BE HERE

SHRM 2012 ANNUAL CONFERENCE AND EXPOSITION

06.24–06.27
ATLANTA
Welcome
SHRM’S 2012 ANNUAL CONFERENCE & EXPOSITION!
We are pleased to have you join us in Atlanta for what we firmly believe to be the best HR conference in the world. You are about to embark

The tools and resources you need to BE EXTRAORDIN

What is SHRM?
The Society for Human Resource Management (SHRM) is the world’s largest association devoted to human resource management. Representing more than 250,000 members in over 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China and India. Visit SHRM Online at www.shrm.org.

The SHRM Difference
SHRM offers its conference attendees access to important and relevant topics presented by top-notch speakers. SHRM requires its presenters to focus on session content rather than mentioning or selling books, products or services from the podium. The exhibit hall offers attendees a great opportunity to network with colleagues and connect with exhibiting companies that provide the products and service you need to leverage your contributions to your organization.

USE THE COMPANION ONSITE
New this year, we’ve included a companion NOTEBOOK in your registration bag, designed to provide a quick, at-a-glance reference to the convention center layout, session locations, event schedules, recertification information, and more. Want a paperless solution? We have that too! Download our free MOBILE APP from the iTunes store or Android market.

QUICK TIPS
Found in both the Companion Onsite and on pages 6–9 in this brochure, you will be referring to the Convention Center maps often. The Georgia World Congress Center is the second largest conference center in the world and our sessions and events are spread out over TWO BUILDINGS, so it’s important to use the maps to help you get around. Conference volunteers, in ORANGE SHIRTS, are also available to assist you, or stop by the Information booth in the lobby of Building B for help! Make sure you are wearing comfortable shoes, and bring layers as the convention center is cold and Atlanta is hot.

NETWORK, NETWORK, NETWORK
The Annual Conference is your once-a-year (or maybe, once-in-a-lifetimem!) chance to hang out with over 13,000 of your closest friends, and make personal and professional connections that will be valuable, inspiring and engaging. Make sure you’re taking advantage of all the great opportunities you have to network! Go online to BUZZ at buzz.annual.shrm.org. Visit our FACEBOOK page, or follow our TWITTER hashtag #SHRM12 and see who else is here, and what they’re saying. You can stop by the HIVE, visit networking lounges or simply strike up a conversation on the shuttle bus.

USE THE RECERTIFICATION FORM
There are numerous opportunities for you to earn your recertification credits, and you’ll want to make sure you’re recording of all of them! On pages 66–75 of this brochure you’ll find a Recertification Form to help you keep track of the sessions you attend; detailed instructions on reporting these credits to the HR Certification Institute are on page 66. Please note: The program ID for this conference is 115185.
ENJOY ATLANTA!
This gracious, hospitable city has some of
the best restaurants, shopping, historical
sites, events and attractions that you’ll find
anywhere in America — so don’t miss out!

WEAR YOUR BADGES
EVERYWHERE —  
EXCEPT OUTSIDE THE
CONVENTION CENTER
Your badge serves as your ID and access
pass to the Annual Conference; it is important
that you wear your badge at all times so that
our volunteer and security staff are allowing
you to enter sessions and events freely.
This year, we have UPDATED THE COLORS
of our badge holders, so if you are using a
badge from a previous Annual conference
you’ve attended, we ask that you use the
updated one you received at Registration
this year. A list of all the acceptable badge
holder colors are found on page 91. And
one more thing about badges: When you
leave the Convention Center, we recommend
that you remove them for safety reasons!

GET MORE TIPS AND TRICKS at the Buzz!
buzz.annual.shrm.org
### Conference at a Glance

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<th>Time</th>
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<tr>
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<td>7:00 a.m. – 5:00 p.m.</td>
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<td>7:00 a.m. – 7:00 p.m.</td>
<td>Shrmstore</td>
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<td>MANUFACTURING SUMMIT</td>
<td>7:30 a.m. – 12:30 p.m.</td>
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<td>Mid-Morning</td>
<td>INTERNATIONAL ORIENTATION</td>
<td>10:00 a.m. – 10:45 a.m.</td>
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<td>11:00 a.m. – Noon</td>
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<td>Super Sunday Sessions</td>
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<td>OPENING GENERAL SESSION WITH CONDOLEEZZA RICE</td>
<td>INTERVIEWED BY SOLEDAD O'BRIEN 2:30 p.m. – 4:00 p.m. Doors open at 1:45 p.m.</td>
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<td>1:45 p.m. – 3:45 p.m.</td>
<td>CONCURRENT SESSIONS 2:00 p.m. – 3:15 p.m.</td>
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<td>GRAND OPENING RECEPTION IN THE EXPOSITION HALL</td>
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<td>1:15 p.m.</td>
<td>PRIZE DRAWING IN THE EXPOSITION HALL</td>
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<td>9:00 a.m. – 6:00 p.m.</td>
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<td>Mid-Morning</td>
<td>8:30 a.m. – 9:45 a.m.</td>
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<td>9:30 a.m. – 4:00 p.m.</td>
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<td>10:45 a.m. – Noon</td>
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<td>CLOSING GENERAL SESSION WITH TOM BROKAW</td>
<td>8:30 a.m. – 9:45 a.m. Doors open at 8:00 a.m.</td>
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SHRM GREATLY APPRECIATES THE GENEROUS SUPPORT OF OUR CONFERENCE SPONSORS!

American Heart Association
Astron Solutions
Bright Horizons
Family Solutions
Challenger, Gray & Christmas, Inc.
HireIQ Solutions, Inc.
Holmes Corporation
HSA Bank
Prompt Inc.
TheMIGroup
Our keynote speakers’ stories and life lessons will add another dimension to your understanding of human resources—and increase your connection to the world.
BE
ENTERTAINED

SHRM is excited to present Jerry Seinfeld as our Tuesday Night Entertainment. This is a wonderful way for you to relax and laugh with your fellow attendees, and it’s all included in your conference registration! You are required to wear your colored wristband to enter the show. To get your wrist band, simply exchange the coupon you received in your registration package at Bag & Badge Holder Pick Up at the Registration Area in Hall B1.

JERRY SEINFELD
Emmy Award-Winning Actor, Comedian
TUESDAY, JUNE 26
8:00 P.M.
Doors open at 6:30 p.m.

Best known as the creator of “Seinfeld,” Seinfeld began his career doing stand-up at open mic nights, though his career truly took off after a 1981 appearance on “The Tonight Show Starring Johnny Carson.” Following his rapid gain in popularity, Seinfeld played a semi-fictional version of himself in the situation comedy “Seinfeld,” which he co-created and co-wrote with Larry David. The show reached unprecedented levels of popular and critical acclaim, and many of its catchphrases and plot elements became part of the cultural lexicon. Seinfeld ran for nine seasons, and was still the highest-rated show in the United States when its final episode aired in 1998. In 2002, TV Guide named “Seinfeld” the greatest television program of all time. Seinfeld returned to stand-up comedy in the late 1990s, embarking on multiple national tours of comedy clubs and theaters. In addition to his traditional stand-up career, Seinfeld wrote the best-seller Seinlanguage, the children’s book Halloween and co-wrote, co-produced and starred in the animated “Bee Movie.”

Be a Part of Something Amazing

THE HIVE is our brand new social media hub for the Annual Conference, open to all attendees. Located in the main lobby of the Convention Center, the Hive will feature learning sessions, and interactive smart bars for you to have your questions answered by experts on topics related to the use of social media in HR. We encourage you to stop by and check out what is sure to be one of the most interesting and innovative experiences at the conference!

Hours
Saturday Noon – 5:00 p.m.
Sunday 9:00 a.m. – 4:00 p.m.
Monday 7:00 a.m. – 5:15 p.m.
Tuesday 7:00 a.m. – 5:15 p.m.
Wednesday 8:00 a.m. – Noon
SHRM Exposition Hall
Location: Halls B2 – B5

The SHRM Exposition is one of the largest forums in the world for HR professionals to interact with leading-edge product and solutions providers. Our vast Exposition will host more than 600 vendors exhibiting a wide range of innovative HR-related products and services. Be among the first to learn about the latest in HR business solutions as you cruise the booths.

But the Exposition Hall is much more than an exhibit space; it’s a dynamic, energizing place to mingle with your colleagues and hear, see and experience new ideas in a fun and dynamic environment.

Grand Prize Drawings
Sponsored by

TUESDAY, JUNE 26
1:15 P.M.
We will have 3 cash prizes of $500, $1,000 and $5,000. Entry tickets for the Grand Prize Drawing can be picked up at the Prize Drawing Booth, located close to the 3900 aisle, or The Standard Booth, #1130. The Chicago 2013 Booth, also located close to the 3900 aisle, will have tickets as well. Attendees must be present to win.

Health & Wellness Pavilion
Sponsored by

The Pavilion will host a mix of health screenings (blood pressure, BMI, and Cholesterol and Glucose screening); mini presentations on health & wellness topics; relaxation opportunities including massage therapy; and Wii fitness challenges. Attendees are encouraged to make advanced appointments for the screenings and there will be limited onsite appointments available. Attendees should visit the check-in desk at the Pavilion to inquire about screening availability.

SUNDAY, JUNE 24
5:00 P.M. – 5:15 P.M.
Wellness in the Workplace
5:45 P.M. – 6:00 P.M.
ZUMBA

MONDAY, JUNE 25
10:15 a.m. – 10:30 a.m.
“Know Your Numbers:” How Biometric Screenings & Health Risk Assessments Can Help Reduce Benefit Costs
1:00 P.M. – 1:15 P.M.
ZUMBA
3:30 P.M. – 3:45 P.M.
Wellness Metrics that a CFO and CHRO Can Learn to Love

TUESDAY, JUNE 26
10:00 a.m. – 10:15 a.m.
Financial Wellness
12:45 P.M. – 1:00 P.M.
Wellness Metrics that a CFO and CHRO Can Learn to Love
On Demand / Premium Package

View Sessions Online with SHRM Conference On Demand and Earn up to 20 Recertification Credits

Upgrade your conference experience with our popular On Demand/Premium Package, which provides you with online access to more than 200 sessions from the 2012 Annual Conference. The package includes videos of some of the most popular Mega Sessions and Masters Series, and live recordings from concurrent sessions with detailed, downloadable PowerPoint slides. This 24/7 unlimited on demand/online access lets you focus on learning and networking without wondering what you will be missing. In addition, you can earn up to 20 additional PHR/SPHR/GPHR or California recertification credits* at your convenience.

THREE WAYS TO PURCHASE

1. At Conference Registration in Hall B1
2. Online at annual.shrm.org/view-sessions-online-premium-package-upgrade
3. Call SHRM Member Care at (800) 283-7476

ON SITE PRICE (3 MONTH ACCESS)

$445 MEMBERS
$710 NON-MEMBERS

REGISTER ON SITE AND SAVE!

If you need additional time to view the sessions, then you can extend your access to six months for only $99. Discount prices are available for 5 or more orders.

* Qualifying credits count as webcast credits.

Please contact the HR Certification Institute at www.hrci.org for details.
Join SHRM, the U.S. Department of Labor and leaders in the HR community for an innovative and interactive discussion of workforce challenges and solutions specifically facing the manufacturing industry. As you struggle to find and retain talent with the necessary skills, this half-day solution-oriented summit will provide you with effective practices, resources and support to combat the skills gap facing your organization.

Attendance at this unique HR summit is free to all SHRM annual conference attendees who register for the event. Please note: Sessions and speakers may be subject to change.

SUNDAY, JUNE 24
8:00 A.M. – 12:30 P.M.
(doors open at 7:30 a.m. for breakfast)

Location: B401/B402

8:00 A.M. – 8:30 A.M. OPENING REMARKS
Welcome from SHRM and the U.S. Department of Labor

8:30 A.M. – 9:00 A.M. SESSION
The State of the Manufacturing Skills Gap
Join us for an overview of the industry that explores the current state of affairs in this turbulent period of our economic history. You’ll leave this session with food for thought and a clear indication of what’s next for American manufacturing.
Mark Schmit, Ph.D., vice president, Research, SHRM, Alexandria, Va.

9:00 A.M. – 9:45 A.M. NETWORKING & SHARING
Table Talk — Tell Us What You Know and What You Need
Interact with your colleagues to explore a series of themes related to your own company’s skills gap challenges and effective practices. Seize this opportunity to let the Department of Labor know what resources and supports would be most helpful to you. Information from this session will give the experts and policymakers further insight into achieving the right results.

9:45 A.M. – 10:00 A.M. BREAK

10:00 A.M. – 10:45 A.M. SESSION
Tools and Resources for Employers from the Department of Labor
This panel of DOL leaders will describe some of the myriad of programs and initiatives that address these issues — from Job Corps to Veterans training programs. You will leave this session an extensive list of resources you can put to work right away.

Presenters: Jane Oates, assistant secretary, Employment and Training Administration, USDOL and Kathy Martinez, assistant secretary, Office of Disability Employment Policy, USDOL

10:45 A.M. – 11:00 A.M. NETWORKING & SHARING
Report out of Table Talk responses

11:00 A.M. – 12:15 P.M. SESSION
Effective Practices and Community Solutions
Companies large and small will share best practices that showcase community based partnerships and strategies that have yielded proven results. You’ll leave this session with practical ideas and details about solutions that you can tailor to your own community and company.

Presenters: Brent Weil, senior vice president, The Manufacturing Institute, Washington, D.C. and other leaders from private industry and organizations with community-based solutions to the skills shortage.

12:15 P.M. – 12:30 P.M. CLOSING REMARKS & CALL TO ACTION
Global Networking Lounge

Location: B213/B214

Global Networking Reception sponsored by

The Global Networking Lounge welcomes over 1,000 international conference attendees from nearly 80 countries, and SHRM conference attendees who have an interest in global HR. We hope that you will consider the Lounge your home for the duration of the conference.

Sunday, June 24
1:00 P.M. – 2:00 P.M.
INTERNATIONAL WELCOME RECEPTION
A special welcome reception for international guests. Come and meet your fellow attendees and share tips for your conference experience!

Monday, June 25
12:15 P.M. – 1:30 P.M.
GLOBAL TABLE TOPIC LUNCHEON DISCUSSIONS
• Developing and Managing Talent/Leadership Pipeline
• Global Diversity
• Global HR Trends
• HR Challenges in the Middle East
• HR Competencies for the Global Practitioner
• Talent Management in Emerging Markets, India
• Talent Management Strategy in China
• The Global Financial Situation & HR
• Why You Should Get GPHR Certified
• Unexpected Effects of Merging Technologies

Tuesday, June 26
12:15 P.M. – 1:30 P.M.
GLOBAL TABLE TOPIC LUNCHEON DISCUSSIONS
• Developing Project Teams in a Global Organization
• Employee Engagement — Trends and Challenges
• Global Benefits Trends
• Global HR Standards: How to Get Involved
• HR as a Business Leader
• HR in Brazil
• HR in Canada
• HR Trends in Africa
• Leveraging Employee Feedback to Build Organization Capability
• Preparing for Certification
• Trends of Chinese Labor Relations

INTERNATIONAL ORIENTATION
Sunday, June 24
10:00 A.M. – 10:45 A.M.
Location: B405

LOUNGE HOURS

SATURDAY
9:00 a.m. – 5:00 p.m.

SUNDAY
7:30 a.m. – 5:30 p.m.

MONDAY
7:30 a.m. – 5:30 p.m.

TUESDAY
7:30 a.m. – 5:30 p.m.

WEDNESDAY
7:30 a.m. – Noon

NOTE: Please pick up your lunch in the SHRM Exposition Halls and come join us for interactive table topic discussions on regional HR issues. Bring your real-time issues for real-time answers!
Don’t Go It Alone. Ask an HR Advisor.

Overcome your workplace challenges today...with just one phone call or click of the mouse. HR Knowledge Advisors are here for YOU, ready to help with ANY big or small HR question you have.

Use this FREE Service Now! Visit www.shrm.org/hrinfo or call +1-800-283-7476, option 5 (U.S.) +1-703-548-3440, option 5 (Int’l) M-F, 8:30 a.m. – 8:00 p.m. (ET)

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Concurrent Sessions

We have divided the topics into tracks to assist you in accomplishing your learning objectives. Sessions are arranged according to conference tracks which denote general topic categories that connect with competencies or knowledge areas needed to succeed at various levels within the profession.

In addition to our concurrent sessions, we are offering our most popular sessions as MEGA SESSIONS. These sessions are held in the biggest rooms and are designed to accommodate a large audience.

Don’t forget our popular PRACTITIONER EXCHANGE sessions! Marked with this header in the session listing, these sessions are led by practitioners from well-respected and innovative companies, and will provide you with a unique opportunity to hear directly from their senior HR leadership on their own path to success.

If these, or any other sessions, are full, you may find that session is being show in our designated SESSION OVERFLOW AREAS. Please use the maps on pages 6-9 for locations.

Concurrent Session Tracks

**BENEFITS & COMPENSATION**
Benefits and compensation packages must keep pace with the workforce. Yet health care and other costs are rising. So how do you compete without crossing the line from black into the red? Leading experts will teach you how to implement sustainable rewards strategies — to remain competitive and increase employee satisfaction while steering clear of common issues that can lead to liability.

**EMPLOYMENT LAW & LEGISLATION**
It’s never been more important, particularly in a key election year, to keep pace with the latest HR laws and legislation. Help protect your company from liability and avoid legal risk before it arises by staying current with the latest changes in labor legislation. From federal legislative compliance, to HR legal issues specific to California, we help you stay on top of the most important legislative priorities.

**INTERNATIONAL HR**
As the global market expands, so does the role of HR. From managing diverse teams to communicating across the world to recruiting and cultivating foreign talent, you will learn how to leverage the strengths and overcome the challenges of an international workforce. All sessions in this track count toward the 15 hours of international recertification credit for your GPHR designation.

**PERSONAL & LEADERSHIP DEVELOPMENT**
Today’s HR leaders are strategic counselors who must be prepared for the future, in their professional and personal lives. This track will give you the opportunity to learn from experts on leadership, recertification, career advancement, and more. So whether your goals center on cultivating your company’s employees or taking your own career to the next level, these sessions can help you achieve them.

