

## Opening Keynote

### Coming Together at the Speed of Trust – Haydn Shaw

Wednesday, September 28, 2011

#### Challenge:

How much is your organization paying for low trust? For organizations whose competitive edge depends on speed to market and worker productivity, the hidden costs of low-trust work environments can rob them of their competitive advantage. Low trust issues like bureaucracy, politics, redundancy, and high turnover rates can negate speed-to market advantages and bring productivity to a screeching halt. As Stephen M. R. Covey writes, “The serious practical impact of the economics of trust is that...we are paying a hidden low-trust tax right off the top—and we don’t even know it!”

#### Solution:

Turn hidden low-trust taxes into dividends. Long dismissed as a moral or “soft” issue, trust is now recognized for its power to increase speed and reduce operating costs, which drives profits up. The Speed of Trust methodology teaches leaders why building a high-trust work environment must be as essential as any other measurable economic goal of the organization. Leaders learn that trust begins with them. They leave with a renewed commitment to become more credible and to extend trust to others. They learn to do the real work of identifying and closing the trust gaps that exist in their organizations.



\*\*\*This session has been approved for 1.25 STRATEGIC credit\*\*\*



**Concurrent Sessions**  
**Wednesday, September 28, 2011**  
**3:15pm**

**Exploring Dilemmas of Social Media – William Tincup, SPHR**

Raise your hand if you are tired of hearing about social media? Yeah, me too. That said, social media is here to stay. Has social media changed the role of HR... has it impacted our lives in the way we communicate and/or manage our workforce? In some ways yes and in some ways no. I think most of the hub bub of social media is similar to the marketing of elixirs in the late 1800's. It fixes everything – it solves all problems. Most HR professionals have seen this story play out once or twice... with the advent of the fax machine, the internet, email, etc. Social media IS Pandora's Box or at least the next incarnation of Pandora's Box. Most HR professionals already know this and have largely avoided the corporate use of social media. Until now. This presentation and discussion will look at the ethical & moral dilemmas that social media can create for HR pros. Real world scenarios will be presented for us all to discuss and debate how we would respond. We'll explore scenarios as a group. The session will be fun, interactive and everyone will come away from the session knowing more about social media and how it potentially intersects with their role in HR.



**\*\*\*This session has been approved for 1.50 GENERAL credits\*\*\***

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**Solving the FMLA and ADA Puzzle – Lisa Edison Smith and Leslie Bakken Oliver**

Confusion, apprehension and stress are three words that often describe the reaction of HR Management to difficult FMLA and ADA issues in the workplace. Join us for an interactive session where employment law experts partner with an HR professional to update you on recent regulatory developments and bring the finishing pieces of the puzzle together. Participants will improve their knowledge of both FMLA and ADA in the current workforce environment. They will also discuss scenarios and explore real-life FMLA and ADA solutions through actual examples and cases. Finally, the session will close with practical tips from the HR bench on how best to proactively prepare, develop tools and utilize resources to minimize risk in these areas.

**\*\*\*This session has been approved for 1.50 GENERAL credits \*\*\***



## **Complain in the Neck & Other Negaholics: How to Reduce Workplace Negativity** **– Dawn Kaiser**

Have you ever been around a chronic complainer or someone who is constantly negative? Negaholism is a condition that is sweeping the workplace and is sucking the life out of those of us who are trying to keep an upbeat attitude. If you think that whiners and complainers don't impact the workplace, think again. Individuals who are addicted to negative behaviors and thinking can slow projects to a grinding halt, destroy team spirit and spread their attitude virus throughout the workplace. As Human Resource professionals we need to be able to foster positivity in the workplace and to help individuals to confront energy vampires. This program will help you turn around negativity in others and yourself. You'll learn how to:

- Model and foster positivity in the workplace
- Identify different negaholic behaviors
- Recognize how to positively influence negaholics
- Conduct a crucial conversation to confront negaholic behavior



**\*\*\*This session has been approved for 1.50 GENERAL credits \*\*\***





**Concurrent Sessions**  
**Thursday, September 29, 2011**  
**8:00am**

**Making Intergenerational Teams Work – Deb Wood, Phd, CEAP**

For the first time ever, there are four distinct generations working side by side in the work force. Effective organizations will recognize and welcome this--and have a clear understanding and plan on how to ensure that they are maximizing the skills and talents of a generationally-diverse employee population. Style differences, motivational strategies and effective communication among the generations will be explored in this session. Learning objectives include:

- Exploring the characteristics of the four generations working together
- Defining the distinct perspectives that each generation has of the workplace
- Understanding the impact of each generation in communication, motivation and teamwork
- Exploring the organization's response to each generation of workers
- Understanding the impact of four generations working together on the individual employee



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**Employee Engagement....How to Get it....How to Keep it! – Tonya Stende**

Employee engagement is a critical success factor for today's organizations. Research has proven that engaged employees are more productive, more customer focused, more satisfied, more loyal, and more committed to the success of their co-workers and the organization. Companies with engaged employees outperform others by 47% to 202%.

