



THE **HR**SOUTHWEST  
CONFERENCE™

# CONFERENCE PROGRAM



10.05.14 - 10.08.14

FORT WORTH CONVENTION CENTER



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# FROM THE CONFERENCE DIRECTOR

Welcome to The HRSouthwest Conference (HRSWC)...the 73rd annual! While here, I encourage you to think about what this year's tagline – “Create Value – Drive Change” – really means for you. Take advantage of **all** the various educational opportunities to not only learn how you can increase the value you bring to your company to be that indispensable HR partner, but also to learn how you can be that change leader your employer needs to manage organizational change.



HRSWC offers the perfect forum to truly expand your professional network. Make the most of your time here by meeting other HR professionals, sharing workplace experiences and exchanging best practices – creating more value for yourself and your organization! Share your business cards, have your smartphones charged and ready to add contacts to your LinkedIn profile, and grow your network!

To get the full Conference experience, be sure to download the enhanced HRSWC mobile app to review the Conference schedule, communicate with fellow participants, check out educational session details, bookmark sessions and other activities, complete evaluations, browse and map out your Marketplace plan and play our brand new photo-based scavenger hunt. Be sure to also follow us on Facebook, Twitter and Instagram to stay connected and to get regular updates throughout The Conference! Add your own fun by posting your personal status updates and photos using the #HRSWC hashtag.

We have over 50 volunteers sporting their bright orange 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.

I trust you will get everything you want from the Conference and more – education, connections and collaboration – all aimed to “Create Value – Drive Change”!

*Rachel E. Ferina*

Rachel E. Ferina, SPHR  
2014 Conference Director  
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# THANK YOU, VOLUNTEERS!

The HRSouthwest Conference is grateful to its all-volunteer Board of Directors, committee volunteers and participating Texas SHRM Chapters 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

### Educational Sessions

- Davani Buckley, PHR  
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- **Austin HRMA**
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- **Central Texas HRMA**  
(Temple)
- **Coastal Bend SHRM**  
(Corpus Christi)
- **Concho Valley SHRM**  
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- **Crosstimbers HRMA**  
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- **Heart of Texas SHRM**  
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- **Lower Valley SHRM**  
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- **Lubbock SHRM**
- **Mid-Cities HRA**  
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- **North Texas SHRM**  
(Corinth/Denton)
- **Panhandle HRA**  
(Amarillo)
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- **Red River Valley HRA**  
(Paris/Mt. Pleasant)
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(Mission)
- **San Antonio HRMA**
- **Southeast Texas HRA**  
(Beaumont)
- **South Texas SHRM**  
(Gonzales)
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## THE HRSOUTHWEST CONFERENCE STAFF



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# YOU SPEAK, WE LISTEN... WHAT'S DIFFERENT IN 2014?



We begin working the day after Conference ends to deliver a better HRSWC experience year after year. Many of the enhanced offerings and new additions are implemented based on your feedback and on-site observations. To maximize your educational and networking opportunities, be sure to check out these changes in 2014:

## LEGAL EXCHANGE **ENHANCED**

Due to demand, the format has been modified to accommodate more participants. Each guest speaker will provide a presentation on a pre-assigned legal topic in a small-group setting to deliver expert answers to attendees' pressing legal questions.

- Monday, 10.06.14 & Tuesday, 10.07.14
- 10:15 AM – 12:15 PM
- Room 110

## HEALTHCARE FORUM **ENHANCED**

Based on previous attendee feedback, we've switched it up this year! A panel of your peers representing small, large and public sector organizations will provide information on the best practices implemented to support the changing legislative landscape.

- Wednesday, 10.08.14
- 8:15 AM – 10:30 AM
- Room 108

## HRSWC WELLNESS CLUB **NEW!**

Sometimes feel like you just need to move your body for a quick pick-me-up? Need to stretch out your legs or back? Join us during breaks in the educational schedule for short-burst activities that will help reenergize you. Or start the day with a little exercise...network with other like-minded attendees during one of our early morning activities. For a list of times, locations and types of activities, check out the schedule in the HRSWC mobile app. **Sponsored by Executive Medicine of Texas.**



**PAIR-N-SHARE** **NEW!**

Thank you to all the first-time attendees and Conference veterans who are participating in the first-year of our “buddy system” program. A specially designated area has been created in The Hub, near Registration, for pairs to meet up.

**SCAVENGER HUNT** **NEW!**

Inside the HRSWC mobile app is a photo-based activity in which you can complete “missions” to earn points and compete for leaderboard status. Have your smartphone ready and join the fun! **Sponsored by TalentWise.**

**MASTERS SERIES** **NEW!**

Earn 2.0 recertification credit hours at each of these invitation-only sessions for SPHRs. Please be prepared to show your invitation (electronic or print). **Sponsored by the Society for Human Resource Management (SHRM).**

**Driving a Culture of Trust:  
A Practical Approach**

- Monday, 10.06.14  
10:15 AM – 12:15 PM
- Maureen Underwood, SPHR  
EVP, People Department  
TDIndustries

**Strategy Matters: Managing the  
HR Function in the Face of Change**

- Tuesday, 10.07.14  
10:15 AM – 12:15 PM
- Denise Sikes, SPHR  
VP, Human Resources  
CyrusOne

**Giving Employees the Freedom to  
Fly Helps Us Soar: Engagement  
Best Practices from Southwest  
Airlines**

- Monday, 10.06.14  
3:15 PM – 5:15 PM
- Julie Weber, VP, People  
Southwest Airlines

**Succession Management:  
Better, Faster, Stronger**

- Tuesday, 10.07.14  
3:15 PM – 5:15 PM
- Debra Herd, CPLP, MBA, SPHR  
SVP, Director of Talent Management  
& Learning  
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Joel Zeff

## MASTER OF CEREMONIES

### JOEL ZEFF

Since 1997, Joel has inspired various audiences by creating energy with his dynamic, improvisational and humorous speaking style. Joel is a masterful public speaker and emcee and a nationally renowned motivator, lifelong humorist and improvisational actor, and author.

When not speaking, Joel expresses his creativity as an actor, writer and comedian. He started performing professionally in 1992. In Dallas, he was co-host of “The Movie Zone” on UPN 21. He has appeared in dozens of commercials for numerous clients, including the Dallas Cowboys, Harrah’s Casino, mydiscountbroker.com, Time Warner Cable, Pizza Hut, McDonald’s, Eagle Country Markets and Extraco Bank.

He has appeared in hundreds of corporate videos and on shows from CNBC’s “The Big Idea” with Donny Deutsch to the Fox Network’s “Fox and Friends Weekend.” His articles have been featured in The Dallas Morning News, The Houston Chronicle and The Kansas City Star, among many other mainstream media outlets.

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# OPENING KEYNOTE SPEAKER

## ERIK WAHL

- **Monday, 10.06.14**
- **8:15 AM – 9:30 AM**
- **Level 2, Ballroom**

Erik Wahl is an internationally recognized graffiti artist, author, entrepreneur and philanthropist. Pulling from his history as both a businessman and an artist, Erik's on-stage painting seamlessly becomes a visual metaphor to the core of his presentation – encouraging organizations toward profitability through innovations and superior levels of performance. Previously featured as a TED presenter, Erik shares his message with the largest and most influential companies in the world, leaving behind his prized artwork as a reminder of his passion for breakthrough thinking.

Erik will be donating the paintings he creates during his keynote address to HRSWC. Be sure to stop by the Silent Auction to place your bid.

**HR** Approved for 1.0 hour of HRCI recertification credit



Erik Wahl



### ERIK'S BOOK SIGNING

MONDAY, 10.06.14  
9:30 AM – 10:30 AM  
BOOKSTORE



### LISA'S BOOK SIGNING

WEDNESDAY, 10.08.14  
12:30 PM – 1:30 PM  
BOOKSTORE

# CLOSING KEYNOTE SPEAKER


## LISA LING

- **Wednesday, 10.08.14**
- **10:45 AM – 12:15 PM**
- **Level 2, Ballroom**

Lisa Ling, executive producer and host of "Our America" on CNN, has reported from dozens of countries during her career as a journalist, covering stories and issues that are too often ignored. Lisa got her start as a correspondent for Channel One News where she covered the civil war in Afghanistan at 21 years of age. She later went on to become a co-host of ABC Daytime's hit "The View," which won its first daytime Emmy during her time at the show. She is the former field correspondent for "The Oprah Winfrey Show" and a contributor to ABC News' "Nightline" and National Geographic's "Explorer." Lisa is a contributing editor for USA Today's USA Weekend magazine, a published author, co-founder of SecretSocietyofWomen.com and a contributor to iVolunteer.org.



