and the challenges and opportunities being presented with changing NLRB decisions and rules, and developments that impact employers and employees. The speakers will discuss the latest decisions and emerging trends and provide practical tips about lawful and effective handbook and workplace policy changes necessitated by these developments.

*Presenters: Michael J. Lotito, JD, SPHR, partner, Jackson Lewis, San Francisco, Calif.; and Lynn C. Outwater, JD, SPHR, partner, Jackson Lewis, Pittsburgh, Pa.*

**Compliance and Immigration: What You Need To Know To Reduce Risks to Your Organization****Focus: Compliance**  
**Recertification: General**

*Workplace Application: Learn how to avoid immigration and compliance pitfalls as countries become increasingly focused on protecting their local workforce.*

During this session you will learn new laws and rules impacting immigration compliance as well as discuss trends in compliance enforcement. You will also learn how immigration compliance can be maintained across multiple destinations – why a company may want to consider company-wide immigration compliance policies. Finally, we will discuss best practices on who is responsible for immigration compliance and who else should be involved – how you can restructure your organizations to leverage internal expertise and ensure oversight for immigration compliance.

*Presenter: Cynthia Lange, partner, Fragomen, Del Rey, Bernsen & Loewy, Santa Clara, Calif.*

**In The Year 2525****Focus: Legislative Update**  
**Recertification: General**

*Workplace Application: This session will help you understand the employment trends: where we were, where we are and where we are going.*

Remember 2008: the economy was strong; you were hiring like mad; you looked at your 401k for a smile; wage and hour claims were not as common as sunrises; and social media was cutting edge only for kids? Flash forward to 2525. 2012 will be as unrecognizable as 2008 is to us now. What might we expect? Wage and hour claim will focus on the virtual workplace. There will be more age claims by baby boomers who cannot or will not retire but who are let go. White men will be a minority in some companies and we will see more claims by them. Now that we are all disabled based on the amendments to the ADA, we will see more ADA claims. You will need accommodations to handle the stress of all the other accommodations. The way things are going, the NLRB could impose mandatory unionization...well not exactly, but close. Customers will demand more immediate service but employees will demand more work-life balance. Slight conflict there. More of what we do in HR will be outsourced to save money, so we need to figure out how to provide strategic value so we have value. And we have to do that without losing our minds....whatever is left of them. This session will include no sarcasm.

**[PE]** *Presenter: Jonathan Segal, partner, Duane Morris LLP, Philadelphia, Pa.*

**Please Sue Me 2012**  
**REPEATED FROM TUESDAY AT 4:00 P.M.****Focus: Legislative Update**  
**Recertification: General**

*Workplace Application: This session simplifies the practical application of employment law principles to management at all levels.*

Take away the latest tips, techniques and practical HR policies to manage productivity, harmony and stay out of court. This session blends employment practices, humor and the law to answer some of today's toughest management issues. Updated for 2012, learn how to apply legal concepts to convince management at all levels to initiate safe HR procedures and get out of the 'babysitting'

business; and get sample preventive policies that limit your legal risk.

*Presenter: Hunter Lott, director, PleaseSueMe.com, Rochester, Minn.*

**Social NOTworking****Focus: Compliance**  
**Recertification: General**

*Workplace Application: You will learn about recent case law, real world examples and social media policies as well as how to prevent social media abuse.*

This program will teach you the benefits of social media use and the detriments of social media abuse. It will help you learn how to prevent social media abuse in the workplace. It will teach you about the iron-clad provisions of social media policies. Recent case law and real world examples of social media are reviewed. We will also play Social NOTworking tic tac toe and have the opportunity to win prizes!

*Presenter: Jody Katz Pritikin, Esq., attorney, Proactive Lawsuit Prevention, Santa Monica, Calif.*

**Employee Handbooks: Every Word Counts****Focus: Compliance**  
**Recertification: General**

*Workplace Application: This presentation will enable you to revise your handbooks to eliminate express or implied contractual obligations.*

Employee handbooks can be powerful tools for communicating policies to employees and supervisors and administering employee relations; however, they also can be a source of employment liability. This presentation will offer helpful advice on deciding what to include in (and delete from) your employee handbook and will discuss new policies that you should consider adding or revising.

*Presenter: Allan H. Weitzman, partner, Proskauer, Boca Raton, Fla.*

**2:00 p.m. – 3:15 p.m.****I'm Too Sexy for My Job!****Focus: Compliance**  
**Recertification: General**

*Workplace Application: You will learn to what extent you can enforce a preference for or against attractive employees.*

Lawsuits have been filed by employees claiming they were fired for being too attractive. Others have sued claiming they were fired for being too homely. Is an employer's preference for or against attractive employees illegal? How far may employers lawfully go to regulate the dress, grooming and appearance of their employees? What do the few court cases on this subject really say? This presentation will provide answers to these questions.

*Presenter: James McDonald, managing partner, Fisher & Phillips, LLP, Irvine, Calif.*

### **ERISA Basics - What Your Benefit Plans Need You to Know**

**Focus: Compliance**  
**Recertification: General**

*Workplace Application: You will learn how to determine if your employee benefit plans are subject to ERISA and how to administer your plans in compliance with ERISA.*

If you have any responsibility for administering your company's employee benefit plans, you need a working understanding of ERISA. This session will review ERISA's basic provisions, including what employers and what benefits are subject to ERISA, and outline ERISA's administrative requirements. There is no such thing as a dumb question in this session, just answers in plain English and practical advice for administering your employee benefit plans in compliance with ERISA.

*Presenter: Antoinette Pilzner, member attorney, McDonald Hopkins, LLC, Bloomfield Hills, Mich.*

### **Seven Steps to Creating Bulletproof Documentation**

**Focus: Compliance**  
**Recertification: General**

*Workplace Application: You will learn the seven steps to create documentation that will withstand the scrutiny of a judge or jury.*

You hear it from your legal counsel all the time: document, document, document. But, in reality, they never teach you or your managers how to effectively transcribe your verbal coaching, counseling or disciplinary

conversations into solid, bulletproof documentation. Learn the seven steps to creating "bulletproof" documentation as well as creating contemporaneous documents, the benefits and hazards of electronic documentation and teaching employees how to document their own performance.

*Presenter: Allison West, Esq., SPHR, principal, Employment Practices Specialists, Pacifica, Calif.*

**4:00 p.m. – 5:15 p.m.**

### **RETALIATION -- One of the BIGGEST Workplace Issues Every Business Must Understand**

**Focus: Legislative Update**  
**Recertification: General**

*Workplace Application: Understanding retaliation puts your business in a better position to protect itself against this type of increasingly common workplace accusation.*

During this session you will learn the definition of retaliation as well as how various courts, including the U.S. Supreme Court, interpret retaliation. Most important, you will learn to identify risks and develop a strategy to minimize those risks. Retaliation is one of the biggest employment law issues we're currently facing and in this session you will hear everything you need to know about this issue in a highly energetic, interactive session.

*Presenter: Dana Cotham, president & attorney, CBA Enterprises, Las Vegas, Nev.*

### **California Wage and Hour Laws Now Apply to Out-of-State Employees? What Your Company Needs to Know**

**Focus: Legislative Update**  
**Recertification: California**

*Workplace Application: Learn to assess compliance and mitigate risk related to overtime and time-recording policies for nonresident employees performing work in California.*

In *Sullivan v. Oracle*, the California Supreme Court suggested that California's daily and weekly overtime requirements apply to work performed in California by nonresident employees—a decision anticipated to fuel more litigation against employers. This session will guide companies with employees who work in California in reviewing and correcting time-

recording and overtime practices and policies and will offer strategies for non-California-based employers to assess and mitigate wage-hour litigation risk related to employees working in California.

*Presenter: Barbara J. Miller, partner, Morgan, Lewis & Bockius, LLP, Irvine, Calif.*

### **But We Don't Collect Genetic Information, So Who Cares About GINA?**

**Focus: Compliance**  
**Recertification: General**

*Workplace Application: This session will help you understand how to comply with the Genetic Information Nondiscrimination Act of 2008 (GINA).*

The Genetic Information Nondiscrimination Act of 2008 (GINA) imposes new restrictions. The regulations provide that an employer may violate the law even when there is no specific intent to obtain "genetic information," a term which is broadly defined and surprises many people when they learn what it includes. Previously allowed medical information requests for FMLA, ADA accommodation or other similar purposes may now violate the law.

*Presenter: C.R. Wright, partner, Fisher & Phillips, LLP, Atlanta, Ga.*

### **Secrets of a Plaintiff's Attorney**

**Focus: Compliance**  
**Recertification: General**

*Workplace Application: Get practical strategies and tools for repelling plaintiff's lawyers, minimizing the risk of employee claims, and reducing the cost of claims.*

Warner will share factors that increase the likelihood that a legal claim will be brought against your organization (including some you might not expect) and real examples of unbelievable and unintentional missteps and how they could have been avoided. This is your chance to get the employee's attorney's view of employer actions (such as, telling current employees not to talk to the employee with the claim) and how those actions affect the settlement or trial value of the case. You will learn steps you can take to disinterest plaintiff's lawyers before they take the case and while it is pending. This session will be a fun opportunity to get inside the head of a plaintiff's lawyer - without being sued or charged by the hour.

*Presenter: Whitney Warner, SPHR, attorney, Moody & Warner, PC, Albuquerque, N.M.*

### **Wage & Hour Compliance: Avoiding Lawsuits and Liability**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: This session will help you critically evaluate payroll practices and identify issues which, if not addressed, could result in substantial liability.*

This session will review the DOL's latest enforcement trends and initiatives, as well as the most common errors employers make in classifying employees as exempt, capturing all 'hours worked' for pay purposes, and calculating the overtime pay due. By understanding the errors others have made, often inadvertently and innocently, you will be better able to evaluate your payroll practices, identify potential compliance issues, and not run afoul of the federal overtime compensation rules.

*Presenter: Robert A. Boonin, shareholder, Butzel Long, Ann Arbor, Mich.*

### **The Real World of the FMLA**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: In this session, you will learn how to apply the statutory and regulatory language of the FMLA to real-world situations.*

The FMLA is a constant in your life, and has been for nearly twenty years. Despite this, we're still trying to figure out the best way to handle its complexities in a way that both complies with the law and also makes good business sense. In this interactive session, you will confront real-world situations (taken from various cases nationwide) and be allowed to flex your HR muscles to see whether your approach to solving the problems presented match up with how the courts decided the cases.

*Presenter: Matthew S. Effland, shareholder/attorney, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., Los Angeles, Calif.*

### **I've Fallen and I Won't Get Up: 10 Strategic Policies to Effectively Manage Workers Comp Injuries**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: We will provide you with resources to update your workers compensation policies and procedures focusing on injury management best practices.*

In the current economic climate you cannot forget about workers compensation and injured employees. When the employee says "Ouch, I'm Injured," you must have a strategic plan that goes beyond filling out the notice of injury form. Knowing how to skillfully navigate the workers compensation system, the exposure to litigation and returning injured employees to their pre-injury job is imperative. This session will connect the dots between workers compensation and HR best practices.

*Presenter: Margaret P. Spence, president/CEO, Douglas Claims & Risk Consultants, Inc., West Palm Beach, Fla.*

## **TUESDAY**

**7:00 a.m. – 8:15 a.m.**

### **Understanding Labor Reform's Newest Front Lines**

**Focus: Legislative Update**

**Recertification: General**

*Workplace Application: You will learn how the newest labor reforms affect management's ability to deal with union organizing and other union issues.*

Employers are facing resurgence in labor law reform efforts on multiple fronts. Companies must confront new changes that can significantly affect your ability to deal with union organizing, including the prospects of faster union elections, additional regulations surrounding "persuader" activities and new union-friendly NLRB rulings and litigation. Now more than ever, it is essential for you to understand the implications of these reforms so that you can navigate this new pro-labor environment.

*Presenter: Philip A. Miscimarra, partner, Morgan, Lewis & Bockius, Chicago, Ill.*

### **The New OSHA – Three Years in and Still Pushing the Envelope**

**Focus: Legislative Update**

**Recertification: General**

*Workplace Application: This session will provide information on the workplace safety and health compliance environment and what you need to do to avoid liability.*

This session will review the aggressive enforcement and regulatory agenda coming from the new OSHA. We will discuss some of the Agency's prominent initiatives, through both rulemaking and enforcement activities in the absence of rulemaking, that have significant compliance consequences for employers. This session will also provide practical advice on how to respond to the challenge of this expanded and aggressive enforcement activity to position you to successfully defend against enforcement actions or avoid them in the first place.

*Presenter: Nina Stillman, partner, Labor and Employment, Morgan Lewis & Bockius, Chicago, Ill.*

### **Navigating FMLA and ADA: Medical Leaves and the Interactive Process**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: This session presents the legal framework and offers practical tools for effective management and coordination of leave requests under the ADA and FMLA.*

Both the FMLA and ADA require employees and employers to engage in an individualized interactive process to discuss requests for leave. This session will address legal and practical implications and the roles and obligations of HR, managers, and employees when exploring leave options, especially relating to such complex issues as intermittent leave and reasonable accommodation. This interactive session will also include case study exercises and best practices for managing this multifaceted process.

*Presenters: Susan W. Brecher, Esq., director, human capital development, Legal Programs; and Judy Young, assistant director, training and development, Cornell University, New York, N.Y.*

**10:45 a.m. – Noon**

## **MEGA SESSION**

### **24-7-365 When Aren't You HR?! Limiting Liability through Supervisors, Managers and Executives**

**Focus: Legislative Update**

**Recertification: General**

*Workplace Application: This highly engaging and interactive session gives you the key EEO tools you need to teach supervisors, managers and executives in order to avoid liability.*

This highly interactive, skill-building session will immediately help you train your supervisors, managers and executives so they have the critical workplace tools for managing the law during the lifecycle of the employment relationship. It is what they don't know that they should know that creates irreversible liability for themselves, HR and the organization. This session reveals the top 50+ best practices that every manager, supervisor and executive must have from hiring through firing involving federal and state laws in order to avoid personal and organizational liability in 2012.