**BUSINESS MANAGEMENT & STRATEGY**
Today more than ever, companies rely on HR to play a key role in creating sound strategies to achieve their objectives. Discover how strategic planning can maximize employee performance and create business value. Learn how to support your business case, measure results and gain buy-in from your senior leadership — and your teams. All sessions in this track count toward the 15 hours of strategic business management recertification credit for your SPHR designation.

**TALENT MANAGEMENT**
Talent is both your company’s greatest asset and HR’s greatest challenge. Leading experts will share best practices during these sessions — so you can create an environment where your best people will thrive. Learn how to attract, recruit, manage and inspire A-list employees who can move your organization forward. Plus, discover how to handle the most difficult HR situations with ease and engage employees to increase morale, productivity and retention.
Super Sunday Sessions

12:30 p.m. – 2:00 p.m.

Session #901
Break Your Own Rules: How to Unblock the Path to Power
LOCATION: B406/407

Workplace Application: Learn six practices to reach your fullest potential in the organization that anyone, anywhere, can start putting in place on Monday morning.

Did you know that only 11% of women hold executive officer positions? What does it really take to clear the path all the way to the boardroom? This session distills the six faulty assumptions that most women follow that keep them from their potential, then delivers the six new rules that promise best outcomes.

In this session, you’ll get it all including those new rules such as Take Center Stage, Proceed Until Apprehended, Play to Win, and more.

Presenter: Mary Davis Holt, partner, Flynn Heath Holt Leadership, Charlotte, N.C.

Session #902
The Drive of Your Life: Get Out of The Passengers Seat and Behind The Wheel to Your Destination
LOCATION: A412

Workplace Application: This session will show you how to help your leaders, managers and employees plan their careers and lives. In most organizations people feel as if they’re lost. They keep their head down, work hard, but they don’t seem to be getting anywhere at work or in life. The reason they feel this way is they haven’t spent enough time thinking about what they want from work or life. This session is about personal goal setting, which is a powerful process for thinking about your ideal future, and for motivating yourself to turn your vision of this future into reality. By knowing precisely what you want to achieve, you know where you have to focus your efforts. You will also be able to quickly identify the distractions that can, take you off course. This presentation will show you how to establish a vision for yourself and your employees.


Session #903
The Celebration Factor: How to Build a Healthy Culture Through Celebration
LOCATION: Murphy Ballroom 3/4 (B)

Workplace Application: You will learn how to build a healthy work culture through celebration.

Celebration in the workplace is one of the most effective ways to honor your employees, create a culture of authenticity and innovation, and brand your organization internally and externally. In this entertaining, interactive session, we will explore celebration strategically; how to choose the best celebration for the right occasion while also providing the greatest impact. You will discover that those who celebrate stay engaged!

Presenter: Scott Friedman, CSP, professional speaker — motivational humorist, Scott Friedman & Associates, Golden, Colo.
MONDAY JUNE 25

Daily Schedule

7:00 a.m. – 8:15 a.m.  Speed Networking Session  NO CREDIT AWARDED  LOCATION: A404/405
SHRM will host an action-packed networking session that will allow you to meet your fellow conference attendees and build relationships that will sustain throughout the conference and your career! Please bring your business cards and your willingness to meet other people! You must be pre-registered for this session.

Presenter: Ruhal Dooley, SPHR, knowledge advisor, SHRM, Alexandria, Va.

Concurrent Sessions

BENEFITS & COMPENSATION

Retirement Plan Management: Implementing a Prudent and Repeatable Process  FOCUS: Benefits  LOCATION: B301
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.

**MONDAY CONCURRENT SESSIONS; 7:00 A.M. – 8:15 A.M. continued**

**Creating a Culture of Health to Help Curb Expense and Earn ‘Best Places to Work’**

**FOCUS:** Wellness  
**LOCATION:** B408  
**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. 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, Gilbar, Inc., Covington, La.

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

**FOCUS:** Culture Management  
**LOCATION:** A315/316  
**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.

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

**FOCUS:** Strategic Alignment  
**LOCATION:** B401/402  
**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.

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

**FOCUS:** Change Management  
**LOCATION:** B406/407  
**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  
**LOCATION:** B308/309  
**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
LOCATION: B312/313
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 Youn, principal/author, Competitive Solutions, Inc., Alpharetta, Ga.

Employment Law & Legislation

Workplace Privacy: Whose Business is it Anyway?!
FOCUS: Legislative Update
LOCATION: A402/403
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, when, where 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 session as we review the latest news, trends, proactive practices and pitfalls to avoid.
Presenter: Christine V. Walters, MAS, JD, SPHR, independent consultant, FiveL Company, Westminster, Md.

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 those who want to learn more about your unique affirmative action obligations.
Presenter: Nicole Butts, manager of training, Berkshire Associates Inc., Columbia, Md.

Brinker After Kirby: Still No Free Lunch in California
FOCUS: Legislative Update
LOCATION: A302
Workplace Application: Learn the implications of the Brinker decision and subsequent Kirby decision and how they will impact your operations in California.
The California Supreme Court’s Brinker decision ended years of suspense with an apparently helpful decision for employers. But, the opinion leaves many unresolved questions. And, what benefit there was for employers in Brinker seems much undone by the opinion only weeks later in Kirby. This presentation will pick apart both decisions and provide bottom-line recommendations for future compliance.
Presenter: Michael J. Lotito, Esq., SPHR, shareholder, Littler Mendelson, P.C., San Francisco, Calif.

Social Media Madness: The Top 10 Legal and Business Social Media Issues for Employers
FOCUS: Legislative Update
LOCATION: B304/305
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, 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.

The Top 10 Wage Payment Mistakes That Companies Make That Create Huge $$$ Legal Exposure!
FOCUS: Compliance
LOCATION: B206
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 (FSLA). 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, and more.
INTERNATIONAL HR

Five Imperatives for Leading and Partnering in the Global Environment

FOCUS: Global Talent Management
LOCATION: B315

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.

One Job, One World: How to Attract Talent That Fits a Global Culture

FOCUS: Global Talent Management
LOCATION: B316

Workplace Application: This interactive session will examine Schlumberger’s global recruiting program and will introduce new resources, tools and proven strategies you can use to improve your organization’s recruiting and retention strategies.

During this session, we will discuss some of Schlumberger’s strategies to why hiring the right “fit” is important to the recruitment and retention of key talent. Their recruiting process and how it supports global talent mobility will be discussed and you will learn how they reduced turnover the first year of employment. We will also discuss why succession planning is critical for their global management pipeline, how they identify high potentials and the organization’s career management strategy. All of this results in an improved process, happy hiring managers and better qualified candidates. Learn how you can apply the resources and strategies Schlumberger’s used in your organization.

PE Presenter: Wayne Finger, recruiting manager, North America, Schlumberger, Houston, Texas

MEGA SESSION

PERSONAL & LEADERSHIP DEVELOPMENT

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

FOCUS: Career Development
LOCATION: A412

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 your 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, communiques and information that you are required to share with your organization.

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

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

FOCUS: Leadership
LOCATION: A313/314

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.

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

Leading Transformation

FOCUS: Leadership
LOCATION: A305

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 must transform to remain relevant and preserve its existence. 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? This session will show you the four key factors that impact your success as a leader of transformation.

PE Presenter: LaFern K. Batie, MBA, SPHR, professional speaker/author, business strategist & executive coach, The Batie Group, Tampa, Fla.
Global HR Credentials
FOCUS: Career Development
LOCATION: B306
Workplace Application: This session will demonstrate the value of the 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.
Presenters: Rubens Pessanha, GPHR, global market research specialist; and Inga Fong, SPHR, GPHR, HR content manager, HR Certification Institute, Alexandria, Va.

TALENT MANAGEMENT

Workforce Planning:
Transitioning Today’s Needs to Tomorrow’s Must Haves
FOCUS: Workforce Planning
LOCATION: B302/303
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.

Performance Pay Programs That Really Work: The 10 Criteria for Success
FOCUS: Engagement and Morale
LOCATION: A311/312
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, organizations are searching for the optimal way to design their total compensation programs 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. Rubino will provide guidance on which combinations of performance rewards best fit your organizations and, as such, need to be included in your 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 organization.
Presenter: John A. Rubino, president, Rubino Consulting Services, Pound Ridge, N.Y.

10:45 A.M. – NOON

BENEFITS & COMPENSATION

The Changing Landscape of Health Care Reform: Key Changes that Will Affect Employers & Consumers
FOCUS: Health Care
LOCATION: A410
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.
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. Mooney 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: Kay D. Mooney, head of strategic development & products, Aetna, Hartford, Conn.

Compensation Budgeting: HR & Finance on the Same Page
FOCUS: Compensation
LOCATION: A302
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.
Presenter: Stacey Carroll, SPHR, director of professional services, PayScale, Seattle, Wash.
Benefits Strategies: Using Data to Build and Drive Your Plan

**FOCUS:** Benefits
**LOCATION:** B405

**Workplace Application:** A method for developing and implementing a strategic benefits plan within 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.

Health and Wealth: Adding Financial Wellness to Your Wellness Program

**FOCUS:** Wellness
**LOCATION:** B306

**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.

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

**BUSINESS MANAGEMENT & STRATEGY
**

**MEGA SESSION
**

**HR’s Role in Driving Innovation**

**FOCUS:** Innovation
**LOCATION:** Sidney J. Marcus Auditorium (A)

**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. 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 nimblly 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
**LOCATION:** A311/312

**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.

Workplace Flexibility: A “Nice to Do”? No, A Business Imperative!

**FOCUS:** Strategic Alignment
**LOCATION:** A301

**Workplace Application:** This session will examine the workforce and workplace transformations driving the need for greater flexibility and how you can implement effective and flexible workplace strategies.

Is your organization prepared to retain top talent? Research suggests that implementing workplace flexibility can not only help organizations retain high performers, but can also compliment diversity and inclusion strategies, drive employee engagement, productivity and benefit your organization’s bottom line. Case studies of companies that have won the national Sloan Award for Excellence in Workplace Effectiveness and Flexibility for their innovative programs will also be highlighted. You will also hear about new resources and opportunities as a result of SHRM’s partnership with the Families and Work Institute, including the “When Work Works” initiative.

**Presenter:** Lisa Horn, senior government relations advisor, co-leader, SHRM Workplace Flexibility Initiative, SHRM, Alexandria, Va.
Employment Law & Legislation

Compliance and Immigration: What You Need To Know To Reduce Risks to Your Organization
FOCUS: Compliance
LOCATION: A402/403

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 organization to leverage internal expertise and ensure oversight for immigration compliance.

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

Please Sue Me 2012
REPEATED TUESDAY AT 4:00 P.M.
FOCUS: Legislative Update
LOCATION: B401/402

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.

Employee Handbooks:
Every Word Counts
FOCUS: Compliance
LOCATION: B406/407

Workplace Application: This interactive session 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.

Does Your Organization Understand the Legal and Practical Ramifications of Labor Law Changes?
FOCUS: Legislative Update
LOCATION: B304/305

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 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. Outwater 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.

Presenter: Lynn C. Outwater, JD, SPHR, partner, Jackson Lewis, Pittsburgh, Pa.
In The Year 2525
FOCUS: Legislative Update
LOCATION: B312/313
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; 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 claims will focus on the virtual workplace. 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. Customers will demand more immediate service but employees will demand more work-life balance. More of what we do in HR will be outsourced to save money, so we need to figure out how to provide more strategic value. And we have to do that without losing our minds... whatever is left of them.

Social NOTworking
FOCUS: Compliance
LOCATION: B302/303
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 session will teach you the benefits of social media use and the detriments of social media abuse. It will show you how to prevent social media abuse in the workplace, and 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, Katz Consulting & Associates, Santa Monica, Calif.

INTERNATIONAL HR
Brand + Behavior = EVP: A Global Perspective on Recoding Your Organization’s Employee Value Proposition
FOCUS: Global Talent Management
LOCATION: B314
Workplace Application: Attend this session and learn why it is important to create hard wired connections between brand and behavior in order to have an effective EVP. As companies compete to further differentiate themselves in the global market place, the pressure to attract and retain the right people increases. One area that companies use to attract talent globally is marketing of their employer brand. Often overlooked is the challenge to market an employer brand that is authentic and true to the work experience both at home and abroad. After this session, you will understand the importance of making sure the employee experience lives up to the expectations set by active marketing, and how hard wired connections between brand and behavior is a requirement rather than an option.
PE Presenters: Kevin Dooley, global head of people engagement and marketing, Deutsche Bank, New York, N.Y.; and Martin Reddington, president, Martin Reddington Associates, Kent, U.K.

The Evolving Role of HR in Changing Times: A Middle East Focus
FOCUS: Global Talent Management
LOCATION: B315
Workplace Application: Learn how the Americana Group evolved with more than 45 years of successful operations in the Middle East and Northern Africa. Wearing different hats in an array of situations is never easy for an HR practitioner, but wearing the best hat that suits the Middle East business environment is a question that puzzles people all over the globe. With the Gulf’s richness in resources, its fairly conservative and arid atmosphere welcomes a flavor of diversity as it looks to fulfill its desire to be a sustainable economic hub. This convergence of interest makes for an oasis of emerging practices in human resources with the ever volatile turn of events in the Arab world. This session will help you understand what makes or breaks endeavors in the Gulf and how capitalizing on people is integral to an enduring quest to be a market leader in the region.
PE Presenter: Mohamed Farouk Hafeez, executive vice president, Human Resources and Management Development, Americana Group, Cairo, Egypt

The Global HR Team: A Practical Guide to Defining How HR Works Together Across the Globe
FOCUS: Global Talent Management
LOCATION: B316
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 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
PERSONAL & LEADERSHIP DEVELOPMENT

MEGA SESSION
Enjoy the Ride
FOCUS: Career Development
LOCATION: Murphy Ballroom 1/2 (B)
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 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.

TALENT MANAGEMENT

MEGA SESSION
Disney’s Approach to Selection, Training and Engagement
FOCUS: Engagement & Morale
LOCATION: Murphy Ballroom 3/4 (B)
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 session 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.

PRACTITIONER EXCHANGE
Chick-Fil-A: Where Great Leaders SERVE
LOCATION: A412
Chick-Fil-A is America’s largest family-owned business, and their achievement can be attributed to their motto, “Great Leaders SERVE.” The foundation of this achievement has two basic pillars: Build a strong business strategy, and then put a talent management plan in place to support it. In turn, this drive towards a people-centric culture that governs their talent management, leadership development, and performance management processes. By building leaders that treat their employees the way they would treat a customer, they “Create Raving Fans” and have built a brand recognized throughout the industry for its commitment to customer satisfaction. Join Lorenzen as he shares insights into how this approach has supported their brand and their success by becoming a fully integrated cornerstone of their culture from top to bottom.

Moderator: Shirley Davis, Ph.D., vice president, Global Diversity & Inclusion and Workplace Flexibility, SHRM, Alexandria, Va.

The Levity Effect: Why It Pays to Lighten Up
FOCUS: Engagement and Morale
LOCATION: A404/405
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

Talent Management for the 21st Century: Beyond the Competition
FOCUS: Workforce Planning
LOCATION: A313/314
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.

Presenter: Jean-Michel Caye, senior partner and managing director, Boston Consulting Group, Paris, France
Candidate as Customer: Myth, Malarkey or Mission?
FOCUS: Recruiting and New Media
LOCATION: A315/316
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
LOCATION: A305
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.

In Emergency Response, Great Plans Are A Smart Thing; Training Is Everything!
FOCUS: Workforce Planning
LOCATION: B408
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.

Talent Acquisition is About Great Search Engine Optimization (SEO)
FOCUS: Recruiting and New Media
LOCATION: B301
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.

Masters Series Featuring Teresa Amabile
1:45 P.M. – 3:45 P.M.
LOCATION: Murphy Ballroom 1/2 (B)
Sponsored by: Foundation for Workplace Innovation
The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work
What really makes people happy, motivated, productive, and creative at work? In Teresa Amabile’s latest research, she’s discovered the answer. It’s the Progress Principle: Of all the things that managers can do to engage their employees, the single most important is facilitating progress in meaningful work. Yet only 5% of managers realize the power of progress.
Analyzing nearly 12,000 daily diaries from over 200 knowledge workers, Amabile discovered eleven specific actions that managers can take to catalyze progress and nourish employees’ motivation. Through this presentation, you will learn how to leverage the progress principle to achieve the dual goals of supporting employee well-being and igniting organizational innovation.
2:00 P.M. – 3:15 P.M.

BENEFITS & COMPENSATION

Health Care Reform Update: Six Things You Need to Think About (and Do) Now
FOCUS: Health Care
LOCATION A305
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.


Using Salary Survey Data Effectively
FOCUS: Compensation
LOCATION A311/312
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. You 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.


‘The Dog Ate My Plan Document...’ and Other Common Employee Benefits Blunders
FOCUS: Benefits
LOCATION A315/316
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.


BUSINESS MANAGEMENT & STRATEGY

PRACTITIONER EXCHANGE

Building A Culture of Creativity — The Story of DreamWorks
LOCATION B401/402
Under the leadership of DreamWorks Animation’s Dan Satterthwaite, head of global human resources, DreamWorks has put into place an employee-driven, innovative and creative culture. For the fourth consecutive year, DreamWorks Animation has been named to FORTUNE’s “Best Companies to Work For” list — the only media and entertainment company in Hollywood to rank. Satterthwaite will discuss the challenges and solutions that have led to the creation of a great working environment for DreamWorks Animation’s highly creative and technical workforce, and how this is an integral component to their overall brand-building efforts.

Satterthwaite will discuss how to harness employees’ creativity to further the company’s corporate goals, how to create a culture of creative collaboration, and diversity of thought.

PE Presenter: Dan Satterthwaite, head of Global Human Resources, DreamWorks Animation, Glendale, Calif.


It Takes Four to Tango
FOCUS: Strategic Alignment
LOCATION A410
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.