Lisa Ling



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We're committed to providing our clients two things when it comes to employee benefits – *savings* and *simplicity*.

Join us for the following discussions and visit booth 601 to learn more about how we're lowering costs and delivering clarity to benefits professionals across the southwest and nationwide.

### **FROM REFORM TO SIMPLICITY: THE NEXT WAVE IN HEALTHCARE**

Presented by **Den Bishop**, Holmes Murphy president and author of *The Book on Healthcare Reform: The Economic Truth of Healthcare in America*  
Monday, October 6, 11:30 AM - 12:30 PM

### **TO CHANGE OR EXCHANGE? TWO STRATEGIC PATHS FOR EMPLOYERS**

Presented by **Wally Goma**, Holmes Murphy senior vice president and CEO of ACAP Health Consulting  
Tuesday, October 7, 10:15-11:15 AM



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# 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

- Sunday, 10.05.14
- 5:30 PM – 7:00 PM
- Level 1, Water Gardens Events Plaza Atrium

Kick off HRSWC with light hors d'oeuvres and “Gear-Ritas,” and enjoy the opportunity to network with attendees, volunteers and exhibitors from across the region at our “pit stop” stations. The networking event will provide a highway to jump start your new connections.

Be sure to be present at 6:50 p.m. for the drawing for a \$400 Best Buy gift card donated by Lincoln Financial.

## CLOSING RECEPTION

- Tuesday, 10.07.14
- 5:30 PM – 7:00 PM
- Level 2, Ballroom

Food and fun, networking and lots of celebrating as we close another great Conference – you don’t want to miss the “Change Driver” as you enjoy networking in the dedicated **Networking Lounge**. Pose for photos with great friends, new and old, and get in gear as the DJ spins great tunes. The Grand Prize Drawing is held at 6:50 p.m. (you must be present to win).

## STUDENT LOUNGE

- Sunday, 10.05.14, 4:00 PM – 7:00 PM
- Monday, 10.06.14, 8:00 AM – 3:30 PM
- Tuesday, 10.07.14, 8:00 AM – 3:30 PM
- Wednesday, 10.08.14, 8:00 AM – 10:00 AM
- Leve 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, available on the App Store and Google Play, is the perfect tool for building your customized Conference experience. Add yourself to the Attendee List for instant messaging, explore educational sessions and speakers, 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. Visit Explore! HRSWC in The Hub for assistance or if you have questions.

**Sponsored by TalentWise.**

### #HRSWC

Join us on Twitter and Instagram using The Conference hashtag. Provide comments, share pictures and spread The Conference excitement. Visit the Explore! HRSWC area of The Hub during breaks in the educational sessions schedule for assistance or if you have questions.



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



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[twitter.com/hrsouthwest](https://twitter.com/hrsouthwest)



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

### Social Wall

Located in The Hub, the social wall is a live feed of your scavenger hunt photos plus your Twitter and Instagram posts with The Conference hashtag – #HRSWC. Let’s keep the story evolving...we want to hear from you on the “big screen.”

### GuppyPOD

Take and print photos at the guppyPOD kiosks, located in The Hub. Share them on Intagram using #HRSWC. **Sponsored by Catch the Moment.**

# HEALTHIER MOUTHS

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# 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](https://hrsouthwest.com/onlinelearning). Visit the demo station in the Business Center for more information.

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



**IS YOUR WELLNESS PROGRAM INCENTIVE AN AFTERTHOUGHT?**

ARE YOU USING INCENTIVES THAT EMPLOYEES DON'T FIND ALL THAT REWARDING?  
 IF YOUR INCENTIVES DON'T DRIVE RESULTS, WHAT'S THE POINT?  
 WELLNESS PROGRAMS MOTIVATION IS ONLY AS STRONG AS THE INCENTIVES PROVIDED. KEEP EMPLOYEES ENGAGED AND DRIVEN BY OFFERING THEM AN INCENTIVE WITH SOME STAYING POWER.

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Alice Dendinger, SPHR

## SPEAKER HALL OF FAME

**The Conference is pleased to recognize Alice Dendinger, SPHR, as the 2014 inductee into the HRSWC Speaker Hall of Fame.**

In October 2002, Alice assisted HRSWC in launching the first “HRCI Certification Crash Course,” which began her speaking affiliation with The Conference. Since then, Alice has established a reputation as one of The Conference’s most popular speakers, consistently receiving exceptionally high ratings from attendees. She has continued to take part in the Crash Course program in addition to conducting pre-conference workshops and concurrent educational sessions.

Alice has more than 30 years of experience in the field of human resource management and organizational development. She received her first position in human resources in 1980, as she says, “by divine intervention.” Alice has focused her career on strategic management, organizational development, employee relations and communication, mediation and conflict resolution, performance management and assisting leaders, managers, supervisors and direct reports at every level to “work better together.” She is often called upon to “transform the organizational culture.”

In 1999, Alice served as the president of the Austin Human Resource Management Association (AHRMA), growing the organization to a record 1001 members. As AHRMA president, she also accepted a position with Texas SHRM. This began a 10-year career volunteer role which was highlighted in 2007 and 2008 when she served as state director of Texas SHRM. She has been invited to participate as a luncheon speaker or keynote to almost all 30+ chapters in Texas and is considered one of the most active members on the SHRM Speakers Bureau. Alice is a lifetime SPHR and has helped thousands of other professionals become certified and recertified.

For the past 12 years, she has led the Alice Dendinger Alliance Group, providing HR consulting, coaching and mediation services. In addition, Alice recently entered a joint venture with Your HR Group in Austin with the creation of PivotU – a training, learning and transformation company.

Alice will be honored during the Opening General Session on Monday, Oct. 6.

### ABOUT THE SPEAKER HALL OF FAME

The HRSWC Speaker Hall of Fame was established in 2013 to honor speakers who exhibit professionalism and speaking excellence, and who continually contribute to The Conference to further the profession of human resources. Inductees are evaluated by their peers and each candidate must excel in content, delivery, professionalism and communication.

# TEXAS VOLUNTEER LEADER OF THE YEAR

Volunteers are an integral part of and a vital asset to the continued success of the Texas SHRM affiliated chapters. The Texas Volunteer Leader of the Year award recognizes those whose volunteer efforts and impact are exemplary in serving the HR community in the State of Texas. The HRSouthwest Conference is pleased to announce **Nicole Shannon** as this year's honoree.

Nicole has been an active member and volunteer with the Panhandle Human Resources Association (PHRA) since 1999, including serving as 2001 president. Since 2002, she has been involved with Texas SHRM as both district director and state director, currently holding the position of immediate past state director. In her current role, Nicole remains engaged by providing leadership, guidance and a professional approach to all who encounter her. She is a dynamic leader whose mentoring and leadership have transcended more than one part of Texas, reaching countless HR professionals throughout the state.

As stated in Nicole's nomination, *"I have never seen her turn anyone away; she is as fair, consistent, loyal and determined as anyone I have ever met, personally or professionally. I am not only a better HR professional due to Nicole's leadership, but I'm also a better person."*

Nicole will be honored during the Closing General Session on Wednesday, Oct. 8.



Nicole Shannon, SPHR, CLM  
Legal Administrator  
Brown & Fortunato, P.C.

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Visit us at HRSouthwest!  
Booth #701

Join MHBT's Director of Health Care Reform  
for an enlightening conference session

**Tuesday, October 7<sup>th</sup>, 11:30-12:30**

*Cutting through the Chaos: Clarifying Large Employers'  
Obligations and Considerations under the ACA*

Becky Parker, MHBT, Health Reform Director



# EXCELLENCE IN EDUCATION STUDENT SCHOLARSHIPS

The Excellence in Education Student Scholarship program awards a \$1000 one-year scholarship plus the net proceeds from the Silent Auction held during HRSWC. Full- or part-time students pursuing studies in the HR field 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 2014 recipients of The Excellence in Education Student Scholarships. **Sponsored by National American University.**



**Theresa "Tess" Brooks**  
**Texas Woman's University**

Tess will graduate from Texas Woman's University in May 2015 with a Bachelor's degree in human resource management. As a full-time student, Tess currently works at CyrusOne as a human resources intern and at Apple as a specialist. She is an active member of the TWU SHRM Chapter, formerly serving as secretary. As one of her previous employers commented, "Tess is an example of what is right with the youth of today. She demonstrates both a professional demeanor and respect to those with whom she interacts, even in the most difficult situations."



**Melanie Prada**  
**Baylor University**

Melanie will complete her Bachelor's degree in human resource management in May 2015 at Baylor University. She serves as a student ambassador for the Hankamer School of Business and is an active member of the Baylor SHRM Chapter. She most recently worked as a summer intern at GuideStone Financial Resources in the training and development department. As her supervisor at GuideStone shared, "Melanie immediately rose to the top as an intern, distinguishing herself as a determined, compassionate, bright, inquisitive and energetic protégé."