*Presenter: Mindy H. Chapman, Esq., president, Mindy Chapman & Associates LLC, Chicago, Ill.*

**The Performance Review - Making It Work For Someone Other Than a Lawyer****Focus: Compliance****Recertification: General**

*Workplace Application: You will learn steps that will give you positive ROI for a performance reviews, instead of making you vulnerable to claims.*

Performance appraisals have long been cross-examination favorites of plaintiff's attorneys. By contrast, they haven't been much good for anything else, such as ... performance. However, this doesn't have to be so. Drawing on his best practices research for SHRM (reflected in his June 2011 HR Magazine article), the speaker will show you what some employers have done to make performance reviews good for their employees - and bad for their employees' lawyers.

*Presenter: Jathan Janove, shareholder, Ogletree Deakins, Portland, Ore.*

**"Yours, Mine or Ours" – Employee Use of Personal Tech Devices, Email and Social Networking Accounts****Focus: Compliance****Recertification: General**

*Workplace Application: This session will sensitize you to the challenges presented by the technological advances that have become a staple in the workplace.*

One of the biggest challenges faced by employers today is establishing and enforcing realistic (and legal) limitations on employees' business use of their own computers, tablets, smartphones, email, social networking accounts, scanners and other forms of technology. This session will examine best practices with respect to written policies, preservation of trade secrets and confidential information, security protections and breaches, privacy issues, protected concerted activity and investigations of inappropriate conduct involving technology devices and accounts that are owned by the employee.

*Presenter: Joseph L. Beachboard, shareholder, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., Torrence, Calif.*

**Labor Relations – Changes You Need To Know****Focus: Legislative Update****Recertification: General**

*Workplace Application: Attend this session and learn about labor trends, tactics and federal changes that may impact your organization as well as proven strategies to decrease vulnerability to unions.*

The session will highlight best practices from a range of organizations in the areas of training, education, vulnerability assessment, communication and strategy that support an organization's goal of remaining union free. You will also learn about federal legislative and regulatory changes that could mean you no longer have the luxury of a wait-and-see approach when it comes to union organizing.

*Presenter: Josephine Zamora, partner, IRI Consultants, Detroit, Mich.*

**Help! The Auditors are Coming! Audit Your Independent Contractors Before the Government Does!****Focus: Compliance****Recertification: General**

*Workplace Application: You will learn the various government agency rules regarding independent contractor vs. employee classification.*

Distinguishing between independent contractors and employees has never been an easy task. While the consequences for getting it wrong have always been significant, the stakes just got higher. The Federal

government has allocated \$25 million and 100 new investigators to detect and deter inappropriately classified independent contractors and they project that this effort will raise \$7 billion from employers over the next decade. Come refresh your understanding about the rules regarding independent contractor classification, understand the way penalties are calculated, learn some practical how-to's that will help you establish that someone is truly a contractor, and learn how to perform an internal audit to shore up your practices before you get a costly knock on your door.

*Presenter: Lauraine Bifulco, president, Vantaggio HR, San Juan Capistrano, Calif.*

**Avoiding the Pitfalls of H-1B's and Green Cards: What HR Needs to Know****Focus: Compliance****Recertification: General**

*Workplace Application: In this session, you will learn to spot thorny issues affecting your company's ability to sponsor foreign national employees for H-1B's and green cards.*

Your company plans to make an offer to a foreign national. What do you need to know before you sponsor your new hire for an H-1B and/or a green card? Since the downturn in the U.S. economy, government agencies have applied increasing scrutiny to employer-sponsored petitions. This recent trend has made the sponsorship process more cumbersome for you. In this session, you will learn how to spot issues before they become problems and enhance your chances of filing successful immigration petitions.

*Presenter: Gali Schaham Gordon, attorney, Law Office of Gali Schaham Gordon, San Francisco, Calif.*

**2:15 p.m. – 3:30 p.m.****The Story Behind Dodd-Frank and the Whistleblower: Are You Ready?****Focus: Legislative Update****Recertification: General**

*Workplace Application: This session will provide you with an understanding of the whistleblower provision, best practices as well as how to strengthen corporate governance & Quarterly Corporate Fraud Index findings.*

While 2002's Sarbanes-Oxley Act (SOX) went a long way to curb corporate fraud and unethical behavior, the new Dodd-Frank Act looks to expand the whistleblower provisions found in SOX. As the SEC implements various enforcement components, effective, integrated whistleblower programs will come into vogue. In this presentation, Ramos will discuss how whistleblower programs will be affected by the ongoing implementation of Dodd-Frank. Ramos will also outline how technology can be leveraged to effectively manage all GRC-related areas-including ethics and compliance, fraud, case and critical incident management, policy management and reporting and analysis.

*Presenter: Luis Ramos, CEO, The Network, Inc., Norcross, Ga.*

### **Employee Benefits for Domestic Partners and Same-Sex Married Couples: Best Practices for Employers**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: This session will provide the best practices for employers wishing to employ and retain lesbian, gay, bisexual, and transgender employees.*

You will learn about the best practices and market trends with respect to lesbian, gay, bisexual, and transgender (LGBT) employees. Solomon will provide update you on recent developments, including the federal government's recent pronouncement against the Defense of Marriage Act. An analysis of the issues you should consider in employing and retaining LGBT employees and the business case for employing a diverse workforce will be shared. Finally, there will be a discussion on the types of benefits and policies "cutting-edge" employers may wish to consider in order to provide equal treatment of LGBT employees as well as the Human Rights Campaign's Corporate Equality Index.

*Presenter: Todd A. Solomon, partner, McDermott Will & Emery, LLP, Chicago, Ill.*

### **The Top 10 Trends for Background Checks in 2012 - What Every Employer Needs to Know**

**Focus: Legislative Update**

**Recertification: General**

*Workplace Application: Employee problems are caused by problem employees, and this session will help you avoid bad hires in the*

*first place by keeping current on trends, best practices and legal developments affecting background checks and due diligence in your hiring programs.*

You can be the subject of lawsuits for negligent hiring if you hire someone that you should have known, through the exercise of due diligence, was dangerous, unfit, dishonest or unqualified. This session will review the top 10 trends and best practices for 2012 when it comes to background checks and safe hiring, including the use of social networking sites, the EEOC approach to the use of criminal records and credit reports, international background screening, resume fraud, dealing with temporary workers, privacy and off shoring of personal data, and tools to protect against workplace violence.

*Presenter: Lester S. Rosen, attorney and CEO, Employment Screening Resources (ESR), Novato, Calif.*

### **When Harry Sued Sally - HR and the Rise of Non-Traditional Discrimination Claims**

**Focus: Legislative Update**

**Recertification: General**

*Workplace Application: You will learn about the recent rise of non-traditional harassment claims and receive practical advice on how to limit your own legal exposure.*

In recent years, companies and courthouses alike have been inundated with formerly rare complaints of reverse (female-on-male) sexual harassment, same-sex harassment, same-race harassment, and other non-traditional types of workplace discrimination. Employers are often caught off-guard when confronted by such claims, and make mistakes that result in an increased likelihood of liability should the claims proceed to court. In this session, you will learn about recent cases involving unusual claims, and receive practical guidance on how to avoid becoming the next salacious news story involving non-traditional harassment claims.

*Presenter: Matthew S. Effland, shareholder/attorney, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., Los Angeles, Calif.*

### **California: The Golden State for Big HR Mistakes**

**Focus: Legislative Update**

**Recertification: California**

*Workplace Application: This session will help you understand some of the risky areas of California employment law and gain proactive tools to avoid liability.*

Keeping up with employment law in California is, well, a challenge. While you know about harassment, discrimination and retaliation, what about other risky state law claims such as defamation, fraud/misrepresentation, negligent hiring and privacy? Add to that list dress codes, meal breaks, various leave laws, English only rules and training requirements. This information-packed session will teach you what you need to know and provide prevention tips into these and other risky areas of California law.

*Presenter: Allison West, Esq., SPHR, principal, Employment Practices Specialists, Pacifica, Calif.*

### **ADAAA Case Reviews - What's The Point?**

**Focus: Legislative Update**

**Recertification: General**

*Workplace Application: This session will increase your expertise and knowledge of the trends and results from the ADAAA.*

Benefit from those who have gone before you. We will review the circumstances in actual ADAAA cases and see if we can guess how they came out. We will consider: Who won? What went wrong? Why did the employer win? What would you do if you were the employer? Was there a trial? How would you decide if you were on the jury? The case decision, verdict or settlement will be revealed along with practical do's and don'ts based on the outcome of the case.

**[PE]** *Presenter: Whitney Warner, SPHR, attorney, Moody & Warner, PC, Albuquerque, N.M.*

**4:00 p.m. – 5:15 p.m.**

### **Employment Practices Insurance: Acquiring and Using EPLI to Reduce or Eliminate Exposure to Claims**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: This session will address risk assessment, and how to transfer some or all risk to insurance.*

There are a variety of insurance policies and products on the market from many different insurers. This session will provide important guidance on negotiating favorable insurance provisions, and working through claims when they arise. This is invaluable information as the EPL insurance is often available at reasonable rates, sometimes even added as endorsed coverage on another policy. The acquisition of such coverage becomes an important adjunct to risk control and transfer and can save a company hundreds of thousands of dollars or more.

**[PE]** *Presenter: Joan M. Cotkin, partner, Nossaman, LLP, Los Angeles, Calif.*

### **Managing Injured, Ill or Disabled Employees for Legal Compliance and Avoiding Litigation**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: You will learn how to proactively manage complex legal issues involving ill, injured and disabled employees.*

This session addresses the complexities of managing employees who are ill, become injured or are disabled, with specific attention to compliance with disability and leave laws and avoiding litigation. We will review and analyze those painfully tough scenarios and provide the tools needed to get through them.

*Presenter: Margaret C. Bell, partner, Andrews Lagasse Branch & Bell, LLP, San Diego, Calif.*

### **Please Sue Me 2012**

**REPEATED FROM MONDAY AT 10:45 A.M.**

**Focus: Legislative Update**

**Recertification: General**

*Workplace Application: This session simplifies the practical application of employment law principles to management at all levels.*

Take away the latest tips, techniques and practical HR policies to manage productivity, harmony and stay out of court. This session blends employment practices, humor and the law to answer some of today's toughest management issues. Updated for 2012, learn how to apply legal concepts to convince management at all levels to initiate safe HR procedures and get out of the 'babysitting' business; and get sample preventive policies that limit your legal risk.

*Presenter: Hunter Lott, director, PleaseSueMe.com, Rochester, Minn.*

## **WEDNESDAY**

**10:00 a.m. – 11:15 a.m.**

### **Exempt or Nonexempt? Strategies for Addressing an Evergreen Predicament in California**

**Focus: Compliance**

**Recertification: California**

*Workplace Application: Learn to critically evaluate job classifications to ensure compliance with California's tricky wage and hour laws and minimize litigation risk.*

California employers continue to face lawsuits challenging exempt and nonexempt employee classifications. Exempt/nonexempt claims trigger potential liability related to overtime compensation, meal and rest breaks, reimbursement of expenses, recordkeeping, and a host of other issues. This session will address best practices for conducting a classification audit, remedying problem areas, and maintaining wage and hour compliance to mitigate litigation risk.

*Presenter: Eric Meckley, partner-elect, Morgan, Lewis & Bockius, LLP, San Francisco, Calif.*

### **The I-9 and E-Verify Tightrope: Balancing Employee Rights against Strict Compliance Needs**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: This session will reveal best practices in managing I-9 and E-Verify obligations and provide tips for standardizing your policies and procedures.*

In light of increasing I-9 and E-Verify enforcement, you must ensure that your hiring policies and practices conform to the latest federal and state rules while being careful to dodge potential employee anti-discrimination claims. This interactive session will explain this delicate balancing act, provide an overview of the I-9 audit landscape, and examine recent case studies to highlight the logistical and legal challenges in submitting employees to the E-Verify system.

*Presenter: John Fay, general counsel, LawLogix Group, Inc., Phoenix, Ariz.*

## **The Top 10 Employment Cases of 2012**

**Focus: Legislative Update**

**Recertification: General**

*Workplace Application: This session will review the top 10 employment cases from the last year and how they impact what you do in your organization.*

As we move through another active year filled with numerous decisions that courts make around the country the concern for many is determining which cases are actually important. This timely session serves up the most impactful cases relevant to your workplace. Through engaging discussion and fact pattern development we will review the top 10 cases from the past year, how they affect your organization and what you can do as a result.

*Presenter: Louis Lessig, partner, Brown & Connery, LLP, Wesmont, N.J.*

### **Five Must-Have Policies: Social Media, Retaliation, Data Protection, Wages and Confidentiality**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: This session will provide you with essential, practical, instantly applicable policy language and information to bring to work.*

This important, practical session will provide you with the most up-to-date policy requirements for 2012. Social and legal changes, the prevalence of social media and Internet, data breaches, new retaliation laws and wage & hour laws, all are recent changes, which require fresh thinking with respect to corporate policies. You will learn that confidentiality agreements are the only employment-related agreements that survive the termination of employment indefinitely. Learn how to draft policies correctly, inform employees of changes and future-proof these policies - especially in the age of the Internet and high-profile security violations.

*Presenter: Lynn Denise Lieber, subject matter expert, Workplace Answers, Inc., San Francisco, Calif.*

### **Litigation Is Not Accommodating: How Failure to Accommodate Claims Look in Court**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: Learn how to anticipate litigation challenges before there is litigation, how to handle common ADA issues, and how to best defend litigation.*

This session provides a window into how ADA claims play out in court, using excerpts from the deposition of a HR professional to show how things can go wrong, or right, in litigation. Video vignettes are used to show common fact patterns involving accommodation requests and other disability issues, followed by education through deposition excerpts in which the HR professional is interrogated regarding the way things were handled. You will learn how to think ahead to litigation when handling ADA issues, and how to prepare for and respond to common litigation challenges. Litigation topics addressed will include the discovery process, depositions, and preserving evidence. ADA topics addressed will include reasonable accommodation, the interactive process, proving undue hardship, and disability discrimination.

