



THE
HRSOUTHWEST
CONFERENCE™

10.25.15 – 10.28.15
FORT WORTH CONVENTION CENTER

CONFERENCE
PROGRAM

ENGAGE **EMPOWER** ENERGIZE



AFFILIATE OF
SHRM®
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

CONTENTS

Sponsors	2
2015 Board of Directors	3
Volunteers	4
Participating Chapters	5
What's New in 2015	6
Masters Series	7
Master of Ceremonies	8
Keynote Speakers	9
Networking Opportunities	11
Online Learning Center	13
Speaker Hall of Fame	14
Texas Volunteer Leader of the Year	15
Scholarship Recipients	17
Silent Auction	17
Prize Drawings	19
Conference Maps	20
Recertification Key	23
Monday At-A-Glance	24
Monday Educational Sessions (Detail)	24
Tuesday At-A-Glance	31
Tuesday Educational Sessions (Detail)	31
Wednesday At-A-Glance	37
Wednesday Educational Sessions (Detail)	37
Educational Session Tracker	40
My Learning Action Plan	41
Recertification Information	42
General Information	45

THANK YOU TO OUR SPONSORS

The HRSouthwest Conference graciously thanks the sponsors of this year's event for their generous support and partnership.

Sponsors current at time of printing.

TITANIUM



Badge Holders



a Marsh & McLennan Agency LLC company

Conference Bags

PLATINUM



Monday Educational Sessions



SHRM Shack



Mobile App & Session Surveys



Lunches & Breaks



Registration

GOLD

Frosch Rewards & Incentives

Halo Branded Solutions (formerly Commotion Promotions)

Volunteer Appreciation Gifts

Volunteer Shirts

SILVER

Challenger, Gray & Christmas, Inc.

Frontline Source Group, Inc.

Perks

VISANOW Global Immigration

Conference Pens

Silent Auction

Speaker Lounge & Appreciation Gifts

Legal Exchange

BRONZE

ADP

Brinson Benefits, Inc.

Choice Screening

Cooper Wellness Strategies

CRGemPerform

CS3 Technology

Executive Medicine of Texas, Inc.

Extended DISC

Nationwide Insurance (formerly VPI Pet Insurance)

Pharmalto

Star Wellness

Uniquely Kneaded

Welcome Center

Pre-Conference Workshops

Business Center

Bookstore

Practitioners Exchange

Super Prizes

Wellness Club

Wednesday Educational Sessions

Puppy Cuddling

Productivity & Power Stations

Relaxation Station

Massage Therapists

FROM THE CONFERENCE DIRECTOR

Welcome to The HRSouthwest Conference (HRSWC)... the 74th annual! Whether you are a first-time attendee or considered a "Conference veteran," I encourage you to take advantage of as many offerings as possible – each of which is aimed to "Engage – Empower – Energize" you. I promise that you will reap the benefits!



HRSWC proudly continues to advance the value of HR by "empowering" HR professionals in their jobs through the delivery of top-notch educational offerings. And we've been mindful to make sure that – for those who need it – our quality sessions qualify for credit with both certifying bodies, HRCI and SHRM. Choose from more than 100 educational sessions on the most current, relevant HR topics. I'm happy to say that due to high demand, we're bringing back the Masters Series after introducing it last year and extending the format of the Legal Exchange to allow more time on each subject matter.

There are a number of great ways to "engage" and connect with your peers while here to truly expand your professional network, including the Opening and Closing Receptions, Wellness Club activities and the brand new Practitioners Exchange (held during part of the lunch breaks). We encourage you to share workplace experiences and exchange best practices to help each other become the indispensable HR partners your organizations need.

Another wonderful way to make the most of your experience is to join the online conversations, using #HRSWC in your Twitter and Instagram posts. Don't have these social accounts? You can still be part of the onsite social wall located in the Marketplace by emailing your posts to hrsw2015@wiffiti.com. Share photos and your best Conference tips and experiences.

Be sure to also check out the enhanced HRSWC mobile app to review the Conference schedule, communicate with fellow participants, view educational session details, bookmark sessions and other activities, complete evaluations, and browse and map out your Marketplace plan. You can access it two easy ways: through your web browser at hrsouthwest.com/mobile (no download required) or by searching HRSWC in the App Store or Google Play to download the app to your device.

Lastly, don't miss the opportunity to visit the Marketplace – you just might meet your next key business partner from the more than 200 solution and service providers exhibiting. In addition, fun activities like the Silent Auction, relaxation station and puppy cuddling await you.

We have more than 50 volunteers sporting their bright yellow shirts, most of whom are HR professionals themselves, who have worked year round to plan the official State of Texas SHRM Conference, the premier regional HR event in the country – The HRSouthwest Conference! They are here to assist you and answer any questions you may have.

By the end of Conference, I am confident you will feel "energized" to return to your company prepared to make a positive impact on your business.

Enjoy,



Lety Yañez, CEBS, PHR, SHRM-CP
2015 Conference Director
HR Manager, City of Mesquite, TX

2015 BOARD OF DIRECTORS



Conference Director

Lety Yañez, CEBS, PHR, SHRM-CP
City of Mesquite



Conference Director-Elect

Kim Scott, PHR, SHRM-CP
Gemmy Industries Corporation



Bookstore Co-Director

Karen Stevens, SPHR, SHRM-SCP
McKesson Specialty Health



Bookstore Co-Director

Cathy White, SPHR, SHRM-SCP
Rosewood Mansion on Turtle Creek



College Relations Director

Celeste Lindell
Texas Christian University



Educational Sessions Co-Director

Linda Miller, SPHR, SHRM-SCP
Holmes Murphy & Associates



Educational Sessions Co-Director

Kim Vincent, PHR, SHRM-CP
Affiliated Bank



On-Site Co-Director

Cindy Hanson, SPHR
FleetPride



On-Site Co-Director

Kathy Hassenpflug, SPHR,
SHRM-SCP
Airbus Helicopters, Inc.



Social Media Director

Wendy Chance, CTS
Evins Personnel Consultants, Inc.



Special Events Co-Director

Laura Ketchum, SPHR, SHRM-SCP
Comerica Bank



Special Events Co-Director

Chrissie Rogers
Varidesk

THANK YOU, VOLUNTEERS!

The HRSouthwest Conference is grateful to its all-volunteer Board of Directors and Committees for their contributions and dedication. Your commitment to HRSWC and the human resources profession makes it possible for The Conference to deliver a world-class event. Sincere appreciation is also extended to the employers of these individuals for supporting and encouraging their participation.



COMMITTEE VOLUNTEERS

Bookstore

- Kathy Hardcastle, PHR, SHRM-CP
Texas Health Presbyterian Hospital of Denton
- Amanda Imperial
PFSweb, Inc.
- Robert Segura, SPHR, SHRM-CP
Texas Tech University HSC
- Krystal Yates, SPHR
Elite Business Resources

Educational Sessions

- Mariya C. Gavrilova Aguilar
PHR, SHRM-CP
City of Corinth
- Shaunta Bailey, PHR, SHRM-CP
Killeen Independent School District
- Davani Buckley, PHR, SHRM-CP
Berkley Specialty Underwriting Management
- Brian Hayes, SPHR, SHRM-SCP
The Infinity Group/Caliber Services
- Robin Hope
SPHR, GPHR, SHRM-SCP
Haag Engineering Co.

- Shirley Johnson, SPHR, SHRM-SCP
Dallas Central Appraisal District
- Marianne Koenig, SPHR
NewCo
- Carla McKenzie, SPHR, SHRM-SCP
Reilley McKenzie Consulting Services, LLC
- Holly Novak, SPHR, SHRM-SCP
CS3 Technology
- Rebekah Pryor, PHR, SHRM-CP
De La Rue North America, Inc.
- Lori White, PHR, SHRM-CP
The T
- Brian Yanus, SPHR, SHRM-SCP
Essendant

On-Site

- Carolyn Boyles, PHR
PFSweb, Inc.
- Kim Follis, CPC, CTS
Delta Dallas
- Beth Grover, PHR, SHRM-CP
Elevate ROI, LLC
- Melanie Highfill, PHR, SHRM-CP
Parkland Health & Hospital System

- Enrica McDaniel, PHR
Liberty Mutual
- Kay Nobles, CLTC
AGIS Network
- Cassidy Rohde
SUPERIORHIRE
- Cat Schlueter, PHR
City of Azle

Special Events

- Janet Baselice, PHR
FleetPride, Inc.
- Lesa Blakey
Inspirus LLC
- Julie Frank, SPHR, SHRM-SCP
Ocwen Financial Corporation
- Marcus Humphrey
MHBT
- Denise King
Citigroup/OneMain Financial
- Laura Meisel, SPHR
Eland Energy, Inc.
- Johanna Nystrom
The Lamplighter School
- Mary Williams, SPHR
Anton Cabinetry

TEXAS SHRM PARTICIPATING CHAPTERS

- **Austin HRMA**
- **Big Country SHRM**
(Abilene)
- **Brazos Valley SHRM**
(College Station)
- **Central Texas HRMA**
(Temple)
- **Coastal Bend SHRM**
(Corpus Christi)
- **Crosstimbers HRMA**
(Stephenville)
- **DallasHR**
- **East Texas HRA**
(Tyler/Longview)
- **El Paso SHRM**
- **Fort Worth HRMA**
- **Laredo AHRM**
- **Lubbock SHRM**
- **Mid-Cities HRA**
(Arlington)
- **Mid-Texas HRMA**
- **North Texas SHRM**
(Corinth/Denton)
- **Panhandle HRA**
(Amarillo)
- **Permian Basin SHRM**
(Midland/Odessa)
- **Red River Valley HRA**
(Paris/Mt. Pleasant)
- **San Antonio HRMA**
- **SHRM Heart of Texas**
(Waco)
- **SHRM Rio Grande Valley**
(Mission)
- **South Texas SHRM**
(Gonzales)
- **Texas Bay Area SHRM**
(Houston)
- **Texoma HRMA**
(Sherman)
- **Tri-State SHRM**
(Texarkana)
- **Wichita Falls HRMA**
- **Williamson County HRMA**
(Round Rock)

THE HRSOUTHWEST CONFERENCE STAFF



Diane McClendon
Executive Director



Fawn Cole
Administrative Assistant



Darby Merriman
Education Manager



Nann S. Philips, CMP, CMM
Director of Business Development & Conference Strategy



Angel Piorkowski
Communications & Marketing Manager



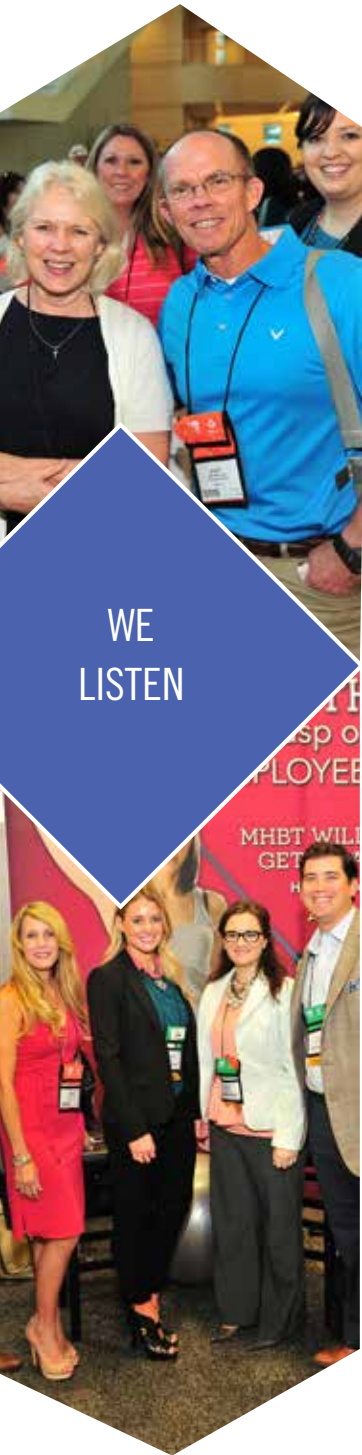
Beth Roach
Member & Attendee Relations Manager



Candace Wallner
Technology Manager



HRSWC 2015 BOARD OF DIRECTORS



YOU SPEAK, WE LISTEN... WHAT'S DIFFERENT IN 2015?