Participate in this workshop to learn:

- Understand the importance of engagement in the changing workforce
- Create employee engagement and loyalty from the start
- Use communication strategies to improve retention



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**Workplace Bullying – Kristine Paranca**

Managing difficult behaviors in the workplace can take up a large percentage of your day, and if the behaviors border on bullying, they can create a challenging and stressful environment for you and your colleagues. Attending this workshop will help you to learn the warning signs and signals of workplace bullying. It will help you key into specific behaviors that alert you that bullying may be occurring. The workshop will also teach you ways to promote healthy, open communication and support a positive workplace climate.



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## Keynote

### Leadership Ethics – Jeff Lanza

Thursday, September 29, 2011

#### Description:

This presentation will help human resources personnel to develop, inspire and maintain a culture of integrity in their organizations. While chronicling failures of integrity from the cubicle to the corner office, Mr. Lanza provides a positive framework for hiring employees with high integrity and creating an environment which helps ensure that company personnel maintain their moral compass. Real FBI case examples help the HR staff understand the root causes of unethical behavior and to facilitate the achievement of corporate goals at all levels with employee's morality and integrity intact.

#### Learning Objectives:

Following the presentation, the audience will be able to:

1. Recognize and help impede the effect of four factors that lead to unethical behavior.
2. Prevent unethical behavior through recognition of early warning signs in the life cycle of lost integrity.
3. Foster a culture of personal and corporate integrity by helping their employees adapt a long-term philosophy, projective empathy and ethical decision making in difficult and ambiguous situations.
4. Facilitate the affirmation of ethical leadership in all corporate roles through a renewed sense of accountability, truthfulness, a commitment to priorities and a well defined mission.

#### Key Points Covered in Presentation:

- From trustworthy to criminal in four easy steps
- Inside the mind of corporate crook
- Corporate cultural influences on behavior
- Triangle of fraud and the moral compass
- The role of leadership, commitment and accountability
- Recovering from an integrity crisis



\*\*\*This session has been approved for 1 STRATEGIC credit\*\*\*



**Concurrent Sessions**  
**Thursday, September 29, 2011**  
**10:45am**

**To Change or Not to Change: Keys to Managing Change and Transition – Melanie Hartman**

To change or not to change...is not the question. Change is inevitable. Your best bet is to learn how to manage. This session will explore the stages of change; understand who the players are and what change can look like. Participants who attend this session will:

- Think differently between change and transition
- Identify what change means to them personally
- Understand how others manage with change and transition
- See what the stages of change look like
- Create an action plan to deal with change and transition



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**Workplace Violence: Protecting Your Employees – Steve Dixon**

In this session you will learn:

- What is Workplace Violence? – Workplace violence can affect or involve employees, visitors, and contractors.
- Your responsibilities – The expectation should be that each employee will treat all other employees with dignity and respect.
- Prevention of Workplace Violence - A sound prevention plan is the most important and, in the long run, the least costly portion of any agency's workplace violence program.
- Identifying Potentially Violent Situations – Sometimes this may be difficult to determine.
- Responding to Violent Incidents – No matter how effective company policies and plans are in detecting and preventing incidents, there are no guarantees against workplace violence.



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**The Future of HR – Nancy Conway, SPHR**

For most organizations today, the business focus has shifted from short-term survival to long-term sustainability as the U.S. and global economy continue to recover slowly from the 2008-2009 recession. Achieving sustainability will be a true test of HR leadership in the uncertain post-recession economy. In this presentation, you will explore four major challenges HR professionals are facing today and a two-part strategy for turning the challenges into opportunities for your organization. In addition, you will look at a case study – Deloitte LLP – where the strategies have brought impressive bottom-line results, as well as employee retention, engagement, and productivity.



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**Concurrent Sessions**  
**Thursday, September 29, 2011**  
**1:30pm**



**Navigating Conflict: Tips from a Mediator – Gail Nelson**

We tend to get lost in conflict due to many factors. Learn "tricks of the trade" from a mediator who will help you identify the source of the conflict, give you travel tips for being in the "cycle of conflict" and explore communication strategies that give you directions on where to go next in problem solving.