*Presenter: John M. Polson, partner, Fisher & Phillips, LLP, Irvine, Calif.*

**How to Foster a Legally Sensitive Work Environment and Culture**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: You will learn about risks inherent in practically everything an employee does and practices to minimize risks and create a legally sensitive culture.*

In this interactive and dynamic session, we will discuss ethical dilemmas and legal sensitivities, both civil and criminal, associated with practically every facet of your work assignment, along with practices and techniques you can employ to foster an ethical and legally sensitive environment and company culture. We will also discuss the legal significance and personal ramifications associated with following established company policies and procedures and potential criminal liability associated with common work practices.

*Presenter: Eartha Jean Johnson, SPHR, president and CEO, LegalWATCH, Houston, Texas*

**“You’re Not the Boss of Me” – Regulating Employee Conduct On and Off the Job**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: This session will offer tips on how to take the lead on regulating employee conduct both on and off the job before it becomes a problem.*

Blogging, office romance, drug testing, political advocacy, union organizing, clothing and makeup, alcohol use, workplace bullies...you can feel as though it is the parent of unruly teenagers. Learn what you can, and should, do to regulate your employees' conduct and how to satisfy the often conflicting demands of the law.

*Presenter: Joseph L. Beachboard, shareholder, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., Torrence, Calif.*

**11:30 a.m. – 12:45 p.m.**

**Traditional Labor Law Issues Affecting the Non-Union Employer**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: This presentation will help non-union workplaces manage compliance with the National Labor Relations Act (NLRA).*

The NLRA's guarantee of employees' rights to engage in protected concerted activity and to act for mutual aid and protection applies to almost all U.S. workplaces. This presentation will cover how the NLRA applies specifically to non-union employers, focusing on the recent actions by the National Labor Relations Board to extend and apply the Act with greater impact in non-union workplaces, particularly with respect to employees' use of social media as a means to comment on the workplace, confidentiality, blogging, and Internet usage policies, solicitation and distribution policies, dress codes, and other matters that arise daily in the non-union workplace.

*Presenter: Daniel Pasternak, shareholder, Greenberg Traurig, LLP, Phoenix, Ariz.*

**Seeking Civility: Understanding & Eradicating Workplace Bullying**

**Focus: Compliance**

**Recertification: General**

*Workplace Application: You will receive research and evidence-based information and tools you can immediately apply in your own workplaces.*

Research indicates up to 70% of adults report that they have been bullied at work. Targets experience anxiety, depression, burnout, and lower levels of job satisfaction. Abusive behaviors invite severe damaging consequences for the organization as well, including increased turnover, communicate on breakdown, reduced quality in work, and litigation. This presentation will define bullying as a group process and provide an understanding of damage caused, tools for sustainable culture change, and status of the law.

*Presenter: Catherine Mattice, president, Civility Partners, LLC, San Diego, Calif.*

**INTERNATIONAL HR**

**MONDAY**

**7:00 a.m. – 8:15 a.m.**

**Five Imperatives for Leading and Partnering in the Global Environment**

**Focus: Global Talent Management**

**Recertification: International**

*Workplace Application: This highly informative session will help you and your organization function more effectively in the global work environment.*

As the new chapter of globalization presents unprecedented shifts in the global distribution of power, resources, and markets, what are you and your organization doing to remain competitive? This session will address trends, leadership, mindset, partnerships and personal readiness to successfully meet the compelling global challenges facing HR and the broader workforce. Key learnings from a SHRM-sponsored study on crossing cultures will be shared.

**[PE]** *Presenter: Ron Mortensen, GPHR, intercultural manager, Chevron Corporation, San Ramon, Calif.*

**10:45 a.m. – Noon**

## Making Engagement Stick in a Large Multinational Corporation: The Deutsche Bank Experience

DESCRIPTION COMING

**[PE]** *Presenter: Kevin Dooley, global head of people engagement and marketing, Deutsche Bank, New York, N.Y.*

## The Global HR Team: A Practical Guide to Defining How HR Works Together Across the Globe

**Focus:** Global Talent Management  
**Recertification:** International

*Workplace Application: This session will help you understand the challenges, opportunities, and critical success factors you should understand to work as an effective global organization team.*

As companies undergo a shift from the traditional model to much more complex and global structures - it is critical that you reshape the service delivery model used to effectively drive business results. This session introduces you to an organization that sought out to define an HR global strategy - and, one step at a time, has effectively positioned HR to deliver globally-optimized solutions around the world.

**[PE]** *Presenter: Jennifer Rhoads, SPHR, GPHR, human resources director, The Principal Financial Group, Des Moines, Iowa*

**2:00 p.m. – 3:15 p.m.**

## The Quest for Global Talent

**Focus:** Global Talent Management  
**Recertification:** International

*Workplace Application: This session will address trends in global recruiting efforts and what obstacles you may face in implementing these efforts.*

The globalization of business has significantly impacted the HR profession. It is imperative to recruit top talent for the C-Suite and Board of Directors from around the globe. This session will explore the role of human resources in sourcing talent globally, and what the trends are in executive recruiting.

*Presenter: Brian Glade, managing director, global strategy and the Americas, AESC, New York, N.Y.*

## Creating a Global Learning Organization

**Focus:** Global Talent Management  
**Recertification:** International

*Workplace Application: This advanced session will discuss how to develop a global learning organization through a review of case studies, guiding questions, and practical tips.*

It is widely accepted that the complexity of business today requires organizations to continually learn and transform in order to stay competitive. This worthwhile and challenging goal must be revisited with a global view, in light of the increasingly globalized world we are living in. This session will discuss how the five features of a learning organization can be developed using a global perspective. We will look at systems thinking, personal mastery, mental models, shared vision, and team learning. We will examine case studies of successful global learning organizations and discuss guiding questions and practical tips to help participants create their own. This session is designed for senior-level leaders and those who are interested in learning more about how to develop a global learning organization.

**[PE]** *Presenter: Jennie Walker, Ph.D., PHR, Najafi Global Mindset Institute, Thunderbird School of Global Business, Glendale, Ariz.*

**4:00 p.m. – 5:15 p.m.**

## International Background Checks: Global Due Diligence and Legal Compliance

**Focus:** Global Compliance  
**Recertification:** International

*Workplace Application: Employment is no longer restricted by international borders and due diligence now requires an understanding of international background checks.*

With the mobility of workers across international borders it is no longer adequate to conduct these checks just in the U.S. A significant percentage of the population consists of immigrants. In addition, an increasing number of workers have spent part of their professional career abroad. With business going global, U.S. firms are having to staff up offices internationally as well. The number of countries from which employers seek additional information about applicants is expansive, and includes India, China,

Philippines, France, Germany, Russia, Brazil, Mexico, Australia, Japan, Canada, among others. This session will introduce you to international background check, including the legal, practical and cultural challenges you face when obtaining information outside of the U.S. Among the topics covered are the ins and outs of international criminal records, terrorist databases, and whether background checks are needed on applicants with a visa.

*Presenter: Lester Rosen, attorney and CEO, Employment Screening Resources, Novato, Calif.*

## A Strategic International HR Blueprint for Successfully Integrating M&A

**Focus:** Strategic Alignment  
**Recertification:** International & Strategic Business Management

*Workplace Application: This session will feature a comprehensive solution to assess, contain and eradicate one of the biggest challenges facing the integration of global M&A.*

Failure to manage the mental merger by holistically tackling the integration of corporate and national cultures leads many international M&A to miss financial targets. Emotional disconnects known as Cultural Viruses suffocate business performance by magnifying harsh people-management realities. However, by implementing an aggressive series of interventions to eradicate Cultural Viruses, businesses can cure the root causes of integration letdowns and ensure business success. This session will feature proactive and reactive best practices to assess, contain and eradicate what are arguably the biggest challenge facing you today and your C-suite leaders.

*Presenter: Stephane Brahy, director, global consulting services, Cartus Corporation, Chicago, Ill.*

## TUESDAY

**7:00 a.m. – 8:15 a.m.**

## My U.S.-Based Company Has Gone Global, Now What Do I Do?

**Focus:** Cross-Cultural Insights  
**Recertification:** International

*Workplace Application: You will gain perspective and a starting point to implement*

*HR programs and services across multiple borders and cultures.*

Many U.S. based small- and mid-sized companies are entering the global business arena, but lack a road map of what to do along the way to assimilate new cultures and ways of doing business. Hear a firsthand account of how Fogel has led his HR teams along the journey from Domestic to International and integrated award winning programs in Asia, Africa, and North America. You will learn how to communicate in different time zones while your business partners sleep, how to tune in to cultural norms and work thru seeing the world with a different perspective, and the importance of assessing the situation early on by conducting mini audits and communicating with your global management team. You will walk away from this session knowing the right questions to ask in order to develop a game plan and start up your global HR systems.

**[PE]** *Presenter: Mark S. Fogel, SPHR, GPHR, chief human resource officer, Marcum Group, Jericho, N.Y.*

**10:45 a.m. – Noon**

### **Imperatives: 10 Global Trends HR Must Get Right**

**REPEATED WEDNESDAY AT 10:00 A.M.**

**Focus: Global Talent Management**  
**Recertification: International**

*Workplace Application: This session will help you understand the trends in HR which have global implications, as well as how they relate to companies' business results and HR strategies.*

Many experts agree that the global financial crisis is far from over. The reality is that things have changed, especially in the workforce. In this session, you'll learn from a thought leader in global HR the 10 trends shaping HR and why you must get them right! Some of the trends that will be discussed include the implications of HR operating in a cross-border environment as well as the changing requirements of HR from a business perspective.

**[PE]** *Presenter: Lance Jensen Richards, GPHR, SPHR, vice president, innovation, Kelly Services, Detroit, Mich.*

### **Keeping a Globally Mobile Workforce Safe in an Unsafe World - What's Your Duty of Care?**

**Focus: Global Talent Management**  
**Recertification: International**

*Workplace Application: After attending this session you will have an understanding of where your organization stands when it comes to Duty of Care and recognize how to eliminate gaps.*

In today's global environment, organizations have many employees working abroad as international assignees or business travelers. Employer Duty of Care is the obligation of companies to assume responsibility for protecting the health, safety and security of employees from risks when working in different locations around the world. Research findings from a recently published global benchmarking survey will be discussed in this hands-on session, including how Global HR is called upon to take a leadership role.

*Presenter: Lisbeth Claus, professor, global human resources, Willamette University, Salem, Ore.*

### **Effective HR Practices for China**

**Focus: Global Talent Management**  
**Recertification: International**

*Workplace Application: This session will give you a firsthand account of how a large multinational corporation like Intel successfully retains, develops, and keeps their employees engaged in China.*

China, as the fastest growing market for Intel, is a very competitive place in terms of talent. It is also complex in terms of its evolving policies and regulations and fast-changing when it comes to employment laws. Tiam will share some of Intel's best practices on recruitment, retention, and development that have made their business in China highly successful. She will also discuss Intel's strategies as they pertain to recruitment, retention, and development.

**[PE]** *Presenter: Lara Tiam, HR director greater China, APAC, Japan, Intel Corporation, Beijing, China*

**2:15 p.m. – 3:30 p.m.**

### **Creating a Culture of Performance across Borders**

**Focus: Global Talent Management**  
**Recertification: International**

*Workplace Application: Learn how to deploy a global talent management strategy across multiple countries, languages and cultures using technology as a strategic enabler.*

In 2010, the Elizabeth Glaser Pediatric AIDS Foundation's International HR team rolled out a global talent management strategy to place employee performance at the core of all talent management activities, with a focus on ensuring consistency and goal alignment throughout the process. This session will provide insight on how to address the talent management challenges faced by organizations operating across multiple countries, languages and cultures.

**[PE]** *Presenters: Tami Ward-Dahl, SPHR, vice president, administration & human resources; and Chrissie Shea, senior human resources manager, Elizabeth Glaser Pediatric AIDS Foundation, Washington, D.C.*

### **Making Human Resources a Competitive Advantage in Brazil**

**Focus: Cross-Cultural Insights**  
**Recertification: International**

*Workplace Application: This session will focus on the challenges of managing HR as a source of corporate competitiveness in Brazil.*

Brazil is one of the few emerging markets seeing continuous growth in a world economy that is in the midst of crises and slowdowns. The Brazilian economy is growing at a rapid pace as the country prepares to host major high-profile events in the coming years. This session will discuss some of the challenges of managing the choice and the expectations of key strategic Human Resources in a market in which demand for quality is much stronger than the availability of qualified talent.

*Presenter: John Mein, president, Consentes Institutional Building, Sao Paulo, Brazil*

### **Staging a Coup: Strategies for Your Organization's Leadership Revolution**

**Focus: Global Talent Management**  
**Recertification: International & Strategic Business Management**

*Workplace Application: Business is moving at a breakneck speed and leadership isn't keeping pace. Learn the right leadership talent management practices for your organization.*

This session will use the results from a large global leadership study to examine how leadership practices have changed over the past two years, how organizations measure up regarding these practices—and how leaders stack up in skills needed for the future. The presenter will also discuss strategies to close gap between current leadership and the organization's future needs. You will learn how organizations can accelerate their leaders and the changes they need to make to leadership programs and their overall talent management strategy.

*Presenter: Jazmine Boatman, Ph.D., manager, center for applied behavioral research, Development Dimensions International, Pittsburgh, Pa.*

**4:00 p.m. – 5:15 p.m.**

### **Aligning Global HR Operations with Continuous Improvement Cultures Global Talent Management**

**Focus:** Cross-Cultural Insights  
**Recertification:** International

*Workplace Application: This session will illustrate how you can integrate global HR activities into a business culture of continuous improvement.*

In today's challenging economic environment, companies are turning to "Lean Manufacturing," "Six Sigma" and "Continuous Improvement" to increase productivity and efficiency. As a result, you must align your HR activities with continuous improvement programs. By integrating HR activities into high performance work cultures you increase your impact and influence on the business performance. This session will discuss the challenges and opportunities you face in integrating HR activities into a high performing global work culture.