ENGAGE — EMPOWER — ENERGIIZE

The HRSouthwest Conference – through unparalleled educational offerings and networking opportunities – provides human resource professionals with practical knowledge and best practices. Our goal is to engage, empower and energize you to return to your organization inspired to make a positive and significant impact on business results.

ADDITIONS & ENHANCEMENTS IN 2015

Attendee feedback and onsite observations are key factors used in delivering a better HRSWC experience year after year. Some new and improved offerings in the pipeline that are sure to maximize your educational and networking opportunities include:

NEW THIS YEAR

- Continuing Education Credits**
 The HRSouthwest Conference will offer both HRCI recertification credit hours and SHRM Professional Development Credits (PDCs) in 2015. Earn up to 17.5 credits at HRSWC (pending HRCI and SHRM approval) and up to 8 additional credits by participating in your choice of five Pre-Conference Workshops (separate registration required).
- Practitioners Exchange**
 This hands-on, roundtable activity is HRSWC's newest innovation in educational offerings. Participants will take part in guided discussions about case studies of real-world HR scenarios and be challenged to develop their own solutions to the issues presented. Cases will be centered around areas of practice and hot topics. **Sponsored by CRG emPerform.**
- Speaker Hall of Fame Educational Sessions**
 Two-hour educational sessions led by HRSWC Speaker Hall of Fame inductees, Michael Mirarchi, JD, and Alice Dendinger, SPHR.
- Extended Marketplace Hours**
 The Marketplace will be open until 7:30 p.m. on Monday, Oct. 26 and until 5:30 p.m. on Tuesday, Oct. 27.

RETURNING FAVORITES

- Masters Series**
 Invitation-only sessions for HRCI- and SHRM-certified HR professionals led by senior HR executives who will share successful best practices throughout their career development.
- Expanded Legal Exchange**
 The length of the session will be extended from two hours to three in order to allow attendees more valuable time on each roundtable topic. **Sponsored by VISANOW.**

- Pair-N-Share**
 A 100% voluntary “buddy system” program teaming Conference veterans with new attendees to enrich the educational and networking experience.
- Wellness Club**
 Short bursts of energizing and stretching activities coordinated throughout The Conference during breaks in the educational schedule. **Sponsored by Executive Medicine of Texas, Inc.**



MASTERS SERIES

Invitation-only sessions for HRCI- and SHRM-certified professionals, in which HR executives will share successful best practices and effective organizational strategies and initiatives. Sessions and speakers include:



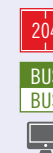
The Power of Your Story: Strategies to Have the Greatest Impact with Your Leadership



- Monday, 10.26.15
3:15 PM – 5:15 PM
- Tim Tobin, Ed.D., SPHR, SHRM-SCP
Vice President, Global Learning & Leadership Development
Marriott International, Inc.



Practical Investment in Talent and Accountability: Creating a Competitive Differentiation



- Wednesday, 10.28.15
8:15 AM – 10:15 AM
- Adrienne Court, M.A., SPHR
Chief Human Resources Officer
Transplace



HR Issues for 2016 and the Impact of Culture



- Tuesday, 10.27.15
3:15 PM – 5:15 PM
- Tony Bridwell
Chief People Officer
Brinker International



David Ahearn

MASTER OF CEREMONIES

DAVID AHEARN

David Ahearn started his career performing stand-up comedy at clubs across the country. He has appeared at such premiere clubs in Los Angeles as The Laugh Factory, The Improvisation and The Comedy Store. In 1997, he co-founded the critically acclaimed comedy group Four Day Weekend and has been the host since its inception.

David is also an accomplished filmmaker. His second short film, "Burning the Grump," was named a finalist in the USA Film Festival and won the Special Jury Prize at The Northampton Film Festival. David was named Best Filmmaker by the Fort Worth Weekly. In 2005, David, along with his business partners, were finalists in Clear Channel's Entrepreneurs of the Year for small businesses. In 2011, David and Four Day Weekend delivered a keynote address at the Democratic Issues Conference for The United States Congress. In 2012, David and Four Day Weekend were awarded the prestigious ISES Award (International Special Events Society) for Best Entertainment. The year was capped off when David and Four Day Weekend performed on Sept. 11, in Las Vegas with President George W. Bush.

OPENING KEYNOTE SPEAKER

DAVID POGUE

- Monday, 10.26.15
- 8:15 AM – 9:30 AM
- Level 2, Ballroom

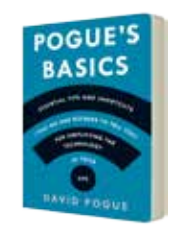
For 13 years, David Pogue was the weekly personal technology columnist for The New York Times. He joined Yahoo in 2013, where he founded a new website for non-techies called Yahoo Tech. He's won two Emmy awards for his TV work, which includes hosting "NOVA" on PBS and serving as a correspondent for "CBS Sunday Morning" since 2002.

With more than three million books in print, David is one of the world's best-selling how-to authors. He wrote or co-wrote seven books in the For Dummies series (including Macs, Magic, Opera, and Classical Music). In 1999, he launched his own series of complete, funny computer books called The Missing Manual series, which now includes 120 titles. David graduated summa cum laude from Yale in 1985 with distinction in music, and he spent 10 years conducting and arranging Broadway musicals in New York. He has won two Emmys, a Loeb Award for journalism and an honorary doctorate in music. He has been profiled on "48 Hours" and "60 Minutes."

Approved for 1 HRCI HR (General) recertification credit hour & 1 SHRM PDC.



David Pogue



DAVID'S BOOK SIGNING

MONDAY, 10.26.15
9:30 AM – 10:15 AM
HRSWC BOOKSTORE



SOLEDAD'S BOOK SIGNING

WEDNESDAY, 10.28.15
12:30 PM – 1:30 PM
HRSWC BOOKSTORE

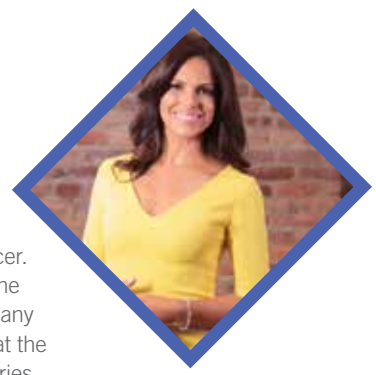
CLOSING KEYNOTE SPEAKER

SOLEDAD O'BRIEN

- Wednesday, 10.28.15
- 10:45 AM – 12:15 PM
- Level 2, Ballroom

Soledad O'Brien is an award winning journalist, documentarian, news anchor and producer. Soledad was the originator of "Black in America and Latino in America." In June 2013, she launched Starfish Media Group, a multiplatform media production and distribution company dedicated to uncovering and producing empowering stories that take a challenging look at the often divisive issues of race, class, wealth, poverty and opportunity, through personal stories.

Starfish Media Group continues to produce "Black in America" and "Latino in America" and other programming for CNN. Also in June 2013, Soledad joined HBO's "Real Sports with Bryant Gumbel" as a correspondent and joined the Harvard University Graduate School of Education as a visiting fellow for the 2013-14 school year. In 2010, she wrote a critically-acclaimed memoir The Next Big Story: My Journey through the Land of Possibilities, which chronicles her biggest reporting moments and how her upbringing and background have influenced these experiences. Soledad came to CNN from NBC News where she anchored the network's Weekend Today. She is a graduate of Harvard University.



Soledad O'Brien

HALO
branded solutions
(Formerly Commotion Promotions)

- Creative Product Ideas & Design
- Competitive Pricing
- In-House Graphic Artists
- Fast Turn-Around
- Fulfillment & Drop-Shipping
- Your Own On-Line Company Store
- Corporate "Buck" Programs
- Our "you gotta love it" Guarantee
-Basically Whatever You Need!

Arlene Alvarez
Cell 818-378-3096 • Office 214-469-9772
Fax 888-614-3354 • arlene.alvarez@halo.com
www.halo.com/arlenealvarez

Holmes Murphy invites you to join us for the following discussions and visit **BOOTH 601** to learn more about how we're thinking differently to lower costs and deliver clarity to benefits professionals across the Southwest and nationwide.

From Aon to Zenefits; Everything You MUST Know About Exchanges

Presented by Den Bishop, Holmes Murphy president and author of *The Book on Healthcare Reform: The Economic Truth of Healthcare in America*

Monday, October 26, 10:15 AM - 11:15 AM



EEOC v. Honeywell; You Own the Risk...Can You Still Manage It?

Presented by Den Bishop, Holmes Murphy president and author of *The Book on Healthcare Reform: The Economic Truth of Healthcare in America*

Monday, October 26, 11:30 AM - 12:30 PM



Next Generation Wellness: All Risk Factors are not Created Equal

Presented by Wally Gomaa, Holmes Murphy senior vice president and chief executive officer of ACAP Health Consulting & Tim Church, M.D., M.P.H., Ph.D., chief medical officer of ACAP Health Consulting

Tuesday, October 27, 10:15 AM - 11:15 AM



12712 Park Central Drive, Suite 100 | Dallas, TX 75251
(800) 882-5949

GET CONNECTED, STAY CONNECTED

The HRSouthwest Conference provides many opportunities for registered attendees to build lasting relationships with peers, speakers, exhibitors and sponsors in relaxed and enjoyable atmospheres.

WELCOME RECEPTION

- Monday, 10.26.15
- 5:45 PM – 7:30 PM
- The Marketplace

End the first day of HRSWC enjoying light hors d'oeuvres and drinks and the opportunity to connect and network with attendees, volunteers and exhibitors.

CLOSING RECEPTION

- Tuesday, 10.27.15
- 5:45 PM – 7:15 PM
- Level 2, Ballroom

Food and fun, networking and lots of celebrating as we close another great Conference. Pose for photos with great friends, new and old. The Grand Prize Drawing will be held at 7 p.m. (Must be present to win.)

STUDENT LOUNGE

- Sunday, 10.25.15, 4:00 PM – 6:00 PM
- Monday, 10.26.15, 11:30 AM – 5:30 PM
- Tuesday, 10.27.15, 9:30 AM – 3:00 PM
- Level 1, The Hub

Dedicated area in The Hub for students to network with Conference participants and each other. HR professionals with open intern and entry level positions are encouraged to stop by and meet these future HR leaders.

GET SOCIAL, GO DIGITAL!