**Miguel Rojas**  
**Dallas Baptist University**

Miguel will earn a Bachelor's degree this semester from Dallas Baptist University and will immediately start in the MBA program with a focus in finance. He currently serves as the vice president of the newly formed Dallas Baptist University SHRM Chapter and has been a member of the Phi Theta Kappa Honor Society since 2012. As his academic advisor at DBU stated, "Miguel's ability to manage school work with his career and family has been amazing to watch and is nothing short of a miracle."

## SILENT AUCTION

The HRSouthwest Conference is proud to hold its 15th annual Silent Auction, supporting future HR leaders by benefitting the Excellence in Education Student Scholarship Fund. In 2013, the Silent Auction raised more than \$5,000 for the scholarship recipients.

Located in the Marketplace, at the end of aisles 500 and 600.

**Sponsored by Frontline Source Group.**



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# PRIZE DRAWINGS

Prize drawings always bring an element of excitement...and there are many ways to win in 2014!

## SUPER PRIZES

All registered Conference attendees are eligible to win. To enter the drawings, drop your Super Prize drawing tickets (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, 10.06.14, 10:00 AM, 1:15 PM & 3:00 PM
- Tuesday, 10.07.14, 10:00 AM, 1:15 PM & 3:00 PM

### You could win...

- \$250 gift card – donated by Mutual of Omaha
- \$300 gift card – donated by Aetna
- \$4,000 travel voucher - donated by Cheap Caribbean
- iPod Touch – donated by Reliance Standard
- Two American Airlines domestic round-trip tickets – donated by Wyndham Jade
- Two-night stay with breakfast and complimentary valet parking – donated by The Joule Hotel Dallas

## GRAND PRIZE

Travel to the Daytona 500, Indy 500 or “drive” your golf clubs at Puerta Vallarta or Pebble Beach...OR create your own dream vacation with a \$5,000 travel voucher! The Grand Prize 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.

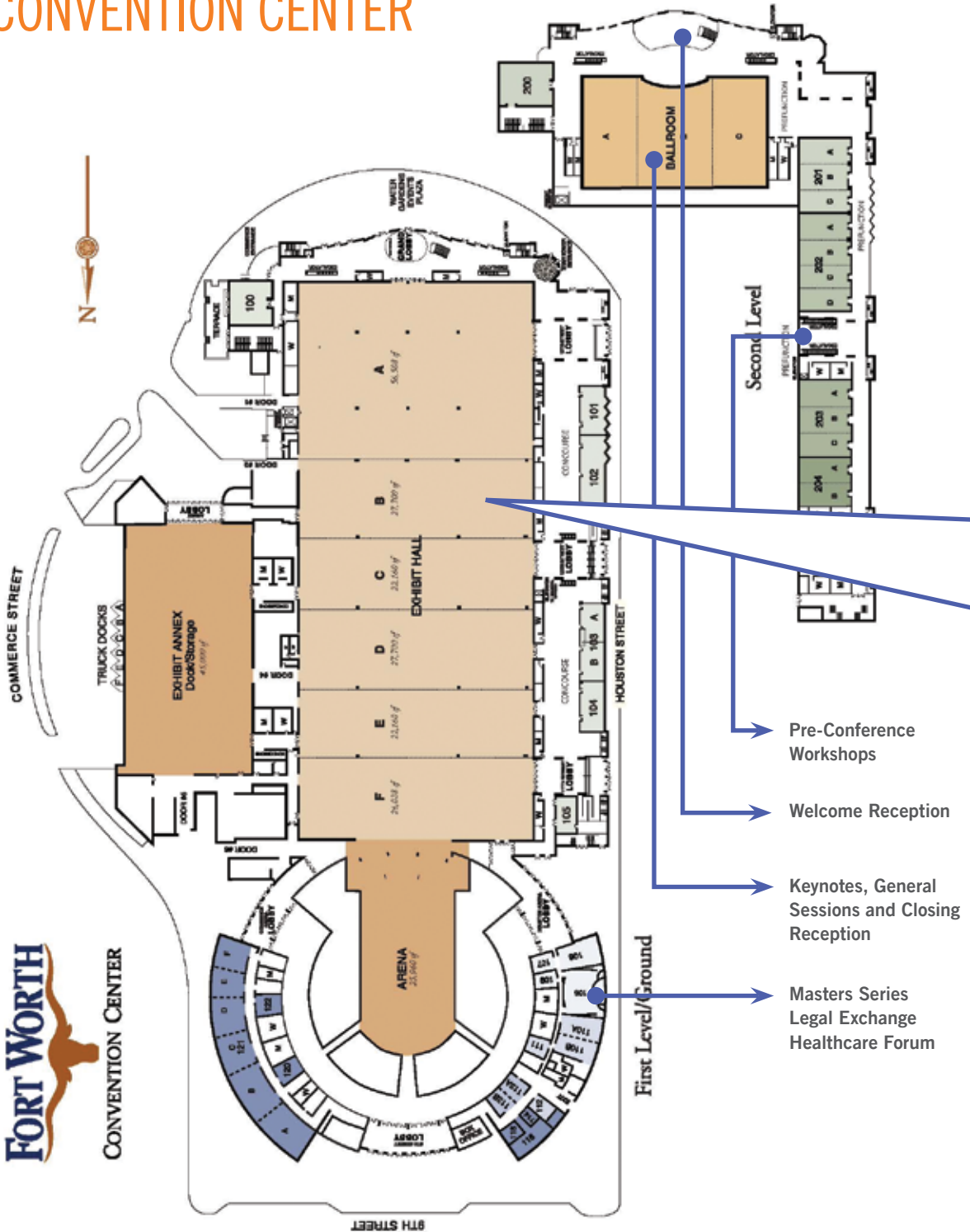
## EXHIBITOR PRIZES

Many sponsors and exhibitors offer an opportunity to win great prizes at their booths.

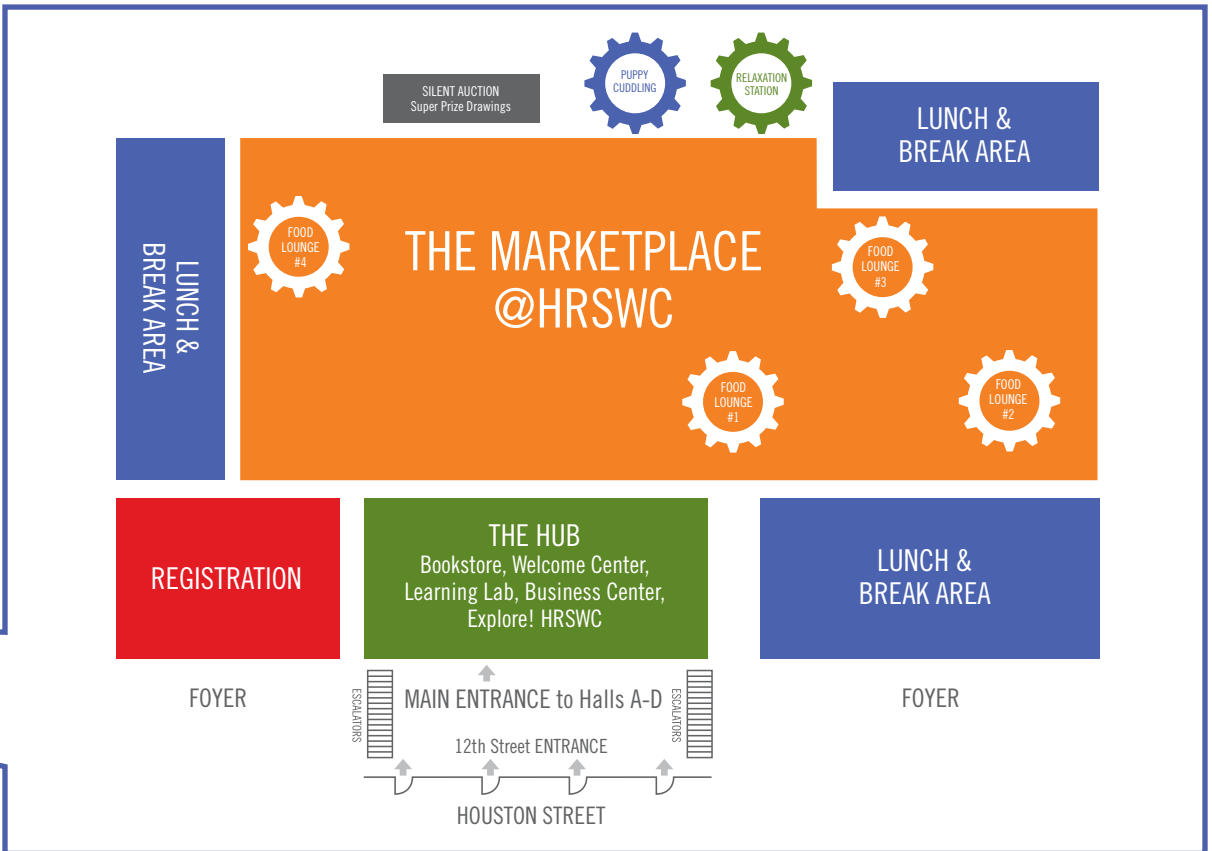
Visit the Marketplace to participate in these drawings. Be sure to check the prize board in the Registration area.