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
LOCATION A301
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
What Every HR Leader Should Know About Strategic Planning

**Focus:** Strategic Alignment  
**Location:** B312/313

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

For you to gain the ear of your 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.

**Employment Law & Legislation**

**ERISA Basics — What Your Benefit Plans Need You to Know**  
**Focus:** Compliance  
**Location:** A404/405

**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.

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

I’m Too Sexy for My Job!

**Focus:** Compliance  
**Location:** B405

**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 session will provide answers to these questions.

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

**Seven Steps to Creating Bulletproof Documentation**  
**Focus:** Compliance  
**Location:** B206

**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.

INTERNATIONAL HR

**The Nestlé Global People Management Experience**  
**Focus:** Global Talent Management  
**Location:** B314

**Workplace Application:** Attend this session to learn about Nestlé’s global people management experience, highlighting disciplined processes and quality tools.

We are living in a new reality with political turbulence, economic uncertainty, and rising raw material costs. This new reality also brings new opportunities. These opportunities for growth — both big and small — in emerging and developed markets are available all over the world. Herrero will walk through the Nestlé model for assessing global talent with a specific focus on the growth in emerging markets. Learn how you can respond to ensure your organization has the right people, in the right place at the right time to further build and develop the global business.

**PE Presenter:** Ignacio Herrero, global head of HR business excellence, Nestlé, Geneva, Switzerland

**The Quest for Global Talent**  
**Focus:** Global Talent Management  
**Location:** B315

**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, SPHR, GPHR, managing director, Global Strategy and the Americas, AESC, New York, N.Y.
Creating a Global Learning Organization

**FOCUS:** Global Talent Management  
**LOCATION:** B316

**Workplace Application:** This 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. 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 you create your 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.  

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

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

**FOCUS:** Career Development  
**LOCATION:** B408

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

TALENT MANAGEMENT

MEGA SESSION

High Definition People® — Motivate, Engage and Inspire Your B Players!

**FOCUS:** Engagement and Morale
**LOCATION:** Sidney J. Marcus Auditorium (A)

**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. **Important:** To get the full value from this session, please print out the interactive handout and follow along.

**Presenter:** Barbara Sanfilippo, CPS, CPAE, partner, High Definition People®, Escondido, Calif.

A Changing Workforce: Incorporating Flexibility and Non-Traditional Workforce

**FOCUS:** Engagement and Morale
**LOCATION:** A402/403

**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 and 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.

How to Attract and Retain Younger Workers Without Alienating Older Workers

**FOCUS:** Engagement and Morale
**LOCATION:** A313/314

**Workplace Application:** You will leave with 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. This session will 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

11 Steps to Integrate Social Media into Your Organization

**FOCUS:** Recruiting and New Media
**LOCATION:** B308/309

**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, Verbalocity, Inc., San Antonio, Texas

Beyond Behavioral Interviewing: Asking the Right Questions, Evaluating the Answers

**FOCUS:** Recruiting and New Media
**LOCATION:** B406/407

**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, n3 degree consulting, Albuquerque, N.M.

Engaged Leadership: The Leader Side of Employee Engagement

**FOCUS:** Engagement and Morale
**LOCATION:** B308/309

**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
How HR Can Be A Best Business Partner in Face of Disaster, the Tohoku Earthquake and Tsunami

**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, you must be a true business partner to help build organizational capability in preparing for any disaster. This session reviews how HR and management 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 Matsui’s personal experiences during the earthquake disaster in 1995. You will learn how to increase your contribution to organizational effectiveness in the face of disaster, how to increase your 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

Enterprise Cloud Computing and the HR Function

**Workplace Application:** You will learn how enterprise cloud computing can help you achieve 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 session 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

**PRESENTATIONfos:**

- **Performance & Retention & Practical Guidelines for Boosting Interchange Group, Los Angeles, Calif.**
  - Insights and practical guidelines for designing simple onboarding programs that accelerate performance and boost retention.
  - Satisfaction and employee retention, producing dramatic increases in revenue, customer engagement, and bottom line.
  - 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.

- **New Hire Onboarding: Strategic Insights & Practical Guidelines for Boosting Performance & Retention**
  - Learn strategic insights and practical guidelines for designing simple onboarding programs that accelerate performance and boost retention. 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.

- **Five Keys to Successful Corporate Recruiting Leadership**
  - Focus: Recruiting and New Media
  - Location: B304/305
  - 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!
  - 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 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.

- **How HR Can Be A Best Business Partner in Face of Disaster, the Tohoku Earthquake and Tsunami**
  - Focus: Workforce Planning
  - Location: B306
  - 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, you must be a true business partner to help build organizational capability in preparing for any disaster. This session reviews how HR and management 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 Matsui’s personal experiences during the earthquake disaster in 1995. You will learn how to increase your contribution to organizational effectiveness in the face of disaster, how to increase your 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

- **Enterprise Cloud Computing and the HR Function**
  - Focus: Recruiting and New Media
  - Location: B301
  - Workplace Application: You will learn how enterprise cloud computing can help you achieve 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 session 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

**PRACTITIONER EXPERIENCE**

**PE Sessions marked with this symbol are conducted by current or former HR practitioners.**
Strategic Diversification, Aetna, Hartford, Conn.

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. 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.

Achieving Higher Quality and Lower Costs Through New Health Care Models

FOCUS: Health Care
LOCATION: B301

Workplace Application: This session will provide practical ideas, tools and resources on how to give, get and grow trust. 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. 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
LOCATION: B206

Workplace Application: You will learn how you can capitalize on creative destruction to advance culture change efforts, align priorities, and improve HR. An uncertain economy and a delayed recovery have made companies rethink how they operate. 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.

California Wage and Hour Laws Now Apply to Out-of-State Employees?

FOCUS: Legislative Update
LOCATION: A315/316

Workplace Application: This session will provide practical ideas, tools and resources on how to give, get and grow trust. 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. 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
LOCATION: B206

Workplace Application: You will learn how you can capitalize on creative destruction to advance culture change efforts, align priorities, and improve HR. An uncertain economy and a delayed recovery have made companies rethink how they operate. 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.

EMPLOYMENT LAW & LEGISLATION

California Wage and Hour Laws Now Apply to Out-of-State Employees?

What Your Company Needs to Know

FOCUS: Legislative Update
LOCATION: A404/405

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
LOCATION: A410

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.

RETAILATION — One of the BIGGEST Workplace Issues Every Business Must Understand

FOCUS: Legislative Update
LOCATION: A305

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 importantly, you will learn to identify risks and develop a strategy to minimize 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.

Presenter: Dana Cotham, president & attorney, CBA Enterprises, Las Vegas, Nev.
Secrets of a Plaintiff’s Attorney  
**FOCUS:** Compliance  
**LOCATION:** B302  
**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 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.

The Real World of the FMLA  
**FOCUS:** Compliance  
**LOCATION:** B401/402  
**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 20 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 matched up with how the courts decided the cases.  
**Presenter:** Matthew S. Effland, shareholder/attorney, Ogletree Deakins Law Firm, Los Angeles, Calif.

I’ve Fallen and I Won’t Get Up: 10 Strategic Policies to Effectively Manage Workers Comp Injuries  
**FOCUS:** Compliance  
**LOCATION:** B405  
**Workplace Application:** You will get 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 an 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.

Wage & Hour Compliance: Avoiding Lawsuits and Liability  
**FOCUS:** Compliance  
**LOCATION:** B308/309  
**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.

INTERNATIONAL HR  
A Strategic International HR Blueprint for Successfully Integrating M&A  
**FOCUS:** Strategic Alignment  
**LOCATION:** B314  
**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 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 challenges facing you today and your C-suite leaders.  
**Presenter:** Stéphane Brahy, director, Global Consulting Services, Cartus Corporation, Chicago, Ill.

**A GUIDE TO MEETING ROOM LOCATIONS**

**ALl General Sessions, Concurrent Sessions, MEGA Sessions and Masters Series Are Held in the Georgia World Congress Center (GWCC).**

In the GWCC, the first digit of the room number indicates the floor on which the room is located.
Achieve Global Talent: Empowering Staff to Achieve Individual and Organizational Goals from Day One

**REPEATED WEDNESDAY AT 11:30 A.M.**

**FOCUS:** Global Talent Management  
**LOCATION:** B315  
**Workplace Application:** This session will help your organization achieve success through enhanced onboarding, staff development and performance management.  
How can a leader with a busy schedule and tight budget engineer a high performing, motivated team? This session 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 ACDI/VOCA, an international development organization operating in over 40 countries.  
**PE Presenters:** Marsha Moulton, senior vice president, Human Resources; and, William Sparks, vice president, program services, ACDI/VOCA, Washington, D.C.

International Background Checks: Global Due Diligence and Legal Compliance

**FOCUS:** Global Compliance  
**LOCATION:** B316  
**Workplace Application:** This session will show you the due diligence now required for an understanding of international background checks.  
With the mobility of workers across international borders, it is no longer adequate to conduct 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. This session will introduce you to international background checks, 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 S. Rosen, attorney and CEO, Employment Screening Resources, Novato, Calif.

**PERSONAL & LEADERSHIP DEVELOPMENT**

**MEGA SESSION**

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

**FOCUS:** Skill Enhancement  
**LOCATION:** Sidney J. Marcus Auditorium (A)  
**Workplace Application:** This session will show you the 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 act in predictable ways. This session 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.

**MEGA SESSION**

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

**FOCUS:** Leadership  
**LOCATION:** Murphy Ballroom 1/2 (B)  
**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.

How to Face Today’s Toughest HR & Business Challenges: A Global HR Summit

**FOCUS:** Leadership  
**LOCATION:** B302/303  
**Workplace Application:** Learn new insights and approaches to international HR from top global business leaders. As an HR professional, you face challenges in a constantly changing business environment — challenges that are also shared by your peers around the world. Whether you operate domestically or have accountability across borders, this session will stimulate your thinking as our panel shares their experiences and perspective about some of the toughest challenges facing HR and business today — regardless of where you operate. This panel of global HR executives will share their insight and provide new approaches that can be adapted to your organization and will discuss topics such as talent management, leadership, and the non-organization, as well as what it takes to be a better business partner.  
**Moderator:** G. Ravindran, CEO SHRM India & Leadership Team member in charge of China, South East Asia, Middle East, & Africa
**PE Panelists:** Awdhesh Krishna, managing director and global head of HR, Wholesale Corporate, Nomura Services Limited, Mumbai, India; and Piyush Mehta, senior vice president, Human Resources, Genpact, New Delhi, India

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

**FOCUS:** Career Development

**LOCATION:** B306

**Workplace Application:** This session will explain 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.

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

**FOCUS:** Skill Enhancement

**LOCATION:** B312/313

**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.

Has it been a few years since you became certified? Not sure what activities count? Then this session is for you! 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:** Grey Scott, SPHR, HR content manager, HR Certification Institute, Alexandria, Va.

**TALENT MANAGEMENT**

**MEGA SESSION**

**The Social Shift**

**FOCUS:** Recruiting and New Media

**LOCATION:** A412

**Workplace Application:** This session is designed to elevate your 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. This session will review the new media mandates specific to cultivating high engagement, experiential consumer relationships. 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

**LOCATION:** Murphy Ballroom 3/4 (B)

**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:** Ed Redfern, senior specialist, Education & Outreach, AARP, Washington, D.C.
Can't We All Just Get Along? Unlocking Generational Brilliance
FOCUS: Engagement and Morale
LOCATION: A311/312
Workplace Application: You will leave this session prepared to return to your organization 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.

PE Presenter: Jeff Linderman, SPHR, director, human resources, San Diego County Regional Airport Authority, San Diego, Calif.

Recruitment Marketing Tactics that Attract Veterans
FOCUS: Recruiting & New Media
LOCATION: A301
Workplace Application: Attend this session and learn tools and strategies to effectively recruit veterans.

This session covers best practices in recruitment marketing to veterans and veterans with disabilities, and reviews examples of websites that are strong attractors of military applicants. Learn proven techniques that you can take back to your company to increase the number of military veterans applying to your positions. In this session we cover the five themes that resonate with military veterans; updates to make to your career page that will enhance the military applicant's experience, and allow you to build a relationship with the service member and leverage his/her extensive network of colleagues; plus, methods to expose your recruitment brand to the military community.


Convert Dis-Engagement and Turnover to Dollars!
FOCUS: Engagement and Morale
LOCATION: B406/407
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.

PE Presenter: Richard Finnegan, CEO, C-Suite Analytics, Longwood, Fla.

Next Generation Diversity: Global, Profitable, and Sustainable
FOCUS: Engagement and Morale
LOCATION: B408
Workplace Application: You will learn how to frame a 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, health care, business, and HR has become unworkable, the well-known best practices for Diversity 1.0 have also run their course. 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.

PE Presenter: Andres Tapia, president, Diversity Best Practices, Highland Park, Ill.

The New Talent Management Agenda
FOCUS: Engagement and Morale
LOCATION: B304/305
Workplace Application: Attend this session and learn about the new talent management agenda and how your organization can 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

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**TUESDAY JUNE 26**

**Daily Schedule**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 A.M. – 5:30 P.M.</td>
<td>REGISTRATION</td>
<td>Hall B1</td>
</tr>
<tr>
<td>7:00 A.M. – 5:15 P.M.</td>
<td>THE HIVE</td>
<td>GWCC Main Lobby</td>
</tr>
<tr>
<td>7:00 A.M. – 6:00 P.M.</td>
<td>SHRMPSTORE</td>
<td>Hall B1</td>
</tr>
<tr>
<td>7:00 A.M. – 8:15 A.M.</td>
<td>CONCURRENT SESSIONS</td>
<td>GWCC</td>
</tr>
<tr>
<td>8:00 A.M. – 5:00 P.M.</td>
<td>MEET TO CONNECT &amp; MEET TO EAT</td>
<td>Hall B1</td>
</tr>
<tr>
<td>8:30 A.M. – 9:45 A.M.</td>
<td>GENERAL SESSION FEATURING</td>
<td>Halls A1/A2</td>
</tr>
<tr>
<td>9:30 A.M. – 2:00 P.M.</td>
<td>EXPOSITION HALL</td>
<td>Halls B2-B5</td>
</tr>
<tr>
<td>10:45 A.M. – noon</td>
<td>CONCURRENT SESSIONS</td>
<td>GWCC</td>
</tr>
<tr>
<td>NOON – 1:30 P.M.</td>
<td>LUNCH IN THE EXPOSITION HALL</td>
<td>Halls B2-B5</td>
</tr>
<tr>
<td>1:15 P.M. – 1:45 P.M.</td>
<td>PRIZE DRAWING IN THE EXPOSITION HALL</td>
<td>Halls B2-B5</td>
</tr>
<tr>
<td>2:15 P.M. – 3:30 P.M.</td>
<td>CONCURRENT SESSIONS</td>
<td>GWCC</td>
</tr>
<tr>
<td>2:15 P.M. – 4:15 P.M.</td>
<td>MASTERS SERIES FEATURING</td>
<td>Murphy Ballroom 1-4 (B)</td>
</tr>
<tr>
<td>4:00 P.M. – 5:15 P.M.</td>
<td>CONCURRENT SESSIONS</td>
<td>GWCC</td>
</tr>
<tr>
<td>8:00 P.M. – 9:15 P.M.</td>
<td>TUESDAY NIGHT SHOW FEATURING</td>
<td>Halls A1/A2</td>
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</tbody>
</table>

Doors open at 6:30 p.m.

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**Concurrent Sessions**

**7:00 A.M. – 8:15 A.M.**

**BENEFITS & COMPENSATION**

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

**FOCUS:** Compensation  
**LOCATION:** A305

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

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 interactive session will share the compensation design and execution strategies these companies successfully employ 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.

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**A Fully Integrated Solution to the Future of Health Care Management**

**FOCUS:** Wellness  
**LOCATION:** A311/312

**Workplace Application:** Using case studies and demonstrated best strategies you will learn how you can create a best-in-class wellness program.

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.

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**Business Management & Strategy**

**MEGA SESSION**

**Change Anything: Six Keys to Success in Change Management**

**FOCUS:** Culture Management  
**Location:** Sidney J. Marcus Auditorium (A)

**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. 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 came 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

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See pages 39-42 for locations  
See pages 43-47 for locations  
See pages 48-52 for locations  
See pages 52-57 for locations
Step Up — Create Value for Your Business Partners
FOCUS: Strategic Alignment
LOCATION: A404/405
Workplace Application: This session will provide key insights for creating value as well as simple tools and a framework to build confidence, competence and a 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.

Navigating the C-Suite: What HR Can Learn from Professional Sports
FOCUS: Strategic Alignment
LOCATION: B401/402
Workplace Application: Learn how to get the C-Suite to think differently about HR by strategically building and leveraging a winning team.
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: LaVan Koerner, president and chief revenue officer, Revenue Storm, Schaumburg, Ill.

Continuous Improvement Through Leadership Development: A Case Study Analysis of ROI
FOCUS: Measurement
Location: B304/305
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.
Presenter: Qin O. Oedekoven, Ph.D., president & CEO, Peregrine Leadership Institute, LLC, Gillette, Wyo.

Employment Law & Legislation
Understanding Labor Reform’s Newest Front Lines
FOCUS: Legislative Update
LOCATION: A313/314
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 a resurgence in labor law reform efforts on multiple fronts. You 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. This session will help 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
LOCATION: A315/316
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
LOCATION: B206
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.
INTEGRAL HR

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

FOCUS: Cross-Cultural Insights
LOCATION: B315

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 roadmap of what to do along the way to assimilate new cultures and ways of doing business. You will learn how to communicate in different time zones while your business partners sleep, how to tune in to cultural norms and work through 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.

PERSONAL & LEADERSHIP DEVELOPMENT

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

FOCUS: Leadership
LOCATION: A412

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.

PE Presenter: James Robbins, president, The Robbins Group, Ponte Vedra, Fla.

