



23<sup>RD</sup> ANNUAL CONFERENCE AND EXHIBITORS' SHOWCASE  
FRIDAY, MAY 9, 2014  
CREST HOLLOW COUNTRY CLUB, WOODBURY, NY

**KEYNOTE BREAKFAST WORKSHOP (8:30am – 9:30am)**

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



Have you ever wanted to create a new department or enhance the quality of your team's work? Change can be difficult for anybody. Leading change can be even more difficult and – at times – seemingly impossible. This workshop will teach attendees change leadership principles that every organizational leader should know. In this energetic and content-rich presentation, you will learn how to lead the way to successful – “Picture Perfect” – change. Drawing examples from real leadership situations, Jonathan 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. **Jonathan Michael Bowman, President & CEO, Clear Picture Leadership**

**SESSION I Workshop A (9:45am – 10:45am) and SESSION II Workshop D (11:15am – 12:15pm)**

**The Innovation of Talent Acquisition: If Values Matter, Shouldn't You Measure Them?**



Successful entities often attribute their success to an HR partner that understands the organization's mission and values, and can acquire talent capable of being inspired by the organization's mission while embracing its values. Poor hiring decisions are often the result of a disparity between candidates' surface-level personal characteristics exhibited during pre-employment practices, and the core values they actually possess. Consider Bernie Madoff as an extreme example of surface-level personality at odds with sub-surface motivation or core values. This workshop will introduce technology with Nobel Prize nomination credentials that can enhance HR professionals' knowledge of their organizations' mission and values. Attendees will be shown how to scientifically reconcile their organization's mission with their candidates' capacities for inspiration. In addition, attendees will gain unprecedented, scientific insight regarding the alignment of their organization's values with the thinking values of their applicants. **Don Everett, Founder, Workforce Interactive**

**SESSION I Workshop B (9:45am – 10:45am) and SESSION II Workshop E (11:15am – 12:15pm)**

**Build a Brandful Workforce: Putting Employees in the Driver's Seat to Drive Change**



The internal organization and the external brand are no longer two separate entities. It's impossible to separate employees from the brand of an organization because they are a defining part of the brand. For better or for worse. After serving eight years as a leader in JetBlue's People Department -- an organization known for its army of Brand Ambassadors -- Julia Gometz created the first-ever roadmap for organizations on how to build and sustain what she calls a Brandful® Workforce -- a workforce where employees authentically love the products and services they help deliver and work for the brand rather than against it. This workshop will provide the tools for building and sustaining a Brandful Workforce based on authenticity, a solid business model, and mission that employees can get behind and execute. **Julia Gometz, Founder, The Brandful Workforce**

**SESSION I Workshop C (9:45am – 10:45am) and SESSION II Workshop F (11:15am – 12:15pm)**

**Disability Etiquette and Awareness**



No one ever means to do or say the wrong thing, especially to someone who either has a disability or who has a child or other dependent with special needs. It most often occurs as a result of inexperience or a general lack of comfort and confidence in knowing the “right thing” to do and/or say. This workshop will highlight specific examples that will resonate with everyone's experiences. Utilizing relevant examples of the dos and don'ts of actions, language, etc., attendees will be guided through disability etiquette and awareness issues from a social justice perspective and on a disability specific basis. Attendees will gain confidence in speaking, working and socializing with people who either have a disability (of any type and severity) or who have a dependent with special needs. **Nadine O. Vogel, Founder/President, Springboard Consulting LLC**

**SESSION III Workshop G (3:15pm – 4:30pm) JACKSON LEWIS P.C. LEGAL WORKSHOP**

**Rolling with the Seas of Change: Developing HR Leadership Qualities During Times of Crisis and Turmoil**



Human resources professionals often are called upon to take leadership roles during the challenging times -- when circumstances “change” the workplace. These changes can be large scale or small and can affect an employer as a whole or just specific individuals. Questions and concerns about how to lead during these times are natural. Our general HR training and experience does not prepare us for managing the legal and emotional aspects of a reduction in force or other types of organizational change. Nor does it prepare us to respond to personal tragedies that befall coworkers and manage the collateral effects such tragedies may have on a concerned workforce. Moreover, as human resources professionals, we often feel divided loyalties during these times – a pull to insulate the company verses a tug to represent and protect the individual employees involved. While these types of change may be infrequent, we all face them throughout our careers. It is these times that define our success and value as human resources professionals to our employers, our fellow employees and our profession. Come join us as we examine strategies on how legal and humanistic responses to changes can be merged in an effort to “calm the waters” of the workplace. We will discuss best practices on guiding our employers and coworkers through trying times and asserting ourselves as true leaders in the workplace. **Christopher M. Valentino, Esq., Managing Shareholder, Jackson Lewis P.C. and Aoifa O'Donnell, LCSW, SAP, CEO, National EAP, Inc.**