# FORT WORTH CONVENTION CENTER



# THE MARKETPLACE



## HAPPENINGS IN THE HUB

### Bookstore

A showcase of human resource-related publications and quality merchandise.

- Sunday, 10.05.14  
4:00 PM – 7:00 PM
- Monday, 10.06.14 & Tuesday, 10.07.14  
6:30 AM – 6:00 PM
- Wednesday, 10.08.14  
6:30 AM – 1:00 PM

### Explore! HRSWC

Staffed by volunteers assisting with and answering questions about the HRSWC mobile app and social media platforms.

- Sunday, 10.05.14, 4:00 PM – 7:00 PM
- Monday, 10.06.14 & Tuesday, 10.07.14  
9:30 AM – 10:15 AM  
12:00 PM – 1:15 PM  
2:45 PM – 3:15 PM

### Brain Candy (Learning Lab)

A series of quick-hit nuggets of information led by select speakers.

- **Branding Yourself on Social Media**  
Monday, 10.06.14  
9:35 AM – 9:55 AM  
Callie Miller, PHR, CSP – Relationship Manager, High Profile Staffing and DFW SMA Communications Director
- **“I’m in Transition...Now What?”**  
Monday, 10.06.14  
2:35 PM – 2:55 PM  
Kim Follis – EVP, Operations Delta Dallas and DallasHR Transition Support Director

- **Jobs Outlook for HR Professionals**

Tuesday, 10.07.14  
9:35 AM – 9:55 AM

Sandi Stevens – SVP  
Challenger, Gray & Christmas  
Mary Ann Doran – VP  
Challenger, Gray & Christmas

- **Benefits of Joining Your Local SHRM Chapter**

Tuesday, 10.07.14  
2:35 PM – 2:55 PM

Debi Dault, CRP, GPHR  
– Director Business Development  
The MIGroup and Texas SHRM  
State Director

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# RECERTIFICATION CREDIT TYPE & TRACK

## **HR** HR (General)

### **CAB** Compensation and Benefits

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.

### **EEL** Employee and Labor Relations

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.

### **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.

### **PPD\*** Personal/Professional Growth/Development

Enhancing personal power, memory, confidence and attitude, dressing for success, basic etiquette, engagement, stress, work/life balance or ethics.

### **RSK** Risk Management

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.

### **WKF** Workforce Planning and Employment

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.

*\*except where noted in subtext*

## **BUS** BUSINESS (Strategic)

### **BMS** Business Management Strategy

Developing, contributing to and supporting the organization's mission, vision, values, strategic goals and objectives; formulating policies; guiding and leading the change process; and evaluating organizational effectiveness as an organizational leader.

## **GLO** GLOBAL (International)

### **GLO** Global HR

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. Example topics: Global trends, practices and staffing; global leadership development; diversity concepts; cultural sensitivity; international assignments, compensation and benefits, and international laws.

## **CA** CALIFORNIA

### **CA** California

Developing, facilitating and managing workplace relationships, throughout the employment lifecycle, in compliance with California legal requirements.

## **N/C** NO CREDIT

### **STU** Student

Developing the future HR workforce through specialized programming designed for students.

## AGENDA AT-A-GLANCE MONDAY, 10.06.14

6:30 AM – 6:50 PM	Wellness Club Activity
6:30 AM – 5:30 PM	Attendee Registration
6:30 AM – 5:30 PM	Marketplace Registration
6:30 AM – 5:30 PM	The Hub - Welcome Center, Bookstore*, Business Center, Explore! HRSWC, Learning Lab
9:30 AM – 3:15 PM	Marketplace
9:30 AM – 3:15 PM	Silent Auction

\*Bookstore open until 6:00 PM

### MONDAY DETAIL

6:30 AM – 8:30 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 – 10:30 AM	Keynote Book Signing
9:30 AM – 10:15 AM	Networking Break in Marketplace; Wellness Club Activity
9:35 AM – 9:55 AM	Brain Candy – Learning Lab
10:00 AM – 10:05 AM	Super Prize Drawing
10:15 AM – 12:15 PM	Masters Series, Legal Exchange
10:15 AM – 11:15 AM	Educational Sessions
11:30 AM – 12:30 PM	Educational Sessions
12:00 PM – 1:30 PM	Networking Lunch in Marketplace; Wellness Club Activity
1:15 PM – 1:20 PM	Super Prize Drawing
1:30 PM – 2:30 PM	Educational Sessions
2:30 PM – 3:15 PM	Networking Break in Marketplace; Wellness Club Activity
2:35 PM – 2:55 PM	Brain Candy – Learning Lab
3:00 PM – 3:05 PM	Super Prize Drawing
3:15 PM – 4:15 PM	Educational Sessions
3:15 PM – 5:15 PM	Masters Series
4:30 PM – 5:30 PM	Educational Sessions

## EDUCATIONAL SESSIONS MONDAY, 10.06.14

7:00 AM – 8:00 AM

203A

### Leadership Ethics: How to Ensure a Future of Employee Integrity

BUS  
BMS



This presentation will help human resource professionals develop, inspire and maintain a culture of integrity in their organizations. Real FBI case examples help the audience understand the root causes of unethical behavior and facilitate the achievement of corporate goals at all levels with employees' morality and integrity intact.

- Jeff Lanza, MBA, President  
– Communication Dynamics, Mission, KS

103A

### Think Global, Act Local: Top Workplace Law Challenges Facing Multinational Companies

GLO  
GLO

In today's business environment, workplace issues are increasingly crossing international borders – whether involving U.S. corporations doing business overseas or multinational companies with interests in the United States. The separation between U.S. and international matters has become largely an artificial one as companies operate within a global market.

- Katrin Schatz, JD, Shareholder  
– Jackson Lewis P.C., Dallas, TX

104

### Handle With Care: Mental Health Disabilities Under the ADA & FMLA

HR  
EEL

This session will discuss what qualifies as a mental health disability, the dos and don'ts of discussing these issues with employees and practical tips for optimizing production while complying with the FMLA and ADA regulations on reasonable accommodations of mental health disabilities.

- Kristin Bauer, JD, Shareholder  
– Jackson Lewis P.C., Dallas, TX

202B

### Managing Emotions – Yours & Theirs – Under Pressure!

HR  
HRD



People are so difficult! They can make you want to scream, throw something or just burst into tears! In this dynamic, high energy session, you will learn to manage your emotions under pressure, understand the emotional process you go through and the emotional process that the difficult people around you go through. You will never lose your cool again!

- Julie Burch, Speaker and Author  
– Julie Burch Speaks!, Flower Mound, TX



203C

### Smart People, Dumb Decisions: Why Some CEOs (and Boards of Directors) Fail

HR  
HRD



Why do smart people make monumentally bad decisions? We will examine four key insights that lead to poor decisions, how to eliminate them and, most critically, review an organizational decision assessment matrix and organizational framework to help you improve the decisions you and your organization make every day.

- *Rex Gale, SPHR, HCS, National Account Director of Sales*  
– BlueCross BlueShield of South Carolina, Hilton Head Island, SC

202D

### SuperTeams: Unleash Explosive Business Performance

HR  
HRD



Advances in communications technology combined with evolving ways of working are reducing face-to-face communications and eroding the strength of many relationships. The importance of RESPECT in the workplace, especially within teams, has never been greater. In this session, we explore how to use RESPECT to optimize team performance.

- *Clinton Wingrove, Executive Vice President & Principal Consultant*  
– Pilat HR Solutions, Whitehouse Station, NJ
- *Paul Marciano, PhD, President*  
– Whiteboard, New York, NY

10:15 AM – 11:15 AM

203C

### Leaders Who Make Waves: Rethinking Change

BUS  
BMS



Learn game-changing methods for starting a “wave” of change inside your organization. Providing examples from recent case studies and interviews, Patti Johnson will explore new ways to view and initiate change to propel your team and your organization to the next level.