Mobile App

The HRSWC mobile app is the perfect tool for building your customized Conference experience. Add yourself to the Attendee List for instant messaging, explore educational sessions and speakers, complete session evaluations and surveys, bookmark your favorite activities, preview the exhibitors and sponsors, and utilize the My Schedule feature. Push notifications will help keep you apprised of Conference happenings, and session evaluations enable you to provide immediate feedback. Two great ways to access! No download required, just visit hrsouthwest.com/mobile. Or download to your device, searching HRSWC in the App Store or Google Play. **Sponsored by Streampoint Solutions.**

#HRSWC

Join us on Twitter and Instagram using The Conference hashtag. Provide comments, share pictures and spread The Conference excitement.



twitter.com/hrsouthwest



[instagram.com/hrsouthwest](https://www.instagram.com/hrsouthwest)



[facebook.com/hrsouthwest](https://www.facebook.com/hrsouthwest)



[hrsouthwest.com/linkedin](https://www.linkedin.com/company/hrsouthwest)

Social Wall

Located in The Hub, the social wall is a live feed of your Twitter and Instagram posts with The Conference hashtag – #HRSWC. You can also submit a post by sending an email to hrsw2015@wiffiti.com. Let's keep the story evolving...we want to hear from and see you on the "big screen."



Feel like your
benefits program is a

CIRCUS?



a Marsh & McLennan Agency LLC company



Come one, come all
to the greatest
booth on earth!

MHBT can tame the wildest benefits problems.

Stop by today to see the remarkable
solutions we can offer your company.

Visit us at **booth number 700**
Contact us at **800 443 0185** or **HRSW@mhbt.com**

Employee Benefits



Property & Casualty

ONLINE LEARNING CENTER

The HRSWC Online Learning Center (OLC) is a rich educational resource that connects you to recorded sessions with the presenter's voice synchronized to their PowerPoint presentation – available anytime, at your convenience!

The most captivating educational sessions are now available on-demand to help you optimize your Conference experience. The list of recorded sessions is included in your Conference bag and they are also noted in this Conference Program. Special show rates are available for online purchase at hrsouthwest.com/onlinelearning. Visit the Business Center to preview the OLC.

Package	Conference Attendee Show Special	Conference Attendee Post-Show	Non-Attendee
Video On-Demand – full access	\$99	\$139	\$299

wellnessrewards™

**Drive
Results!**



- Influence participant engagement in your wellness program.
- Guide participants to use incentive dollars toward promoting a healthy lifestyle.
- Align the reward with your wellness program message and purpose.

Visit us at

Booth #809

and on the web at
froschincentives.com



Flexible wellness solutions as unique as your employees

What makes our flexible wellness solutions unique? Your employees. Every program is personalized to meet their individual needs and customized to fit your culture. So you end up with one-of-a-kind improvements in employee health and productivity.



(866) 279-1636
www.interactivehealthinc.com

Visit us at booth 501 for a complimentary health evaluation

EXCELLENCE IN EDUCATION STUDENT SCHOLARSHIPS

The Excellence in Education Student Scholarship program awards \$1,000 one-year scholarships to qualifying students, plus the net proceeds from the HRSWC Silent Auction. Recipients are selected based upon their academic standing, involvement in their community and campus, and by recommendations of their professors, advisors and/or employers. Congratulations to the 2015 recipients of **The Excellence in Education Student Scholarships**.



Bryn (Hammack) Brown, PHR, SHRM-CP
University of Texas at Tyler

Bryn is a current PhD student at The University of Texas at Tyler, pursuing a doctoral degree in human resource development with a specialization in organizational development and change. Her research interests include virtual coaching, virtual HRD, generational differences in the workplace and the role of social media in HRD. In addition to being a full-time student, she is also an adjunct instructor and plans to pursue a career in academia after graduation. Bryn lives with her husband in southwest Fort Worth, Texas.



Astrid Bunner, PHR, SHRM-CP
University of Texas at El Paso

Astrid is pursuing a combined Master of Public Administration and Business Administration from the University of Texas at El Paso. She holds a BS in business administration from the University of Phoenix and an AA in business from El Paso Community College. In addition to her studies, Astrid serves a human resources analyst for the City of El Paso. She is a member of SHRM and the local El Paso affiliate chapter, the IPMA-HR and the 2015 IPMA-HR Fellowship Committee.



Hayley Griffin
Abilene Christian University

Hayley is a full-time student at Abilene Christian University from Quanah, Texas. She will graduate in May 2016 with a Bachelor's degree in business management. She currently works in the ACU HR department part-time and is president of the ACU SHRM chapter. After graduating, Hayley hopes to specialize in the field of recruiting.



Heaven Guerrero
Texas State University

Heaven is a first-year graduate student at Texas State University, pursuing a Master's in human resource management. She served as president of the Texas SHRM student chapter during the 2014-2015 academic year and worked with the SA/West HR team as an intern for H-E-B this past summer.

SILENT AUCTION

The HRSouthwest Conference is proud to hold its 16th annual Silent Auction, supporting future HR leaders by benefitting the Excellence in Education Student Scholarship Fund. In 2014, the Silent Auction raised more than \$8,000 for the scholarship recipients.

Located in the Marketplace.

Sponsored by Frontline Source Group, Inc.

BUSINESS SUCCESS depends on getting the most out of people. Now more than ever, businesses rely on HR professionals to make the most of a changing workforce. Because great HR makes great organizations.

Elevate Your Performance with

NEXT-GENERATION HR CERTIFICATION



SHRM-CPSM
SHRM-SCPSM

Competency-Based. Always Relevant.

The SHRM Certified Professional (SHRM-CP) and SHRM Senior Certified Professional (SHRM-SCP) exams test both HR competencies and HR knowledge—and their application—to ensure an HR professional's ability to demonstrate what they know and how they use their knowledge in the variety of situations they encounter.

There's still time to apply for the Winter Exam!

WINTER WINDOW

Dec. 1, 2015 - Feb. 15, 2016

LATE APPLICATION DEADLINE

November 13

shrmcertification.org/apply/HRSWC

Leading People.
Leading Organizations.



PRIZE DRAWINGS

Prize drawings always bring an element of excitement...and there are many ways to win in 2015!

SUPER PRIZES

All eligible Conference attendees are encouraged to enter the drawings by dropping your Super Prize drawing ticket (received at Registration) in the prize drum located in the Silent Auction area. You must be present to win. **Sponsored by CS3 Technology.**

Super Prize Drawing Schedule – Silent Auction Area

- Monday, 10.26.15, 10:00 AM, 1:15 PM, 3:00 PM & 7:15 PM
- Tuesday, 10.27.15, 10:00 AM, 1:15 PM & 3:00 PM

You could win...

- \$500 Best Buy gift card – donated by Lincoln Financial Group
- \$300 Best Buy gift card – donated by Reliance Standard
- \$300 gift card – donated by Aetna
- \$250 gift card – donated by Mutual of Omaha
- Bose SoundTouch Portable – donated by Cigna
- GoPro Hero3 camera – donated by BlueCross BlueShield of Texas
- Cowboys vs. Jets tickets – donated by MetLife

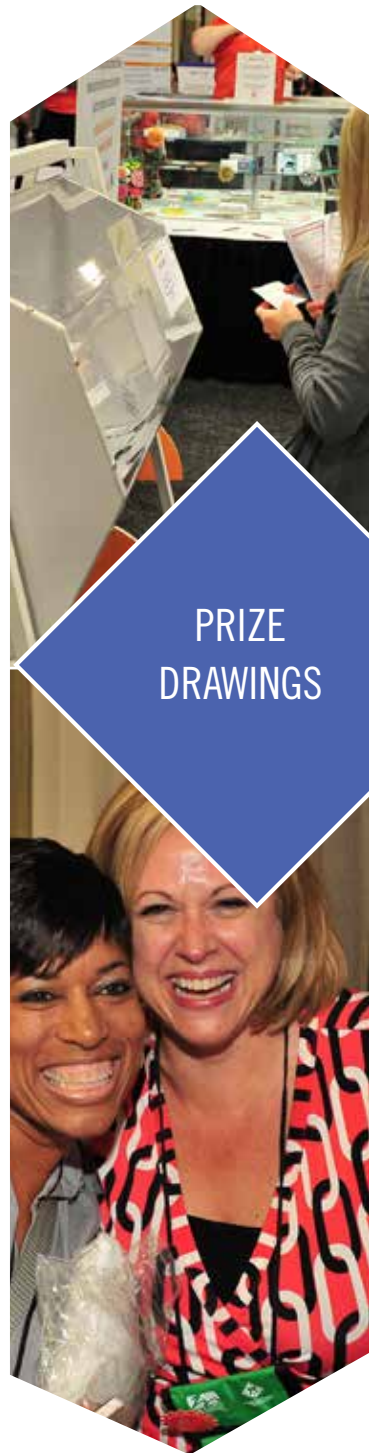
GRAND PRIZE

Go on an adventure to the Grand Canyon or Costa Rica Rainforest...OR create your own dream vacation with a \$5,000 travel voucher! The Grand Prize drawing is awarded at the Closing Reception on Tuesday evening, and you must be present to win.

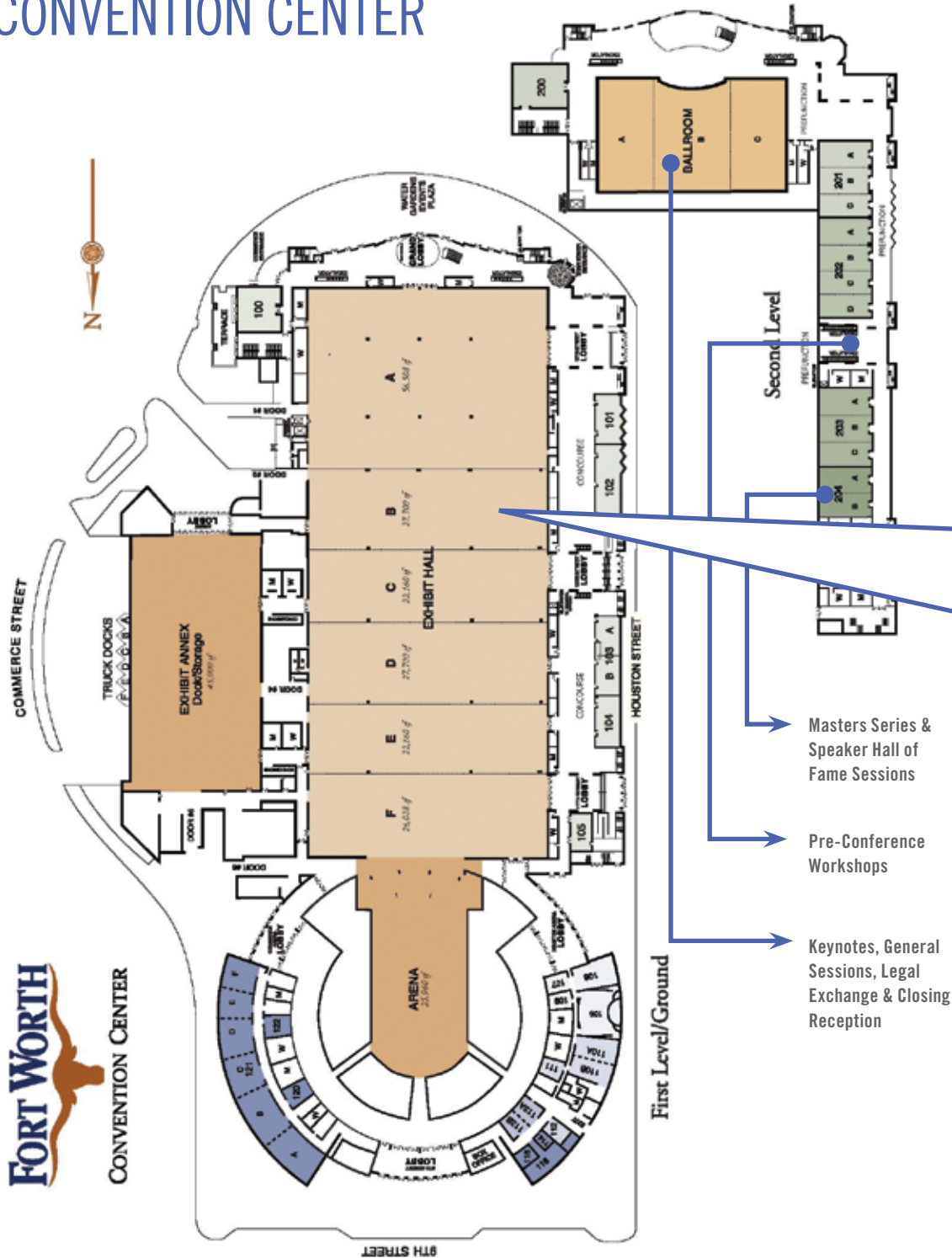
To enter, drop your completed Game Card (received at Registration) in the prize drum in the Bookstore. Visit the Registration area for complete rules and details.