**[PE]** *Presenter: Janet Walsh, vice president, HR, Minerals Technologies, New York, N.Y.*

### **Global Benefits: International Retirement Plans**

**Focus:** Global Talent Management  
**Recertification:** International

*Workplace Application: This session provides insight into international retirement plans by focusing on key trends, questions, and concerns of firms with a global workforce.*

As the market for talent becomes even more global, and more employees work across multiple countries, global retirement plans are becoming an increasingly important component of the total benefits package. Global retirement plans are an emerging trend, and one that is growing rapidly. We will provide a comprehensive overview of today's market, highlight questions to analyze when considering an international plan, and then explain the key elements in structuring and launching your global retirement plan.

*Presenter: Ayse Tuncman, vice president, head of global retirement solutions, Brown Brothers Harriman, Boston, Mass.*

### **Global Innovation: Creating the "New" Across Borders, Cultures, Time Zones and Teams**

**Focus:** Cross-Cultural Insights  
**Recertification:** International & Strategic Business Management

*Workplace Application: Attend this session and learn why innovation is important globally and what your role is in fostering it within your companies and organizations.*

As companies globalize – either through international corporate investment, mergers and acquisitions, direct export sales and distribution and marketing networks, or supply-chain relationships – the pressure is unrelenting to always have new products, fresh approaches, and ever creative responses that work well around the globe or can be adapted appropriately for local circumstances. After participating in this session, you will understand the value of global innovation, which countries excel at it and why, what conditions need to exist for global innovation to thrive, and how do global managers – including HR practitioners – show leadership in preparing everyone in their organizations to juggle culture, time zones and team dynamics to foster effective innovation.

*Presenter: Howard Wallack, MA, MSc, GPHR, director, global member programs, SHRM, Alexandria, Va.*

## **WEDNESDAY**

**10:00 a.m. – 11:15 a.m.**

### **Imperatives: 10 Global Trends HR Must Get Right**

**Focus:** Global Talent Management  
**Recertification:** International & Strategic Business Management

*Workplace Application: This session will help you understand the trends in HR which have global implications, as well as how they relate to companies' business results and HR strategies.*

Many experts agree that the global financial crisis is far from over. The reality is that things have changed, especially in the workforce. In this session, you'll learn from a thought leader in global HR the 10 trends shaping HR and why you must get them right! Some of the trends that will be discussed include the implications of HR operating in a cross-border environment as well as the changing requirements of HR from a business perspective.

**[PE]** *Presenter: Lance Jensen Richards, GPHR, SPHR, vice president, innovation, Kelly Services, Detroit, Mich.*

### **"Idea Squad": Motivating High Performing Global Teams**

**Global Talent Management**  
**Recertification:** International

*Workplace Application: "Idea Squad" is a simple zero-dollar initiative, which not only can have significant impact on your organization, but can be launched next week! Attend this session and find out how to implement this innovative idea.*

The speaker, vice president of human resources for a global accounting firm, will share her experience behind launching an innovative forum for employee ideas. She will tell the story of how the Idea Squad began, how it helps the company improve, and how it promotes employee growth. This session will illustrate how teams built with people of various skills, talents, and personality traits, can join together to create dynamic improvement for the organization.

**[PE]** *Presenter: Karen Abernathy, GPHR, PHR, CPA, CFE, vice president of human resources, RGL Forensics, Englewood, Colo.*

### **Go Glocal - Understanding and Responding to Global and Local Employee Value Propositions**

**Focus:** Global Talent Management  
**Recertification:** International

*Workplace Application: This session will help you understand the differences between a global employee value proposition and a local*

employee value proposition and how going “glocal” may be the best strategy for your organization.

When building a global employer brand all organizations are forced to answer the question, “Can we build a global employee value proposition, or do we have to adapt for local conditions?” Well, now they can “go glocal”. This session will share global research on employee value propositions and provide examples that are easy to implement showing how other companies have “gone glocal” to build successful employee value propositions.

**[PE]** *Presenter: Russell Kronenburg, general manager, HR, Jemena, Surrey hills, Australia*

**11:30 a.m. – 12:45 p.m.**

### **Achieve Global Talent: Empowering Staff to Achieve Individual and Organizational Goals from Day One**

**Focus:** Global Talent Management  
**Recertification:** International

*Workplace Application: Help your organization and its employees achieve success through enhanced activities in onboarding, staff development and performance management.*

We all know that organizational goals rely on the high performance of motivated employees. How can a leader with a busy schedule and tight budget engineer a high performing, motivated team? Achieve Global Talent is a strategic, strength-based program that provides specific modules in onboarding, staff development and performance reviews with clear steps, templates and tips for implementing each of these programs. This program has been implemented by ACIDI/VOCA, an international development organization operating in over 40 countries.

**[PE]** *Presenters: Marsha Moulton, SPHR, senior vice president, Human Resources, ACIDI/VOCA, Washington, D.C.; and William Sparks, vce president, program services ACIDI/VOCA, Washington, D.C.*

## **PERSONAL & LEADERSHIP DEVELOPMENT**

**MONDAY**

**7:00 a.m. – 8:15 a.m.**

### **MEGA SESSION**

#### **Listening Between the Lines...The Power of Persuasion and Influence for Today's HR Professional**

**Focus:** Career Development  
**Recertification:** General

*Workplace Application: Being more influential and persuasive is about asking powerful questions and then listening between the lines to gain insight and understanding.*

The hidden secret of world-class HR professionals is the ability to better influence and persuade their internal and external “customers”. Learn proven questions to ask and then how to “listen between the lines” to gain the edge we all seek in conversation, negotiation and mediation. This session will give you proven tools—through much research—that will get “buy-in” to your ideas, communicates and information that you are required to share with your organization.

*Presenter: Jeff Tobe, primary colorer, Coloring Outside the Lines, Trafford, Pa.*

#### **Strategic Planning For the Real World**

**Focus:** Strategic Alignment  
**Recertification:** General

*Workplace Application: Attend this session and learn how you can make your strategic plans more effective and more successful.*

Surprisingly few strategic plans succeed and plans fall short for many reasons, but most failures stem from two causes. First, our traditional planning methods, and the plans they produce, rest upon mistaken assumptions about how complex systems behave. And second, our planning methods do not align well with human nature: here too our planning processes rest upon flawed assumptions, this time about how real people make real decisions. Knowing this, it is possible to use a different process to plan: one that works more closely with the laws of nature. Two important features of this planning process are: the development of a set of “desired outcomes” to steer everything else, and the development of a simple “campaign plan” that helps visualize what needs to be done and why—but, importantly, not how. Not surprisingly, plans developed using this process tend to succeed much more often than traditional plans, and planners who employ these techniques tend to make more timely and sounder decisions than their counterparts who do not.

*Presenter: Casey Haskins*

#### **Global HR Credentials**

**Focus:** Career Development  
**No Credit Awarded**

*Workplace Application: This session will describe the value of Global Professional in Human Resources (GPHR®) certification offered by the HR Certification Institute.*

Are you thinking about getting a global HR certification? Don’t know what credentials are best for you? Then this session is for you. HR certificants from around the globe have earned and maintained their certifications and, as a result, helped their HR career. In this session, you will learn how each certification differs, how to choose which one is right for you and how and when to apply for the certification exams.

*Presenter: A representative from the HR Certification Institute, Alexandria, Va.*

#### **Leading Transformation**

**Focus:** Leadership  
**Recertification Credit:** General

*Workplace Application: This interactive experience will challenge you to think differently about your leadership value and enhance your performance through practical, proven and powerful actions.*

Every successful organization will transform to remain relevant and preserve its existence. What is different about the environment because you are there? As a leader, your impact is evident from the first encounter with those you serve to the legacy you leave beyond your presence. Our increasingly competitive global landscape has irreversibly altered how we view leaders and what we expect them to deliver. Moving you away from familiarity and into an often uncomfortable state, the first step toward transformation begins with a decision – do I resist it, adapt to it or lead it? Your effectiveness is shaped by four key factors:

- perspective—how you view yourself and the value you deliver;
- perception— how others see you and what you offer;
- positioning—intentional action taken to strengthen your image; and

- performance—consistently executing with excellence that has an impact.

*Presenter: LaFern K. Batie, MBA, SPHR, professional speaker/author, business strategist & executive coach, The Batie Group, Tampa, Fla.*

### **Conversations with the Colonel: Lessons in Life, Leadership & Wisdom**

**Focus: Leadership**

**Recertification: General**

*Workplace Application: You will learn how to make confident decisions under pressure, look forward to change within your workplace and build trust within your team.*

Imagine getting the opportunity to sit in your living room and have a conversation with The Colonel—a man who battled the physical loss of both engines on the left wing of his airplane during a night combat mission in Desert Storm and won; a man who has achieved insurmountable success as a sales leader and corporate executive and led his college basketball team to its highest ranking in history. “Conversations with the Colonel” puts you and your team front and center, up close and personal, with Lt. Colonel Kevin J. Sweeney. The Colonel discusses an authentic, ethical and realistic view of the attributes needed for successful performance under pressure.

*Presenter: Kevin Sweeney, speaker & author, Sweeney Speakers, Southlake, Texas*

**10:45 a.m. – Noon**

**MEGA SESSION**

### **Enjoy the Ride™**

**Focus: Career Development**

**Recertification: General**

*Workplace Application: This presentation unveils a human capital strategy to ensure your ability to achieve your organization’s goals and objectives.*

Fasten your seatbelt and hold on tight as Steve Gilliland reveals the way to face conflicting demands in an unforgiving business environment that keeps getting tougher. Through sidesplitting humor and reality-tested techniques, he shows you how to reignite your passion, cure your destination disease, and never lose your focus. Gilliland releases an “explosion of enthusiasm” that is absolutely contagious. His message is clear

and easy to grasp – yet profound! As the lead agent in your organization who is responsible to develop, implement, recruit, hire, orient, retain and drive the talent, this is a must session. This session will show you how to Enjoy The Ride™ and teach you a perspective that is incalculable. You are guaranteed to emerge from this session saying, “WOW!”

*Presenter: Steve Gilliland, CSP, best-selling author, speaker, Steve Gilliland, Inc., Mocksville, N.C.*

**2:00 p.m. – 3:15 p.m.**

**MEGA SESSION**

### **Communication Bleeps and Blunders in HR**

**Focus: Skill Development**

**Recertification: General**

*Workplace Application: Attend this session and learn how you can communicate more effectively to not only become a more effective business partner but also a better HR professional.*

One of the biggest challenges in many organizations is communication. You said one thing, your employee or coworker heard something else. Nobody is wrong, but now confusion runs rampant and you have to handle it! Laugh and learn as Todd Hunt shares vital HR communication concepts wrapped in humor, providing fresh insights on how to communicate better with colleagues and employees to increase productivity. We’ll even laugh at ourselves, with Todd leading the way. During this session you will:

- discover where your listener is “coming from,” and how to tailor your communication style to improve your own performance;
- review the eight problem words that could cost you customers, members or even employees!; and
- re-think your voice mail greeting to eliminate confusion and save precious time.

*Presenter: Todd Hunt, business humorist, The Hunt Company, Chicago, Ill.*

**MEGA SESSION**

### **Rising to Real Leadership**

**Focus: Leadership**

**Recertification: General**

*Workplace Application: Attend this session and learn how you can achieve higher levels of leadership!*

Leadership is the number one issue facing every organization now and in the future. You will need to master the skill of influence and equip the future leaders of your organizations to do the same. In this inspiring and humorous session, Dr. Alyn will reveal some key ways to influence people and rise to real leadership. Topics of discussion include modeling responsibility, having a sense of humor, improving your leadership competency, and loving what you do. You will leave the session with a renewed sense of inspiration to achieve higher levels of leadership.

*Presenter: Kimberly Alyn, best-selling author, professional speaker, founder, Kimberly Alyn, Inc., San Luis Obispo, Calif.*

### **Preparing for a Career in HR: the Importance of Education and Knowledge Assessment for Entry-Level HR Professionals**

**Focus: Career Development**

**No Credit Awarded**

*Workplace Application: This session provides relevant information about SHRM’s work to influence the future of university-level education in HR, its Assurance of Learning Assessment as a way to test knowledge and readiness of recent graduates of HR programs, and why this is important to you.*

SHRM has been working for more than six years with universities across the globe to ensure bachelor’s and master’s degree programs in HR are teaching students the HR knowledge areas employers require. In 2011, SHRM introduced the Assurance of Learning Assessment for Graduating HR students to establish a new universal benchmark that employers can rely on to confirm that recent graduates entering the field of HR possess sufficient knowledge to enter the profession. If your organization is concerned about the quality and preparedness of new hires in HR, come to this session. Learn about how SHRM involves HR faculty and HR practitioners in its Academic Initiatives to build a better pipeline of candidates through education and assessment. You will also learn about how and why the new assessment was created and why you should expect to see this achievement on recent graduates’ résumés.

*Presenters: Nancy A. Woolever, M.A., SPHR, director, academic initiatives, SHRM, Alexandria, Va.; Scott Davies, Ph.D., principle research scientist, American Institutes for Research, Washington, D.C.; and Lorin Mueller, Ph.D., SPHR, managing director of assessments, Federation of State Boards of Physical Therapy, Alexandria, Va.*

**4:00 p.m. – 5:15 p.m.**

**MEGA SESSION**

**Modern Management is Obsolete — Are You Ready for the Next Level?**

**Focus: Leadership**

**Recertification: Strategic Business Management**

*Workplace Application: After this session, you will know how to move beyond yesterday's practices and energize your organization to become the architect of next practices.*

Most leaders still spoon-feed their employees with lists, rules, laws, processes, scripts and methods. But these quickly become a substitute for thinking rather than an aid to thinking - suppressing productivity and innovation, and leading to conformity and obsolescence. It's time to unshackle your organization from this outdated way of leading. The new world of business demands your employees be alert and perceptive.