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

FOCUS: Skill Enhancement
LOCATION: A410

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

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

Strategic Planning For the Real World

FOCUS: Strategic Alignment
LOCATION: B406/407

Workplace Application: Attend this session and learn how you can make your strategic plans more effective and more successful. Surprisingly few strategic plans succeed. Plans fail 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. 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.

PE Presenter: Casey Haskins, independent consultant, Deep Insights, LLC, Odenton, Md.

RECERTIFICATION APPROVAL

THE CONFERENCE QUALIFIES FOR RECERTIFICATION CREDIT FOR:
Certified Compensation Professional (CCP®)
Certified Benefits Professional® (CBP)
Global Remuneration Professional (GRP®)
Work-Life Certified Professional (WLCP®)

DESIGNATIONS GRANTED BY WORLDATWORK SOCIETY OF CERTIFIED PROFESSIONALS.

For more information on recertification, visit the WorldatWork Society website at www.worldatworksociety.org. In addition, you may earn up to 15 recertification credits for your CAE designation. For more information on how to recertify, please visit the ASAE website at www.asaecenter.org.
TALENT MANAGEMENT

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

**FOCUS:** Career Development

**LOCATION:** B312/313

**Workplace Application:** Experience a game-changing shift from a manager/administrator to a true leader who has an impact on your organization. This session 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, N.C.

Beyond Engagement: Turning Your Employee Surveys into Strategic Weapons

**FOCUS:** Engagement and Morale

**LOCATION:** A302

**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

**LOCATION:** B408

**Workplace Application:** Learn to lead the disaster planning efforts and add value through the development of contingent HR programs that get staff to improve productivity. Natural or man-made disasters in our communities and workplaces are increasingly common. Those who 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:** Kathryn Dian McKee, SPHR, president, Human Resources Consortia, Santa Barbara, Calif.

The Honeymoon is Short: Ensure New Hires Hit the Ground Running

**FOCUS:** Engagement and Morale

**LOCATION:** B302/303

**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 vice president, Lee Hecht Harrison, New York, N.Y.
**10:45 A.M. – NOON**

**BENEFITS & COMPENSATION**

**Multiple Compensation Structures — Is It Right for You?**

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

**FOCUS:** Compensation  
**LOCATION:** A315/316  
**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 session 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

**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.  

**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  
**LOCATION:** B408  
**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 session, we will review case studies of wellness plans that succeeded and some that fell short, and discuss the three key components of sustainable wellness.  

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

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

**FOCUS:** Health Care  
**LOCATION:** B304/305  
**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) continues to change the landscape for employer-sponsored health plans, and even more so as we approach 2014. 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 C. Wolford, shareholder, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., Greenville, S.C.

**Business Management & Strategy**

**MEGA SESSION**

**Now THAT’S What I Call Strategic HR (Made Simple)**

**FOCUS:** Strategic Alignment  
**LOCATION:** A412  
**Workplace Application:** Learn the five simple strategies you can implement right now within your HR function 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.

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

**FOCUS:** Strategic Alignment  
**LOCATION:** B404/405  
**Workplace Application:** Attend this session and learn the four ways that you can play a critical role in creating a culture of sustainability.

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. Savitz will discuss four ways that you 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 your department!)  

**Presenter:** Andy Savitz, principal, Sustainable Business Strategies, Chestnut Hill, Mass.
**Technology Meet HR: Selecting and Justifying the Right Solution**

**Focus:** Strategic Alignment  
**Location:** B312/313  

**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 administrative 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

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**PRACTITIONER EXCHANGE**

**Sustaining a Culture of Service at AutoZone**

**Focus:** Strategic Alignment  
**Location:** B406/407  

AutoZone believes that hiring the right people and having a strong culture of camaraderie, loyalty and retention plays a critical role in making customer service everyone’s top priority. Join Ann Morgan as she takes you on a “behind the scenes” tour on what makes AutoZone unique and how the value of customer service is ingrained across the organization. With almost 5,000 stores operating in diverse and ever-changing neighborhoods throughout the U.S., Puerto Rico and Mexico, a strong corporate culture has to be easily understood, embraced by all and clearly communicated every day. Get an introduction to AutoZone’s Pledge underscored by the importance of shared values and hear how this successful chain has become a best-in-class retailer. This session will provide a glimpse into what it means to live the AutoZone Pledge beginning with putting customers first!  

**PE Presenter:** Ann Morgan, vice president, Human Resources, AutoZone, Memphis, Tenn.  

**Moderator:** Deb Cohen, Ph.D., SPHR, SVP, Knowledge Development, SHRM, Alexandria, Va.

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**Strategic Leadership Planning**

**Repeated Wednesday at 11:30 A.M.**

**Focus:** Strategic Alignment  
**Location:** B406/407  

**Workplace Application:** This session will assist 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.

**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

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**EMPLOYMENT LAW & LEGISLATION**

**MEGA SESSION**

**24-7-365 When Aren’t You HR?!**

**Limiting Liability Through Supervisors, Managers and Executives**

**Focus:** Legislative Update  
**Location:** Sidney J. Marcus Auditorium (A)  

**Workplace Application:** This session gives you the key EEO tools you need to teach supervisors, managers and executives in order to avoid liability. This session will 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.
In the midst of election year politics and the continuing difficult economic situation, many issues of importance to the HR profession are at the forefront of consideration of the 112th Congress and federal agencies. Key issues of focus include proposals to create a new mandatory employment verification process, the unfolding debate on reforming employee benefit and retirement plans as well as proposals to amend current affirmative action requirements for employers in regards to veterans, the disabled and others. Aitken will discuss the outlook of the 112th Congress as we head toward the fall and recently released or pending federal regulations on employment-related issues of interest to you.


Avoiding the Pitfalls of H-1B’s and Green Cards: What HR Needs to Know


“Yours, Mine or Ours” — Employee Use of Personal Tech Devices, Email and Social Networking Accounts

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

Help! The Auditors are Coming! Audit Your Independent Contractors Before the Government Does!

Presenter: Jathan Janove, shareholder, Ogletree Deakins, Portland, Ore.
Effective HR Practices for China

**FOCUS:** Global Talent Management  
**LOCATION:** B316

**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

**PERSONAL & LEADERSHIP DEVELOPMENT**

**MEGA SESSION**

**Leading with Heart**

**FOCUS:** Leadership  
**LOCATION:** Murphy Ballroom 3/4 (B)

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

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.

**SHRM’s HR Competency Model: The Framework for Developing Proficiency**

**FOCUS:** Career Development  
**LOCATION:** B405

**Workplace Application:** You will leave with 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. SHRM has been working for the last year to develop and validate a competency model for the HR profession. If you or your organization want to develop an understanding of the critical competencies needed for HR, come to this session. Learn 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.

**Leading Gen X to Gen Next (Round-About Leadership)**

**Focus:** Leadership

**Location:** B308/309

**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. 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.

**TALENT MANAGEMENT**

**Take the Mystery Out of Translating a Military Resume**

**Focus:** Recruiting and New Media

**Location:** A410

**Workplace Application:** After this session, you will be able to use tools discussed to more effectively match military job seekers with your open positions.

Just because your HVAC business is in land-locked Tucson, Arizona doesn’t mean an “Anti-Submarine Warfare Control System Level II Technician” wouldn’t be a great asset to your team. Making sense of “foreign” job titles and cryptic job codes on the typical military resume is hard enough. Trying to determine a service member’s transferable skills based on a five minute conversation at a crowded job fair is even harder. This session will empower you with tools and techniques to be able to determine how military career fields correspond with your hiring needs and understand the differences between officer and enlisted grades. Plus you’ll translate the veteran’s Military Occupational Code and identify transferrable skills.

**Presenter:** Lisa Rosser, military recruiting expert, The Value of a Veteran, Herndon, Va.

**How Social Media Changes HR**

**Focus:** Recruiting and New Media

**Location:** B401/402

**Workplace Application:** This session will provide insights into how you can use social media personally, professionally, and in partnership with other organizational departments.

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.

**CONFERENCE PRESENTATIONS**

REMEMBER YOU CAN ACCESS THE CONCURRENT SESSION SPEAKER POWERPOINT SLIDES FOR SIX MONTHS AFTER THE CONFERENCE.

All you need to do is visit [www.shrm.org/confsessions](http://www.shrm.org/confsessions) and login with your Member ID or customer number. There will be no handouts distributed at the sessions.
Masters Series Featuring Patrick Lencioni

2:15 P.M. – 4:15 P.M.
LOCATION: Murphy Ballrooms
Sponsored by: Leadership Foundation

Healthy Organizations Win: How to Harness Your Organization’s Full Potential

In this age of nanosecond technology trends and ubiquitous information, by far the biggest opportunity for practical improvement and sustainable competitive advantage in any business is organizational health. Organizational health, in spite of its power, remains untapped, and it has never been presented as an integrated, practical discipline. Once it is properly understood and placed into the right context, organizational health will surpass all other disciplines in business as the greatest opportunity for improvement and sustainable competitive advantage. Lencioni will help you understand the disarming simplicity and power of organizational health and will reveal the four actionable steps that allow you to achieve it. In addition, Lencioni will address the role that you can play in being the catalyst for change in helping your organization’s leaders launch this effort.

2:15 P.M. – 3:30 P.M.

BENEFITS & COMPENSATION

Smart Compensation Analytics

FOCUS: Compensation
LOCATION: A302

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 with their 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. 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.

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

FOCUS: Wellness
LOCATION: A305

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.

Nonqualified Retirement Plans: The 4th “R” is Retirement Readiness for Your Key Employees

FOCUS: Benefits
LOCATION: B301

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 benefits 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.

B U S I N E S S M A N A G E M E N T & S T R A T E G Y

Business Acumen for HR

FOCUS: Business Competencies
LOCATION: A315/316

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.

Leaders are Using Diversity and Inclusion to Accelerate Results

FOCUS: Strategic Alignment
LOCATION: A402/403

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 to 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.

**Aligning HR with Your Organization’s Business Priorities**

**Focus:** Strategic Alignment  
**Location:** B206  
**Workplace Application:** This session will help HR professionals from global organizations learn how to make HR a strategic partner by utilizing talent management.

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 how 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.

**EMployment Law & Legislation**

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

**Focus:** Legislative Update  
**Location:** A410  
**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 increasingly 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. 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.

**Presenter:** Matthew S. Effland, shareholder/attorney, Ogletree Deakins Law Firm, Los Angeles, Calif.

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

**Focus:** Legislative Update  
**Location:** A404/405  
**Workplace Application:** This session will help you understand some of the risky areas of California employment law and gain proactive tools to avoid liability.

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  
**Location:** A313/314  
**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.

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

**The Story Behind Dodd-Frank and the Whistleblower: Are You Ready?**

**Focus:** Legislative Update  
**Location:** B405  
**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. In this session, Rams will discuss how whistleblower programs will be affected by the ongoing implementation of Dodd-Frank. He 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.

**Practitioner Experience**

**PE Sessions** marked with this symbol are conducted by current or former HR practitioners.
Employee Benefits for Domestic Partners and Same-Sex Married Couples: Best Practices for Employers

**Focus**: Compliance

**Location**: B306

**Workplace Application**: This session will provide the best practices for those 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 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

**Location**: B304/305

**Workplace Application**: This session will help you avoid bad hires 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 background checks and safe hiring, including the use of social networking sites, the EEOC’s approach to the use of criminal records and credit reports, international background screening, resume fraud, 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.

**INTERNATIONAL HR**

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

**Focus**: Global Talent Management

**Location**: B314

**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. Boatin will also discuss strategies to close the gap between current leadership and the organization’s future needs. You will learn how organizations can accelerate their leaders and the changes you need to make to leadership programs and your overall talent management strategy.

**Presenter**: Jazmine Boatman, Ph.D., manager, Center for Applied Behavioral Research, DDI, Pittsburgh, Pa.

**Creating a Culture of Performance Across Borders**

**Focus**: Global Talent Management

**Location**: B315

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

**Location**: B316

**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
PERSONAL & LEADERSHIP DEVELOPMENT

- MEGA SESSION
  Strategy for You: Building a Bridge to the Life You Want
  FOCUS: Career Development
  LOCATION: Sidney J. Marcus Auditorium (A)
  Workplace Application: You will learn how to apply the principles of business strategy to reach your career, financial, and personal goals. 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.
  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
  LOCATION: A412
  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? During this 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.

Power and Politics in the Organization: Understanding the Game
FOCUS: Career Development
LOCATION: B401/402
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 to overlook or dismiss the role that politics plays in making things happen inside 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 resource leaders how harnessing these forces can mean the difference between effectiveness and irrelevance.
Presenter: Jason Lauritsen, consultant/speaker, JasonLauritsen.com, Omaha, Neb.

TALENT MANAGEMENT

“It’s Five O’clock Somewhere” — Increasing Employee Engagement Through Flexibility
FOCUS: Engagement and Morale
LOCATION: A311/312
Workplace Application: You can apply knowledge from this session directly to any workplace flexibility policy, 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 illustrate the importance of a healthy work/life balance.
Presenter: Murat Philippe, principal consultant, HR Solutions, Inc., Chicago, Ill.

RecruitCONSULT! Elevate Recruiting To True Consulting
FOCUS: Recruiting and New Media
Location: A301
Workplace Application: This session will help you transform the HR Generalist role from internal vendor to expert recruiting and staffing consultant.
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 employed 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.

Disaster Recovery and Business Continuity Must Haves for HR Professionals
FOCUS: Workforce Planning
LOCATION: B408
Workplace Application: You will understand the importance of your participation in business continuity plans to increase the viability of your organization. The area of disaster recovery and business continuance has moved more into the realm and responsibility of HR professionals over the past few years. More of you are finding yourselves 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. 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, MBCI, CBSP, managing director, Continuity First, Inc., Basking Ridge, N.J.
Social Media: The Reinvention of Recruitment

**FOCUS:** Recruiting and New Media
**LOCATION:** B406/407

**Workplace Application:** Discover a unique approach to building an innovative and effective social recruiting strategy for your organization.

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:** Barbara Glanz, CSP, president, Barbara Glanz Communications, Inc., Sarasota, Fl.

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**PRACTITIONER EXCHANGE**

**The Secret to Opening Happiness in the Workplace: Simple Lessons Learned from Fellow HR Veterans**

**FOCUS:** Engagement and Morale
**LOCATION:** B308/309

Human Resources? More generations in the workplace, social media and socio-economic pressures are just a few things that make our profession not one for the faint of heart. HR brings business value facilitating innovation, leading change, building capability and developing great leadership. But we must always remember we are HUMAN Resources. What about the role of pragmatist, conscience, sounding board, and truth sawyer? Value can come from the gift of our mistakes and lessons learned. Come hear stories about simple HR life lessons that are helping some fellow pros do their part to open happiness in the workplace.

**PE Presenters:** Heather Faire, group HR director, Strategic Marketing and Still Business Unit, CCNA; and Sarah Hutton, group HR director, Venturing and Emerging Brands, Coca-Cola, Atlanta, Ga.

**Moderator:** Brian Dickson, senior vice president, Professional Development & Strategic Partnerships, SHRM, Alexandria, Va.

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**Current Appraisal Trends: The Good, Bad and the Ugly!**

**FOCUS:** Engagement and Morale
**LOCATION:** B302/303

**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

**4:00 P.M. – 5:15 P.M.**

**BENEFITS & COMPENSATION**

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

**FOCUS:** Wellness
**LOCATION:** A302

**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, 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.
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 Defined Benefit plans, the potential impact of health reform legislation, how to reduce costs for employees, and effective ways to leverage these Defined Benefit plans for self-funded groups.

**Presenter:** Robert Evangelista, vice president, Midwest Regional & National Labor Accounts, First National Administrators, Detroit, Mich.

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

**Focus:** Benefits  
**Location:** A315/316  
**Workplace Application:** Learn how to effectively evaluate today’s innovative defined benefit plans for your organization with a research-based approach to claims management.

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 results. 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.

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**The Numbers Behind the Numbers**

**Focus:** Business Competencies  
**Location:** A313/314  
**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:** Scott Cawood, executive vice president, Synygy, Inc., Chester, Pa.
Employee Engagement & Operational Excellence: Two Sides of the Same Coin
FOCUS: Strategic Alignment
LOCATION: B312/313
Workplace Application: Learn how to leverage your evolving role in creating the climate for exceptional business performance and boosting employee engagement.
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 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.

Using ANSI HR Standards to Create Business Advantage in the Workplace
FOCUS: Strategic Alignment
LOCATION: B301
Workplace Application: You will learn how to effectively use recently published HR American National Standards Institute (ANSI) standards in your workplace.
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. 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 with your leadership to successfully adopt and implement the standards.
Moderator: Lee Webster, director, HR Standards, SHRM, Alexandria, Va.
PE Panelists: Jeremy Shapiro, executive director, HR Data and Insight, Morgan Stanley, Hilldale, N.J.; Susan Harrnansky, vice president, HR, SGS International, Louisville, Ky.; Peter Merrill, CEO, Quest Management Systems, Burlington, Ontario, Canada; and John Kells, vice president, Product Development, ADP, Houston, Texas

EMPLOYMENT LAW & LEGISLATION
Managing Injured, Ill or Disabled Employees for Legal Compliance and Avoiding Litigation
FOCUS: Compliance
LOCATION: A410
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.

Employment Practices Insurance: Acquiring and Using EPLI to Reduce or Eliminate Exposure to Claims
FOCUS: Compliance
LOCATION: A301
Workplace Application: This session will address risk assessment, and how to transfer some or all risk to insurance. 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.
Presenter: Joan M. Cotkin, partner, Nassaman, LLP, Los Angeles, Calif.

Please Sue Me 2012
REPEATED FROM MONDAY AT 10:45 A.M.
FOCUS: Legislative Update
LOCATION: B302/303
Please see page 25 for description.