EXHIBITOR PRIZES

Many sponsors and exhibitors offer an opportunity to win great prizes at their booths. Visit the Marketplace to participate in these drawings and be sure to check the prize board in the Registration area to see if you're a winner.

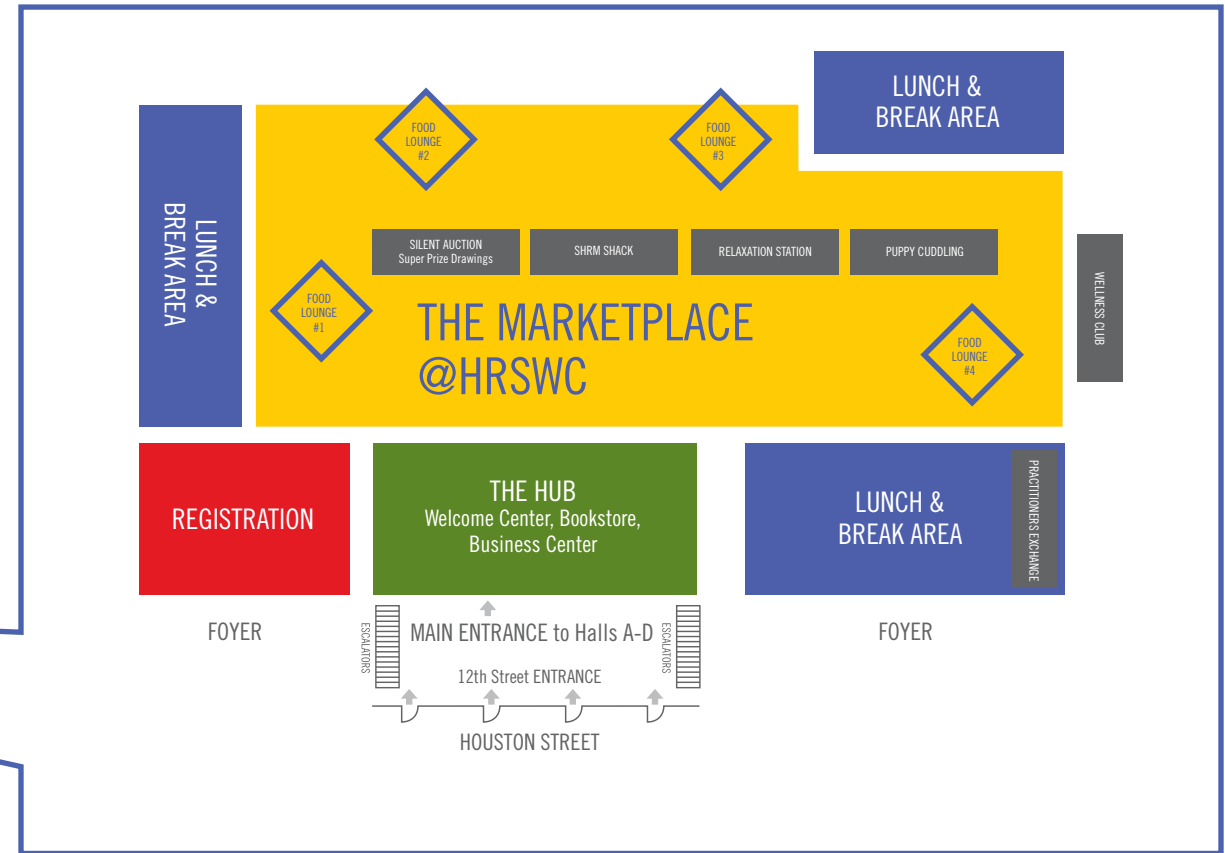


FORT WORTH CONVENTION CENTER



- Masters Series & Speaker Hall of Fame Sessions
- Pre-Conference Workshops
- Keynotes, General Sessions, Legal Exchange & Closing Reception

THE MARKETPLACE



HAPPENINGS IN THE MARKETPLACE

Bookstore (Sponsored by Cooper Wellness Strategies)

- Sunday, 2:00 PM – 6:00 PM
- Monday, 6:30 AM – 7:30 PM
- Tuesday, 6:30 AM – 6:00 PM
- Wednesday, 6:30 AM – 1:00 PM

Keynote Book Signings

- Monday, 9:30 AM – 10:15 AM
- Wednesday, 12:30 PM – 1:30 PM

Practitioners Exchange (Sponsored by CRG emPerform)

- Monday & Tuesday, 12:30 PM – 1:00 PM

Welcome Reception

- Monday, 5:45 PM – 7:30 PM

Wellness Club Activities

(Sponsored by Executive Medicine of Texas, Inc.)

- Monday, 9:40 AM – 10:05 AM, 2:40 PM – 3:05 PM
- Tuesday, 9:40 AM – 10:05 AM, 2:40 PM – 3:05 PM

TRACK DESCRIPTIONS

BAS Business Acumen & HR Strategy

Building general business knowledge, judgment and ability to understand and apply information to contribute to the organization's strategic goals and objectives; formulating policies; guiding and leading the change process; and evaluating organizational effectiveness as an organizational leader.

CA California

Facilitating and managing workplace relationships, throughout the employment life-cycle, in compliance with California legal requirements.

EEL Employee and Labor Relations

Maintaining compliance and remaining compliant with the latest changes in labor legislation. Developing, implementing/administering and evaluating the workplace in order to maintain relationships and working conditions that balance employer/employee needs and rights in support of the organization's goals and objectives.

GLO Global HR & Cultural Effectiveness

Valuing and considering all perspectives and backgrounds on an international level in relation to strategic HR management, talent acquisition and mobility; global compensation/benefits; organizational effectiveness; talent development, workforce relations and risk management practices for HR practitioners with cross-border HR responsibilities.

HRD Human Resource Development

Developing, implementing and evaluating activities and programs that address employee training and development, performance appraisal, and talent and performance management to ensure that the knowledge, skills, abilities and performance of the workforce meet current and future organizational and individual needs.

LPD Leadership & Personal Development

Enhancing tools, skills and traits enabling HR professionals and employees to be exceptional leaders. Gaining knowledge from experts on leadership, recertification, career advancement, personal power, memory, confidence and attitude, stress, work/life balance and ethics.

REW Total Rewards

Implementing sustainable compensation and benefits rewards strategies including developing/selecting, implementing/administering and evaluating compensation and benefits programs for all employee groups in order to support the organization's goals, objectives and values and remain competitive and increasing employee satisfaction.

RSK Risk Management

Mitigating risk and upholding organizational values by supporting the development of ethical practices. Developing, implementing/administering and evaluating programs, procedures and policies in order to provide a safe, secure working environment and to protect the organization from potential liability.

STU Student

Providing the future HR workforce with success strategies through specialized programming designed for students.

TAW Talent Acquisition & Workforce Planning

Effectively finding and keeping talent, creating an environment when people thrive and engaging your workforce. Developing, implementing and evaluating sourcing, recruitment, hiring, orientation succession planning, retention and organizational exit programs necessary to ensure the workforce's ability to achieve the organization's goals and objectives.

RECERTIFICATION CREDIT KEY

SHRM Professional Development Credit

PDC	BAS	CA	EEL	GLO	HRD	LPD
REW	RSK	STU	TAW			

HRCI Recertification Credit

Business (Strategic)		HR (General)	
BUS	BAS	HR	REW
California		EEL	RSK
CA	CA	HRD	TAW
Global (International)		No Credit	
GLO	GLO	N/C	LPD
			STU



YOUR MOUTH CAN

propel
a team to
victory.

And do amazing things for your health. Take care of it, and it will take care of you. Research has revealed an important connection between oral health and overall wellness. Discover how the right dental coverage can lead to healthier employees and a healthier bottom line at UCMissingPiece.com.

UNITED CONCORDIA[®]
DENTAL
Protecting More Than Just Your Smile[®]



United Concordia policies provide dental insurance only. Dental plans are administered by United Concordia Companies, Inc. and underwritten by United Concordia Insurance Company, United Concordia Life and Health Insurance Company, United Concordia Dental Corporation of Alabama and United Concordia Insurance Company of New York. Not all products available in all jurisdictions. Visit the "Disclaimers" link at www.unitedconcordia.com for information about which companies and products are licensed in your area. Administrative and claim offices are located at 4401 Deer Path Road, Harrisburg, PA 17110. United Concordia Dental Plans, Inc., United Concordia Dental Plans of California, Inc., United Concordia Dental Plans of Kentucky, Inc., United Concordia Dental Plans of the Midwest, Inc., United Concordia Dental Plans of Pennsylvania, Inc. and United Concordia Dental Plans of Texas, Inc. Policies have exclusions and limitations which may affect benefits payable. See the actual policy or your account representative for provisions and details of availability. ADV-0204-0915

AGENDA AT-A-GLANCE MONDAY, 10.26.15

6:30 AM	Wellness Club Activity
6:30 AM – 7:00 PM	Attendee Registration
6:30 AM – 7:00 PM	Marketplace Registration
6:30 AM – 7:00 PM	The Hub - Welcome Center, Bookstore (open until 7:30 PM), Business Center
9:30 AM – 7:30 PM	Marketplace – new expanded hours!
9:30 AM – 7:30 PM	Silent Auction
5:45 PM – 7:30 PM	Welcome Reception in Marketplace

MONDAY DETAIL

6:30 AM – 9:30 AM	Coffee Service (concessions open)
7:00 AM – 8:00 AM	Early Bird Educational Sessions
8:15 AM – 9:30 AM	Opening Ceremonies and Keynote Address
9:30 AM – 10:15 AM	Keynote Book Signing
9:30 AM – 10:15 AM	Networking Break in Marketplace, Wellness Club Activity
10:15 AM – 11:15 AM	Educational Sessions
10:30 AM – 12:30 PM	Featured Event: Speaker Hall of Fame Sessions
11:30 AM – 12:30 PM	Educational Sessions
12:00 PM – 1:30 PM	Networking Lunch in Marketplace
12:30 PM – 1:00 PM	Featured Event: Practitioners Exchange
1:30 PM – 2:30 PM	Educational Sessions
2:30 PM – 3:15 PM	Networking Break in Marketplace
3:15 PM – 4:15 PM	Educational Sessions
3:15 PM – 5:15 PM	Featured Event: Masters Series
4:30 PM – 5:30 PM	Educational Sessions
5:45 PM – 7:30 PM	Welcome Reception in Marketplace

EDUCATIONAL SESSIONS MONDAY, 10.26.15

7:00 AM - 8:00 AM

Accountability: The Key to Driving a High-Performance Culture

Accountability is one of the biggest challenges business leaders face, but it can also be one of the most important factors leading to success. Learn how high-performing organizations around the world successfully create and sustain a culture of purpose, trust and fulfillment. You'll walk away with a new way to think about and approach accountability.