*Presenter: Aman Motwane, president, Skills 2.0, Redondo Beach, Calif.*

**MEGA SESSION**

**The Unconscious Organization: How the Unconscious Mind Dominates Our Organizational Decisions and What We Can Do About It**

**Focus: Skill Enhancement**

**Recertification: General**

*Workplace Application: This presentation will show you ways you can consciously have an impact on your organization's culture to create a more inclusive, higher-performing and welcoming environment.*

How many times have you seen people in your organization do things that make no sense? How often have your best laid plans for culture change been frustrated? And how have these kinds of frustration impacted the bottom line of your organization? New research in social cognition has given us the ability to develop a much better understanding of why it is that people often

do not action in predictable ways. This presentation will demonstrate how this happens, focus on how human behavior impacts our organizations, and will identify some ways that we can consciously impact the cultures of our organizations to create a greater sense of inclusion, performance, and community.

*Presenter: Howard Ross, chief learning officer, Cook Ross, Inc., Silver Spring, Md.*

**Recertification: It's Easier than You Think!**

**Focus: Career Development**

**No Credit Awarded**

*Workplace Application: This session will describe the recertification requirements, how to earn recertification credits, and when to submit your application.*

Has it been a few years since you became certified? Not sure what activities count? Then this session is for you! You worked hard to earn your certification. Now make sure you don't lose it — recertify! If you currently hold a PHR, SPHR or GPHR, learn how to earn recertification credits through a variety of professional development activities, many of which you may already be doing. Don't let these valuable activities go to waste. Get the credit you deserve and recertify!

*Presenter: A representative from the HR Certification Institute, Alexandria, Va.*

**What to Do When There's Too Much to Do!**

**Focus: Skill Enhancement**

**Recertification: General**

*Workplace Application: This session will show you how to use the Productivity WorkFlow Formula (PWF) to help achieve maximum results in minimum time and leave work on time.*

Turn traditional time management on its head! With the recession, we are running lean and mean. We have greater expectations placed on us, fewer resources, and more work, adding up to more time in the office. It's become harder to be productive, and we feel busier than ever before. Learn to weed out the high-value tasks, protect the time to do them, focus on their execution, and organize around the tasks that really matter.

*Presenter: Laura Stack, president & CEO, The Productivity Pro, Inc., Highlands Ranch, Colo.*

**TUESDAY**

**7:00 a.m. – 8:15 a.m.**

**MEGA SESSION**

**Nine Minutes on Monday — The Quick and Easy Way to Turn Managers into Leaders**

**Focus: Leadership**

**Recertification: General**

*Workplace Application: The nine minutes on Monday tool can be implemented the very next Monday, giving you a clear plan to follow in order to increase engagement among your staff.*

How do you lead effectively when you barely have enough time to get your own work done? Nine Minutes on Monday is a simple tool to help keep your leadership priorities in front of you. It will provide a blueprint for you to follow, taking much of the stress out of leadership. By following the Nine Minutes on Monday formula, you will see an increase in your influence, a greater loyalty in your staff, and higher morale among your team.

*Presenter: James Robbins, president, The Robbins Group, Pontre Vedra, Fla.*

**Presenting When You're Not in the Room: Conference Calls, Webinars, & Video Conferences**

**Focus: Skill Enhancement**

**Recertification: General**

*Workplace Application: This session will provide practical tips and applications to help you dramatically improve your ability to deliver global remote presentations.*

In today's fast-paced global workplace, everyone needs the ability to captivate an audience and present ideas to successfully persuade people - in person, over the phone, and online. In this session, you will hear the inside tips and techniques you need to deliver animated remote presentations and convey a strong, clear message. Best practices are shared for using webinars, conference calls, and video conferencing to recruit, train and communicate effectively.

*Presenter: Brad Karsh, president, JB Training Solutions, Chicago, Ill.*

### Will You Evolve or Expire? The Three Keys to Re-Inventing Yourself as a "Must-Have" HR Professional

Focus: Career Development  
Recertification: General

*Workplace Application: Experience a game-changing shift from a manager/administrator to a true leader who has a transformational impact on your organization and its people.*

This mind-opening interactive program will leave you fired up to leave behind "business as usual" and ready to implement the three keys to becoming a "must-have" HR professional within your organization. Get ready to transform your HR role from one that might be seen as administrative or transactional into one that has transformational organizational impact. You will learn the three keys that will have the most impact on your organization yet are the least likely being currently leveraged.

Presenter: George Fleming, founder & owner, InsightAction, Asheville, NC

10:45 a.m. – Noon

MEGA SESSION

### Leading with Heart

Focus: Leadership  
Recertification: General

*Workplace Application: This session illustrates how to develop and align the organization's human capital management plan with the strategic plan to improve performance and deliver results.*

Fewer than half of today's employees believe that their companies deserve their loyalty. Unfortunately, leaders too often confuse profits with purpose and neglect the fuel that drives people. As a master story teller and brilliant humorist, Gilliland shares his heart for developing exceptional leaders and retaining great employees through compelling real-life examples. No matter where you are at on the leadership ladder, Leading with Heart, will inspire you to inspire others through timeless principals, that when applied in your life and the life of your organization, will bring about positive change. This is a one-of-a-kind session on leadership that will provide you a fresh vision of the leader you can be now and in the future.

Presenter: Steve Gilliland, CSP, best-selling author, speaker, Steve Gilliland, Inc., Mocksville, N.C.

MEGA SESSION

### The Anatomy of 'AHA!': How Creativity Happens

Focus: Skill Enhancement  
Recertification: General

*Workplace Application: This session will explore what we know about creativity and the strategies you can use to ensure your organization is capitalizing on your employee's a-ha moments.*

The need for creativity and innovation in organizations has never been greater. Yet creativity is thought of as a mysterious, uncontrollable phenomenon, with little understanding of where it comes from and how it works. Much of that has changed in the last 10 years as neuroscience researchers have set their sights to the moment of insight itself. While there is still much to learn, we now have a dramatically better understanding of what it takes to have insight, what happens when we do, and what happens afterward to make insight so important. Many of these findings point to quite different strategies for increasing creativity than a lot of organizations currently use. In short: the science is making breakthroughs but organizations are not quite keeping up. This session provides a deep dive into what we now know about the moment of insight itself, but in an engaging, fun and approachable way.

Presenter: David Rock, D. Prof., director, NeuroLeadership Institute, New York, N.Y.

### Leading Gen X to Gen Next (Round-About Leadership™)

Focus: Leadership  
Recertification: General

*Workplace Application: This session will show you the most effective leadership techniques to use with the various generations in the workplace.*

What's the matter with kids today? Especially the ones we just hired? Increasingly, Baby Boomers are expressing a frustration with their new hires. The same youngsters that got hired for their new ideas and are now disrupting the workplace trying to implement those new ideas. When it was just Baby

Boomers, things worked reasonably well. Now we've got all these "others". Young people now entering the workforce have been tagged with a multiplicity of nicknames: "Gen X," "Gen Y," "Echo Boomers," and "Millennials," to name a few. And all this is causing a growing generational conflict in the workplace. How do you minimize the conflicts and at the same time lead all these "others" effectively? The session will present the "Round-About Leadership" Process to teach techniques for effectively leading the "others" as well as teach Gen X'ers how to effectively lead those who are just a little older than them.

Presenter: Arthur D. Jackson, president and chief consultant, ENPM, Inc., Woodbridge, Va.

### SHRM's HR Competency Model: The Framework for Developing Proficiency

Focus: Career Development

*Workplace Application: After attending this session, you will have an overview of the critical competencies needed for success in HR and how SHRM offers tools to support the development of your proficiency in the competency domains.*

Does your organization use a competency model for developing performance appraisal tools and other HR systems? Does your organization use a competency model just for HR professionals? You are not alone. SHRM has been working for the last year to develop and validate a competency model for the HR profession. If you or your organization wants to develop an understanding of the critical competencies needed for HR, come to this session. Learn about how SHRM developed and validated its model and is developing several self-development tools for proficiency growth. Learn how and why these new tools and self-assessments were created and why you should use them to guide your career development.

Presenter: Alexander Alonso, Ph.D., strategist, HR thought leadership, SHRM, Alexandria, Va.

2:15 p.m. – 3:30 p.m.

### Power and Politics in the Organization: Understanding the Game

Focus: Career Development  
Recertification: General

*Workplace Application: You will gain practical skills and approaches for how to grow your*

*influence with the organization to become a more effective HR leader.*

It is easy as an HR professional to overlook or dismiss the role that politics plays in making things happen inside of an organization. Politics is a part of life in every organization, good and bad. This session will explore the role that power and politics play in organizational decision making and show savvy human resources leaders how harnessing these forces can mean the difference between effectiveness and irrelevance.

*Presenter: Jason Lauritsen, consultant/speaker, JasonLauritsen.com, Omaha, Neb.*

#### MEGA SESSION

### Strategy for You: Building a Bridge to the Life You Want

**Focus: Career Development**  
**No Credit Awarded**

*Workplace Application: In this highly impactful session, you will learn how to apply the principles of business strategy to reach your career, financial, and personal goals.*

Do you have a plan for life? New research shows that only 15 percent of adults have a written plan for their business and personal life. But hope is not a strategy. What if you believe that you have more to offer? World-renowned business strategist Horwath provides a five-step plan for building a bridge to the life you want. Using the foundational principles of business strategy, Horwath lays out the five steps you can take to create a more successful career and fulfilling life:

1. DISCOVER: Uncover your purpose through insight.
2. DIFFERENTIATE: Identify your unique strengths.
3. DECIDE: Allocate your resources.
4. DESIGN: Develop your action plan.
5. DRIVE: Execute your plan.

*Presenter: Rich Horwath, president, Strategic Thinking Institute, Barrington Hills, Ill.*

#### MEGA SESSION

### Innovate or Perish! 10 Tips to Improve Your HR Processes

**Focus: Skill Enhancement**  
**Recertification: General**

*Workplace Application: You will learn how to tap into yours and others creativity to drive innovation in your organization.*

You know how to talk about being innovative but often don't know HOW to be innovative. If you keep doing what you have always done, you will keep getting the same results. Is that what you really want? Are you stuck in your HR comfort zone or are you challenging the system? Do you ask why on a daily basis? During this thought provoking, fun, highly interactive session you will learn to challenge the way you think about business and the HR function, 10 ways to be more innovative including learning creative problem solving techniques that really work and how to apply the creative techniques to solve HR problems.

*Presenter: Regina Clark, president, Clark Training and Development, Goshen, N.Y.*

**4:00 p.m. – 5:15 p.m.**

### Creating Executive Presence: Communicate with Confidence in the C-Suite

**Focus: Communication**  
**Recertification: General**

*Workplace Application: This session will enable you to think on your feet, build credibility, respond to difficult questions with authority, and use gestures, space, and movement to increase personal presence.*

How do you handle someone who upstages you during a presentation or meeting? How do you respond to someone citing statistics with which you're unfamiliar? How do you react when your client or boss changes the course of your presentation or budget discussion in midstream? Adding "the finishing touches" will help you be yourself in front of an audience or executive team. You'll learn to think on your feet, handle tough questions, engage the audience, and build rapport with any group—whatever its size.

*Presenter: Dianna Booher, CEO/president, Booher Consultants, Colleyville, Texas*

### What It Takes To Be a Successful HR Professional

**Focus: Career Development**  
**Recertification: General**

*Workplace Application: You will learn how to acquire and apply all of the essential attributes that are necessary to be a successful HR professional.*

There is no better time for you than right now to be working in HR! In many organizations around the world, HR has finally obtained the importance that it deserves. This is because the "people" implications of business operations have become a primary strategic consideration for success. Moreover, senior executives are increasingly turning to you to work with them as business partners in developing a cadre of the "best and brightest" employees. This increase in prestige and responsibility has presented you with new and difficult challenges, as well as tremendous opportunities. Rubino will discuss how to acquire the types and quality of knowledge, skills, competencies, behavior, and "reputation" (and related tips and techniques) that are absolutely essential for you to possess --- so you can effectively contribute to the success of your organization, as well as advance within your own career!

*Presenter: John A Rubino, president, Rubino Consulting Services, Pound Ridge, N.Y.*

#### WEDNESDAY

**10:00 a.m. – 11:15 a.m.**

#### MEGA SESSION

### Creativeship: The Evolution from Management to Leadership to Creativeship

**Focus: Leadership**  
**Recertification: General**

*Workplace Application: Learn about the shift from traditional leadership to creativeship and how you can think differently to continue to add value to your organization both personally and professionally.*

The combination of technological advances (including social media), globalization, shifting economic drivers, government intervention, vastly different motivational drivers within different generations, and the emergence of social responsibility is leading to a pronounced shift in the definition of leadership. Over the past 25 years, we have seen the shift from managing things, data, process (management) to leading people (leadership). Going forward, leaders will now need to focus on Creativeship, defined as creating sustainable cultures. This is the future of HR! You will be pushed to think differently on how best to flourish in this era of speed, technological advances, and innovation.

*Presenter: Bob Kelleher, CEO, The Employee Engagement Group, Waltham, Mass.*

### Certification Matters

**Focus:** Career Development  
**No Credit Awarded**

*Workplace Application: This session will describe how an HR certification adds value for both employers and employees.*

This session will begin by exploring how the value of HR certification varies around the world. It will then examine what different nations, companies and employees require from HR certification and how they measure this. To what extent can the return on investment (ROI) of HR certification be measured quantitatively, and how can the ROI of certification be maximized? Participants will emerge from the session with an understanding of where HR certification holds the most value, how to extract the maximum value from their own qualifications and certifications, and how to communicate this value to others.