SHRM Advocacy Team: Shaping HR Public Policy
FOCUS: Legislative Update
LOCATION: A402/403
Workplace Application: This session provides the basic steps on how to become involved in the public policy process, prepares you to build successful relationships with your elected officials, and effective ways of communicating your perspective on key workplace issues. SHRM is launching an initiative to create a nationwide member advocacy network of HR Advocates collectively known as the Advocacy Team, or A-Team, to fully engage our members in the public policy process. To develop the A-Team, the SHRM Government Affairs team has created a strategic curriculum designed to inform and train SHRM’s key contacts, known as Advocacy Captains, and HR Advocates on the program. This presentation takes you through the basic steps of becoming involved in the public policy process; best practices for contacting, meeting with and building lasting relationships with elected officials and their staffs outside of Washington, D.C., in their home districts; and, effective ways of communicating your perspective on key workplace issues.
Presenter: David Lusk, senior associate, Member Advocacy, SHRM, Alexandria, Va.
Aligning Global HR Operations with Continuous Improvement Cultures

**FOCUS:** Cross-Cultural Insights  
**LOCATION:** B315  
**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, president, Birchtree Global, LLC, Bedford Hills, N.Y.

Global Benefits: International Retirement Plans

**FOCUS:** Global Talent Management  
**LOCATION:** B316  
**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. 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.

PERSONAL & LEADERSHIP DEVELOPMENT

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

**FOCUS:** Communication  
**LOCATION:** B308/309  
**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? 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
Don’t Eat the Marshmallow … Yet!

**FOCUS:** Career Development  
**LOCATION:** B304/305  

**Workplace Application:** You will learn the key difference between success and failure and how the “marshmallow theory” answered a 30-year quest to find an explanation for why some people succeed and others fail. What explains the difference between success and failure? de Posada found the answer in a landmark Stanford University study of children who were able to delay gratification — in the form of a marshmallow they’d been given to eat — with the promise that they’d be rewarded with an additional marshmallow if they resisted eating the first for 15 minutes. The study’s real significance came a decade later when the researchers discovered that the children who held out had become more successful adults than the children who had gobbled their marshmallows. de Posada was convinced that the key difference between success and failure is not merely hard work or superior intelligence, but the ability to delay gratification. Using a simple parable and real-life examples, this session will show you how the moves you make today can pay off big tomorrow — if you just don’t eat the marshmallow … yet!

**Presenter:** Joachim de Posada, CSP, Ph.D., president, Dr. Joachim de Posada and Associates, Inc., San Juan, Puerto Rico

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What It Takes To Be a Successful HR Professional

**FOCUS:** Career Development  
**LOCATION:** B206  

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

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CREATE SOME BUZZ

CHECK OUT OUR NEW CONFERENCE SOCIAL NETWORKING TOOL, BUZZ, DESIGNED TO GIVE YOU UP-TO-DATE NETWORKING AND INFORMATION ON THE SHRM ANNUAL CONFERENCE.

Log on using your Facebook, member ID, or custom Buzz account, and watch videos, see photos, read updates, and more!

buzz.annual.shrm.org.
Convergence of Video, Mobile and Social Media in Recruiting and Employer Branding

**Focus:** Recruiting and New Media
**Location:** A404/405

**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.

Effective HR Strategies for Turbulent Environments

**Focus:** Engagement and Morale
**Location:** A311/312

**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.

Now What?!?! The Nuances of Navigating Religious Diversity

**Focus:** Engagement and Morale
**Location:** B408

**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.

Zero Tolerance: Assessment and Prevention of Workplace Violence

**Focus:** Engagement and Morale
**Location:** B405

**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.

Best Practices to Successfully Attract, Employ and Retain People with Disabilities

**Focus:** Recruiting and New Media
**Location:** B306

**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.
Masters Series Featuring Ted Fishman

10:00 a.m. – noon
LOCATION A412

Sponsored by:

Shock of Gray: The Aging of the World’s Population and How It Pits Young Against Old, Child Against Parent, Worker Against Boss, Company Against Rival, and Nation Against Nation

Ted Fishman delivers a powerful lesson in how the unprecedented aging of the world’s population two lies at the heart of nearly every major social and economic trend today, driving globalization and propelling the movement of money, goods and people. Understanding this immense, unprecedented change is essential to the stewardship of companies, organizations and communities that aim to endure and thrive. Fishman has traveled our grayer future and found what’s bright, what’s stormy, and he is creating a map we all will need to navigate a great change.

Concurrent Sessions

10:00 a.m. – 11:15 a.m.

BENEFITS & COMPENSATION

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

FOCUS: Benefits

LOCATION A410

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? Participation and deferral rates alone may not tell the full story. If the plan is failing short, what can you do 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

LOCATION A402/403

Please see page 43 for description.

Employers’ Guide to Healthier Employees

FOCUS: Wellness

LOCATION A315/316

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 created strategies, workplace programs and tools to help employees recognize their health risks and do something about them. Kosman shares valuable insight and lessons learned during the journey to a healthier workplace.

Presenter: Susan Kosman, RN, BSN, MS, chief nursing officer, Aetna, Hartford, Conn.
**MEGA SESSION**

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

**FOCUS:** Culture Management  
**LOCATION:** Murphy Ballroom 1/2 (B)

**Workplace Application:** This session will provide you with a roadmap to help you influence workplace culture. As of early 2011, 52 percent 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. 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.

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**PRACTITIONER EXCHANGE**

**Culture Change at The Weather Channel**

**FOCUS:** Culture Management  
**LOCATION:** B406/407

The Weather Channel is an industry leader in weather, technology, mobile and advertising, with television distribution in 100M U.S. households and the second most downloaded App after Facebook. The company is making its content more relevant to people’s lives and developing complementary content for its network and digital platforms. The senior leadership at The Weather Channel realized that if this trusted brand was going to stay relevant through this transformation, then its culture needed to adapt as well. Come hear about the challenge to maintain the core values of one of America’s most trusted brands, as well as the challenge to transform The Weather Channel culture into one that will accelerate success, as the company prepares to play a major role in shaping the emerging digital media landscape.  

**Presenter:** Kris Kohl, director of sustainable strategy, HR Computes, Moorestown, N.J.

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

**FOCUS:** Business Competencies  
**LOCATION:** A301

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

**Presenter:** Sylvia Taylor, executive vice president, Human Resources, The Weather Channel, LLC, Atlanta Ga.

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

**FOCUS:** Strategic Planning  
**LOCATION:** B308/309

Please see page 30 for description.

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**EMPLOYMENT LAW & LEGISLATION**

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

**FOCUS:** Compliance  
**LOCATION:** A404/405

**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 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
**Five Must-Have Policies: Social Media, Retaliation, Data Protection, Wages and Confidentiality**  
**FOCUS:** Compliance  
**LOCATION:** A313/314  
**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, data breaches, new retaliation laws and wage & hour laws all are recent changes, which require fresh thinking. 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  
**LOCATION:** A302  
**Workplace Application:** Learn how to anticipate litigation challenges before there is litigation, how to handle common ADA issues, and how to best defend litigation. In this session, video vignettes will 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.

**The Top 10 Employment Cases of 2012**  
**FOCUS:** Legislative Update  
**LOCATION:** B401/402  
**Workplace Application:** This session will review the top 10 employment cases from the last year and how they impact 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, Westmont, N.J.

**Exempt or Nonexempt? Strategies for Addressing an Evergreen Predicament in California**  
**FOCUS:** Compliance  
**LOCATION:** B306  
**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  
**LOCATION:** B306  
**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.

**“You’re Not the Boss of Me” — Regulating Employee Conduct On and Off the Job**  
**FOCUS:** Compliance  
**LOCATION:** B304/305  
**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 you are 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.  
Managing Leaves of Absence  
**FOCUS:** Compliance  
**LOCATION:** B302/303  
**Workplace Application:** You will learn the requirements of the overlapping employment and benefits laws impacting employee leaves of absence.  
Managing employee leaves of absence can be a challenge. First, there are overlapping employment and benefits compliance issues — the FMLA, ADA, GINA, State Worker’s Compensation laws, ERISA, COBRA and now, health care reform. Second, business operations must continue in spite of the employee’s absence. And last, but not least, leave practices can send an important message to employees about company culture and their value to the organization. In this session we will examine key factors for developing leaves of absence processes that comply with the law, minimize business interruptions, and support a positive company culture while deterring absence abuse.  
**Presenter:** Penny C. Wofford, shareholder, Ogletree, Deakins, Nash, Smoak & Stewart, P.C., Greenville, S.C.

Go “Glocal” — Understanding and Responding to Global and Local Employee Value Propositions  
**FOCUS:** Global Talent Management  
**LOCATION:** B315  
**Workplace Application:** This session will help you understand the differences between a global employee value proposition and a local employee value proposition. 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

“Idea Squad”: Motivating High Performing Global Teams  
**FOCUS:** Global Talent Management  
**LOCATION:** B316  
**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.  
Abernathy 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, director, Human Resources, Crisis Energy, Centennial, Colo.

INTERNATIONAL HR  
**Talentomics: Nine Trends HR Must Get Right**  
**REPEATED FROM TUESDAY AT 10:45 A.M.**  
**FOCUS:** Global Talent Management  
**LOCATION:** B314  
Please see page 46 for description.

PERSONAL & LEADERSHIP DEVELOPMENT  
**MEGA SESSION**  
Creativeship: The Evolution from Management to Leadership to Creativeship  
**FOCUS:** Leadership  
**LOCATION:** Sidney J. Marcus Auditorium (A)  
**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.
Leading Organizational Excellence by Avoiding the Top 10 HR Leadership Mistakes

**FOCUS:** Leadership  
**LOCATION:** B312/313  
**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.

Certification Matters

**FOCUS:** Career Development  
**LOCATION:** B301  
**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? You 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.  
**PE Presenter:** Stephanie Runyan, PHR, recertification supervisor, HR Certification Institute, Alexandria, Va.

TALENT MANAGEMENT

**MEGA SESSION**

**Overcoming the Five Dysfunctions of a Team**

**FOCUS:** Engagement and Morale  
**LOCATION:** Murphy Ballroom 3/4 (B)  
**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.  
**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  
**LOCATION:** A305  
**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, DDI, Pittsburgh, Pa.

**Employees with PTSD, TBI and Other Hidden Conditions — Eliminating Fear, Misconceptions and Stigma**

**FOCUS:** Engagement and Morale  
**LOCATION:** B408  
**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.
people to elevated levels of performance. 

**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.

**Strategic Leadership Planning**

**Repeated from Tuesday at 10:45 A.M.**

**Focus:** Strategic Alignment

**Location:** B406/407

Please see page 44 for description.

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

**Focus:** Measurement

**Location:** B312/313

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

HR metrics and analytics are no longer “nice to have” but are now “must haves.” CEOs 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 to make 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

**Location:** B206

**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

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**11:30 A.M. – 12:45 P.M.**

**Benefits & Compensation**

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

**Focus:** Wellness

**Location:** A315/316

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

Learn how, in each of the last three years, Paychex’s 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’s 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.

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**Business Management & Strategy**

**MEGA SESSION**

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

**Focus:** Strategic Alignment

**Location:** Sidney J. Marcus Auditorium (A)

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

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**Employment Law & Legislation**

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

**Focus:** Compliance

**Location:** A402/403

**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, communication 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.
Traditional Labor Law Issues Affecting the Non-Union Employer  
**FOCUS:** Compliance  
**LOCATION:** A302  
**Workplace Application:** This presentation will help non-union workplaces manage compliance with the National Labor Relations Act (NLRA).

This session 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. Particular attention will be paid 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.

International HR  
**Keeping a Globally Mobile Workforce Safe in an Unsafe World — What’s Your Duty of Care?**  
**FOCUS:** Global Talent Management  
**LOCATION:** B316  
**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:** Suzanne Garber, COO, International SOS, Trevose, Pa.

Achieve Global Talent: Empowering Staff to Achieve Individual and Organizational Goals from Day One  
**REPEATED FROM MONDAY AT 4:00 P.M.**  
**FOCUS:** Global Talent Management  
**LOCATION:** B315  
Please see page 36 for description.

Developing Your Influence to Drive Better HR Performance  
**FOCUS:** Career Development  
**LOCATION:** A305  
**Workplace Application:** This session will help you learn new techniques to move your HR agenda forward within your organization.

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.  

Leading and Influencing the Introvert Way  
**FOCUS:** Leadership  
**LOCATION:** B401/402  
**Workplace Application:** You will learn influencing strategies in order to achieve results with all of your stakeholders.

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 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 Kohnweiler, Ph.D., AboutYOU, Inc., Atlanta, Ga.
TALENT MANAGEMENT

The Shift to Five Generations in the Workforce: Tailoring Your Recruitment and Engagement Strategies

FOCUS: Engagement and Morale
LOCATION: A313/314

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
LOCATION: A311/312

Workplace Application: This session helps cut through all the social media noise and get to the heart of what’s really working in 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? Get 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.


The Secret to Successfully Rolling Out Performance Management

FOCUS: Engagement and Morale
LOCATION: B308/309

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 former 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 Bjornstad Korba, president, The Information House (iHouse), Des Plaines, Ill.

The HR Generalist’s Survival Guide to Recruiting Top Talent

FOCUS: Recruiting and New Media
LOCATION: B302/303

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, and how to gain the trust of your hiring managers and hold them accountable.


VISIT THE HIVE

OUR ON-SITE SOCIAL MEDIA HUB FOR THE ANNUAL CONFERENCE IS OPEN TO ALL ATTENDEES.

Located in the main lobby of the Convention Center, the Hive features learning sessions, and interactive smart bars for you to have your questions answered by experts on topics related to the use of social media in HR.
Recertification Form

**HOW TO RECERTIFY AT THE SHRM ANNUAL CONFERENCE**

Use the form on pages 67–73 to keep track of all the recertification credits you’ll earn at the 2012 Annual Conference & Exposition. Check the box to the left of the session titles you attend. The session list includes which credit type is awarded for that session; please be aware that a few sessions do not count towards recertification.

The Program ID is 115185 for general recertification credits. You will be awarded 14 general recertification hours for attending this conference, using this Program ID. If you attend pre-conference workshops, please list those activities separately on your recertification application. If you received a certificate at the pre-conference session, simply enter the Program ID for that session.

If you would like to receive Strategic Business Management, International or California recertification credit hours for your SPHR, GPHR or California designation, or are attending a Masters Series in place of a concurrent session, do not use the Program ID; instead

1) Submit one record for each credit hour category; and,
2) List all session titles in the Program Description and total hours for each entry.

If you prefer, you may track your recertification credits online. Visit www.hrci.org to view the online recertification tracking tool.

**RECERTIFICATION REQUIREMENTS**

All HR Certification Institute Certified Professionals must accumulate 60 credit hours during their three-year certification cycle.

**General Recertification Requirements**

PHRs are required to earn 60 hours of general credit every three years.

**SPHR Strategic Business Management Recertification Requirements**

SPHRs are required to earn 15 hours of strategic business management credits out of the 60. All of the sessions in the Strategic Management track count for Strategic Business Management credit. They are marked with an orange circle on the recertification form in this onsite program.

**GPHR International Recertification Requirements**

For those recertifying their GPHR, 15 international hours are required out of the 60. All of the sessions in the International track count towards this designation. The sessions that count for International credit are marked with a purple circle on the recertification form.

**PHR- or SPHR-CA California Recertification Requirements**

Fifteen of the 60 credits need to be California-specific credit. While there is no California-specific track at this year’s Annual Conference, there are sessions that count for California recertification credit. These sessions are marked with a light brown circle on the recertification form.

**Reminder!**

Keep your conference registration in case you are audited by the HR Certification Institute. This confirmation provides documentation required for verify attendance at this event.

**Certification Comes With Privileges!**

**STOP BY THE HRCI HIDEAWAY!**

The HRCI Hideaway is an exclusive lounge reserved for our certified HR professionals attending the conference as a place to rest, relax, learn and network. Stop by for a one-on-one recertification counseling session, seated massage and networking with other certified HR professionals.

Located in Hall B1 next to the Registration Area.

**Hideaway Hours of Operation**

- **Sunday** 11:00 a.m. – 2:00 p.m.
- **Monday** 8:00 a.m. – 5:00 p.m.
- **Tuesday** 8:00 a.m. – 6:00 p.m.
- **Wednesday** 7:00 a.m. – Noon
Sunday, June 24

12:30 P.M. – 2:00 P.M.

[3] Break Your Own Rules: How to Unblock the Path to Power:
Session #901
NO CREDIT AWARDED
Presenter: Mary Davis Holt

[3] The Drive of Your Life: Get Out of the Passengers Seat and Behind the Wheel to Your Destination: Session #902
NO CREDIT AWARDED
Presenter: Melvin Brown, II

[3] The Celebration Factor: How to Build a Healthy Culture Through Celebration:
Session #903
General
Presenter: Scott Friedman, CSP

[3] Resilient Leadership: Tough Times Call For Tough Minds: Session #904
General
Presenter: Sonia Aranza

Monday, June 25

7:00 A.M. – 8:15 A.M.