• *Greg Bustin, President - Bustin & Co., Dallas, TX*

Update on HR Related Legislation, Regulation and Administrative Activity

Join us for an update on pending and recent federal legislation and regulations, as well as federal agency enforcement activity affecting human resources. You'll walk away with the necessary tools to support or oppose pending legislation and regulations and have a better understanding of forthcoming governmental compliance and enforcement efforts.

• *Lon Williams, JD, Shareholder - Polsinelli PC, Dallas, TX*

How to Keep HR from Being the Employee Complaint Department

HR always seems to be caught in the middle between employees who complain all the time and managers who want HR to handle all the conflict. In this informative session, you'll learn how to stop "enabling" behavior with your supervisors, how to differentiate serious employee complaints from departmental drama and how to improve your ability to determine when a complaint is real.

• *Natalie Ivey, MBA, SPHR, CEO & President - Results Performance Consulting, Boca Raton, FL*

How LinkedIn Fundamentally Ruined Recruitment

LinkedIn has forever changed the way organizations connect with talent, giving them unprecedented access to both active and passive candidates. However, LinkedIn has actually destroyed the efficiency of the recruiting function. Learn how to effectively deploy the right social channels and tools to engage highly qualified candidates, pique the interest of passive candidates and increase the quality of your applicant pool.

• *Maury Hanigan, Founder & CEO - Sparc, New York, NY*

10:15 AM - 11:15 AM

HR Metrics to HR Analytics

Selecting HR metrics that are in sync with your organization's overall goals is a key step to becoming a strategic partner to the business. We'll explain why HR analytics are so important and discuss a few myths that may be holding you back from making the shift toward HR analytics.

• *Craig Haas, PhD, U.S. VP of Professional Services - cut-e, New York, NY*

Spreading the Vision: Selling Your Team on the BIG Picture

One of the most difficult challenges of leadership is getting team members to understand how imperative it is for every individual, team and department to work together to achieve key organizational objectives. This session delivers practical strategies to get team members "on board" and help them to help you coordinate everyone's efforts to achieve sustainable success.

• *Randy Anderson, Independent Training Consultant - E3 Professional Trainers, Lubbock, TX*

When Jane Becomes John: Emerging LGBT Issues in the Workplace

The rights of lesbian, gay, bi-sexual and transgender ("LGBT") individuals have become a hot topic. Employers with operations in multiple cities and states have heightened exposure to discrimination risks. This session will provide a current view of federal, state and local law and give practical methods to implement LGBT policies in your organization.

• *J. Mark Smith, JD, MBA, SPHR, Owner/Managing Member - The Law Office of Mark Smith PLLC, Pearland, TX*

Changing the Face of Leadership: Accelerating Women Leadership Roles

Today, women face both enormous career challenges and limitless opportunities. Yet, statistics show less than 19% of women have broken the glass ceiling to senior leadership. In addition, many organizations report increased difficulty in engaging and retaining female talent. Find out how organizations are achieving higher levels of engagement, productivity and retention among women in management roles.

• *Marcia Mueller, Talent Development Practice Leader - IMPACT Group, St. Louis, MO*

Five Proven Ways to Create Change with Gamification

Life is like a game with rules, challenges and scores – so let's make it FUN! Gamification captures measurement, behavior analysis and engagement in ways that can provide a real-time understanding of performance, generate needed change and enable organizations to meet their objectives. Learn how to introduce a gaming dimension to your training program to drive participation, engagement and retention.

• *Monica Cornetti, MS, Speaker - Entreprenow!, Austin, TX*

From Aon to Zenefits: Everything You MUST Know About Exchanges

Exchanges promise hope for dealing with health care cost and complexity. While exchange approaches may seem similar on the surface, there are fundamental differences in them that will allow some to succeed and others to ultimately fail. This session will provide an overview of the current exchange marketplace and a look ahead at the future of health care exchanges in America.

• *Den Bishop, President - Holmes Murphy, Dallas, TX*

Do Not Pass Go: What to Do When an Employee Gets Arrested

Many employers are unprepared when they learn that an employee has been arrested. This session will cover how to prepare for such a situation and the issues employers should consider when investigating an employee arrest and determining an appropriate response.

• *Mike Coffey, SPHR, President - Imperative Information Group, Fort Worth, TX*

Accelerating Employee Engagement: Five Steps to Making HR the Hero

Gaining real insight into what drives employee behavior is critical to retaining your top talent. Using a behavior science approach to workforce research, discover what your employees are really thinking and why: about their jobs, about staying and about your company. Keeping employees engaged keeps turnover low, and keeping turnover low keeps your bottom line healthy...and that makes HR the hero!

• *Danny Nelms, MBA, President - The Work Institute, Brentwood, TN*

104

Stop Wandering: Recruit With a Map and a Plan

You would think this buyer's market would be great for talent acquisition; however, both candidates and companies are having trouble finding the right matches. Unless we stop wandering and recruit with a map and plan, the mismatch will continue. This session explores how to develop a strategic talent search marketing plan to help both parties make a better match.

- *Katherine Burik, MS, Job Search Guru - The Interview Doctor, Canton, OH*

102

Your Strategic Alliance Plan: Leverage It to Meet Your Goals

Have you been working for years but still not at where you want to be in your career? Just doing a good job doesn't mean you will be successful. Look at your goals and strategically plan how your network can help you achieve them. This session gives you a proactive tool to help leverage your network to achieve your goals.

- *Kim Zoller, President - Image Dynamics, Dallas, TX*

Student Orientation

This session will provide tips on how to make the most out of your time at HRSWC. You will learn what events you can attend, the subject matter for sessions on the student track and how to wow other Conference attendees. You will also learn tips for career success and what to do after HRSWC.

- *Celeste Lindell, MBA, Director, HRSWC College Relations and Employer Development Manager - Texas Christian University, Fort Worth, TX*

10:30 AM - 12:30 PM

204

SPEAKER HALL OF FAME SESSION

Avoiding Litigation: The HR Professional's Guide

Litigation-free management is a by-product of positive employee relations. Learn practical strategies and tactics for protecting employer and personal assets. Take away scripted responses to use to avoid liability in sensitive situations.

Learn how to "reset the clock" to prevent a plaintiff's attorney from using past actions (or inactions) to support future legal claims or future employee relations decisions.

- *Michael Mirarchi, JD, President - Mirarchi Management Group, Plano, TX*

11:30 AM - 12:30 PM

203A

Can You Navigate the Waters of Change? Six Strategies for Creating Change

If change is a positive thing, then why do people put more energy into resisting change than understanding and embracing it? In all the chaos that change creates, change agents must recognize and manage the complex dynamics that accompany any change initiative to achieve optimal results. In order to manage a successful change initiative, individuals must be able to assess the impact of change on seven organizational factors and address questions that arise.

- *John Stoker, JD, MBA, President - Dialogue Works, Springfield, UT*

203B

HR at the Crossroads: Key Strategies to Be an Effective Business Leader

This session will examine the key elements that define an effective HR leader, explore key principles of leadership, discuss the critical elements of how HR leaders can develop a high performance leadership team and provide a strategic roadmap of how HR leadership can lead the way to developing and executing a business strategy and strategic initiatives for their organization.

- *Bob Cartwright, SPHR, President/CEO - Intelligent Compensation LLC, Pflugerville, TX*

202B

Have You Seen Her Twitter? Balancing Investigations and Privacy Rights

Social media, smart phones, video and GPS technology provide powerful tools to monitor an employee's behavior. However, unfettered use of these technologies can lead to invasion of privacy and other employment law claims. This session will explore the potential conflicts between a thorough investigation of workplace complaints and privacy interests. Learn what is relevant and "fair game" during an investigation.

- *Stephen Fox, JD, Shareholder - Polsinelli PC, Dallas, TX*

202D

Import Me, Export What? Work Visas and Deemed Exports

This session will cover basic work visa options for employing foreign nationals in the U.S. and export control considerations for an employer. We will address the most-used visa categories and how deemed export rules influence the overall process. We will conclude with logistical implications and offer best practices for work visa approval, export control determinations and tips for spotting red flags.

- *Jennifer Horvath, JD, MA, Associate Attorney - Braumiller Law Group PLLC, Dallas, TX*
- *Rebecca Massiatte, JD, Attorney - JMO Firm PLLC, Dallas, TX*

201B

Breakthrough HR: How Disney Launched the Workforce of the Future

To plan for a changing workforce, Walt Disney International (WDI) established a global futures team spearheaded by HR leadership. An extensive training program equipped WDI with tools to create the culture necessary for lasting change. Learn how HR leveraged this effort to become the strategic partner of choice.

- *Yvette Montero Salvatico, MBA, Principal & Managing Partner - Kedge LLC, Kissimmee, FL*

202A

Stop the Bleeding: Managing Compensation Costs in a Tight Economy

For most companies, the compensation budget is their largest fixed cost. Successful organizations have a secret tool that allows them to watch their compensation expenses while remaining market competitive, regardless of financial performance. Learn how to design and implement this tool within any size HR department.

- *Joe Miller, Senior Advisor - The Visionlink Advisory Group, Irvine, CA*

202C

EEOC vs. Honeywell: Challenges to Employer Wellness Programs

The Affordable Care Act makes it clear that employers with more than 100 full-time employees have the right to manage their health benefits risk; but, the EEOC's actions have contradicted this. So what does the future hold for employer-sponsored health care? This thought-provoking session will help you gain a vision for how health risk will be handled.

- *Den Bishop, President - Holmes Murphy, Dallas, TX*

202C

Keeping Up with the Affordable Care Act

As the Affordable Care Act matures, it is continuously altered and refined by multiple government agencies including Congress and the court system. Remaining informed is essential to maintain compliance and to re-evaluate strategies in light of new information. In this session, you'll receive the most current information available for employers with 50 or more full-time equivalent employees.

- *Becky Parker, Director of Health Reform - MHBT Inc., Austin, TX*

201A

Who's Going to Sit in Your Seat? Ending the Leaky Leadership Pipeline

Why do we fail so miserably at creating diverse ready-now leaders? Why do high-potential women and minorities continue to be under-represented in C-Suite leadership? This session will challenge the existing paradigm of how leadership potential is defined and outline effective strategies for intentionally and equitably developing high-potential employees.

- *Margaret Spence, President - C. Douglas, West Palm Beach, FL*

102

Conscious Engagement: If Not You, Then Whom?

What if all your employees became more focused, energized, resilient to change, drama free and cohesively moving toward all of their goals and objectives? Learn collaborative and conscious leadership skills and communications tools to help you get started.

- *Aric Bostick, Speaker/Author - Aric Bostick Success Training Inc., San Antonio, TX*

1:30 PM - 2:30 PM

203A

Driving Performance Using Operational Metrics, Recognition and Incentives

Find out how Fortune 500 companies are transforming the performance of their workforce by using operational metrics, recognition and incentives. This session will provide insight into how you can use recognition, linked to operational metrics, to drive performance, meet business objectives, remain competitive and increase employee satisfaction.