*Presenter: A representative from the HR Certification Institute, Alexandria, Va.*

### Leading Organizational Excellence by Avoiding the Top 10 HR Leadership Mistakes

**Focus:** Leadership  
**Recertification:** Strategic Business Management

*Workplace Application: HR leadership is having the passion and ability to influence others to reach new heights by avoiding the top 10 HR critical leadership mistakes. To reach new heights of organizational success, comprehensive HR strategies must be an integral element of the company's vision. HR leadership is critical to the success of this vision becoming the organization's mission. This session details the top 10 HR leadership mistakes that can cause irreparable damage to HR's credibility and integrity thus quickly derailing any career and the organization's strategic initiatives. Through documented life experiences, we will discuss the consequences of questionable HR leadership mistakes.*

**[PE]** *Presenter: Jack Smalley, SPHR, director, HR learning and development, Express Employment Professionals, Oklahoma City, Okla.*

**11:30 a.m. – 12:45 p.m.**

### MEGA SESSION

#### The New Leader's Playbook

**Focus:** Leadership  
**Recertification:** General

*Workplace Application: Learn how to take charge, build or re-build your team, and deliver results faster than anyone thought possible; and coach others to do the same.*

Leadership transitions are some of the toughest challenges people face – professionally and personally. Nearly half of new leaders fail in their first 18 months. Often, those failures are the result of crucial mistakes made in the very beginning that can be devastating for organizations and leaders alike. We're all new leaders all the time, and must treat the next 100 days as the first 100 days of the rest of our careers. Learn how you can take charge, build or re-build your team, and deliver better results faster than anyone thought possible; and coach others to do the same. This presentation focuses on how to leverage three ideas to get done in your first or next 100 days.

*Presenter: George Bradt, managing director, Prime Genesis, Cranford, N.J.*

#### Developing Your Influence to Drive Better HR Performance

**Focus:** Career Development  
**Recertification:** General

*Workplace Application: This session will help you learn new techniques to move your HR agenda forward within your organizations.*

Sales Professionals are classic operators in leveraging influence to shape decision making. Dunn and Sackett, Trench HR Pros from the HR Capitalist and Fistful of Talent, will dive into real-life HR situations and show you how you can use sales techniques in dealing with everyday HR issues that come across your desk. Fast paced and high energy, this snarky duo will show you how to use influence to become a better HR professional.

**[PE]** *Presenters: Tim Sackett, SPHR, EVP, HRU Technical Resources, Lansing, Mich.; and Kris Dunn, recruiter & blogger, Kinetix, Fistful of Talent, Birmingham, Ala.*

#### Leading and Influencing the Introvert Way

**Focus:** Leadership

#### Recertification: General

*Workplace Application: You will increase your repertoire of influencing strategies in order to achieve results with all of your stakeholders.*

It is not the loudest who win at influencing. This session will demonstrate how introverted HR pros, those who get their energy from within, are often the most effective influencers of all. When they play to their strengths, they move their ideas, goals and requests forward in powerful ways. A preference for thinking through responses, one-on-one interaction, using solitude to gain perspective and listening carefully to others are some approaches introverts naturally use. Extroverts, those who are more outer focused, can also adopt these introvert focused approaches with great success. This session will also share a practical roadmap to sell your ideas with quiet success.

*Presenter: Jennifer Kahnweiler, Ph.D., AboutYOU, Inc., Atlanta, Ga.*

## TALENT MANAGEMENT

### MONDAY

**7:00 a.m. – 8:15 a.m.**

#### A Changing Workforce: Incorporating Flexibility and Non-Traditional Workforce

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application: You will learn how to utilize a flexible workforce through contingent and temporary positions as well as effective techniques into creating a more streamlined and optimized workforce.*

This session will look at the ways that our current workforce is changing through the economy, higher education, professional skill sets, and demographical differences. This session will also showcase the various ways you can create a more effective and responsive workforce that follows the economic climate now and in the future. You will leave with insights into how the economy and shifting demographics are rapidly changing the workforce as you know it, as well as methods and strategies for incorporating a flexible workforce plan into your organization and how contingent, contract and temporary

employees can strengthen a workplace.

*Presenter: Joyce Russell, president & EVP, Adecco Group North America, New York, N.Y.*

### **Performance Pay Programs That Really Work: The 10 Criteria for Success**

**Focus:** Engagement and Morale

**Recertification:** General

*Workplace Application: Using the variable pay framework and "10 Criteria for Success", you will be able to apply aligned performance pay programs that really work!*

In today's highly-competitive global business environment, all organizations are searching for the optimal way to design their total compensation programs in order to establish a direct link between business objectives and employee performance rewards. To do this, it is imperative that the programs be aligned with corporate culture, in sync with business strategies, and tailored to operational realities. In his presentation, Rubino will provide much-needed guidance on which combinations of performance rewards best fit their organizations and, as such, need to be included in their total reward mix. In addition, Rubino will present a pragmatic and comprehensive variable compensation framework, as well as his "10 Criteria for Success" for designing effective performance pay programs. Through the use of real-world examples and case studies, you will learn which performance pay strategies are right for your organizations --- and will really work!

*Presenter: John A. Rubino, president, Rubino Consulting Services, Pound Ridge, N.Y.*

**10:45 a.m. – Noon**

### **The Levity Effect: Why It Pays to Lighten Up**

**Focus:** Engagement and Morale

**Recertification:** General

*Workplace Application: Learn how to positively impact business results with a strong work culture founded upon proven principles of levity.*

Any HR professional worth his/her weight in inflated paper currency intuitively "gets" the need for lightening up the workplace. With updated research from the Great Place to Work Institute, this compelling session proves that fun at work is indeed serious business and that appropriate, values-based levity is

critical to building morale, engagement and ultimately business results. And it all starts with HR. Learn the real meaning of levity: latitude, attitude and gratitude™ in an inspiring and hilarious session.

*Presenter: Scott Christopher, author/speaker, Riverton, Utah*

**MEGA SESSION**

### **Disney's Approach to People Management**

**Focus:** Engagement and Morale

**Recertification:** General

*Workplace Application: Hear the Disney story of leadership that started with Walt Disney himself and how his corporate visions translated into practical, effective leadership strategies.*

Communicating and nurturing the culture of your organization is vital to the successful management of your employees. From recruiting to career management, employees want to know your expectations and how you are going to support them in meeting those expectations. This program will help you to: select employees with the skills who are the right "fit" for your organization's culture; train employees to make their best contribution and provide them with opportunities to improve their performance; communicate with all levels of your organization; and provide a supportive environment that celebrates success.

*Presenter: Scott Milligan, SPHR, business program consultant, Disney Institute, Lake Buena Vista, Fla.*

### **Talent Management for the 21st Century: Beyond the Competition**

**Focus:** Workforce Planning

**Recertification:** Strategic Business Management

*Workplace Application: This presentation provides specific actions and analytic approaches to leverage in generating sustainable global talent advantage for your company.*

In today's environment of increasing business complexity, greater uncertainty of business success and global talent scarcity, meeting strategic growth agendas will require companies to be far more proactive and anticipatory in planning for future talent needs. In doing so companies not only build

option value into their talent and workforce plans, but also afford themselves the ability to prepare for future talent needs before talent gaps in key positions put strategic growth plans at risk. In this session, we will highlight specific tools, approaches and talent analytics companies can and should implement immediately in order to align talent strategies with business strategy, thereby positioning themselves to achieve sustainable global talent advantage.

*Presenter: Jean-Michel Caye, senior partner and managing director, Boston Consulting Group, Paris, France*

### **In Emergency Response, Great Plans Are A Smart Thing; Training Is Everything!**

**Focus:** Workforce Planning

**Recertification:** General

*Workplace Application: Attend this session and learn about the training your organization needs to ensure you are prepared when a disaster or emergency occurs.*

Smart plans are critical. But, if we don't get the words off the paper and into people's heads, we have failed. Thus, training is everything given that people can't and won't run to look at binders for response in a real emergency. The following questions will be answered: What are the laws, regulations and standards that control emergency plan training?; How will lawsuits affect you and your organization?; What are -- versus what should be--the overriding attitude of managers in training employees in emergency response? ; What are the obstacles and consistent mistakes organizations make in emergency training?; Do you need to train the Emergency Team differently than the rest of employees?; and finally and most importantly How do you protect your company?

*Presenter: Bo Mitchell, president/founder, 911 Consulting, Wilton, Conn.*

### **Candidate as Customer: Myth, Malarkey or Mission?**

**Focus:** Recruiting and New Media

**Recertification:** General

*Workplace Application: You will learn why (and how) future employment processes will emphasize the candidate experience as core to hiring high quality employees.*

This highly interactive session will detail the best practices of organizations committed to offering an improved candidate experience.

Crispin will draw on his research in applying to the 100 Best Companies in America during the last decade as well as his analysis of the survey results for the firms who have won the first Candidate Experience Awards during 2011.

*Presenter: Gerry Crispin, SPHR, principal, CareerXroads, East Brunswick, N.J.*

### **Succession Management and High Potentials: How to Connect Your Most Critical Leadership Programs**

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application: The session will provide a step-by-step approach for how to integrate your company's high-performance programs with a succession management strategy.*

Succession planning programs are evolving into succession management programs. Critical to the success of these next-generation initiatives is careful linking of succession to all aspects of your high-performance programs, from hiring through to succession itself. This session will introduce a proven and practical methodology for connecting these important ideas and will include a case study (including specific tools) from a global information provider.

*Presenter: Renee Charney, founder and president, Charney Coaching & Consulting, LLC, Bedford, N.H.*

### **Talent Acquisition is About Great Search Engine Optimization (SEO)**

**Focus:** Recruiting and New Media  
**Recertification:** General

*Workplace Application: This session will share industry practices and technological developments for SEO as well as tips for understanding Google Analytics and keywords for reaching niche candidates.*

Talent acquisition requires connecting your jobs with the right candidates. We will discuss the brief history of AT&T's career portal, integration, search engine optimization (SEO) focus and results, and the future of AT&T's online presence. Learn how to overcome common challenges in small and large corporations and create an enhanced candidate experience. Carrie will discuss the need for dynamic and regularly updated

content features to ensure "freshness." In addition, we will cover audience segmentation, scalability, cost-effective maintenance, testimonials, and leverage of company assets. We will also share AT&T's SEO footprint, which will allow you to see pages indexed, before/after microsites and online advertising to drive traffic, and apply it to your own goals and overarching strategy.

**[PE]** *Presenters: Carrie Corbin, associate director - strategic staffing & talent attraction, AT&T, Oklahoma City, Okla.; and Nancy Holland, vice president, DirectEmployers Association, Indianapolis, Ind.*

**2:00 p.m. – 3:15 p.m.**

#### **MEGA SESSION**

### **High Definition People® -- Motivate, Engage and Inspire Your B Players!**

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application: This session will provide you with strategies to better prepare you to engage and inspire your B players!*

In this energizing program, *Sanfilippo* will help you understand the difference between A and B players and appreciate their unique styles, avoid the most common pitfalls that cause disengagement, encourage staff participation and discover the six key ingredients used by Olympic coaches to inspire performance and a success mindset. You'll leave armed with tools and the motivation to put these ideas in action. This proven program has re-ignited commitment and passion in many supervisors, managers and leaders and helped them raise performance and be servant leaders.

*Presenter: Barbara Sanfilippo, CPS, CPAE, partner, Romano & Sanfilippo, LLC, Escondido, Calif.*

### **Engaged Leadership: The Leader Side of Employee Engagement**

**Focus:** Engagement and Morale  
**Recertification:** Strategic Business Management

*Workplace Application: This session addresses your role as a leader in building a culture of employee engagement.*

During great times, employee engagement is needed to help an organization thrive. During tough times, employee engagement is required to help an organization survive. With

only one in four employees engaged on the job, the key to success lies in the ability to lead disengaged employees. In this session, we will discuss the responsibility leaders have to build a culture to overcome employee disengagement. We'll introduce ways to move employees from disengagement to engagement by breaking down the art of effective leadership into three culture-building areas that all great leaders must master to achieve uncommon results.

*Presenter: Clint Swindall, president & CEO, Verbalocity, Inc., San Antonio, Texas*

### **Five Keys to Successful Corporate Recruiting Leadership**

**Focus:** Recruiting and New Media  
**Recertification:** General

*Workplace Application: Learn the key inputs and outputs to a quality recruiting strategy, how to pitch that strategy to execs, and motivate your team to deliver!*

Whether you're a recruiting manager or HR manager who owns recruitment for your company, you'll leave this session with real world, actionable, how-to information to help you lead recruitment. *Vlastelica* - former Recruiting Director with Amazon and Expedia - will draw from lessons he learned the hard way (as a practitioner) and best practices he's observed or helped to create while consulting with leading global companies. This session is designed to help you win at your jobs as you tackle the challenges of leading a recruitment function and building the right strategies for your organization and team.

**[PE]** *Presenter: John Vlastelica, managing director, Recruiting Toolbox, Inc., Redmond, Wash.*

### **New Hire Onboarding: Strategic Insights & Practical Guidelines for Boosting Performance & Retention**

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application: Learn strategic insights and practical guidelines for designing simple onboarding programs that accelerate performance and boost retention.*

Employee onboarding is taking on a new priority as demographic shifts gather steam and the new economy takes hold. Research shows that companies that invest in a structured onboarding process experience

dramatic increases in revenue, customer satisfaction and employee retention, productivity and engagement. Most employers devote little time to their onboarding process, a mistake that costs them greatly both in bottom line and reputation. This engaging session will provide the economic business case for onboarding, the six most critical steps in the process and key pitfalls to avoid along the way.

*Presenter: Amy Hirsh Robinson, principal, Interchange Group, Los Angeles, Calif.*

### **Beyond Behavioral Interviewing: Asking the Right Questions, Evaluating the Answers**

**Focus: Recruiting and New Media**  
**Recertification: General**

*Workplace Application: This session will give you the tools you need to take your interviewing process beyond the basics of behavioral interviewing and improve the outcomes.*

Using behavioral interviewing techniques greatly improves the outcomes of your selection process. But how do you know if you're asking the right questions? How do you know if the candidate has given a "good" answer? Newell will give you the tools you need to develop questions that assess cultural fit of your best candidates, and how to make sure that the candidate you select is the candidate you really want.