[3] MEGA SESSION From HR Leader to Business Leader: Seven Strategies To Achieve Maximum Impact In Your Organization
Strategic Business Management
Presenter: Jennifer McClure

[3] MEGA SESSION Listening Between the Lines...The Power of Persuasion and Influence for Today's HR Professional
General
Presenter: Jeff Tobe

General
Presenter: Christine V. Walters, MAS, JD, SPHR

General
Presenter: Nicole Butts

[3] Leading Transformation
General
Presenter: LaFern K. Batie, MBA, SPHR

General
Presenter: John A. Rubino

General
Presenter: Kevin Sweeney

Strategic Business Management
Presenter: Jamie L. Scarano

[3] Brinker After Kirby: Still No Free Lunch in California
California
Presenter: Michael J. Lotito, Esq., SPHR

[3] Strategic Relationship Management: The Breakthrough HR Competency
Strategic Business Management
Presenters: Jason Lauritsen & Joe Gerstandt

Strategic Business Management
Presenter: Jonathan Michael Bowman

[3] Creating a Culture of Health to Help Curb Expense and Earn ‘Best Places To Work’
General
Presenter: Doug Layman

General
Presenters: Kevin Mahoney & Rich Lynch

General
Presenter: Kathy Kane

General
Presenter: Karen Michael, Esq., JD

NO CREDIT AWARDED
Presenters: Rubens Pessanha, GPHR and Inga Fong, SPHR, GPHR

[3] GOOD to the CORE: Building Value with Values
Strategic Business Management
Presenter: John G. Blumberg, CSP

[3] HR Metrics that Matter!
Strategic Business Management
Presenter: Shane Yount

[3] The Top 10 Wage Payment Mistakes That Companies Make ... That Create Huge $$$ Legal Exposure!
General
Presenter: Greg Hare

International
Presenter: Ron Mortensen, GPHR

[3] One Job, One World: How to Attract Talent That Fits a Global Culture
International
Presenter: Wayne Finger

10:45 A.M. – NOON

[3] MEGA SESSION HR’s Role In Driving Innovation
Strategic Business Management
Presenter: Susan R. Meisinger, SPHR

General
Presenter: Andy Lorenzen

[3] MEGA SESSION Enjoy The Ride™
General
Presenter: Steve Gilliland, CSP

[3] MEGA SESSION Disney’s Approach to Selection, Training and Engagement
General
Presenter: Scott Milligan, SPHR
Compliance and Immigration: What You Need To Know To Reduce Risks To Your Organization
- General
  Presenter: Cynthia Lange

The Levity Effect: Why It Pays to Lighten Up
- General
  Presenter: Scott Christopher

The Changing Landscape of Health Care Reform: Key Changes that will Affect Employers & Consumers
- General
  Presenter: Kay D. Mooney

Workplace Flexibility: A “Nice to Do”? No, A Business Imperative!
- Strategic Business Management
  Presenter: Lisa Horn

Compensation Budgeting: HR & Finance on the Same Page
- General
  Presenter: Stacey Carroll, SPHR

Succession Management and High Potentials: How to Connect Your Most Critical Leadership Programs
- General
  Presenter: Renee Charney

Accounting 101: How HR Professionals Affect the Bottom Line
- Strategic Business Management
  Presenter: Lawrence G. Singleton, Ph.D., CPA

Talent Management for the 21st Century: Beyond the Competition
- Strategic Business Management
  Presenter: Jean-Michel Caye

Candidate as Customer: Myth, Malarky or Mission?
- General
  Presenter: Gerry Crispin, SPHR

Please Sue Me 2012
- General
  Presenter: Hunter Lott

Benefits Strategies: Using Data to Build and Drive Your Plan
- General
  Presenter: Mark J. Schmit, Ph.D., SPHR

Employee Handbooks: Every Word Counts
- General
  Presenter: Allan H. Weitzman

In Emergency Response, Great Plans Are A Smart Thing; Training Is Everything!
- General
  Presenter: Bo Mitchell

Talent Acquisition is About Great Search Engine Optimization (SEO)
- General
  PE Presenters: Carrie Corbin and Nancy Holland

Does Your Organization Understand The Legal and Practical Ramifications of Labor Law Changes?
- General
  Presenter: Lynn C. Outwater, JD, SPHR

Health and Wealth: Adding Financial Wellness to Your Wellness Program
- General
  Presenter: Linda Robertson

Hitting a Home Run in Workforce Management: The Value of HR Analytics
- Strategic Business Management
  PE Presenter: David Almeda

In the Year 2525
- General
  Presenter: Jonathan Segal

The Changing Nature of Work: Five Global Trends Affecting Strategic Human Resources
- Strategic Business Management
  Presenter: Gary B. Kushner, SPHR, CBP

Brand + Behavior = EVP: Recoding Your Organization’s Employee Value Proposition
- International
  PE Presenters: Kevin Dooley & Martin Reddington

The Evolving Role of HR in Changing Times: A Middle East Focus
- International
  PE Presenter: Mohamed Farouk Hafeez

The Global HR Team: A Practical Guide to Defining How HR Works Together Across the Globe
- International
  PE Presenter: Jennifer Rhoads, SPHR, GPHR

Masters Series

The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work
- General
  Presenter: Teresa Amabile

2:00 P.M. – 3:15 P.M.

MEGA SESSION High Definition People® — Motivate, Engage and Inspire Your B Players!
- General
  Presenter: Barbara Sanfilippo, CPS, CPAE

MEGA SESSION Communication Bleeps and Blunders in HR
- General
  Presenter: Todd Hunt

MEGA SESSION Rising to Real Leadership
- General
  Presenter: Kimberly Alyn

A Changing Workforce: Incorporating Flexibility and A Non-Traditional Workforce
- General
  Presenter: Joyce Russell
- **ERISA Basics — What Your Benefit Plans Need You to Know**  
  **General**  
  **Presenter:** Antoinette Pilzner

- **It Takes Four To Tango**  
  **Strategic Business Management**  
  **Presenter:** Candace Elaine Whirley

- **Great HR Requires Great Governance: HR is Crucial to the Building of Great Businesses**  
  **Strategic Business Management**  
  **Presenter:** Tony Frost

- **11 Steps to Integrate Social Media into Your Organization**  
  **General**  
  **Presenter:** Joe Rotella, SPHR

- **Health Care Reform Update: Six Things You Need to Think About (and Do) Now**  
  **General**  
  **Presenter:** Gary B. Kushner, SPHR, CBP

- **Using Salary Survey Data Effectively**  
  **General**  
  **Presenters:** Karen Vujtech, SPHR, GPHR and Robert Fulton

- **How To Attract and Retain Younger Workers Without Alienating Older Workers**  
  **General**  
  **Presenter:** Cynthia Myers Martinez, SPHR, GPHR

- **‘The Dog Ate My Plan Document...’ and Other Common Employee Benefits Blunders**  
  **General**  
  **Presenter:** Sheldon Blumling

- **PRACTITIONER EXCHANGE Building a Culture of Creativity — The Story of Dreamworks**  
  **Strategic Business Management**  
  **PE Presenter:** Dan Satterthwaite

- **I’m Too Sexy for My Job!**  
  **General**  
  **Presenter:** James McDonald

- **Beyond Behavioral Interviewing: Asking the Right Questions, Evaluating the Answers**  
  **General**  
  **Presenter:** Nancy Newell, SPHR

- **Preparing for a Career in HR: The Importance of Education and Knowledge Assessment for Entry-Level HR Professionals**  
  **NO CREDIT AWARDED**  
  **Presenters:** Nancy A. Woolever, M.A., SPHR; Scott Davies, Ph.D.; and Lorin Mueller, Ph.D., SPHR

- **Enterprise Cloud Computing and the HR Function**  
  **General**  
  **Presenters:** Brian Richards and Matthew Dickerson

- **New Hire Onboarding: Strategic Insights & Practical Guidelines for Boosting Performance & Retention**  
  **General**  
  **Presenter:** Amy Hirsh Robinson

- **Five Keys to Successful Corporate Recruiting Leadership**  
  **General**  
  **PE Presenter:** John Vlastelica

- **How HR Can Be Best Business Partner in Face of Disaster, the Tohoku Earthquake and Tsunami**  
  **General**  
  **Presenter:** Yoshiharu Matsui

- **Engaged Leadership: The Leader Side of Employee Engagement**  
  **Strategic Business Management**  
  **Presenter:** Clint Swindall

- **What Every HR Leader Should Know About Strategic Planning**  
  **Strategic Business Management**  
  **Presenter:** Michael Wilkinson

- **Seven Steps to Creating Bulletproof Documentation**  
  **General**  
  **Presenter:** Allison West, Esq., SPHR

- **The Nestlé Global People Management Experience**  
  **International / Strategic Business Management**  
  **PE Presenter:** Ignacio Herrero

- **The Quest for Global Talent**  
  **International**  
  **Presenter:** Brian Glade, SPHR, GPHR

- **Creating a Global Learning Organization**  
  **International**  
  **Presenter:** Jennie Walker, Ph.D., PHR

4:00 P.M. – 5:15 P.M.

- **MEGA SESSION The Unconscious Organization: How the Unconscious Mind Dominates Our Organizational Decisions and What We Can Do About It**  
  **General**  
  **Presenter:** Howard Ross

- **MEGA SESSION The Social Shift**  
  **General**  
  **Presenter:** Ryan Estis

- **MEGA SESSION Modern Management is Obsolete — Are You Ready for the Next Level?**  
  **Strategic Business Management**  
  **Presenter:** Aman Motwane

- **MEGA SESSION Thank You! Thank You! Thank You! 99 Low-Cost Ways to Recognize Employees, Raise Retention & Profits**  
  **General**  
  **Presenter:** Mindy H. Chapman, Esq.

- **The Five Most Dangerous Trends in Employee Wellness Programs (and What You Can Do to Avoid Them)**  
  **General**  
  **Presenter:** Brad Cooper

- **California Wage and Hour Laws Now Apply to Out-of-State Employees? What Your Company Needs to Know**  
  **California**  
  **Presenter:** Barbara J. Miller

- **But We Don’t Collect Genetic Information, So Who Cares About GINA?**  
  **General**  
  **Presenter:** C.R. Wright
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<td>Secrets of a Plaintiff’s Attorney</td>
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<td>RETALIATION — One of the BIGGEST Workplace Issues Every Business Must Understand</td>
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   - Presenter: LaVon Koerner

Strategic Planning for the Real World
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   - Presenter: Casey Haskins

Adding Value Through Disaster Preparedness: HR’s Leadership Role
   - General
   - Presenter: Kathrun Dian McKe, SPHR

The Honeymoon is Short: Ensure New Hires Hit the Ground Running
   - General
   - Presenter: Peyton Daniel

Continuous Improvement Through Leadership Development: A Case Study Analysis of ROI
   - Strategic Business Management
   - Presenter: Olin O. Oedekoven, Ph.D.

Beyond Engagement: Turning Your Employee Surveys into Strategic Weapons
   - Strategic Business Management
   - Presenter: William Schiemann

Will You Evolve or Expire? The Three Keys to Re-Inventing Yourself as a ‘Must-Have’ HR Professional
   - General
   - Presenter: George Fleming

My U.S. Based Company Has Gone Global, Now What Do I Do?
   - International
   - Presenter: Mark Fogel, SPHR, GPHR

Navigating FMLA and ADA: Medical Leaves and the Interactive Process
   - General
   - Presenters: Susan W. Brecher, Esq. & Judy Young

10:45 a.m. – NOON

MEGA SESSION 24-7-365 When Aren’t You HR?! Limiting Liability Through Supervisors, Managers & Executives
   - General
   - Presenter: Mindy H. Chapman, Esq.

MEGA SESSION Now THAT’S What I Call Strategic HR (Made Simple)
   - Strategic Business Management
   - Presenter: Nancy Newell, SPHR

MEGA SESSION Leading with Heart
   - General
   - Presenter: David Rock

MEGA SESSION The Anatomy of ‘AHAAAA!’: How Creativity Happens
   - General
   - Presenter: Steve Gilliland, CSP

MEGA SESSION Hot Topics and New Developments in HR: A Public Policy Update Heading Toward the 2012 Elections
   - Strategic Business Management
   - Presenter: Michael P. Aitken

The Role of HR in the Transformation to... What Was that Called Again?? ...Oh Yeah.... Sustainability
   - Strategic Business Management
   - Presenter: Andy Savitz

Take the Mystery Out of Translating a Military Resume
   - General
   - Presenter: Lisa Rosser

Avoiding the Pitfalls of H-1B’s and Green Cards: What HR Needs to Know
   - General
   - Presenter: Gali Schaham Gordon

“Yours, Mine or Ours” — Employee Use of Personal Tech Devices, Email and Social Networking Accounts
   - General
   - Presenter: Joseph L. Beachboard

Technology Meet HR: Selecting and Justifying the Right Solution
   - Strategic Business Management
   - Presenter: Joe Rotella, SPHR

Beyond the War for Talent: Investing in Human Capital Through Benefits
   - General
   - Presenter: Andy Sieg

See The Big Picture: Business Acumen To Build Your Credibility, Career & Company
   - Strategic Business Management
   - Presenter: Kevin Cope

Multiple Compensation Structures — Is It Right For You?
   - General
   - Presenter: Timothy Tanis, GPHR, SPHR

How Social Media Changes HR
   - General
   - Presenter: Jessica Leigh Miller-Merrell, SPHR

SHRM’s HR Competency Model: The Framework for Developing Proficiency
   - NO CREDIT AWARDED
   - Presenter: Alexander Alonso, Ph.D.

PRACTITIONER EXCHANGE Sustaining a Culture of Service at AutoZone
   - Strategic Business Management
   - Presenter: Ann Morgan

Wellness Done Well vs. Wellness That Fails
   - General
   - Presenter: Karl Ahlrichs, SPHR

Help! The Auditors are Coming! Audit Your Independent Contractors Before the Government Does!
   - General
   - Presenter: Lauraine Bifulco

Labor Relations — Changes You Need To Know
   - General
   - Presenter: Josephine Zamora

To 2014 and Beyond! Considerations for Full Implementation of Health Care Reform
   - General
   - Presenter: Penny C. Wofford
Leading Gen X To Gen Next (Round-About Leadership™)
- General
  Presenter: Arthur D. Jackson

Strategic Leadership Planning
- Strategic Business Management
  Presenter: Jen Shirkani

The Performance Review — Making It Work For Someone Other Than a Lawyer
- General
  Presenter: Jathan Janove

Talentomtics: Nine Trends HR Must Get Right
- International / Strategic Business Management
  Presenter: Lance Jensen Richards, GPHR, SPHR

Mastering Cross-Cultural Competency
- International
  Presenter: Celia Young

Effective HR Practices for China
- International
  Presenter: Lara Tiam

2:15 P.M. – 4:15 P.M.
Masters Series

Healthy Organizations Win: How to Harness Your Organization’s Full Potential
- Strategic Business Management
  Presenter: Patrick Lencioni

2:15 P.M. – 3:30 P.M.

MEGA SESSION Strategy for You: Building a Bridge to the Life You Want
- NO CREDIT AWARDED
  Presenter: Rich Horwath

MEGA SESSION Innovate or Perish! 10 Tips to Improve Your HR Processes
- General
  Presenter: Regina Clark

Secrets Unveiled: How Top Business Leaders are using Diversity and Inclusion to Accelerate Results
- Strategic Business Management
  Presenter: Lenora Billings-Harris

California: The Golden State for Big HR Mistakes
- California
  Presenter: Allison West, Esq., SPHR

When Harry Sued Sally — HR and the Rise of Non-Traditional Discrimination Claims
- General
  Presenter: Matthew S. Effland

RecruitCONSULT! Elevate Recruiting To True Consulting
- General
  Presenter: Jeremy M. Eskenazi, SPHR

Smart Compensation Analytics
- General
  Presenter: Stacey Carroll, SPHR

CARE Enables Change: Four Actions to Improve the Health and Morale of Your Company
- General
  Presenter: Elizabeth Dixon

PRACTITIONER EXCHANGE The Secret to Opening Happiness in the Workplace: Simple Lessons Learned from Fellow HR Veterans
- General
  Presenters: Heather Faire & Sarah Hutton

“It’s Five O’clock Somewhere” — Increasing Employee Engagement Through Flexibility
- General
  Presenter: Murat Philippe

ADAAA Case Reviews — What’s The Point?
- General
  Presenter: Whitney Warner, SPHR

Business Acumen for HR
- Strategic Business Management
  Presenter: John Lingle

Power and Politics in the Organization: Understanding the Game
- General
  Presenter: Jason Lauritsen

The Story Behind Dodd-Frank and the Whistleblower: Are You Ready?
- General
  Presenter: Luis Ramos

Social Media: The Reinvention of Recruitment
- General
  Presenter: Matt Kaiser

Disaster Recovery and Business Continuity: Must Haves for HR Professionals
- General
  Presenter: Ralph Petti, MBCI, CBCP

Nonqualified Retirement Plans: The 4th “R” is Retirement Readiness for Your Key Employees
- General
  Presenter: Blaine Laverick

Current Appraisal Trends: The Good, Bad and the Ugly!
- General
  Presenters: Sheri A. Caldwell, SPHR

The Top 10 Trends for Background Checks in 2012 — What Every Employer Needs to Know
- General
  Presenter: Lester S. Rosen

Employee Benefits for Domestic Partners and Same-Sex Married Couples: Best Practices for Employers
- General
  Presenter: Todd A. Solomon

CARE Packages for the Workplace: Dozens of Little Things You Can Do to Regenerate Spirit at Work
- General
  Presenter: Barbara Glanz, CSP

Aligning HR with Your Organization’s Business Priorities
- Strategic Business Management
  Presenter: Lisa M. Buckingham

Staging a Coup: Strategies for Your Organization’s Leadership Revolution
- International / Strategic Business Management
  Presenter: Jazmine Boatman, Ph.D.
Creating a Culture of Performance Across Border
- International
  - **PE Presenters:** Tami Ward-Dahl, SPHR & Chrissie Shea

Making Human Resources a Competitive Advantage in Brazil
- International
  - **Presenter:** John Mein

4:00 p.m. – 5:15 p.m.