- *Theresa Harkins, CCP, CRP, SPHR, Director - Solutions - Inspirus, Fort Worth, TX*

203C

Human Resource Leadership: Competency vs. Consciousness

HR leadership defined by competencies only tells part of the story. Our path to success as leaders is changing, and we must embrace concepts of emotional intelligence, servant leadership, employee empowerment, openness to daily feedback and practicing values that do not always line up with old leadership theories and practices. There is a new way of viewing leadership success that is both competency and consciousness.

- *Alice Dendinger, MA, SPHR, HR Strategist - Alice Dendinger Alliance Group, Austin, TX*

201B

"Employees," "Contractors," & Everything In Between: 21st Century Dilemmas

Classifying workers as either "employees" or "independent contractors" has long been a burden on HR departments. The Affordable Care Act has only added to the confusion. Learn about the latest developments, especially job innovations of the "new economy."

- *Roger Abramson, JD, SPHR, General Counsel - Ameriflex, Carrollton, TX*

202C

Can You Stay Union-Free Under The New NLRB Quickie Election Rule?

PDC
HR
EEL



The National Labor Relations Board has issued the so-called “Quickie Election” rule, designed to expedite NLRB elections. The new rule will create substantial work for employers early in the NLRB representation process. Advance preparation is critical. We will discuss steps to consider, including developing a strategic labor relations plan, conducting a vulnerability assessment and creating a culture that fosters positive labor relations.

- Christopher Antone, JD, Shareholder - Jackson Lewis PC, Dallas, TX

201A

Understanding Employer Risk to Global Assignments

PDC
GLO
GLO



Sending employees on international assignments poses a number of HR and corporate benefit challenges. Find out how to assess and mitigate your company’s risks, including employer duty of care obligations, international legal compliance, employee safety and security, and more.

- Brett Estep, MBA, Vice President – Sales - Aetna International, Dallas, TX

202B

Designing Rewards for Sustained, Healthy Behavior Change

PDC
HR
REW



Financial incentives can be a powerful tool in supporting behavior change; but what’s the best way to reward people? Is there a difference between a reward and an incentive? Do rewards truly contribute to wellness outcomes? How much money should be allocated? Learn best practices based on behavioral economics, psychology and social networking mechanics.

- Lucas Coffeen, Senior Product Manager - ShapeUp, Providence, RI

202D

Love Gone Sour: HR Legal Issues That Spoil M&A

PDC
HR
RSK



Love is in the air. Company meets company, they fall in love then make a deal. But when the honeymoon is over, previous sloppy HR work can haunt the buyer. How can HR play a key role in an acquisition team’s due diligence? And what moves can a seller make to increase sale price? Let’s talk it out.

- Alan Bush, JD, Managing Director - Bush Law Firm PC, The Woodlands, TX

203B

Cavemen Can't Recruit

PDC
HR
TAW



In the caveman days, we could market with a club, but today the best talent has many options. Instead of chasing down candidates, we must WOO them. In this session, we will cover the three stages of “woo,” map out media strategies to attract and convert quality candidates, and learn to create carefully worded phrases that draw them to us, and only us.

- Jonathan Peters, PhD, Owner - Circumference Communication, Austin, TX

102

The Day Integrity Died: The Power of Walking Your Talk

PDC
NC
LPD



Integrity dwells at the core of leadership. The most frequent definition of integrity as a leadership competency is “walks the talk.” HR leaders have a unique responsibility to demonstrate integrity in the departments they lead. This session will help you differentiate intention from action and create a personal plan to drive trust and credibility in your sphere of influence.

- Janyne Peek Emsick, PhD, President - Integrow, Omaha, NE

3:15 PM - 4:15 PM

203B

HR Work: The Work of Leaders

PDC
BUS
BAS



HR work represents broader involvement and a more strategic role in the organization than it has in the past. In this interactive session, you will gain practical ideas on how to: create an HR vision that corresponds to the mission and vision of your organization; align your HR department with the organization’s strategy; and champion execution through initiating action and providing feedback.

- Deborah Avrin, SPHR, President - Management Skills Resources Inc., Plano, TX

203A

Strategic Planning and Execution for HR Professionals

PDC
BUS
BAS



To attain real C-suite influence, HR must move into the forefront of corporate strategic planning. This session will provide a basic framework for the strategic planning process and, more importantly, show you how to execute the strategic plan once it is in place. Attendees will walk away with the right knowledge and tools to finally take their seat at the table.

- J. Mark Smith, JD, MBA, Owner/Managing Member - Adolphus Consulting Group LLC, Pearland, TX

202D

California Peculiarities: Tips for Managing Your California Employees

PDC
CA
CA



Employing people in California is more complex than almost anywhere else. Arm yourself with the tools to navigate the land mines in California, including recent developments in employment law and the most pressing concerns for California employers that are on the horizon for 2016.

- John Giovannone, JD, Attorney - Seyfarth Shaw LLP, Los Angeles, CA
- Chelsea Mesa, JD, Attorney - Seyfarth Shaw LLP, Los Angeles, CA

202B

Minefields Ahead: Watch Out for the “New” Employment Claims

PDC
HR
EEL



Reasonable accommodation of pregnant employees? Discrimination based on poor credit or unemployment status? New sick leave and parental leave requirements? Failure to conform to gender stereotypes? Laws and regulations are evolving, and these changes are creating new, often unexpected employment claims. Learn what new rights your employees have developed and how to avoid violating them.

- Michael DePonte, JD, Shareholder & Litigation Manager - Jackson Lewis PC, Austin, TX

202A

Incentive Pay Practices Update

PDC
HR
REW



Find out how short- and long-term incentive pay practices differ at public and private companies and how these organizations adapt their variable pay programs in the face of business changes or economic challenges. We’ll discuss what lessons public and private companies can learn from each other and provide attendees with practical advice and competitive insight to evaluate their own variable pay programs.

- Sheila Sever, CCP, Senior Manager - Deloitte LLP, Houston, TX
- Greg Stoskopf, Director - Deloitte LLP, New York, NY

202C

Seven Strategies for Improving Your I-9 and E-Verify Compliance

PDC
HR
RSK



Employers across the U.S. still struggle to comply with confusing Form I-9 and E-Verify rules, new state and local immigration laws, and increasing enforcement from various government agencies. This session will examine recent case studies to highlight the challenges in managing I-9 and E-Verify processes and provide best practices in light of industry developments and the government’s plans for FY2016.

- John Fay, JD, General Counsel - Lawlogix Group Inc., Phoenix, AZ

201A

Building a Succession Process that Works

PDC
HR
TAW



Businesses are looking at two disturbing trends: the impending mass exodus of baby boomers from the workforce and the growing mismatch between the skill demands of employers and the skill supply. In this session, we’ll share the primary factors to consider when creating a succession-planning process, methods for evaluating talent and tools for tracking and keeping your plan up to date.

- Bill Mugavin, CPLP, MS, SPHR, Consultant - Flashpoint, Indianapolis, INX

102

Leadership is Intentional Influence

PDC
NC
LPD



The key to successful leadership is intentional influence: the ability to both motivate and enable employee performance. Influence has little to do with pep talks, bribes or system updates, but rather the capacity to systematically, rapidly and sustainably change a handful of key behaviors. Learn how leaders have successfully influenced critical behavior change in their companies and how you can do the same in your own organization.

- J.D. Taylor, MA, Master Trainer - VitalSmarts, Provo, UT

103A

Interviewing the Candidate: One Date or Future Relationship?

PDC
NC
STU



Finding the right candidate is a little like the dating game. Is the candidate “one date only” material, or could this lead to a long-lasting relationship? If you’re new to the interviewing game or feel you’ve been on too many “bad dates” lately (aka bad interviews/hires), join us for this interactive session.

- Barbara Cervantes, PHR, HR Manager - Siplast, Irving, TX

3:15 PM - 5:15 PM

MASTERS SERIES

204

The Power of Your Story: Strategies to Have the Greatest Impact with Your Leadership

PDC
BUS
BAS



Every leader has a story, a collection of events, perspectives, and behaviors that represent who they are as a leader. However, you are not the only author of your leadership story. It lives in the hearts, minds and observations of others. In this highly interactive and practical session for leaders and HR professionals alike, Tim Tobin, Marriott’s vice president of global leadership development, will share his career development story and best practices for cultivating a culture of accountability and leadership development. He will introduce you to five key indicators for understanding your story, becoming the primary author of it and growing into a more effective leader. By learning the five keys that link leadership stories to organizational success, you’ll walk out with the ability to cement your position as a proven leader and drive better results for your team and those around you.

- Tim Tobin, Ed.D., SPHR, SHRM-SCP Vice President - Global Learning & Leadership Development - Marriott International, Inc., Bethesda, MD

4:30 PM - 5:30 PM

203A

360 Degrees of Branding

PDC
BUS
BAS



Many companies have robust marketing brands, but fall short on employment branding. With the rise of social media and digital branding, all aspects of your brand are interconnected. In this interactive discussion, we’ll explore best practices from some of the most innovative marketing and employment branding companies in the world.

- Liz D’Alia, JD, Founder - HR Virtuoso
- Russell Smeed, VP - HR Virtuoso

202B

Workforce Research: The Science and the Science Fiction

PDC
BUS
BAS



Have you ever tracked employee satisfaction and company profitability to determine if there is a correlation? Organizations want and expect HR to provide critical analytical data to drive organizational strategy. Learn about evidence-based management and how workforce intelligence provides the robust information that organizations need to identify the priorities that must be addressed.

- Danny Nelms, MBA, President - The Work Institute, Brentwood, TN

8:15 AM - 9:30 AM

203A

HR Analytics: Overcoming the Challenges to Achieve Business Impact

PDC
BUS
BAS

A career in analytics is not for the faint of heart. It comes with many challenges as we attempt to show value and get to business impact. Join us for a realistic view of challenges you will face and practical tips on how to overcome them. Learn the skills beyond analytics required to be successful.

- Tracey Smith, MBA, MS, President - Numerical Insights, Charlotte, NC

203B

Investigation Report: Lights Out

PDC
HR
EEL

All the witnesses have been interviewed, the notes taken and you're ready to write your final report and recommendations. Don't blow it now! What you write and how you write it could come back to bite you. Learn what should be in your report and how to avoid having it all come unglued in court.

- Alan Bush, JD, Managing Director - Bush Law Firm, The Woodlands, TX

202B

The Interplay between the ADA, the FMLA and Worker's Compensation

PDC
HR
EEL

The interrelationship between the ADA, FMLA and workers' compensation is tricky. How do you know which law(s) you are dealing with? Can an employee's request for a leave be covered by more than one law? When can you request additional information or a second opinion? We'll discuss current legal issues, including changes to the ADA and how agency decisions may affect the interplay between the ADA and the FMLA.

- Arthur Lambert, JD, Partner - Fisher Phillips LLP, Dallas, TX

203A

Market Leaders vs. Market Players: Stand Out From the Recruiting Crowd

PDC
HR
TAW

With the unemployment rate creeping down, competition for top talent is quickly intensifying. So why should people join your company over your competitor's? It's not just about more money. Are you a market leader or a market player? This session will focus on how business strategy drives employment strategy and employment marketing so you can effectively compete for talent.

- Aaron Matos, MBA, Founder/CEO - Recruiting.com, Scottsdale, AZ

201B

Speak Up...and Actually Be Heard

PDC
NC
LPD

As an HR professional, assertive communication is a critical skill. Would you like to learn how to win an argument with an aggressive person? Would you like to have the assertiveness skills to confront someone who does something that bugs you? If so, this information-packed and entertaining session is for you.