*Presenter: Nancy Newell, SPHR, principal/owner, nth degree consulting, Albuquerque, N.M.*

### **Workforce Planning: Transitioning Today's Needs to Tomorrow's Must Haves**

**Focus: Workforce Planning**  
**Recertification: General**

*Workplace Application: You will learn risk management strategies to aid in your company's future growth and stability and how to determine sustainable employment levels.*

This session will look at contemporary workforce planning and how you should plan for your workforce going forward. What skills will be needed? How can you transition a workforce to tomorrow's needs, and what will employment look like with various resources?

This session will look past the traditional elements and focus on techniques like the transfer of knowledge between Boomers and Millennials, managing a workplace in flux and methodologies for maintaining a successful and productive workforce.

**[PE]** *Presenter: Kathy Kane, senior vice president, talent management, Adecco Group North America, New York, N.Y.*

### **How to Attract and Retain Younger Workers without Alienating Older Workers**

**Focus: Engagement and Morale**  
**Recertification: General**

*Workplace Application: You will leave with some best practices for working with both younger and older workers.*

Each of the generations since WWII has entered the workforce with different expectations. At no time have there been so many generations required to work together as peers or at least colleagues. Lines of responsibility no longer use age and experience as their sole guideline. The purpose of this session is to outline the differences of each generation while identifying practical solutions that allow for peace, respect and increased profit.

*Presenter: Cynthia Myers Martinez, SPHR, GPHR, principal, CYM Associates, San Antonio, Texas*

### **How HR Can Be Best Business Partner in Face of Disaster, the Tohoku Earthquake and Tsunami**

**Focus: Workforce Planning**  
**Recertification: General**

*Workplace Application: This session will show you how to increase your contributions to organizational effectiveness in the face of disaster.*

In today's fast changing and uncertain environment, HR must be a true business partner to help build organizational capability in preparing for any disaster. This session reviews how HR and management have responded to the Tohoku earthquake and tsunami in Japan in 2011, and discusses some of the best practices and lessons learned through the post-disaster study as well as presenter's personal experiences during the prior earthquake disaster in 1995. You will

learn how to increase your contributions to organizational effectiveness in face of disaster, how to increase our employees' capability and performance in preparing for future disasters, and how to develop and monitor business continuity and disaster recovery plans.

*Presenter: Yoshiharu Matsui, president, HPO Creation, Tokyo, Japan*

### **11 Steps to Integrate Social Media into Your Organization**

**Focus: Recruiting and New Media**  
**Recertification: General**

*Workplace Application: Learn to successfully incorporate social media as part of your overall employee communication strategy.*

Web 2.0 is a paradigm shift in how the Internet is used. Social networking can be part of an overall employee communication strategy. Explore an 11 step plan to successfully supplement your existing employee communication plan with social media initiatives. Learn about measuring successful social networking campaigns. Discover effective web governance guidelines for incorporating social media into overall communication plans. Take a look at the metrics of social marketing.

*Presenter: Joe Rotella, SPHR, chief technical officer, Delphia Consulting, LLC, Columbus, Ohio*

### **Enterprise Cloud Computing and the HR Function**

**Focus: Recruiting and New Media**  
**Recertification: General**

*Workplace Application: You will learn how enterprise cloud computing can help your organizations' objectives.*

Enterprise cloud computing, the transfer of an organization's in-house servers to the Internet through a third-party provider, can be a very attractive option for the HR function, helping you save money and operate more efficiently. This presentation provides an overview of cloud computing, the pros and cons of applying it to the HR function, and a practical guide to finding a cloud-computing solution to meet your organization's specific needs.

*Presenters: Brian Richards, vice president, client technologies; and Matthew Dickerson,*

senior vice president and chief innovation officer, SIRVA, Independence, Ohio

4:00 p.m. – 5:15 p.m.

#### MEGA SESSION

### The Social Shift

**Focus:** Recruiting and New Media  
**Recertification:** General

*Workplace Application:* This high-energy, interactive session is designed to elevate the understanding and opportunity associated with social media and marketing strategy.

Social media has introduced new channels to effectively communicate and influence culture and engagement, and these new trends will continue to transform our approach to workplace and customer relationships. The blend of progressive networking philosophy and new media integration can afford the innovative organization an opportunity to improve relationships, expand influence and better understand customer trends and thinking. Social Media has introduced new channels to effectively communicate and compete for consumer attention. This session will review the new media mandates specific to cultivating high engagement, experiential consumer relationships. Estis will challenge conventional thinking with emphasis on innovation and strategy that offer the audience “actionable content” to impact business performance immediately. The way we connect, communicate and collaborate is evolving and we are at the inception of the impact the Social Shift will have on business performance.

*Presenter:* Ryan Estis, chief experience officer, Ryan Estis & Associates, Minneapolis, Minn.

#### MEGA SESSION

### Thank You! Thank You! Thank You! 99 Low-Cost Ways to Recognize Employees, Raise Retention & Profits

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application:* Learn 99 practical and easy ways to implement ideas to recognize and reward your employees to increase motivation, retention and revenue growth.

Not every HR Professional has a wheelbarrow full of cash to pass out for work well done. Workplace success is traced back to motivated employees and a culture that recognizes and appreciates them. A winning system

acknowledges and rewards two types of activities—performance and behavior. Learn 99 effective and low-cost actions you can take to recognize all levels of your workforce which in turns results in higher retention, customer satisfaction and revenue growth.

*Presenter:* Mindy H. Chapman, Esq., president, Mindy Chapman & Associates, LLC, Chicago, Ill.

### Talent Management for an Age Diverse Workforce

**Focus:** Workforce Planning  
**Recertification:** General

*Workplace Application:* This session provides an overview of the implications of the demographic changes in the workplace, and will also address the implications of these demographic trends.

There are now four generations in the workforce, working side-by-side each with its own set of unique attributes. Organizations that can capitalize on the synergies that these generations create in the workplace, will not only be able to survive economic uncertainty, but also thrive during better economic times. As a result, talent management has to become more strategic in order to innovate and adapt to the new realities of the workforce demographics. But what does this mean? During this session, you will learn about:

- The changing demographics of the workplace including trends in workforce age composition;
- Findings from select AARP studies of the work and retirement plans of workers age 50+;
- Winning recruitment and retention strategies that have been adopted by forward thinking organizations from the 2011 AARP Best Employers for workers over 50 award winners; and
- Various AARP resources that can help HR professionals lead internal discussions on the changing demographics as well as answer employees’ questions on Medicare, Social Security, and other pre-retirement/retirement decisions.

*Presenter:* Ed Redfern, senior specialist, education & outreach, AARP, Washington, D.C.

### Convert Dis-Engagement and Turnover to Dollars!

**Focus:** Engagement and Morale  
**Recertification:** Strategic Business Management

*Workplace Application:* You will leave with formulas for converting disengagement and turnover to dollars to influence executives to set goals and accountabilities.

Would your C-Suite executives take stronger actions to improve engagement and turnover if survey scores and turnover percentages were converted to dollars...for your organization and each manager? You will leave this session with precise formulas for these conversions along with tips for leveraging the costs to develop goals, accountabilities, and monthly reports. The result is immediate improvement on both metrics and overall productivity. Case studies will be included.

*Presenter:* Richard Finnegan, CEO, C-Suite Analytics, Longwood, Fla.

### Can't We All Just Get Along? Unlocking Generational Brilliance

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application:* You will leave the session prepared to return to your organization, apply the principles, and unleash the generational brilliance within.

For the first time in history, four generations of workers are in the workplace at one time. This presentation will outline how one organization has harnessed the brilliance of each generation to tackle current and future generations while creatively building organizational capability, competence, and agility.

*Presenter:* Jeff Lindeman, SPHR, director, human resources, San Diego County Regional Airport Authority, San Diego, Calif.

### Next Generation Diversity: Global, Profitable, and Sustainable

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application:* You will learn how to frame and shape a contemporary, business-centric, and globally relevant diversity and inclusion strategy.

In today's upside down world where so much of what we have known about how financial markets, healthcare, business, and HR has become unworkable the well-known best practices for Diversity 1.0 have also run their course. A global, hyper-competitive business environment requires next practices for diversity and inclusion that are global, profitable, and sustainable. In this session, Tapia will trace what cherished notions of diversity we must leave behind and what is the new frame for high impact diversity work. This session also contains an insightful and entertaining demonstration of the power of cross-cultural competence — the necessary ingredient for creating inclusion.

*Presenter: Andres Tapia, president, Diversity Best Practices, Highland Park, Ill.*

### **The New Talent Management Agenda**

**Focus: Engagement and Morale**  
**Recertification: Strategic Business Management**

*Workplace Application: Attend this session and learn about the new talent management agenda and how your organization can use utilize this new approach.*

With a decline in the trust of corporations and CEO's, driven largely in the midst of ongoing financial instability, an emerging corporate agenda is focusing on transforming organizations and industries to serve the greater good of the community. But what are HR and talent functions doing to align themselves to serve this new agenda? Do HR and talent functions know how to change? This session will challenge and awaken you to a new approach that is being used by other organizations to ensure their HR and talent strategies create long-term value for all shareholders.

**[PE]** *Presenter: Russell Kronenburg, general manager, HR, Jemena, Surrey Hills, Australia*

## **TUESDAY**

**7:00 a.m. – 8:15 a.m.**

### **To Boldly Go Where Few Companies Have Gone Before: Centralized Employee Relations (ER)**

**Focus: Engagement and Morale**  
**Recertification: General**

*Workplace Application: This session will show you how a centralized ER includes an overall*

*approach to maintaining a positive, productive & cohesive workplace environment through strong employee engagement.*

The ER leadership team from Coca-Cola Refreshments will tell you everything you ever wanted to know about centralizing employee relations into a shared services model. During this high-energy, interactive session we will walk you through 10 key lessons learned. This session will introduce you to the leading-edge model that has enhanced our company's ability to strategically drive our business.

**[PE]** *Presenters: Agnes Blumberg, SPHR, senior manager, field employee relations; Wanda Ford Crumpler, PHR, senior manager, field employee relations; and Wendy Lawson, PHR, senior manager, field employee relations, Coca-Cola Refreshments, Brandon, Fla.*

### **Adding Value through Disaster Preparedness: HR's Leadership Role**

**Focus: Workforce Planning**  
**Recertification: General**

*Workplace Application: Learn to lead the disaster planning efforts and add value through development of contingent HR programs that get staff to productivity faster.*

Natural or man-made disasters in our communities and workplaces are increasingly common. Those that plan have better odds for survival. This session demonstrates compelling reasons for HR's strategic role in emergency preparedness/business continuity planning: How HR adds value before, during and after the disaster, making the business case, leadership competencies you need when disaster occurs, preparing managers for your roles during/following a disaster, contingent HR policies and programs and Communications plans, and improving productivity.

*Presenter: Kathrun Dian McKee, SPHR, president, human resources consortia, Santa Barbara, Calif.*

### **Beyond Engagement: Turning Your Employee Surveys into Strategic Weapons**

**Focus: Engagement and Morale**  
**Recertification: Strategic Business Management**

*Workplace Application: Learn why engagement is only one piece of the talent optimization formula and how to use strategic*

*surveys to provide powerful business information.*

If you're still doing an engagement survey, you're behind the times. Engagement is only one of the critical components of optimizing talent in your organization. Employees also need to be highly aligned with your brand, customers, and goals. And, they need the right capabilities to deliver your strategy. This session will address these issues and discuss how to make your survey more strategic. This critical tool provides evidence-based guidance for you and your CEO to critical business questions that go far beyond engagement!

*Presenter: William Schiemann, CEO, Metrus Group Inc., Somerville, N.J.*

### **The Honeymoon is Short: Ensure New Hires Hit the Ground Running**

**Focus: Engagement and Morale**  
**Recertification: General**

*Workplace Application: In this session, you will learn talent management strategies that directly impact workforce performance and business outcomes.*

In today's slow-growth economy, companies are strategically filling roles where the need is greatest. New hires must be prepared to hit the ground running; quickly establish credibility, trust, and confidence; and begin contributing immediately. The reality is, new hires are all too often thrust into roles with a "sink or swim" attitude. In this session we'll demonstrate how a tailored and integrated onboarding program can accelerate development and position new hires for success.

**[PE]** *Presenter: Peyton Daniel, senior managing director of talent development and coaching practice leader, DBM, New York, N.Y.*

**10:45 a.m. – Noon**

### **How Social Media Changes HR**

**Focus: Recruiting and New Media**  
**Recertification: General**

*Workplace Application: This session will provide insights into how you can use social media personally, professionally, and in partnership with other organizational departments.*

The social media boom is the biggest shift since the Industrial Revolution. This session

will discuss the big three in social media — Twitter, Facebook, and LinkedIn — and demonstrates how social media can help as well as hurt your organization. Learn about current social media trends, current and upcoming legislation, and what your employment lawyer doesn't know about social media. Special attention will focus on how to develop a social media policy to align with your organization's goal and change not only as your organization but also as technology changes. Miller-Merrell makes the case for why you need to understand and engage in this new online world and how it can help develop your teams, increase employee engagement, and position your HR team as a strategic, income generating department and partner within your organization.