**MEGA SESSION** Building Better Teams
- General
  - **Presenter:** Kimberly Alyn

**MEGA SESSION** HR Metrics: The Process of Developing a Business Scorecard
- Strategic Business Management
  - **Presenter:** Shane Yount

Convergence of Video, Mobile and Social Media in Recruiting and Employer Branding
- General
  - **Presenter:** Lindsay Stanton

**SHRM Advocacy Team:** Shaping HR Public Policy
- Strategic Business Management
  - **Presenter:** David Lusk

Managing Injured, Ill or Disabled Employees for Legal Compliance and Avoiding Litigation
- General
  - **Presenter:** Margaret C. Bell

Employment Practices Insurance: Acquiring and Using EPLI To Reduce or Eliminate Exposure To Claims
- General
  - **Presenter:** Joan M. Cotkin

Make It Fun: Why Online Social Games Are So Effective at Improving Employee Wellness and Engagement
- General
  - **Presenter:** Adam Bosworth

Effective HR Strategies For Turbulent Environments
- General
  - **Presenter:** Robert Greene, SPHR, GPHR

The Numbers Behind the Numbers
- Strategic Business Management
  - **Presenter:** Thomas Collimore, CFA

‘Back To The Future’ Trend: Effective Use of Defined Benefits for Low-Wage & Part Time Employees
- General
  - **Presenter:** Robert Evangelista

PRACTITIONER EXCHANGE Controlling Costs with Innovative Benefit Design: SafeAuto’s Integrated Health & Wellness Strategy
- General
  - **PE Presenter:** April Miller, SPHR

Zero Tolerance: Assessment and Prevention of Workplace Violence
- General
  - **Presenter:** Glen E. Kraemer

Cultural Economics: Building and Sustaining the Right Organization Culture
- Strategic Business Management
  - **Presenter:** Scott Cawood

Now What?!?! The Nuances of Navigating Religious Diversity
- General
  - **Presenter:** Mark E. Fowler

Using ANSI HR Standards to Create Business Advantage in the Workplace
- Strategic Business Management
  - **Moderator:** Lee Webster
    - **Panelists:** Jeremy Shapiro; Susan Harmansky; Peter Merrill; and John Kells

Please Sue Me 2012
- General
  - **Presenter:** Hunter Lott

Don’t Eat the Marshmallow ... Yet!
- **NO CREDIT AWARDED**
  - **Presenter:** Joachim de Posada, CSP, Ph.D.
Wednesday, June 27

10:00 A.M. – NOON

Masters Series

- Shock of Gray: The Aging of the World’s Population and How It Pits Young Against Old, Child Against Parent, Worker Against Boss, Company Against Rival, and Nation Against Nation
  - Strategic Business Management
  - Presenter: Ted Fishman

10:00 A.M. – 11:15 A.M.

- MEGA SESSION The Culture Works: How the World's Best Cultures Exponentially Engage Their People
  - Strategic Business Management
  - Presenter: Chester Elton

- MEGA SESSION Overcoming the Five Dysfunctions of a Team
  - General
  - Presenter: Jeff Gibson

- MEGA SESSION Creativeship: The Evolution from Management to Leadership to Creativeship
  - General
  - Presenter: Bob Kelleher

- Multiple Compensation Structures — Is It Right For You?
  - General
  - Presenter: Timothy Tanis, SPHR, GPHR

- How to Foster a Legally Sensitive Work Environment and Culture
  - General
  - Presenter: Eartha Jean Johnson, SPHR

- Will Your Employees Be Ready to Retire? How to Make a Popular Retirement Plan a Successful Plan
  - General
  - Presenter: Barrie Christman

- Green and HR: Join Forces For Sustainability and Return On Efforts
  - Strategic Business Management
  - Presenter: Kris Kohl

- Litigation Is Not Accommodating: How Failure To Accommodate Claims Look In Court
  - General
  - Presenter: John M. Polson

- When Your Bench Becomes the Boss: What Objective Assessment Says About the Skill Gaps of New Executives
  - Strategic Business Management
  - Presenter: Matt Paese

- Accounting 101: How HR Professionals Affect the Bottom Line
  - Strategic Business Management
  - Presenter: Lawrence G. Singleton, Ph.D., CPA

- Five Must-Have Policies: Social Media, Retaliation, Data Protection, Wages & Confidentiality
  - General
  - Presenter: Lynn Denise Lieber

- Employers’ Guide to Healthier Employees
  - General
  - Presenter: Susan Kosman, RN, MS, BSN

- The Top 10 Employment Cases of 2012
  - General
  - Presenter: Louis Richard Lessig

- Exempt or Nonexempt? Strategies for Addressing an Evergreen Predicament in California
  - California
  - Presenter: Eric Meckley

- PRACTITIONER EXCHANGE Culture Change at The Weather Channel
  - Strategic Business Management
  - Presenter: Sylvia Taylor

- Employees with PTSD, TBI and Other Hidden Conditions — Eliminating Fear, Misconceptions and Stigma
  - General
  - Presenter: Edward J. Crenshaw

- Certification Matters
  - NO CREDIT AWARDED
  - Presenter: Stephanie Runyan, PHR

- Managing Leaves of Absence
  - General
  - Presenter: Penny C. Wofford

- “You’re Not the Boss of Me” — Regulating Employee Conduct On and Off the Job
  - General
  - Presenter: Joseph L. Beachboard

- The I-9 and E-Verify Tightrope: Balancing Employee Rights Against Strict Compliance Needs
  - General
  - Presenter: John Fay

- What Every HR Leader Should Know About Strategic Planning
  - Strategic Business Management
  - Presenter: Michael Wilkinson

- Leading Organizational Excellence by Avoiding the Top 10 HR Leadership Mistakes
  - Strategic Business Management
  - Presenter: Jack Smalley, SPHR

- Talentomics: Nine Trends HR Must Get Right
  - International / Strategic Business Management
  - Presenter: Lance Jensen Richards, GPHR, SPHR

- Go “Glocal”: Understanding and Responding to Global and Local Employee Value Propositions
  - International
  - Presenter: Russell Kronenburg

- ‘Idea Squad’: Motivating High Performing Global Teams
  - International
  - Presenter: Karen Abernathy, GPHR, PHR, CPA
11:30 a.m. – 12:45 p.m.

- MEGA SESSION *The New Leader’s Playbook*
  - General
  - Presenter: George Bradt

- MEGA SESSION *Mindful Leadership Practices: Implementation, Impacts and Results*
  - Strategic Business Management
  - Presenters: Rosaria Hawkins, Ph.D. & Gail Townsend

- *Seeking Civility: Understanding & Eradicating Workplace Bullying*
  - General
  - Presenter: Catherine Mattice

- *Traditional Labor Law Issues Affecting the Non-Union Employer*
  - General
  - Presenter: Daniel Pasternak

- *Developing Your Influence to Drive Better HR Performance*
  - General
  - PE Presenters: Tim Sackett, SPHR and Kris Dunn

- *Is Social Recruiting Really Working?*
  - General
  - PE Presenters: Steve Boese; Robert Hohman; John Sumser; and Jeremy Langhans

- *The Shift to Five Generations in the Workforce: Tailoring Your Recruitment and Engagement Strategies*
  - General
  - Presenter: Chris Dustin

- *It’s Health & Wellness: How Paychex Has Achieved Integration*
  - General
  - PE Presenter: Jake Flaitz

- *Leading and Influencing The Introvert Way*
  - General
  - Presenter: Jennifer Kahnweiler, Ph.D.

- *Strategic Leadership Planning*
  - Strategic Business Management
  - Presenter: Jen Shirkani

- *The HR Generalist’s Survival Guide to Recruiting Top Talent*
  - General
  - Presenter: Bryan Johanson

- *The Secret To Successfully Rolling Out Performance Management*
  - General
  - Presenter: Sudi Bjornstad Korba

- *Moving from HR Metrics to HR Analytics: Creating Insight Along the Way*
  - Strategic Business Management
  - PE Presenter: Cathy Suzanne Missildine-Martin, SPHR

- *Backseat Driving: Leading the Business from HR*
  - Strategic Business Management
  - Presenter: D. Kevin Berchelmann, SPHR

- *Keeping a Globally Mobile Workforce Safe in an Unsafe World — What’s Your Duty of Care?*
  - International
  - Presenter: Suzanne Garber

- *Achieve Global Talent: Empowering Staff to Achieve Individual and Organizational Goals from Day One*
  - International
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Meet to Eat

Don’t eat alone in Atlanta! Sign up for the Meet to Eat Program! One of the social/networking highlights of the conference, this program is set up as an opportunity for our conference attendees to network with their fellow professionals in a relaxed environment outside the convention center. While this is always popular, the restaurant choices in Atlanta make it even more exciting!

**RESERVATIONS** are available on the following days and times:
- Sunday 7:30 p.m.
- Monday 6:30 p.m.
- Monday 7:30 p.m.
- Tuesday 6:00 p.m.

Please sign up at the Meet to Eat Booth in the Registration Area.

Meet to Read

Join the Meet to Read program from 1:00 p.m. – 2:00 p.m. in the SHRMStore on Monday, June 25 and Tuesday, June 26 to network with your peers and be a part of the discussion.

**ON MONDAY**, the group will discuss 1,501 Ways to Reward Employees.
**ON TUESDAY**, the group will discuss The e-HR Advantage.

Participants receive a 10% coupon* to use toward your purchase of either book.

Meet to Read participants should go to the entrance of the SHRMStore for directions to the Meet to Read location.

*Cannot be combined with any other offers. Expires June 28, 2012

Meet to Move

SHRM is offering exercise classes on Monday and Tuesday mornings at 7:00 a.m. in the Omni Hotel at CNN Center’s Grand Ballroom ABC. On Monday, we are providing a yoga session, and on Tuesday, you can try out some Zumba! We will also be offering demos in our Health and Wellness Pavilion in the Exposition Hall for those that would like to try out a new exercise routine. Please sign up at the Meet to Connect Booth in the Registration Area. Space is limited, so please sign up early!
How To Be More Social

As the world becomes more and more connected through social platforms, the impacts on you personally and professionally may be profound.

From talent management, to business continuity, to corporate branding to networking, a large part of your job is going to eventually end up on LinkedIn... or Facebook... or Twitter. Or Yammer, or Pinterest, or Branch Out, or something altogether new that you haven’t even heard of yet.

If you’re looking for answers, information and insights on any and all of these media, how they can affect your job, how you can use them to your advantage, or even just how to log on, we encourage you to stop by SHRM’s latest conference innovation, THE HIVE.

Located in the main lobby of the Convention Center, this exciting new space will be the place to go for solutions to your most pressing social media challenges — or just to find out what kinds of challenges you should anticipate as the world becomes increasingly connected online.

• Listen to experts in the field give you the tools and resources you can use to create efficiencies in your organization.
• Hear from social media leaders on solutions that you can implement back at home.
• Network with other professionals who have similar problems — or unique solutions.
• Get your questions answered in quick one-on-one sessions with social media experts.

HOURS OF OPERATION

Saturday  Noon – 5:00 p.m.
Sunday  9:00 a.m. – 4:00 p.m.
Monday  7:00 a.m. – 5:15 p.m.
Tuesday  7:00 a.m. – 5:15 p.m.
Wednesday  8:00 a.m. – Noon
SHRM Mobile App

SHRM is excited to offer the SHRM 2012 Annual Conference & Exposition mobile app for attendees again this year. This FREE app gives you access to the conference schedule of speakers, speaker information, maps, exhibitor details, as well as tools to connect with other attendees.

To download the app, go to the Apple Store or Android Market from your iOS or Android device. You must have a working Internet connection to download and install the app; if you’re in the Georgia World Congress Center, you’re in luck, as we are providing free wireless access throughout the convention center.

**ONCE YOU HAVE DOWNLOADED THE APP, YOU CAN:**

### Get News and Updates
Keep an eye on your home screen to see important messages, upcoming events, or notifications about sessions that are about to start. You can also get #SHRM12 Twitter updates here to get the most up-to-date buzz about the conference.

### Build and Sync Your Schedule
Select the Program tab in the app to view a list of all the available sessions at the conference. You can filter and sort this list multiple ways. Sessions have been sorted into categories designed to help you organize your time and schedule effectively:

- **All Sessions at a Glance**
  A listing of all available sessions, sorted by date and time, beginning Saturday, June 23.

- **Concurrent Sessions**
  The full concurrent session listing, beginning 7:00 a.m., Monday, June 25 and going through the end of the conference.

- **General Sessions**
  The keynoter session schedule, sorted by date and time.

- **Masters Series**
  Sorted by date and time, this features the complete list of the three valuable Masters Series programs.

- **Networking Sessions**
  Interested in meeting your fellow attendees in a more casual setting? Here you will find a listing of networking events, including refreshment breaks in the Exposition Hall and other exclusive programming.

- **Preconference Educational Offerings**
  Several educational programs begin on the Saturday or Sunday before the conference begins. If you have registered for one of these programs, or are interested in registering on site, this listing will provide with you information sorted by date and time.
Each session description features the session title; the date, time, and location; presenter information with photos, if available, and titles; the full session descriptions; the track name for this session; and the available recertification credit for the sessions.

You can also use the filter button to limit the list to items you have already starred, taken notes on, or scheduled, or to display only the sessions available in a particular track.

Once you add sessions to your planner, you can sync this schedule across multiple devices; you can even sync this schedule with your conference planner schedule (see pages 82-83 for a How To) and export the schedule to your iCal or Outlook.

Navigate the Exposition Hall

Get a listing of all the exhibitors and sponsors for the SHRM Annual Conference, including their booth number and location. You can also add custom events to your calendar, such as meetings with exhibitors or reminders to stop back by a booth for more information! Use the search, filters, and maps to find sessions and exhibitors more easily.

View Session Presentations

Presentations for each session will be available through the app in either PPT or PDF format. To view a presentation, simply navigate to the desired session and click on the icon at the bottom of the listing.

Take Session Notes

Make the most of your app and take notes about sessions, speakers, and exhibitors right in their profile. If PowerPoint slides are included for a session, you can write the notes on the slides. At the end of the event, you can easily export all notes and starred items via email.

Locate Sessions Near You

The SHRM12 app includes a geo-location function that will help you find sessions near you. In the event that a session is full, you can simply navigate to the session in the planner, select the “target” icon, and locate other sessions in your area of the conference center. This is a great way to help you build your schedule and ensure that you are attending sessions that you find valuable and useful.

- For detailed help, including a description of the icons available in each session, select “App Help” from the “More” tab.
How to Use the Annual Conference Session Planner

To help you get the most out of your session conference experience, we have created the SHRM Conference Session Planner, which allows you to search and view all available sessions and add them to your calendar. This free planner is available online and can be accessed any time you have an internet connection, making it convenient and easy-to-access.

Please remember: The SHRM Conference Session Planner is a planning tool only. It does not register you for courses, prevent you from scheduling yourself in two places, or reserve a space in your selected sessions. We recommend that you select several sessions at each time frame so you can be assured you have a backup. Additionally, there are overflow spaces for select sessions where you may watch a live stream of the presentation if the room is at capacity. See pages 6–9 for locations.

Log in to the Session Planner

To login, go to: annual.shrm.org and select the “My Conference” button in the upper right.

SHRM MEMBERS: Login with your SHRM ID (member number) and your last name.

NONMEMBERS: Sign up for “My SHRM Conference” to use the session planner for free.

Search for Sessions

Create your personalized itinerary by locating items of interest and adding them to your planner. Use the Session Browser on the left to locate sessions of interest by any combination of keywords, event type, and focus area.

You can further filter results by using additional fields, such as session type and date. Alternatively, you can select a date from the calendar to browse that day’s events in chronological order.
Add a Session to Your Itinerary

When you see a session that interests you, click the "plus" icon (➕) to add that item to your planner.

The "plus" icon will change to a "minus" icon (➖), allowing you to remove the session from your itinerary if you so wish. Click the "minus" icon to remove the session from your planner.

View the Itinerary

The itinerary you've created is located at http://annual.shrm.org/sessionplanner/itinerary. To navigate there directly, click on the "MY CONFERENCE" button in the top navigation bar.

Print the Itinerary

Click on the printer icon (⎙) and your itinerary will appear in a printer-friendly format.

How to Save Your Itinerary

From "MY CONFERENCE" click on the "Save As..." drop down menu and choose PDF, iCal or Excel. You may choose to save your itinerary in all the available formats, which can be done one at a time.

The PDF option will take you to a new window with your itinerary formatted as a PDF. To save on a PC, hit Ctrl-S. On a Mac, use Command-S. Once you have saved the PDF onto your computer, hit the back button in your internet browser to return to the session planner.

E-mail the Itinerary

Click on the email icon (✉️) and you will be taken to a page where you can enter your email address. You will receive a confirmation notice that your email has been sent.

Your email should arrive shortly thereafter.
**SHRMStore Hours of Operation**

**SATURDAY** 9:00 a.m. – 6:00 p.m.
**SUNDAY** 7:00 a.m. – 7:00 p.m.
**MONDAY** 7:00 a.m. – 6:00 p.m.
**TUESDAY** 7:00 a.m. – 6:00 p.m.
**WEDNESDAY** 8:00 a.m. – 1:30 p.m.

**VISIT US ONLINE AT SHRMSTORE.ORG**

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**BE WELL-READ**

With over 900 different HR books, videos, software, web subscriptions, DVDs, and accessories, the SHRMStore is an important way to complement your conference learning and take resources home with you. Located in Hall B1, you’ll have access to:

- Book signings by over 90 speakers/authors
- Free ground shipping on all purchases in the store*
- Staff available to help you find the right product to fit your HR needs
- Video Viewing, Software Demo and Online Ordering Station
- SHRM, I Love HR and HR Certification Institute logoed accessories

Plus, Rent-a-Box is back! Your onsite locker-like service allows you to store and retrieve items throughout the conference for a one-time fee of $29 per box! And, when the show is over, simply ship your box home to avoid extra fees at the airport!

Follow us on Twitter @shrmstore for special conference-only deals!