- Julie Burch, Professional Speaker & Author - Julie Burch Speaks!, Flower Mound, TX

103A

Don't Gamble with Your Future: Job Market Trends & Your Network

PDC
NC
STU

There's a lot you need to think about when being successful in your job search and entering the work force. Join us for a deep dive into what you need to know about methods companies use to identify the best college graduates and what skills, knowledge, and competencies will help you secure a job and excel in the workplace. Realize how the economy affects employment and how networking can help find a job.

- Malcolm Coco, PhD, SPHR, Director of Internships - Abeline Christian University, Abeline, TX

9:00 AM - 12:15 PM

BR

Legal Exchange

PDC
HR
EEL

LIMITED SEATING! Join our legal exchange and hear from these legal experts on hot legal topics. The volume of regulations the HR professional is required to know, to implement and to operate within can keep you up at night. Hear the latest news and learn about new laws and compliance. You will return to the office better informed and prepared to ensure compliance. Attendees will get the latest compliance updates in a small-group setting. Each expert speaker will provide a presentation on a pre-assigned legal topic with multiple groups and provide expert answers to their pressing legal questions. This customized legal learning experience allows participants to get the answers they need on six different legal topics.

- Chris Antone, JD - Jackson Lewis PC, Dallas, TX
- Kristin Bauer, JD - Jackson Lewis PC, Dallas, TX
- Paul Hash, JD - Jackson Lewis PC, Dallas, TX
- Arthur Lambert, JD - Constangy, Brooks & Smith LLP, Dallas, TX
- Rebecca Massiatte, JD - JMO Firm PLLC, Dallas, TX
- Michael Mirarchi, JD - Mirarchi Management Group, Plano, TX
- Dustin Pashcal, JD - Simon | Paschal PLLC, Dallas, TX
- Katrin Schatz, JD - Jackson Lewis PC, Dallas, TX
- Paul Simon, JD - Simon | Paschal PLLC, Dallas, TX
- J. Mark Smith, JD - The Law Office Of Mark Smith PLLC, Pearland, TX
- Jennifer Sweeny, JD - Dowell, Phan Harrison LLP, Fort Worth, TX
- Lon Williams, JD - Polsinelli PC, Dallas, TX

10:15 AM - 11:15 AM

203A

Can Organizations Change if People Don't?

PDC
BUS
BAS

Stuck in change initiatives that fail to stick? We'll help you get unstuck! This session focuses on the link between change management training and the personal transformation leaders must make for change to stick. Join us for an energizing dialogue with inspiring yet practical keys to facilitating ethical organizational change.

- Janyne Peek Emsick, PhD, President - Integrow, Omaha, NE

203B

Digital Damage Control

PDC
HR
EEL

One employee, a company laptop and a smart phone: What could possibly go wrong? How about a union-organizing drive, the Labor Board all up in your grill, your digital trade secrets walking out the door to a competitor or a class action lawsuit for unpaid overtime? We'll walk through how these and other "loose cannon" troubles can be buttoned down.

- Alan Bush, JD, Managing Director - Bush Law Firm PC, The Woodlands, TX

202D

Essential Global Recognition and Engagement Insights

PDC
GLO
GLO

International recognition programs are exceptionally challenging and fraught with subtleties. If you have a multi-cultural workforce or an international recognition program (or are thinking of developing one), you need to attend this session. Learn how to optimize your recognition investment and review recognition program practices in individual countries.

- Michelle Smith, CPIM, CRP, Vice President - Marketing - O.C. Tanner, Glendale, CA

201A

Mini Medical School for the HR Professional

PDC
HR
REW

HR professionals did not go to school expecting to lead the clinical health strategy for their organization. However, demands for lower cost by business leaders have put pressure on HR professionals to find ways to measurably improve the health of their employees and their dependents. This "training" session will provide all HR professionals the necessary clinical skills to confidently design a health improvement strategy for their company. Participants will receive a training manual for this fun and interactive session and will walk out empowered to make a difference in the health of their plan participants.

- Tim Church, PhD, Chief Medical Officer - ACAP Health Consulting, Dallas, TX
- Wally Gooma, MBA, CEO - ACAP Health Consulting, Dallas, TX

201C

Arbitration: Do You Really Want It?

PDC
HR
RSK

Arbitration – as an alternative to jury trials – is not the panacea that many employers originally thought. It can be more expensive and time-consuming than courthouse litigation as arbitrators often decline to consider motions to quickly dispense with unmeritorious claims and often issue unsatisfying "split the baby" decisions. Is arbitration really worth it and, if so, how do you get there and stay there?

- Stephen Fox, JD, Shareholder - Polsinelli PC, Dallas, TX

102

Lipstick Lessons: The NEW Rules of the Women's Success Game

PDC
NC
LPD

Everyone knows that the rules for success are different for men and women. In this enchanting session, you'll learn how to communicate assertively without seeming pushy, be viewed as a capable professional woman and negotiate with greater authority and credibility.

- Monica Cornetti, MS, Speaker - Entreprenow!, Austin, TX

10:15 AM - 12:30 PM

204

**SPEAKER HALL OF FAME SESSION
Envision the Future of Your Organization from All Points of View**

PDC
BUS
BAS

The definition of insanity is doing the same thing over and over and expecting different results. So why do we continue to invest in the same old way of problem solving? Successful organizations involve the input of a mixed group of stakeholders who share different perspectives. This session will show HR professionals how to facilitate diverse workgroups to collaborate and solve problems from all points of view.

- Alice Dendinger, MS, SPHR, HR Strategist - Alice Dendinger Alliance Group, Austin, TX

11:30 AM - 12:30 PM

203B

It's a MAD World: Leading HR during Mergers, Acquisitions and Divestitures

PDC
BUS
BAS

The recession slowed merger and acquisition activity; however, with the rebound in our economy, M&A is on the rise. As HR professionals, many of us never have the opportunity to obtain the necessary skill sets to effectively manage these activities before we are called upon to use them. In this session, you will learn the importance of sound HR practices, from due diligence to close of the deal and beyond through transition services agreements while providing you with concrete planning tools and with key insights to help make the process successful for you and your employees.

- Sarah Wheeler, MBA, PhD, Vice President - Human Resources - Stone River Inc., Denver, CO

203A

Who's the Boss? Managing Joint Employer Relationships After Browning-Ferris

PDC
BUS
BAS

Do you manage a staffing firm, PEO, or franchised operations? Do you use staffing firms or independent contractors to supplement your workforce? If so, you need to understand how the NLRB's "restated" definition of a joint employer relationship impacts how you manage agencies, contractors and your bottom line.

- Liz D'Alia, JD, Founder - HR Virtuoso
- Russell Smeed, VP - HR Virtuoso

201C

Mentoring: The Next “Big Thing” in Performance Management

 PDC
HR
HRD


Mentoring in the workplace is on the rise. This session will discuss the latest advancements in virtual mentoring, how social media technology is revolutionizing performance management and employee development, and how to build effective coaching and mentoring programs.

- Frank Russell, MA, Founder & CEO
- Propositions, Urbandale, IA

201A

HR's Role in Organizational Ethics

 PDC
HR
RSK


Building and maintaining an ethical organizational culture requires focus, perseverance and appropriate policies and procedures. HR has a key role in developing internal controls and governance structures to ensure ethical behavior by managers and employees. This session will review actions, from designing ethics compliance programs to developing appropriate talent management structures.

- Penny Miller, CEBS, SPHR, President
- Venture HRO LLC, Wichita Falls, TX

201B

From the Jones' to the Kardashians: Generations in the Workplace

 PDC
HR
TAW


One of the most difficult organizational and relational challenges facing businesses and human resource professionals today is how to cohesively blend the generations in the workplace. This session will provide an understanding of the demographic changes in the workforce, the differences in the generations in the workplace, how to lead and manage multi generations and effectively blend generations through coaching and training.

- Glenna Hecht, SPHR, President
- Humanistic Consulting, Dallas, TX

102

The Crash Course to HR Effectiveness

 PDC
NC
LPD


In today's business environment, we are being asked to do more than ever before. Let's face it, we are overworked, overstressed and overwhelmed. Time management is a crucial business skill that successful people master. Learn specific high-power, easy-to-implement tips that are guaranteed to work and help you become more effective, efficient and productive.

- Julie Burch, Professional Speaker & Author
- Julie Burch Speaks!, Flower Mound, TX

1:30 PM - 2:30 PM

203A

The Trust Factor: Getting Intentional Results

 PDC
BUS
BAS


Companies who make Fortune Magazine's 100 Best Places to Work list are rated highly in the category of trust, which directly impacts productivity and morale. During times of change, organizational trust is undermined. Learn the top causes of distrust and how to create initiatives that make a difference using research-based best practices.

- Monica Scamardo, PhD, President
- Variate, Round Rock, TX

201A

Utilizing Business Strategy to Develop a Rewards Program for Non-Profits

 PDC
BUS
BAS


The effective development and delivery of excellent non-profit services starts with an aligned business strategy, a great game plan, engaged employees and effective reward strategies. Learn how to develop a highly effective non-profit rewards program and how these key strategies can lead your organization to excellence.

- Bob Cartwright, SPHR, President/CEO
- Intelligent Compensation LLC, Pflugerville, TX

203B

HR Investigations Even a Lawyer Would Be Proud Of

 PDC
HR
EEL


Many employers receive a complaint of harassment or discrimination and immediately call a lawyer. What if your budget does not have room to pay for an investigation? Learn how to conduct an investigation even a lawyer would be proud of. This session will address every step in the process, including distribution of the investigation findings and any action taken as a result.

- Dustin Paschal, JD, Attorney
- Simon | Paschal PLLC, Dallas, TX

202A

Religion in the Workplace: Rights, Responsibilities and What is Reasonable

 PDC
HR
EEL


The EEOC experienced almost a 50% increase in religious discrimination complaints in 2013. This session will explore the respective rights of workers and the responsibilities of employers regarding religious freedom and practice in the workplace. We will also discuss how employers can create a thoughtful and comprehensive framework to address these challenging issues.

- Paul Hash, JD, Shareholder & Litigation Manager
- Jackson Lewis PC, Dallas, TX

202C

Managing Expatriate Risk

 PDC
GLO


This session explores key behavioral, physical and environmental risk factors that can impact the performance of the international assignee and the success of the international assignment. Different approaches to mitigating risk are also introduced, specifically the role of assessment, training and development in leveraging performance and ensuring a positive return on investment.

- Mercedes D'angelo, Director of Global Business Solutions
- Cultural Awareness International, Dallas, TX

201B

Social Media Background Checks and Other Catch-22s

 PDC
HR
RSK


Social media offers useful tools for employers to build communities and attract talent. It can also help to engage employees. However, there are public relations, equal employment opportunity, National Labor Relations Act and state-law considerations for employers deciding how to use social media throughout the employment life cycle. This presentation will provide practical tips for employers in dealing with social media issues in recruiting, selecting and managing employees.

- Mike Coffey, SPHR, President
- Imperative Information Group, Fort Worth, TX

201C

The Privacy Puzzle: There are More Pieces Than You Think

 PDC
HR
RSK


As electronic technology continues to advance, so too do the challenges faced by employers as they seek to increase productivity and minimize disruptions. Finding the proper balance between monitoring employees for business purposes without unduly invading their privacy is becoming a much larger puzzle with many more pieces.