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**Crisis Communication – Jeff Lanza**

We live in an age of instant mass communication from traditional media and the viral spread of information through social media. The perception of a business entity is often dependant not on the crisis itself, but rather, on how information about the incident was communicated to various stakeholders including employees, customers and the general public. This presentation will enable and empower human resources staff to communicate effectively with these key stakeholders and minimize the spread of false and damaging information during critical situations.



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**Piecing the I-9 Puzzle Together – Sue Swanson**

After attending this session, you will learn:

- How to act proactively rather than reactively
- What to expect when ICE knocks on your door
- ICE I-9 Audit Penalties



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## Concurrent Sessions

Thursday, September 29, 2011

3:30pm

### TEAMakers – Melanie Hartman

What do rock-paper-scissors, velociraptors, and handshakes have in common? More than you think! Become a TEAMaker. Discover the power of the experiential process by exploring facilitation tools, debriefing skills, and sequencing. Beware, you'll have fun and learn something.

Participants who attend this session will:

- Experience new team building activities.
- Understand the reason behind icebreakers.
- Learn how to properly sequence an experiential program.
- Properly debrief an event.
- Increase facilitation ability.
- Have fun!



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### The Power of Words – Gail Nelson

Learn about the complicating factors that negatively impact our words, recognize how to use your words more powerfully to produce results and increase awareness of the power of your words.



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### The Six Business “Megatrends” HR Needs to Watch – Ultimate Software

In this session, you will review the direction of trends below, the critical ways these trends are relevant to HR, and what proactive HR professionals should be doing now to help their companies prepare. They will address the 6 most pressing “HR Megatrends” that you need to watch – including:

1. “Cloud 2.0” and the HR Forecast – How the next-generation of the cloud means HCM solutions that will transform HR operations
2. The Light-Speed Innovation Imperative – why HR leaders should demand continuously evolving HCM technologies and how frequently you should expect meaningful innovation
3. Not Just “Translation,” True Globalization – Why cross-border considerations beyond just multiple languages are now an imperative for almost every business and what true globalization requires
4. Talent Management via the Crystal Ball – why effective recruiting will demand the ability to “predict the future” and how HCM technology can help
5. The Death of the Stationary Worker – why travel, mobility, the virtual workforce, and Generation Y mean an end to old-fashioned HR applications designed for the desktop PC
6. Farewell Ye Olde Job Posting – going beyond FaceBook and LinkedIn, why social networking means the extinction of the job requisition as we know it— and how reshaping the hunt for the perfect candidate can fill positions faster and cheaper



**Concurrent Sessions**  
**Friday, September 30, 2011**  
**8:45am**

**Identity Theft for Businesses – Jeff Lanza**

Organizations at all levels are a repository of personal information. That information, whether it is stored electronically or physically, is the target of identity thieves. One of the fastest growing crimes in the United States, identity theft can have dire effects on the victim and the entity whose security was breached. This presentation will help HR professionals protect information under their control, encourage a culture of good information security in their organization and help employees who are affected by a security breach.



**\*\*\*This session has been approved for 1.50 STRATEGIC credit\*\*\***

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**Leadership Charisma – Nancy Ness, Profiles Inc.**

Charismatic leaders are indispensable for the success of companies in today's business environment. During this session, participants will learn the step-by-step approach to raising your Leadership Charisma is actually a function of building your overall leadership skills and behaviors. Therefore you will be able to manage people for maximum engagement, productivity and profitability.

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**Student Networking – Lindsie Schoenack.**

First ever student networking session! Come share your expertise with students studying Human Resources. Students will have the opportunity to learn about all areas of HR, including:

- Recruiting
- Employee Relations
- Employee Benefits
- Payroll/Compensation
- Safety



## Closing Keynote

### A Kick in the Attitude™ – Sam Glenn

Friday, September 30, 2011

An attitude kicker recognizes that attitude is significant in creating success personally and professionally. Sometimes life has a way of knocking the kick out of us, and that “kick” is our enthusiasm, focus, sense of humor, and resilience. Our kick gets weakened when we let stress build up or when life throws us an unexpected curve ball. This program will revive your kick (best attitude). Get ready to experience a rekindled enthusiasm for your life and a new appreciation for your greatest asset – your attitude!



- *Revive your best attitude with energy, passion and purpose.*
- *Discover the treasure of your attitude; how to make it work for you, not against you.*
- *Realize the value of “fun” in life and the workplace.*
- *Learn what creates “the experience” customers will return to over and over.*
- *Uncover the one simple “secret discovery” by Thomas Edison that builds performance, productivity and teamwork in a heartbeat.*
- *Decipher how to end a relationship with your limitations and open the doorway to your potential and purpose.*
- *Experience why your attitude is a magnet for where you are, who you are and what you have.*



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