- *Patti Johnson, CEO*  
– People Results, Irving, TX

203A

### Relationship Leadership & The Relationship Cliff That Every Organization Must Face

BUS  
BMS



Collaborative leadership, building strong teams and employee engagement are running head-on into the mega-trend of relationship breakdown. Based on extensive research, this session will identify the hard-dollar metrics of relational decline and how HR can engage C-leaders to establish relationships as a documented strategic priority tied to revenue innovation and costs.

- *Robert Hall, MS, President*  
– Hall Enterprises, Dallas, TX

### RECERTIFICATION CREDIT TYPE AND TRACK

For more information on specific tracks, see page 23.

Business (Strategic)	Global (International)
BUS BMS	GLO GLO
HR (General)	California
HR CAB EEL	CA CA
HRD PPD*	No Credit
RSK WKF	N/C STU

\* except where noted in subtext

203B

### Why Wellness Works for Your Business: Invest in Your Future

HR  
CAB



Learn how wellness programs can attract talent, foster referrals, retain talent and build loyalty. Wellness programs can also increase and sustain productivity, reduce absences and contribute to a positive culture. This session will discuss how to offer wellness with no budget, how to engage your employees in wellness initiatives and make your program meaningful to your business.

- *Carrie Camin, Assistant Vice President*  
– Methodist Health System, Dallas, TX
- *Caroline Susie, Employee Wellness Manager*  
– Methodist Health System, Dallas, TX

102

### BYOD: Likes, Tweets, Tags & Other Things That Aren't Private at Work

HR  
EEL

Has privacy become a concern in your workplace? This session will provide you with insight in dealing with privacy concerns in the workplace and help you gain understanding of the invasion of privacy claim, social media and the latest trends on how privacy laws apply in the workplace.

- *Monica Velazquez, JD, Attorney*  
– Strasburger & Price LLP, Frisco, TX

202D

### Helping Your People Cope with Change

HR  
HRD



Change is one of life's most stressful challenges. It is also constant! Equipping your people to cope with and work through change will help them to remain engaged and productive, even in the midst of an ever-changing environment. This strategy will help you prepare for and facilitate the process for yourself and your team members and minimize the pain.

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

202C

### How Do I Talk To You?

HR  
HRD



How do employees overcome differences to create a harmonious and motivated work environment? This session explores best practices and guidelines on how to get employees (and management) comfortable in dealing with the Diverse 7 – race, gender, generational differences, sexual orientation, religious preference, physical ability and socio-economic status. Observations and comments from current National Diversity Conferences will be shared.

- *James Penny, President*  
– Life of Values Press, Dallas, TX

201B

### Creating a Criminal History Evaluation Tool

HR  
RSK



Employers' use of criminal history information has received a lot of interest from legislators and regulators. In this presentation, Mike Coffey will walk attendees through the process of developing a legally-defensible criminal history evaluation tool to effectively document the employer's policies regarding the impact of criminal history on eligibility for specific positions.

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

202B

### Pay Now or Pay Later: Do Your Pay Practices Comply with the Law?

HR  
RSK



Employers continue to face unprecedented risk of being sued for wage payment claims. U.S. Labor Department investigations have resulted in millions of dollars in employer liability. Many organizations believe they're doing it right or they're too small to be on the radar, but it may really be just a matter of time before peril comes to the door.

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

103A

### Advance Your Career with HR Certifications

N/C  
PPD



Once you become certified, you show that you know the most current principles and core practices of HR management. You also become more marketable when you compete for top HR positions. In this session, you will learn how HR certification can help your HR career and how your company can benefit from your certification.

- *Linda Anguish, SPHR, GPHR, Director Credentialing Products & Services*  
– *HR Certification Institute, Alexandria, VA*

103B

### Student Orientation

N/C  
STU

The student orientation session will provide tips on how to make the most out of your time at The Conference. Students will learn what events they can attend, the subject matter for the student sessions and how to WOW other Conference attendees. They will also learn tips for career success and tips for what to do after The Conference. The session will close with Q&A time.

- *Jennifer Covey, MAM, Director, HRSWC College Relations and Employment Specialist*  
– *Guidestone Financial, Dallas, TX*

10:15 AM – 12:15 PM

108

### MASTERS SERIES

BUS  
BMS



*SPHR invitation only. First come, first serve.*

### Driving a Culture of Trust: A Practical Approach

TDIndustries has been on the Fortune 100 Best Places to Work list since its' inception. So how does a construction company of nearly 2,000 employees, in over 100 work sites with a multicultural combination of tradesmen and professional roles, drive a strong culture of trust? Why do you have four performance conversations a year? How do you hold your leaders and supervisors accountable for walking the talk on servant leadership? Does putting people first really drive the bottom line? At TDIndustries, these items are key ingredients to our success. Join us in this session to learn the key ingredients to a successful journey.

- *Maureen Underwood, SPHR, Executive Vice President, People Department*  
– *TDIndustries, Dallas, TX*

110

### Legal Exchange

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, implement and 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 and provide expert answers to attendees' pressing legal questions. This customized legal learning experience allows participants to get the answers they need on six different legal topics.

- *Anthony Byergo, JD*  
– *Ogletree Deakins, Kansas City, MO*
- *Stephen Fox, JD*  
– *Polsinelli, Dallas, TX*
- *John Hagan, JD*  
– *Hagan Law Group, Allen, TX*
- *Rachel Hale, JD*  
– *Hagan Law Group, Allen, TX*
- *Rebecca Massiatte, JD*  
– *JMO Firm PLLC, Dallas, TX*
- *Audrey Mross, JD*  
– *Munck Wilson Mandala, Dallas, TX*
- *Dustin Paschal, JD*  
– *Simon I Paschal PLLC, Dallas, TX*
- *Paul Simon, JD*  
– *Simon I Paschal PLLC, Dallas, TX*
- *Jennifer Sweeny, JD*  
– *Cantey Hanger LLP, Fort Worth, TX*

204

**MEGA SESSION**

**Fired Up for HR Success!**

HR  
PPD



HR professionals at every level in your organization need to get Fired Up! by implementing real-world tools and techniques in employee engagement, customer service, loyalty recognition, rewards motivation and leadership. This session will offer tools, steps and a plan of action for your department, team and professional staff.

- *Aric Bostick, President/Owner*  
– *Aric Bostick Success Training, San Antonio, TX*

**11:30 AM – 12:30 PM**

202B

**Change: It's More Than Coins in Your Pocket**

BUS  
BMS



Change is happening rapidly in most organizations, but often there is not a lot of planning and forethought by management, causing a lack of commitment to the new directions. In this session, attendees will learn how to develop, influence and execute strategies for managing organizational change initiatives.

- *Annette Matthies, SPHR, Founder/Owner*  
– *Aspen Edge Consulting LLC, Broomfield, CO*

203C

**C-Suite Speak: Strategy, Metrics & Analytics**

BUS  
BMS



This session will help participants learn how to speak the C-Suite language – numbers, results and bottom line. Participants will learn how to develop HR strategies based on business strategies and utilize analytics to measure associated results. We will also cover the relationship between metrics, HRIS and analytics, and how each play an important part of the process.

- *Charlotte Ntreh, SPHR, Partner*  
– *PeopleResults, Irving, TX*

103A

**Global Immigration: Challenges with International Business Travelers**

GLO  
GLO

Immigration compliance for international business travelers is a complex problem offering significant potential liability. Entry under an improper immigration category, unintentional work without required authorization and an overstay of permitted entry can negatively impact business operations. The systems your company puts in place to track your employees' trips can make a critical difference to the effective management of these issues.

- *Ryan Chargois, JD, Partner*  
– *FosterQuan LLP, Austin, TX*

**RECERTIFICATION CREDIT TYPE AND TRACK**

For more information on specific tracks, see page 23.

Business (Strategic)		Global (International)		
BUS	BMS	GLO	GLO	
HR (General)		California		
HR	CAB	EEL	CA	CA
HRD	PPD*	No Credit		
RSK	WKF	N/C	STU	

\* except where noted in subtext

202D

**Compensation & Motivation**

HR  
CAB



According to recent Modern Survey data, employees are growing more unhappy with compensation – both take-home pay and total benefits packages. How much does compensation matter? How can you gauge and adjust how you use compensation to increase engagement? We'll look at research to understand how employees feel about compensation, how it affects overall engagement and how organizations can respond.

- *Don MacPherson, President and Co-founder*  
– *Modern Survey, Minneapolis, MI*

203A

**From Reform to Simplicity: The Next Wave In Health Care**

HR  
CAB



The high cost of health care in the U.S. has been well documented. Unfortunately, the "solutions" – including health care reform legislation – have added significant complexity to an already overcomplicated system. Plan participants want a health care program that eliminates surprises, is easy to understand and easy to navigate. Simplifying the health insurance experience is the next great challenge for HR.