- Michael Abcarian, JD, Attorney
- Fisher & Phillips LLP, Dallas, TX

202B

Talent Games II: Finding, Engaging and Retaining the Talent You Need

 PDC
HR
TAW


The numbers tell the story: 10,000 baby boomers turn 65 every day, turnover is up sharply and four out of five CEOs are concerned about their company's ability to find the talent they need. Recruiting is more important than ever and, at the same time, much more complex. In this session, we'll address how to build an effective recruiting program or improve the one you already have.

- Jimmy Taylor, SPHR, VP of HR & Marketing
- Novotus, Bedford, TX

3:15 PM - 4:15 PM

203A

The 2015 Economy, the Political Climate and Your Staffing Model

 PDC
BUS
BAS


There are many political, economic, and social factors that will impact companies over the next several years. This session will explore how grassroots political movements, the rapidly changing economy, legislative initiatives, and demographics will impact labor budgets, staffing models, and employee relations practices.

- Liz D'Aloia, JD, Founder
- HR Virtuoso Company, Roanoke, TX

- Russell Smeed, VP
- HR Virtuoso Company, Roanoke, TX

203B

Understanding Metrics: Aligning HR Goals to the Company's Vision

 PDC
BUS
BAS


HR must have a firm understanding of how key metrics impact the overall success of an organization and how HR can impact them. This session will identify three key business metrics and outline how to make HR more competitive by connecting the dots between HR metrics and business strategy.

- Ryan Kohler, SPHR, Chief Innovation Officer
- Applicantpro, Eagle Mountain, UT

201B

"Bald" is the New Black

 PDC
HR
EEL


By the year 2030, studies predict that more than 50% of our population will be 65 and older. Although many categories of discrimination claims have declined in recent years, the frequency of age discrimination claims continues to increase. Learn what you need to know to protect your company.

- Michael Abcarian, JD, Attorney
- Fisher & Phillips LLP, Dallas, TX

201C

Legally Challenged: Managing Employee Leaves, Mental Health Issues & More

 PDC
HR
EEL


Managing leaves and accommodations should be a top concern for employers given recent government enforcement activity. This session will highlight compliance challenges, including accommodations for chronic conditions, pregnancy and mental health, and it will offer practical solutions to reduce the risk of litigation.

- Kristin Bauer, JD, Shareholder
- Jackson Lewis PC, Dallas, TX

203C

Human Resource Horror Stories

 PDC
HR
HRD


You may have heard the phrase, "There are three sides to every story – yours, mine and the truth." This lively session will explore multiple human resource horror stories from the employer and employee perspective, using small group discussion and case studies to identify strategies and tactics to avert these situations in the future.

- Glenna Hecht, SPHR, President
- Humanistic Consulting, Dallas, TX

202B

What Were You Thinking? Change the Way You Think...FAST

 PDC
HR
HRD


Have you ever thought about how you make decisions? How long has it been since your last great idea? If you're not happy with what you're getting, you have to change the way you think. Get practical insights on where to get ideas and how to implement them to create the changes you need in both your personal and professional life.

- Monica Cornetti, MS, Speaker
- Entreprenow!, Austin, TX

201A

Best Practices for Building a Culture of Feedback

 PDC
HR
TAW


In this session, you will learn how the best places to work succeed at engaging employees. Managing the drivers that are most meaningful to employees can work towards creating a more motivated and high-performing workforce. Knowing what employees think provides the necessary insight to build a culture of feedback where employee performance and company profitability can and will increase.

- Danny Nelms, MBA, President
- The Work Institute, Brentwood, TN

103A

SHAPE up your SHRM Student Chapter While Developing Yourself!

 PDC
NC
STU

This interactive presentation will provide students with insight on the important role SHRM Student Chapters play in developing the competencies needed to make the transition from academia to the corporate world. This session will identify resources available for students via SHRM and the knowledge, skills and abilities necessary to gain an internship or employment in the HR or corporate arena.

- Otis Scott Jr., MA, Assistant Director University Career Center - Employer Relations
- The University Of Texas At San Antonio, San Antonio, TX

EDUCATIONAL SESSION TRACKER

MONDAY, 10.26.15

TIME	TITLE
7:00 AM – 8:00 AM	
8:15 AM – 9:30 AM	Keynote Presentation
10:15 AM – 11:15 AM or 10:30 AM – 12:30 PM	
11:30 AM – 12:30 PM	
1:30 PM – 2:30 PM	
3:15 PM – 4:15 PM or 3:15 PM – 5:15 PM	
4:30 PM – 5:30 PM	

TUESDAY, 10.27.15

TIME	TITLE
7:00 AM – 8:00 AM	
8:15 AM – 9:30 AM	
9:30 AM – 12:00 AM	Legal Exchange
10:15 AM – 11:15 AM or 10:30 AM – 12:30 PM	
11:30 AM – 12:30 PM	
1:30 PM – 2:30 PM	
3:15 PM – 4:15 PM or 3:15 PM – 5:15 PM	
4:30 PM – 5:30 PM	

WEDNESDAY, 10.28.15

TIME	TITLE
7:00 AM – 8:00 AM	
8:15 AM – 9:15 AM or 8:15 AM – 10:15 AM	
9:30 AM – 10:30 AM	

MY LEARNING ACTION PLAN

My Three Primary Learning Goals for The Conference:

1. _____
2. _____
3. _____

Session Name/Speaker:

Key Ideas	How I'll Apply At Work	Challenges To Overcome	Desired Results

Resource Links	People Contacts	Books

STAND FOR HAPPIER, HEALTHIER EMPLOYEES

Get your employees standing with VARIDESK®, the height-adjustable standing desk that converts existing desks or cubicles into height-adjustable sit/stand desks with no assembly or installation required. VARIDESK users report increased energy and productivity*. Models start at \$275. [Learn more at VARIDESK.com](http://VARIDESK.com) or call 800-207-9725.



VARIDESK.com
WORK ELEVATED™

*According to December 2014 Customer Survey; N=2166.
US Patent #8671853 | US & Foreign Patents Pending.
©2015 VARIDESK®. All Rights Reserved.

GENERAL INFORMATION

Conference Bags

At Registration, you were given several irreplaceable items – your badge, Game Card and tickets. PLEASE be very careful and keep these in a safe place at all times. Your bag also contains important pieces of information, including the Silent Auction bid list and an order form for the Online Learning Center. **Sponsored by MHBT.**

Badge Holders

Badges must be worn at all times during The Conference. Your full Conference badge provides access to the keynote addresses, educational sessions, the Marketplace and other Conference-related events. Many exhibitors will have an Information Retrieval System which enables them to scan your badge to obtain your contact information and, in many cases, enter you for a prize drawing. **Sponsored by Holmes Murphy.**

Business Center

Located in The Hub. Enjoy complimentary copying, faxing and scanning services and Internet access. **Sponsored by Choice Screening.**

Employment Services

Swing by the Job-Link booth #1303 in the Marketplace. Job-Link welcomes both HR job seekers and employers. This valuable service provides information about the Job-Link program, networking meetings and current HR job leads. **Sponsored by DallasHR.**

Evaluations

Complete session evaluations right in the mobile app or, by visiting hrsouthwest.com/mobile via your browser or downloading the app to your device from the App Store or Google Play. After The Conference, you will receive an Overall Conference Evaluation via email. Your feedback provides helpful insight to planning committees for future events.

Fort Worth Destination Information

Details about transportation and dining discounts using your Conference badge can be found on the Around Town page in the HRSWC mobile app or by visiting hrsouthwest.com/worthsaving. You can also learn more about local events and points of interest at the Visit Fort Worth Information Booth, located at the 13th Street entrance of the Convention Center.

Game Cards

You received a Grand Prize Game Card when you checked in at Registration. Write your name on each panel as soon as you receive it. By visiting each of the Marketplace exhibitors and sponsors on the Game Card, you become eligible for the Grand Prize Drawing at the Closing Reception. This card **cannot** be replaced. Once your Game Card is complete, drop it in the prize drum located in the Bookstore.

GENERAL
INFORMATION



GENERAL INFORMATION

Guests

Entertainment and fun are an important part of The Conference, and many of you would like to bring guests to enjoy the excitement. Tickets to evening events are available at Registration for \$50 per guest, per event. Please note: Guests are not permitted to attend keynote addresses or educational sessions or to visit the Marketplace.

Hotels/Housing

The official HRSWC Conference hotels are the Omni Fort Worth (headquarter hotel), Hilton Fort Worth, Sheraton Fort Worth, Embassy Suites Downtown Fort Worth and Courtyard Fort Worth Downtown/Blackstone. For your convenience, there is a Housing Desk in the Registration area should you have any questions or issues with your hotel accommodations.

Keynote Addresses

Registered Conference attendees, sponsors and exhibitors will be admitted to keynote addresses with their badge. Photo identification may be requested upon entrance to the keynote sessions. Guest tickets to the keynote addresses are available for purchase at Registration.

Luggage/Bookstore Storage

Too much stuff to carry? Complimentary luggage and package check is available to Conference attendees at the Welcome Center in The Hub.

Medical Services

An EMT is stationed by the Registration area during Conference hours; excluding during the Closing Reception, when they will be available outside the ballroom.

Nursing Mothers Lounge

Located at the back of the Marketplace, at the end of the 200 aisle. Please see Registration for assistance.

Online Learning Center

Discover an extended Conference experience with the HRSWC Online Learning Center. Visit the Business Center for a preview of the OLC.

Photography

Conference photographers will take photographs and video of attendees and speakers. By registering for and participating in HRSWC, you authorize the use of any photograph(s), name and/or likeness in HRSWC publications, website, emails and social media.

Recording Devices

Use of personal audio or video recording devices is not permitted in the educational sessions or keynote addresses.

Relaxation Station

Learning is hard work! Take a break and enjoy a complimentary chair massage in the Relaxation Station, inside the Marketplace. **Sponsored by Star Wellness.**

GENERAL INFORMATION

Security

Security personnel will be stationed throughout the Convention Center during Conference hours and at Conference-related events. If you have a question or concern, please contact the nearest security officer or any Conference staff member volunteer in a yellow shirt. A valid form of photo identification will be required to check-in at Registration and claim your badge and Conference materials. To help ensure the safety and enjoyment of all guests, Conference staff and volunteers may request identification at any time.

Schedule

Sessions will begin on time. To avoid disruption, please be prompt and remember to turn off all mobile phones and electronic devices during the sessions. Each session has a limited capacity and fire code prohibits unseated attendees.

Smoking

Smoking is prohibited in the Convention Center and during any Conference event.

Special Assistance

If you need special assistance or accommodations for disabilities, the Registration or Welcome Center staff in The Hub is available to assist you.

Tickets

At Registration, you will be given tickets that are redeemable for prizes and cocktails during The Conference. These tickets are non-replaceable.

Water Bottles

Science shows that hydration is key to achieving optimum brain function and boosting learning retention. Enjoy the water bottles provided in your Conference bag and refill as often as needed at water coolers located throughout the Marketplace and Convention Center for a preview of the OLC.

Welcome Center

The Welcome Center staff can help you find your way around the Convention Center, answer your questions about Conference activities and offer a friendly place to meet up with fellow attendees. Located in The Hub. **Sponsored by ADP.**



10.16.16 – 10.19.16
FORT WORTH CONVENTION CENTER



JOIN US AS WE
CELEBRATE 75 YEARS

#HRSWC



THE HRSOUTHWEST CONFERENCE
5001 LBJ FWY, STE 800, DALLAS, TX 75244