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**MEMBER PRICING ON ALL ITEMS!**

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**Book Signing Schedule**

**Saturday**

5:15 – 5:45 P.M.
Steven Dinkin
Peter Frampton
David Larson/
Kate Sholonski
Yael Zofi

2:15 – 2:45 P.M.
Sonia Aranza
Melvin Brown, II
Mary Davis Holt
Scott Friedman

**Sunday**

12:15 – 12:45 P.M.
Steven Dinkin
David Larson/
Kate Sholonski
Jessica
Miller-Merrill
Carol Quinn
Lance Jensen
Richards
Cy Wakeman
Yael Zofi

**Monday**

8:15 – 8:30 A.M.
LaFern K. Batie
John G. Blumberg
Melvin Brown, II
Jason Lauritsen/
Joe Gerstandt
Kevin Sweeney
Jeff Tobe
Christine V. Walters
Shane Yount

10:00 A.M.
Malcom Gladwell

1:15 – 1:30 P.M.
Steve Gilliland
Mary Davis Holt
Hunter Lott
Susan R. Meisinger/
David Almeda
Jody Katz Pritikin

3:30 – 3:45 P.M.
Scott Christopher
Tony Frost
Candace Elaine
Whirley
Michael Wilkinson

2:15 – 2:45 P.M.
Sonia Aranza
Melvin Brown, II
Mary Davis Holt
Scott Friedman

3:30 – 4:00 P.M.
Kimberly Alyn
Todd Hunt

4:00 P.M.
Teresa Amabile

5:30 – 6:00 P.M.
Aman Motwane

5:30 – 5:45 P.M.
Mindy H. Chapman
Richard Finnegan
Lester S. Rosen
Howard Ross
Margaret Spence
Laura Stack
Andres Tapia

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*Domestic shipping only. Minimum purchase is $25. Does not include Rent-a-Box shipping.*
Visit the SHRM Booth #1530 to:

- Pick up fun SHRM **GIVEAWAYS**
- Add **RIBBONS** to your badge
- Learn about **MEMBER BENEFITS** and resources
- Test your HR knowledge to win some fun **PRIZES**
- Learn about the **SHRM FOUNDATION** and pick-up complimentary copies of their most recent products
- **GET RECOGNIZED** with a limited-edition pin and listing on a digital scroll for Foundation contributions of $50 or more
- Hear SHRM and the HR Certification Institute **EXPERTS** on a variety of topics that will help you advance your career and help you be more effective back at the office

**SHRM Booth Schedule Of Events**

**SUNDAY, JUNE 24**

5:30 P.M. – 6:00 P.M.
The SHRM HR Challenge — Test Your HR Knowledge and Win Prizes!

**MONDAY, JUNE 25**

10:00 A.M. – 10:25 A.M.
HR Certification Institute: Certification Matters

10:30 A.M. – 10:55 A.M.
Increase Your Chances of Passing the PHR/SPHR Certification Exam

12:10 P.M. – 12:35 P.M.
The SHRM HR Challenge — Test Your HR Knowledge and Win Prizes!

12:40 P.M. – 1:10 P.M.
SHRM Government Affairs: Have A Voice in the 2012 Presidential Elections

**TUESDAY, JUNE 26**

10:30 A.M. – 10:55 A.M.
Global HR Credentials

12:00 P.M. – 12:30 P.M.
The SHRM HR Challenge — Test Your HR Knowledge and Win Prizes!

12:40 P.M. – 1:10 P.M.
Preparing for the Global Talent War: Shaping Effective Policy

*Subject to change.*

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**Tuesday**

8:15 – 8:30 A.M.
Joseph Grenny
Brad Karsh
Kathrun Dian McKee
James Robbins

10:00 A.M.
Jim Collins

11:30 – 11:45 A.M.
Bob Kelleher
William Schiemann

12:15 – 12:30 P.M.
Mindy H. Chapman
Kevin Cope
Arthur D. Jackson
Jathan Janove
Lance Jensen
Richard Richards
Jennifer Shirkani

12:15 – 12:45 P.M.
Steve Gilliland
David Rock

3:45 – 4:00 P.M.
Lenora
Billings-Harris
Regina Clark
Sheri Caldwell
Jeremy Eskenazi
Barbara Glanz
Jason Lauritsen
Joe Gerstandt
John Lingle/William Schiemann
Lester S. Rosen

3:45 – 4:15 P.M.
Rich Horwath

4:30 – 5:00 P.M.
Patrick Lencioni
Todd Solomon

5:30 – 5:45 P.M.
Kimberly Alyn
Dianna Booher
Scott Cawood
Joachim de Posada
Robert Greene
Karen Martin
Clint Swindall
Nadine Vogel

5:30 – 6:00 P.M.
Shane Youn

**Wednesday**

11:30 – 11:45 A.M.
Edward Crenshaw
Matt Paese
Lance Jensen
Richards
Michael Wilkinson

11:15 A.M. – NOON
Chester Elton
Bob Kelleher

12:15 – 12:45 P.M.
Ted Fishman

12:45 – 1:00 P.M.
Jennifer Kahnweiler

1:00 – 1:15 P.M.
George Bradt
Jennifer Shirkani

5:30 – 5:45 P.M.
Kimberly Alyn
Dianna Booher
Scott Cawood
Joachim de Posada
Robert Greene
Karen Martin
Clint Swindall
Nadine Vogel

5:30 – 6:00 P.M.
Shane Youn
Saturday, June 23

8:00 A.M.
Registration & Continental Breakfast
Imperial Ballroom A

8:30 A.M.
Opening Remarks and Awards Celebration
Imperial Ballroom A
Laurie McIntosh, SPHR, director, Member Engagement; and, Tara A. Fournier, PHR, manager, Member Engagement, SHRM, Alexandria, Va.

9:30 A.M.
CONCURRENT SESSIONS
A: Social Media: The Good, The Bad & The Law
Marriott: M106-M107

B: Extreme Makeover: Résumé Edition
Marriott: M103-M104
Brittany Johnson, director of Recruitment & Training, Los Angeles Angels and KLAA AM830 Radio, Anaheim, Calif.

10:45 A.M.
CONCURRENT SESSIONS
A: The Power of Now: Leaving a Legacy
Marriott: M106-M107
Dr. Kevin C. Snyder, founder, Creative Keynotes, Inc., Raleigh, N.C.

B: The Art of Networking & Business Etiquette
Marriott: M103-M104
Shelly Trent, SPHR, field services director, Southeast Region, SHRM, Louisville, Ky.

11:00 A.M.
FACTOR TRACK
“Coffee Talk”: Faculty Advisors “Kibitz” with SHRM Staff
Marriott: M101
“Hot” Questions & Issues Impacting the HR Profession. We serve the coffee and you do the talking.
Nancy A. Woolever, SPHR, director, Academic Initiatives; and, Tara A. Fournier, PHR, manager, Member Engagement, SHRM, Alexandria, Va.

12:00 P.M.
Lunch and Keynote Presentation
Imperial Ballroom A
Sara L. Rynes, Ph.D., 2011 Winner, Michael R. Losey Human Resource Research Award, Professor of Management & Organizations, University of Iowa, Iowa City, Iowa

1:45 P.M.
CONCURRENT SESSIONS
A: Panel: Tips for Succeeding in HR as a Young Professional
Marriott: M106-M107
Parker McKenna, SPHR, director of Human Resources, Springfield Public Schools, Springfield, Mo.; and, Justin Angsuwat, manager, Advisory, People & Change practice, Price Waterhouse Cooper, New York, N.Y.

B: Make No Mistake: How to Avoid Deficit Decisions
Marriott: M103-M104
Annette Dubrouillet, speaker, trainer, consultant, Decision Drivers, LLC, Morris Plains, N.J.

3:15 P.M.
FACTOR TRACK
Helping Students Prepare for Studying and Working Abroad
Marriott: M101
Lance J. Richards, GPHR, SPHR, vice president, Innovation, Kelly Services, Detroit, Mich.

12:30 P.M.
CONCURRENT SESSIONS
A: Panel: Tips for Succeeding in HR as a Young Professional
Marriott: M106-M107
Parker McKenna, SPHR, director of Human Resources, Springfield Public Schools, Springfield, Mo.; and, Justin Angsuwat, manager, Advisory, People & Change practice, Price Waterhouse Cooper, New York, N.Y.

B: Make No Mistake: How to Avoid Deficit Decisions
Marriott: M103-M104
Annette Dubrouillet, speaker, trainer, consultant, Decision Drivers, LLC, Morris Plains, N.J.

3:15 P.M.
FACTOR TRACK
Helping Students Prepare for Studying and Working Abroad
Marriott: M101
Lance J. Richards, GPHR, SPHR, vice president, Innovation, Kelly Services, Detroit, Mich.
3:30 P.M.  
CLOSING GENERAL SESSION  
cOLORiNg OUtsiDe tHe LiNes!  
Imperial Ballroom A  
Jeff Tobe, CSP

4:30 P.M.  
Networking Reception & Prize Drawing  
Imperial Ballroom B

7:00 P.M.  
Student Conference Concludes

Sunday, June 24

BONUS SESSIONS FOR STUDENTS AND FACULTY

7:30 A.M.  
Breakfast  
Marriott: M301

8:00 A.M.  
Welcome & Opening Remarks  
Marriott: M301  
Jeff T. H. Pon, Ph. D., HCS,  
chief human resources & strategy officer, SHRM, Alexandria, Va.

8:30 A.M.  
STUDENT & FACULTY SESSION  
Town Hall Meeting: Answering Your Questions about SHRM’s Assurance of Learning Assessment for HR Graduates and Case Solving Competition  
Marriott: M301  
Nancy A. Woolever, SPHR,  

9:15 A.M. BREAK

9:30 A.M.  
STUDENT & FACULTY SESSION  
The New Consumer of Work  
Marriott: M301  
Libby Sartain, SPHR, CCP, human resources advisor, author, Board of Directors, Peet’s Coffee & Tea, Board of Directors, Manpower, Inc., Bastrop, Texas

10:45 A.M. BREAK

11:00 A.M.  
College Relations/Student Chapter Workshop  
Marriott: M302  
Facilitated by: Tara A. Fournier, PHR, manager, Member Engagement, SHRM, Alexandria, Va.

12:30 P.M.  
Student Conference Concludes
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Is Your Workforce Prepared to Meet the Needs of a 21st Century Workplace?

Apply for the 2013 AARP Best Employers for Workers Over 50 Award

This biennial award recognizes companies and other organizations that value experienced talent and implement policies and practices that meet the needs of a mature workforce. Applicants must be headquartered in the United States, and have at least 50 full-time employees in the U.S. and its territories in the Caribbean and the Pacific.

The Society for Human Resource Management (SHRM) is adding its support as co-sponsor of the 2013 Best Employers Award. The 50 winners will be honored at the SHRM 2013 Annual Conference in Chicago next June.

The application period for the 2013 award runs from June 26, 2012, through November 12, 2012. Participation in the application process is strictly confidential.

Best Employers applicants are judged in the categories of Recruitment, Career Development, Flexible Work Arrangements, Benefits, and Retirees Relations. A panel of nationally recognized judges reviews the applications and provides feedback on the applicants.

All awardees receive national recognition and media attention, including appearing in AARP The Magazine and AARP Bulletin, both with circulations of more than 23 million. SHRM will also highlight your organization in HR Magazine, which goes to all 260,000 SHRM members in 140+ countries.

All applicants are provided with a detailed benchmarking analysis that describes how you scored relative to other applicants. This analysis will help you more effectively evaluate your current HR policies and practices.

For more information about AARP Best Employers for Workers Over 50 go to: www.aarp.org/bestemployers or www.shrm.org/aarp
Conference Services

Airport Shuttle Service
The Atlanta Airport Shuttle Service provides shuttle service to and from the airport to downtown hotels for approximately $16.50–$20.50 one way, and $29–$37 round trip. Shuttle tickets can be purchased online at www.taass.net using PayPal. Courtesy phones are available in the airport for shuttle arrival or departure time inquiries. Please note that the shuttle service is not a direct transportation service to/from your hotel and that the vehicle may have to make additional stops to pick-up or drop-off other passengers.

Atlanta Transit (MARTA)
The Metropolitan Atlanta Rapid Transit Authority (MARTA) station is located directly across the street from the GWCC behind Philips Arena. There is signage helping to direct the guests to MARTA. Trains operate from 7:00 a.m. to 7:00 p.m. daily, and buses operate from 5:00 a.m.–1:30 a.m. daily. Fares vary based upon destination and can be pre-determined via http://mycommute.itsmarta.com.

Business Center
FedEx Office is available to assist you with all your business needs such as shipping, copying, faxing and last-minute office supplies. It is located in the A/B lobby area of the convention center. Office number: (404) 223-4660.

SHRM Chapter Information
Questions about chapter information can be answered in the Member Services Pod of the SHRM Booth #1530 in the Exposition Hall.

Child Care
Bright Horizons Family Solutions will provide child care onsite at the Marriott Marquis, in International 1-2, for children 2½ (potty trained) through 12 years of age. For questions and to sign up, contact Paula Loe at (318) 261-0401 or (469) 477-5437.

Hours of Operation
Sunday 8:00 a.m. – 6:00 p.m.
Monday 6:30 a.m. – 6:00 p.m.
Tuesday 6:30 a.m. – 6:00 p.m.
Wednesday 6:30 a.m. – 6:00 p.m.

Conference Badges
Conference badges are color coded to allow for easy visual identification.

Full Conference BLUE WALLET
One Day GREEN WALLET
Guest RED STRIPE BADGE HOLDER
Exhibit Hall Only Pass RED WALLET
Press BLUE WALLET/PRESS RIBBON
Volunteers CLEAR BADGE/VOLUNTEER RIBBON
Full Conference Exhibitors YELLOW WALLET
Exhibit Hall Booth Personnel YELLOW STRIPE

Emergencies
In the event of an emergency at the Georgia World Congress Center, call #4911 using the house phones located in the public areas and in the meeting rooms. You may also call (404) 223-4911 from your cell phone. Do not call 911. In addition to the house phones, there are security podiums in the public areas, Central Hall and north Hall Concourses that will be staffed throughout the conference.

First Aid Locations
First Aid stations are located in Georgia World Congress Center, next to the Hall A Entrance at the A2/A3 point for the General Session area and at the B2/B3 point close to the Hall B Entrance. Both stations are staffed by a certified EMT or nurse.

Session Recordings
If you are interested in viewing and listening the conference sessions, you can purchase the Conference On Demand onsite at registration, through Member Care at (800) 283-7476, or online at annual.shrm.org. SHRM’s Conference On Demand provides unlimited online access, 24 hours a day, seven days a week to more than 200 sessions from the 2012 Annual Conference. See page 13 for more information. For a list of sessions not being recorded, go to annual.shrm.org/sessions-not-recorded.

Leaders Lounge
(Exclusive to SHRM Volunteer Leaders)
Location: A406/A407

Hours of Operation
Sunday Noon – 2:00 p.m.
Monday 7:00 a.m. – 4:00 p.m.
Tuesday 7:00 a.m. – 4:00 p.m.

All SHRM volunteer leaders have been invited to stop by the Leaders Lounge to meet up with fellow volunteer leaders and SHRM staff. It’s a comfortable place to get away and prepare for their next session. Snacks will be available as well as special ribbons, computers, printers and charging stations. Giveaways and prizes will be available throughout the time the Lounge is open. In addition, grand prize drawings will occur Tuesday at 3:00 (must be present to win). Follow us at #shrmlead.
Lost & Found
Lost & Found is located at the SHRM Information Booth in Building A/B Lobby.

Luggage Check
Luggage check is available in the lobby area of the convention center where Buildings B and C converge, on the 4th floor. A fee of $2.00 per day/per bag will apply.

Hours of Operation
Saturday 7:00 a.m. – 6:00 p.m.
Sunday 7:00 a.m. – 7:00 p.m.
Monday 7:00 a.m. – 6:00 p.m.
Tuesday 7:00 a.m. – 2:00 p.m.

Parking
On-site private vehicle parking is available at the Georgia World Congress Center. The closest lots for the Conference are the Green Lot and the Red Deck. The daily rate is $10 with NO in and out privileges.

Quiet Room
A Quiet Room is located in B318. The Quiet Room is designed to give attendees a place to get away from the hectic pace of the conference if they are not feeling well or just need to meditate or pray. Nursing mothers that need a quiet place to feed their children are also encouraged to use the Quiet Room. The key can be found at the Information Booth in the Lobby.

Relaxation Station
The Relaxation Station will feature short upper-body massages to conference attendees. It will be located in the 2nd level of Building B, in front of the Hall B2 Overlook.

Restaurant Reservations
Restaurant Reservations will be handled at the GWCC Concierge Desk in Building B, Level 4 across from Starbucks. Tickets to local attractions like the Georgia Aquarium and World of Coke will also be available for purchase at the desk.

Session Overflow Areas
New to 2012, SHRM will have four designated overflow areas within the GWCC for several predetermined rooms to stream concurrent sessions that are full. Attendees will be able to see the slides and hear the audio at four predetermined locations. Please see maps on pages 6–9 for locations.

SHRM Shuttle Buses
SHRM provides complimentary round-trip service between most official hotels and the Georgia World Congress Center, Saturday through Wednesday. Please refer to the shuttle schedule in your registration bag or see pages 9–10 of your Onsite Companion.

Smoking
Smoking is not permitted inside the Georgia World Congress Center.

Special Accommodations
HEARING IMPAIRED SERVICES
1. TDD Phone (Telecommunication Device for the Deaf): A TDD Phone can be found at the Information Desk Located in Building B. Number: (404) 223-4668.
2. Hearing-Impaired Phones: For hearing impaired attendees, a phone with a volume-control handset is located in each telephone bank throughout the Convention Center.

SIGHT IMPAIRED
Each passenger elevator features Braille instructions on the inside and outside of the all passenger elevators, and is provided in meeting rooms, public restrooms, and ATMs.

SIGN LANGUAGE INTERPRETATION
Sign language interpreters have been retained for all General Sessions and the Tuesday Night Event with Jerry Seinfeld. A designated area at the front of the hall has been marked off for hearing-impaired guests. If an attendee has an on-site request for sign language interpretation at any of the other sessions, we will try our best to accommodate. Please contact a SHRM staff member to request services.

SCOOTER RENTALS
Please contact ScootAround at 1 (888) 441-7575 or Miles Davis (GWCC FedEx Office) at (404) 223-4660 to reserve your scooter. Attendees have the option to rent a 3 or 4 wheel scooters for $55/day. Weekly rentals are also available. Attendees will be required to submit a credit card for payment at the time of your reservation.

WHEELCHAIR SERVICES
Wheelchair service can be found at the Information Desk located in the main lobby of the Convention Center. Complimentary chairs are available on a first come first serve basis. Reservations cannot be made ahead of time. At the time of your rental you will be asked to provide a credit card for insurance. Your card will be refunded upon return of your wheel chair.

If the Convention Center runs out of wheel chairs, additional chairs can be rented for $25/day at the FedEx Business Center located in the main lobby of the Convention Center.

Volunteers
Volunteers are critical to the success of the conference. Volunteers provide support at Registration, in the Exhibit Hall, and throughout the conference. Volunteers will wear Orange shirts.