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

202C

**How the NLRB is Pushing the Envelope: NLRB Decisions & Impact on Employers**

HR  
EEL



Employer policies and practices are under aggressive scrutiny by the NLRB in an effort to promote and protect any arguable Union activity in both Union and non-Union workplaces. Are your company's at-will statement, social media policy, confidentiality and non-disclosure policies or other communication policies unlawfully interfering with your employees' rights to engage in concerted protected activity under the NLRB?

- *Christopher Antone, JD, Shareholder*  
– *Jackson Lewis P.C., Dallas, TX*

103B

### Engagement Starts with You

HR  
HRD



Whether your goal is to increase your engagement as a leader, maximize the engagement of your team, navigate change or improve the culture with which you face your customers – this humorous, uplifting and practical research-and-story-based session offers concrete tools rooted in positive psychology to help create sustainable positivity and performance while spreading it to others.

- *Scott Carbonara, MA, CEO*  
– Spiritus Communications, Hillsborough, NC

201A

### The Formula for Improving Engagement Scores: Case Study of Three Amazing Recoveries

HR  
HRD



Customer and employee feedback are the most important indicators we get before it's too late. But asking without acting on the feedback can damage trust and morale more than not asking at all! Review three recent case studies and the proven 5-step approach used to uncover the real issues, address them systematically and show dramatic measurable improvement on engagement scores.

- *Lisa Rueth, President, Leadership Consulting*  
– Trinity Solutions, Manchaca, TX

203B

### Upside Down is Right Side Up! The 180 Rule for HR Professionals

HR  
HRD



The 180 Rule is a process that takes advantage of a natural phenomenon we all possess, the Negativity Bias, and creates new and unique perspectives on how to solve organizational and people issues. Studied since the 1940s, the findings around this behavioral trait allow us to apply the 180 Rule turning negativity into creativity with amazing organizational results.

- *Nancy Bartlett, President*  
– The Bartlett Alliance Inc., Murphy, TX

201C

### Battling the Workplace Bully

HR  
RSK



Workplace shootings and violence continue to make headlines. Despite startling statistics, many employers are unaware of the risks when violence takes place in the workplace. Most believe we work at places where disturbing or violent behavior is unlikely. Specific attention to workplace safety and consistent enforcement of applicable policies go a long way toward making that belief a reality.

- *Janet Hendrick, JD, Attorney*  
– Fisher & Phillips LLP, Dallas, TX

1:30 PM – 2:30 PM

203A

### Build Your HR Leadership as a Credible Activist

BUS  
BMS



In the model for HR effectiveness, our role as a credible activist is at the very foundation. Without it, we cannot be successful in any other area – strategy, operations or business. Understand how to assess and build upon your role as a credible activist throughout the organization and significantly impact your strength as an HR leader.

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

201A

### Change Management: It's Not About Initiatives, It's About Influence

BUS  
BMS



When HR professionals struggle to drive change, they often don't lack initiatives, they lack influence. In this session, you will learn a proven model with powerful strategies to influence rapid sustainable change. Drawing from five decades of social science research and international case studies, this model counteracts the complex barriers underlying resistant organizational problems to make change inevitable.

- *Justin Hale, Master Trainer*  
– VitalSmarts, Provo, UT

202D

### Cultivating Strategic Relationships

BUS  
BMS



We know the importance of building strong relationships with other leaders in your organization, however, just saying "I'm from HR and I want to be your strategic partner" doesn't usually work. Cultivating relationships with your strategic partners requires three things: business knowledge, trust and communication effectiveness. Learn to nurture and grow your relationships during this interactive session.

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

103A

### Advantages & Disadvantages to Hiring Foreign Nationals

HR  
EEL

Explore the reasons why many companies utilize the skills and retention benefits of foreign national employment, whether it is hiring employees from other companies or graduates from U.S. colleges and universities. This session will explore the practical and legal issues as well as initial cost, out-of-pocket expense and long-term value to any company in any industry.

- *David Swaim, JD, Managing Partner*  
– Tidwell Swaim and Associates P.C., Dallas, TX

203C

### Avoiding Wage-Hour Claims & Collective Actions

HR  
EEL



This session will discuss what steps HR professionals can take to minimize the likelihood of a significant wage-hour claim or collective action.

- *John Brown, JD, Attorney*  
– Ogletree Deakins, Dallas, TX

103B

### The Myth of Employment-at-Will

HR  
EEL

An employer can terminate an employee for any reason as long as it is not an illegal reason. Yet employees terminated for cause are getting unemployment benefits and filing administrative charges and lawsuits more than ever. In this session, we will discuss steps employers can take to decrease the likelihood of successful unemployment claims, administrative charges and litigation.

- Jennifer Sweeny, JD, Senior Associate  
– Cantey Hanger LLP, Fort Worth, TX
- David Howell, JD, Partner  
– Cantey Hanger LLP, Fort Worth, TX

203B

### Communication & Behavioral Preference: Mapping & Navigating Your Social Environment for Optimal Job Performance

HR  
HRD



Barriers to effective communication are a main reason work and team objectives are not achieved. For more than 25 years, the Interpersonal Technology (IT) system has taught managers and employees how understanding individual behavioral preferences improves job performance. This session discusses how HR could use the IT system as a tool to improve employee engagement, team effectiveness and work outcomes.

- Vincent Ramos, PhD, Consulting Psychologist  
– Mentor Management Inc., Dallas, TX

102

### Hey Boss! Check Out My New Tattoo!

HR  
HRD

While tattoos and body piercing may be a great form of personal expression, is it good for your business? And is there anything you can do about it? Legally? The answer is yes. Employers possess considerable control over the appearance and conduct of their employees. Learn how to prepare and apply a dress and appearance policy in order to avoid potential discrimination claims.

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

104

### Inside the Cubicle: Driving Culture Through Humor

HR  
PPD



Let's stop taking ourselves so seriously at work. Find the fun at work and watch morale culture and productivity soar. Humorous examples everyone can relate to are the foundation of this presentation. Learn. Laugh. Lead.

- Dave Fleming, Workplace Humorist  
– Dave Fleming Speaks, Frisco, TX

### RECERTIFICATION CREDIT TYPE AND TRACK

For more information on specific tracks, see page 23.

Business (Strategic)		Global (International)	
BUS	BMS	GLO	GLO
HR (General)		California	
HR	CAB	EEL	CA
HRD	PPD*	No Credit	
RSK	WKF	N/C	STU

\* except where noted in subtext

202B

### OFCCP Audit Success – Staying Ahead of the Curve

HR  
RSK



The OFCCP has used the word “aggressive” to describe their increased Affirmative Action enforcement efforts. Learn about the most common violations and how to avoid them. By examining the recent enforcement trends in Affirmative Action, employers can learn where their greatest areas of liability are and the practical steps that can be taken to avoid common violations.

- Neil Dickinson, SPHR, Managing Partner  
– HudsonMann Inc, Mt. Pleasant, SC

201C

### The Reality & Effect of an Active Shooter in the Workplace

HR  
RSK



This interactive presentation will educate the HR professional on the issues and causation of an active shooter situation. These situations can happen anywhere – when they occur, the events are devastating. We can all be smarter in our approach to this topic and not have to work in fear.

- Rod Fulenwider, MA, General Manager  
– D & L Protective Services, Dallas, TX

3:15 PM – 4:15 PM

203C

### Smart Business Strategies to Prepare for & Defend an IRS Nonprofit Executive Compensation Audit

BUS  
BMS



Governance stakes are high for nonprofit organizations and their boards to establish a Rebuttable Presumption of Reasonableness business strategy in order to create a defensible position with the Internal Revenue Service (IRS) concerning executive compensation. However, the CEOs and boards that govern them are not always aware of the smart business strategies that can be utilized to protect their organizations.

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

201C

### Employee Education: Avoiding a Benefits PR Challenge

HR  
CAB



Effective education and a good employee information program are essential for your employees to maximize the value of their benefits. HR often falls short in communicating the value of company benefits to employees. This can lead to recruiting, retention and profitability problems. When employees feel appreciated and understand the value of their compensation package, they become a more productive workforce.

- Scott McMurdie, CFP, Retirement Plan Consultant  
– Shea & McMurdie Retirement, Richardson, TX

201B

### Accountability at Work: Skills for Resolving Violated Expectations

HR  
HRD



One of the most prevalent and costly workplace issues is the inability to effectively hold others accountable. Research shows 95% of employees struggle to hold their colleagues accountable – wasting \$1,500 and an eight-hour workday for every conflict avoided. In this engaging session, you will learn skills for resolving violated expectations to hold anyone accountable regardless of power or position.