*Presenter: Jessica Leigh Miller-Merrell, SPHR, CEO, Blogging4Jobs, Moore, Okla.*

**2:15 p.m. – 3:30 p.m.**

### **CARE Packages for the Workplace — Dozens of Little Things You Can Do to Regenerate Spirit at Work**

**Focus: Engagement and Morale**  
**Recertification: General**

*Workplace Application: Attend this session and learn how to maximize your personal productivity and organizational success.*

Current research shows that only about 12 to 15% of American workers are giving their very best to their jobs. Just imagine what could happen to the productivity in your workplace if you could inspire those workers to do their very best! Raise morale, reduce turnover, increase productivity, and have more fun at work — the wonderful news is that all this can occur in your workplace with very little cost. In this session you will learn how to create a work environment where people treat one another like valuable human beings with a sense of mission that their work is important and where appreciation and joy are present, no matter how serious the work may be. Glanz will provide dozens of real-life, creative, low cost, immediately applicable ideas you can implement in your own workplace using the acronym CARE:

C = Creative Communication  
A = Atmosphere and Appreciation for All  
R = Respect and Reason for Being  
E = Empathy and Enthusiasm

*Presenter: Barbara Glanz, CSP, president, Barbara Glanz Communications, Inc., Sarasota, Fla.*

### **“It’s Five O’clock Somewhere” — Increasing Employee Engagement through Flexibility**

**Focus: Engagement and Morale**  
**Recertification: General**

*Workplace Application: You can apply knowledge from this session directly to any workplace flexibility policies, as well as employee engagement initiatives.*

Alan Jackson's song “It's Five O'clock Somewhere,” expresses his anticipation for the work day to end. Hard work and dedication are qualities of top talent, but even the most engaged employees need free time to enjoy their personal lives. Spending time with friends, family, and even having some “alone time” are necessary to maintain high engagement levels. In this session, Philippe will reference Jackson's song to illustrate the importance of a healthy work/life balance.

*Presenter: Murat Philippe, principal consultant, HR Solutions, Inc., Chicago, Ill.*

### **Disaster Recovery and Business Continuity Must Haves for HR Professionals**

**Focus: Workforce Planning**  
**Recertification: General**

*Workplace Application: You will understand the criticality of your participation in business continuity plans to increase the viability of your organization.*

The area of disaster recovery and business continuance has moved much further into the realm and responsibility of HR professionals over the past few years. More HR professionals are finding themselves as the focal point during disaster events and need to make critical decisions in step with other management team members. You need to be at the planning table before such events and also test those plans. This session will be a key step in providing a baseline understanding of what you need to know and how you should react. Seventy percent of all businesses experience a disaster event every three years, and you need to be prepared!

*Presenter: Ralph Petti, CBCP, managing director, Continuity First, LLC, Basking Ridge, N.J.*

### **Current Appraisal Trends: The Good, Bad and the Ugly!**

**Focus: Engagement and Morale**  
**Recertification: General**

*Workplace Application: You will get an overview of appraisal trends including contribution reviews and learn the strategic role appraisals can play in your organization.*

This session will explore research findings from the appraisal procedures of over 100 U.S. organizations. We will review performance appraisal trends which will include current rating instruments, appraisals as development tools, and the strategic role of appraisals in determining employee contributions. Walk away with a prescription for getting better appraisals results.

**[PE]** *Presenter: Sheri A Caldwell, SPHR, HR director, UT Physicians, Toledo, Ohio*

### **RecruitCONSULT! Elevate Recruiting To True Consulting**

**Focus: Recruiting and New Media**  
**Recertification: General**

*Workplace Application: This session will help you and your teams transform the HR Generalist role from internal vendor to expert recruiting and staffing consultant and drive real business change to enhance our value and credibility as a profession.*

Evolve your recruiting responsibilities into consulting opportunities! Using the RecruitCONSULT philosophy, you will learn the concept of contracting with the business and leverage solid consulting skills to enhance internal and external recruiting relationships. Using some of the best skills used by outside search firms, we'll discuss the tools and resources you'll need to take it up a notch and transform into a recruiting expert consultant when you need to be more than a generalist.

*Presenter: Jeremy M. Eskenazi, SPHR, managing principal, Riviera Advisors, inc., Long Beach, Calif.*

### **Social Media: The Reinvention of Recruitment**

**Focus: Recruiting and New Media**  
**Recertification: General**

*Workplace Application: Discover a unique approach to building an innovative and effective social recruiting strategy for your organization.*

Social media is revolutionary, and it's quickly reinventing how we approach business, communication and recruitment. The concept is simple but effective: giving people the power and tools to influence others. In this session, you will discover the impact social media can have in recruiting and how you can leverage this space to attract and engage targeted talent, build brand awareness and create a strategic recruitment plan. You will:

- Analyze and understand the value of social media in recruitment;
- Learn to leverage your employees and social media to build your brand and attract top talent; and
- Identify unique social media applications, tools and techniques organizations are using to capture and engage the right candidates;

*Presenter: Matt Kaiser, recruitment strategy manager, Ericsson, Docklands, Victoria, Australia*

**4:00 p.m. – 5:15 p.m.**

## MEGA SESSION

### Building Better Teams

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application: Attend this session and learn how you can build better and more impactful teams in your organization.*

Who says you can't laugh and learn at the same time? In this humorous and insightful session, you will learn how to build better teams through a deeper understanding of social style and the humorous side of "human resource management." Alyn will show you how to identify social style in yourself and in others so you can adapt to get along with anyone and build better teams in the workplace (and at home). You will also learn how to create more cohesive working relationships, how to approach different social styles differently, and how to "figure people" out simply by observing their behavior.

*Presenter: Kimberly Alyn, best-selling author, professional speaker, founder, Kimberly Alyn, Inc., San Luis Obispo, Calif.*

### Effective HR Strategies for Turbulent Environments

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application: This session will provide you with an understanding of the characteristics of HR strategies that facilitate performance and enable you to select strategies and programs that will work.*

The environment has acted like a roller coaster and organizations have struggled to find sustainable HR strategies. Fight talent wars... downsize... cut workforce costs while desperately seeking critical talent - vacillating targets have caused organizations to jump from one strategy to another. HR strategies must be effective in a variety of possible futures, making workforce planning and flexible execution critical elements of strategy. Learn how successful organizations view HR strategy formulation and execution as a continuous, dynamic process that is the responsibility of all managers, led by HR.

*Presenter: Robert Greene, SPHR, GPHR, CEO, Reward Systems, Inc., Glenview, Ill.*

### Zero Tolerance: Assessment and Prevention of Workplace Violence

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application: This session provides the tools needed to enhance your organization's ability to respond quickly, legally and safely to threats of workplace violence.*

Led by an attorney member of the National Association of Threat Assessment Professionals, this session is a multi-disciplinary examination of managing threats in the workplace. Going beyond basic warning signs and risk factors, we will examine both legal and practical considerations, including the creation and training of a corporate Workplace Violence Prevention Team, disability law developments and 'fitness-for-duty' examinations, best practices in identifying troubled employees, and the termination of dangerous individuals.

*Presenter: Glen E. Kraemer, managing partner, Curiale Hirschfeld Kraemer, LLP, Santa Monica, Calif.*

### Now What?!?! The Nuances of Navigating Religious Diversity

**Focus:** Engagement and Morale  
**Recertification:** General

*Workplace Application: You will gain practical insight into concrete actions that you can take to address religious diversity in the workplace.*

You'd like to begin addressing religious diversity in your workplace but you don't know where to start. We'll use The Tanenbaum Method to explore the challenges, understand how and where religion emerges, and identify when your company's policies and practices may intersect with employees' religious (or non-religious) beliefs. We will share better practices, strategies, and communication tools to help you create a more inclusive, respectful, and productive workplace culture.

*Presenter: Mark E. Fowler, director of programs, Tanenbaum, New York, N.Y.*

### Best Practices to Successfully Attract, Employ and Retain People with Disabilities

**Focus:** Recruiting and New Media  
**Recertification:** General

*Workplace Application: You will learn the implications, practical workplace application, and best practices for successfully attracting, employing and retaining people with disabilities.*

Between the business imperative of the potential, productivity and profitability of employing people with disabilities and the ongoing compliance issues of the ADA to the OFCCP for U.S. Federal contractors to USERRA when considering veterans with service-related disabilities, this is a segment not to ignore. This session will address all of these issues and opportunities from the standpoint of practical workplace applications, strategies and solutions as deemed best practices by today's leading corporations.

*Presenter: Nadine O. Vogel, founder and president, Springboard Consulting, LLC, Mendham, N.J.*

### Convergence of Video, Mobile and Social Media in Recruiting and Employer Branding

**Focus:** Recruiting and New Media  
**Recertification:** General

*Workplace Application: You will learn how to effectively implement video, mobile and social media technologies into your recruitment process.*

Video, mobile and social media are innovative technologies that can be effectively combined to help organizations identify top talent and communicate their employer of choice messaging. Using independent research, case studies and client testimonials, we will demonstrate how organizations that leverage these technologies have been able to increase employer brand awareness, while reducing the cost and time associated with securing a top performing employee.

*Presenter: Lindsay Stanton, chief client officer, Job Search Television Network, Geneva, Ill.*

## WEDNESDAY

10:00 a.m. – 11:15 a.m.

### MEGA SESSION

#### Overcoming the Five Dysfunctions of a Team

Focus: Engagement and Morale

Recertification: General

*Workplace Application: You will learn how to better recognize and address individual behaviors on your teams, which are detrimental to effective teamwork.*

Based on Patrick Lencioni's *New York Times* best-selling book, *The Five Dysfunctions of a Team*, Jeff Gibson, VP of Consulting at Lencioni's firm, will uncover the natural human tendencies that derail teams and lead to politics and confusion in so many organizations. Gibson will reveal the five key elements to world-class teams; genuine trust, unfiltered discussion, steadfast commitment to decisions, peer-to-peer accountability and unwavering drive to results. You will walk away with specific advice and practical tools for overcoming the dysfunctions and making your own teams and the teams you serve more functional and cohesive.

*Presenter: Jeff Gibson, vice president of consulting, The Table Group, Inc, Lafayette, Calif.*

#### When Your Bench Becomes the Boss: What Objective Assessment Says about the Skill Gaps of New Executives

Focus: Engagement and Morale

Recertification: Strategic Business Management

*Workplace Application: You will leave with more insight into the strengths and gaps of your executives and will have a plan for how to apply this information to your organization's succession planning.*

What do you know about the people residing in your organization's corner offices? What about the people you've identified as high potentials who may soon occupy those offices? Data from more than 15,000 executive assessments reveal powerful insights about where executives (both current and potential) excel, and lag. These insights provoke reflection on what we may commonly believe about the capabilities of our leaders, and offer guidance for making the most of our succession and accelerated development efforts. Attend this session and learn how you can use these insights to improve succession planning at your organization.

*Presenter: Matt Paese, vice president, executive solutions, Development Dimensions International, Pittsburgh, Pa.*

#### Employees with PTSD, TBI and Other Hidden Conditions – Eliminating Fear, Misconceptions and Stigma

Focus: Engagement and Morale

*Workplace Application: You will learn how to properly address physical, hidden and combat-related disabilities in the workplace and other social environments.*

This session will look at common social, cultural and workplace challenges associated with various disabilities. We will also address many of the employment barriers associated with combat-related physical and hidden conditions facing transitioning veterans. You will learn how strategic diversity education, support, innovative accommodations and proactive intervention programs can help establish understanding and eradicate fear caused by myths, misconceptions and other forms of prejudice. Crenshaw will demonstrate how a proper understanding of the issues can positively impact recruiting, increase retention, improve employee interactivity, optimize productivity, enhance public relations and manifest other forms of positive ROI.

*Presenter: Edward J. Crenshaw, president and CEO, DESTIN Enterprises, LLC, Columbia, Md.*

11:30 a.m. – 12:45 p.m.

#### The HR Generalist's Survival Guide to Recruiting Top Talent

Focus: Recruiting and New Media

Recertification: General

*Workplace Application: This session will outline the top 10 recruiting survival tips to help you consistently recruit top talent.*

HR generalists are often on the hook for delivering top talent, but lack the time, resources, and knowledge to do it right. With all their other responsibilities, recruiting often takes a back seat. We'll share the top 10 recruiting survival tips to help you consistently recruit top talent - even if it's not your primary role. In this session we'll cover: - The seven deadly sins of recruiting and what to do about them - How to spec a job to attract a top performer - Top talent sourcing techniques - How to gain the trust of your Hiring Managers and hold them accountable

*Presenter: Bryan Johanson, executive vice president, The Adler Group, Irvine, Calif.*

#### The Shift to Five Generations in the Workforce: Tailoring Your Recruitment and Engagement Strategies

Focus: Engagement and Morale

Recertification: General

*Workplace Application: You will learn best practices for recruiting, engaging and retaining five generations in the workforce.*

Since people are living and working longer than in decades past, organizations will soon have five generations in the workplace at once. To prepare for this multi-generational reality, organizations need to understand how each generation differs, what engages them and why employee retention should be a top organizational priority. This session will contain proven best practices organizations can use to recruit, engage and retain different generations within the workforce. It will also include current case studies highlighting organizational initiatives that were successful in building employee engagement and retention across each generation.

*Presenter: Chris Dustin, senior vice president of organizational development, Avatar HR Solutions, Chicago, Ill.*

## Is Social Recruiting Really Working?

Focus: Recruiting and New Media

Recertification: General

*Workplace Application: This session helps to cut through all the social media noise and get to the heart of what's really working in terms of recruiting.*

The hunt for talent has changed -- millions of recruiters now use social media to tap personal contacts and find top talent. While it's no doubt the hot way to find the next great employee, is it working any better than traditional recruiting tactics? How closely are job seekers paying attention to social media when it comes to finding employers, and are they extending their own search for positions on social platforms? And at the end of the day what player in the job market has the most power? HR, recruiting and social media experts Robert Hohman, Steve Boese, and John Sumser give the inside scoop on how people should be using social media tools and apps to their benefit, and insight on ways companies and job seekers are utilizing these social media platforms and job boards.

*Presenter: Steve Boese, principal, HR technology, Rochester, N.Y.*

## The Secret to Successfully Rolling Out Performance Management

Focus: Engagement and Morale

Recertification: General

*Workplace Application: This session will show you the importance of performance management and the positive impact it could have on your organization's overall business results.*

Performance Management is at the forefront of Talent Management. The VP of HR at PSAV - a leading global provider of AV equipment - will share their inspiring story of how they made a significant impact on their business and culture with performance management. PSAV cut HR transactional costs significantly while drastically increasing employee engagement in the process. You will also learn about the impact performance management can have on your business and steps towards achieving success.

**[PE]** *Presenter: Sudi Korba, vice president, human resources, PSAV Presentation Services, Des Plaines, Ill.*