- Justin Hale, Master Trainer  
– VitalSmarts, Provo, UT

102

### Hired, Fired, Tired & Inspired!

HR  
PPD

A personal look at what will get you hired, what will get you fired, what will make you tired and how to get inspired! Our focus will be to “fine tune” your presence that will offer you the opportunity to make choices in your life that will absolutely make a difference! An extremely interactive session...fasten your seat belts!

- Buzz Kolbe, President & Owner  
– LeadingWIN LLC, Plano, TX

104

### Say What?! How Your Handbook Differs From the Law & is it Helping or Hurting?

HR  
RSK

This session will focus on legal requirements for handbooks and how those differ in many respects from the handbooks most companies use. Attendees will learn how to focus on best practices versus legal requirements, how an overabundance of detailed policies can harm a company if not actually followed and what must be included, what should be included and what might be best to leave out.

- Dustin Paschal, JD, Partner  
– Simon I Paschal PLLC, Dallas, TX

202A

### 2015 Trends in Recognition: Utilizing Recognition to Drive Employee Alignment & Engagement

HR  
WKF

Employee recognition helps inspire brilliant performance and reinforces the behaviors that drive results, but it has to be done right. This session discusses the biggest influences and top trends for employee recognition in 2014 and beyond with key statistics, proven best practices and case studies revealing the most effective way to align employees with corporate values and business goals.

- Rob Catalano, CRP, Vice President, Marketing  
– Achievers, San Francisco, CA

203A

### Talent Games: Win the Race to Find ‘em, Motivate ‘em and Keep ‘em!

HR  
WKF



One of five CEOs surveyed by Harvard Business Review said their company is struggling to attract and retain the talent they need. Many industries have a worker shortage. Job hopping is on the increase. Outperforming your competitors in all areas of talent management is critical to business success. Learn how to find, motivate and retain the people you need.

- Jimmy Taylor, SPHR, CFO  
– Novotus, Austin, TX

103B

### National Recruiting and Selection Trends

N/C  
STU

Learn what methods companies use to identify the best college graduates and what skills, knowledge and competencies help those outstanding graduates secure a job and excel in the workplace. Realize how the economy affects employment and how networking can help find a job and an employee. Understand future hiring intentions, compensation forecasts and recruiting methods.

- Malcolm Coco, Professor of Human Resource Management  
– Abilene Christian University, Abilene, TX

3:15 PM – 5:15 PM

108

### MASTERS SERIES

BUS  
BMS



SPHR invitation only. First come, first serve.

### Giving Employees the Freedom to Fly Helps Us Soar: Engagement Best Practices from Southwest Airlines

Southwest Airlines is widely known for having happy employees. In 2014, Southwest made the FORTUNE list of the World’s Most Admired Companies for the 20th consecutive year. This year, Southwest ranked #9 on this prestigious list and was the only commercial airline to make the Top Ten. How does Southwest find such happy employees? Even more importantly, how do they keep them happy? And how do happy employees impact the bottom line? Join Julie Weber as she highlights and shares best practices utilized by Southwest Airlines in creating successful employee engagement that drive profitability.

- Julie Weber, Vice President, People  
– Southwest Airlines, Dallas, TX

204 MEGA SESSION

HR  
WKF

**Rockstar Recruiting: 10 Ways To Amp Up Your Talent Acquisition Strategy**

Are you American Bandstand or American Idol when describing your talent acquisition strategy? Is your recruiting mantra Who Let the Dogs Out or We Will Rock You? This session will bring out your inner rock star and take your recruiting strategy to the Grammys in 10 focused steps. Our journey will be loud, crazy and won't require spandex.

- *Kathy Rapp, MBA, SVP*  
– *hrQ, Houston, TX*
- *Cheryl Farley, President*  
– *CFar Consulting, Dallas, TX*

4:30 PM – 5:30 PM

203A Happiness is a Competitive Advantage

BUS  
BMS



Sound touchy feeling? Not when it comes to bottom line dollars and cents. Satisfied employees lead to more loyal customers, which lead to more sales. Engaged employees mean reduced turnover, which saves you hundreds of thousands of dollars each year. During this session, take away ideas to immediately increase employee engagement at your organization.

- *Annette Matthies, SPHR, Founder/Owner*  
– *Aspen Edge Consulting LLC, Broomfield, CO*

201C The New Role of the Benefits Provider in this Next Generation of Health Care

HR  
CAB



As health care reform moves past enrollment to the next phase, HR professionals' jobs will evolve. Join us for a discussion on Health Care Reform 2.0 and how benefits professionals can excel by acting as educators, marketers and advocates in the new health care landscape.

- *Teresa White, Executive Vice President/Chief Operating Officer*  
– *Aflac, Chicago, IL*

202D Overcoming Your Most Significant Employment & HR Challenges

HR  
EEL



This session will provide insight on the most significant employment law and HR challenges facing employers today, including criminal background checks, retaliation allegations and leaves of absences while focusing on enhancing compliance. Attendees will learn how to use policies to combat HR challenges, tools to successfully deal with significant employee relations issues and identify areas to focus efforts in the future.

- *Carrie Hoffman, JD, Partner*  
– *Gardere Wynne Sewell LLP, Dallas, TX*

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Business (Strategic)	Global (International)
BUS BMS	GLO GLO
HR (General)	California
HR CAB EEL	CA CA
HRD PPD*	No Credit
RSK WKF	N/C STU
* except where noted in subtext	

202B The Year in Review – The Essential Elements of Effective Performance Appraisals

HR  
HRD



Strategically preparing for and delivering constructive performance appraisals will dramatically improve your professional development program and contribute greatly to the overall atmosphere within your organization. The result? Employees will become more fully engaged because they'll better understand how they're measuring up and what specific improvements are expected of them. This approach will significantly increase the value of annual reviews.

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

202A Full-Throttle Leadership: Passion, Power & Purpose

HR  
PPD

What's your Route to Stand Out? In 2013, Steven Foster completed a solo motorcycle ride around the perimeter of the US to raise awareness and support for veterans and active-duty military. His Full-Throttle Leadership Ride – a 32-day, 34-state, 13000-mile journey on behalf of American Heroes – ignited a new mission of purpose and power serving others. Learn about his experiences in this inspiring session.

- *Steven Foster, CMP, CTA, Managing Partner*  
– *Foster+Fathom, Argyle, TX*

203B Investigations On The Record (Strictly)

HR  
RSK



The fruit of an investigation is helpful only if it gets respect in court. Witnesses sometimes crawfish on their story and judges can toss out evidence. Both can be devastating. How HR handles witnesses and evidence in an investigation can make or break the defense. Sounds like CSI? It is. Let's talk it out.

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

# AGENDA AT-A-GLANCE TUESDAY, 10.07.14

<b>7:00 AM – 7:45 AM</b>	<b>Wellness Club Activity</b>
<b>6:30 AM – 5:30 PM</b>	<b>Attendee Registration</b>
<b>6:30 AM – 2:00 PM</b>	<b>Marketplace Registration</b>
<b>6:30 AM – 5:30 PM</b>	<b>The Hub – Welcome Center, Bookstore*, Business Center, Explore! HRSWC, Learning Lab</b>
<b>7:00 AM – 3:15 PM</b>	<b>Marketplace – new expanded hours!</b>
<b>7:00 AM – 1:15 PM</b>	<b>Silent Auction</b>

\*Bookstore open until 6:00 PM

## TUESDAY DETAIL

6:30 AM – 8:30 AM	Coffee Service (concessions open)
7:00 AM – 8:00 AM	Early Bird Educational Sessions
8:15 AM – 9:30 AM	Educational Sessions
9:30 AM – 10:15 AM	Networking Break in Marketplace; Wellness Club Activity
9:35 AM – 9:55 AM	Brain Candy – Learning Lab
10:00 AM – 10:05 AM	Super Prize Drawing
10:15 AM – 12:15 PM	Masters Series, Legal Exchange
10:15 AM – 11:15 AM	Educational Sessions
11:30 AM – 12:30 PM	Educational Sessions
12:00 PM – 1:30 PM	Networking Lunch in Marketplace; Wellness Club Activity
1:15 PM – 1:20 PM	Super Prize Drawing
1:30 PM – 2:30 PM	Educational Sessions
2:30 PM – 3:15 PM	Networking Break in Marketplace; Wellness Club Activity
2:35 PM – 2:55 PM	Brain Candy – Learning Lab
3:00 PM – 3:05 PM	Super Prize Drawing
3:15 PM – 4:15 PM	Educational Sessions
3:15 PM – 5:15 PM	Masters Series
4:30 PM – 5:30 PM	Educational Sessions
3:15 PM – 7:00 PM	Marketplace Move-Out
5:30 PM – 7:00 PM	Closing Reception

# EDUCATIONAL SESSIONS TUESDAY, 10.07.14

## 7:00 AM – 8:00 AM



### Applying Ethical Intelligence in HR

Everyday, HR professionals become involved in situations fraught with ethical implications. How do they decide the right course of action? In this session, we'll explore some common dilemmas and the ethical issues involved.



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



### Pride-Based Leadership: Turning Leadership Theory Into Organizational Reality

What is leadership? How does it differ from management? What are the five critical leadership skills? What are the four drivers of poor performance and how do you overcome them? Most critically, how do you institutionalize these leadership insights and create leadership brand standards that will transform leadership in your organization and optimize performance productivity and profit?



- Rex Gale, SPHR, HCS, National Account Director of Sales – BlueCross BlueShield of South Carolina, Hilton Head Island, SC



### Got Stress?

Are you calm, cool and collected or are you a hot mess? At one time or another, we all experience stress and it's taking a toll on our health, our relationships and our workplaces. In this workshop, you'll learn the causes of stress and how to manage it so it doesn't get the best of you!



- Pam Weatherford, CEO – D3 Solutions LLC, Fort Worth, TX

## 8:15 AM – 9:30 AM



### Agents Aren't Just For Hollywood

A significant change agent is required to counter the inertia management teams may likely face when striving to implement change. This session will introduce values science and its use as a change agent by leaders interested in getting people to consider things they otherwise would be unwilling to consider and do things in ways they otherwise would not do.



- Don Everett, Certified Axiologist, Founder & CEO – Workforce Interactive, Irving, TX



**203C Increasing the Strategic Value of the HR Function**

BUS  
BMS



In a recent survey, only 25% of the HR leaders indicated that their HR department was seen as having high strategic value by their organization. By understanding and using the concepts presented in this session, attendees will be able to raise the perception of the HR function's strategic value and move away from the transaction-oriented, gate-keeping activities and become a valued business partner.

- *Richard Robinson, CEO*  
– RAM Consulting Group, Irving, TX

**202B The New Normal – A Strategic Approach to Corporate Culture**

BUS  
BMS



This session will show human resource leaders how to align HR initiatives with corporate objectives that will result in attracting and retaining key employees, increased productivity, innovation and profitability.

- *Marty Stanley, President*  
– Dynamic Dialog Inc., Kansas City, MO

**103A Top 10 Considerations Before Starting a PERM Labor Certification Case**

GLO  
GLO

This comprehensive session will provide a succinct and fundamental overview of permanent residence process involving PERM labor certification. We will discuss prevalent issues faced by employers including current trends related to PERM recruitment and other special issues. This session will also cover best practices compliance measures and strategies to best navigate the PERM process.

- *Helene Dang, JD, Partner*  
– FosterQuan LLP, Houston, TX

**201A Misclassification Under the FLSA**

HR  
CAB



This session will provide participants with an overview of FLSA misclassification pitfalls and ongoing efforts by the DOL to crack down on employers who violate DOL's complicated wage and hour regulations governing classification.

- *Julie Ross, JD, Partner*  
– Lynn Ross & Gannaway LLP, Fort Worth, TX

**202C Alternative Working Arrangements: Best Practices in a Flexible Workplace**

HR  
EEL



The U.S. is one of the last industrialized countries to embrace flexible working arrangements. Such arrangements are now being forced on companies either because they want to be competitive or because the law may require the company to grant a flexible work arrangement. To be sure, the courts are now analyzing the legal issues surrounding flexible work arrangements.

- *William Davis, JD, Shareholder*  
– Jackson Lewis P.C., Dallas, TX

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RSK	WKF	N/C	STU

\* except where noted in subtext

**102 Bad Company: The National Labor Relations Board & the Non-Union Employer**

HR  
EEL

This session will provide a thought-provoking examination of the explosion of legal issues arising from the National Labor Relations Board's expansion into the non-union workplace. The presentation will highlight the key areas under attack by the NLRB including employee handbooks, workplace investigations and social media policies and provide practical compliance tips to assist the non-union employer in minimizing risk.

- *Paul Nason, JD, Partner*  
– Locke Lord LLP, Dallas, TX

**202D Creating a Culture of Creativity and Innovation**

HR  
HRD



In this highly interactive presentation, attendees will gain tools and models for promoting and sustaining a culture of innovation in your organization. Go beyond linear progression in solving business and managerial problems and learn to integrate creativity in a way that becomes a regular part of your day-to-day operation.

- *Daniel Guillory, CEO*  
– Innovations Consulting International, San Francisco, CA

**201B Game the System: How & Why to Gamify Your Company's Training Programs**

HR  
HRD



Play along on the Game the System game board as this hands-on workshop takes you through the 5-step process of gamifying your company's training programs. In this workshop, you will design and develop a gamified training and development project customized for your organization.

- *Monica Cornetti, Owner*  
– Entreprenow!, Plano, TX

**202A Emerging Trends in DOL Investigations**

HR  
RSK



This presentation will examine enforcement activities by the U.S. Department of Labor-Wage & Hour Division (WHD). The WHD is charged with enforcing minimum wage, overtime medical leave and other employee protection laws. An ounce of protection is worth a pound of cure. Employers can take proactive steps to ensure compliance with the various employee protection laws.

- *Jacob Monty, JD, Partner*  
– Monty & Ramirez LLP, Houston, TX

**201C** **Overtime Pay: Safe To Go In The Water?**

HR  
RSK



Don't swim with a cut – it calls sharks. That's also true in HR. Which of your standard HR documents could be Exhibit A in a big fat FLSA overtime pay collective action? Self-audit principles help, then go a step further and launch policies to knock out collective actions before they begin.

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

**203B** **From Talkies to Selfies: The Revolutionary Changes in the Generations**

HR  
WKF



What Are THEY Thinking? How Do I Deal with THEM? Do THEY Ever Listen? If these questions have crossed your mind, then this session is for you! Learn how to recruit, lead and train the five generations in today's workplace.

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

**202D** **Mindful Management: How Getting Your Zen on Can Keep You From Getting Sued**

HR  
EEL



The worst management mistakes often are the result of moving too fast, listening too little and not paying enough attention to what is in front of you. Find out how adopting some zen up front will save you some yen on the backside.

- Rob Ghio, JD, Attorney  
– Law Office of R.S. Ghio P.C., Arlington, TX

**202B** **Workplace Disasters – It is Not a Matter of IF Anymore**

HR  
EEL



This session focuses on a non-confrontational interviewing method which has proven effective in tens of thousands of interviews across the country. The rationale behind the technique will be discussed and the strategy for moving an individual from a point of resistance to one of cooperation through collaboration will be illustrated.

- Angela Nino, CFI, Investigator Vice President of Client Relations  
– Wicklander-Zulawski & Associates Inc, Downers Grove, IL

**202C** **Workplace Privacy Issues in the Digital Age**

HR  
EEL



Tech advances intrude on worker's personal space and increase ways companies can get in trouble. Employers have means to monitor electronic communications. This seminar provides answers to questions concerning the conflict between the privacy rights of employees and employers. Issues such as blogging, Twitter and internet abuse will be discussed.

- Arthur Lambert, JD, Partner  
– Constangy Brooks & Smith LLP, Dallas, TX

**103A** **Developing Cultural Competency**

HR  
HRD



This interactive session will look into why people from all over the world think, feel, speak and behave the way they do and to find strategies that alleviate the difficulties caused from these differences.

- Harold Edgerton, MA Med, Senior R&D Specialist  
– Cultural Awareness International, Dallas, TX

**202A** **The Ultimate Cheat Sheet on Managing Millennials**

HR  
HRD



This information packed presentation is for the multi-generational workforce that your company may be experiencing that includes Boomers, Generations X, Y and Z. We encourage all generations to attend the seminar together to improve relationship-building and productivity as a team! Plus, every participant will take home a customized cheat sheet to fit the specific needs of their work team and client base.

- Monica Cornetti, Owner  
– EntrepreNow!, Plano, TX

**10:15 AM – 11:15 AM**

**203A** **The Trust Factor: Key to Intentional Results**

BUS  
BMS



Whether you are executing the strategic plan, developing leaders or guiding a change process, one element must exist for any of these to be effective and sustainable – trust. It must be built, maintained and restored. Without it, failure follows. Learn five research-based best practices to get the results you want.

- Monica Scamardo, MS PsyD, President  
– Variate LLC, Round Rock, TX

**201B** **When It Comes To Change...You Can Kiss My Bass!**

BUS  
BMS



What does tournament bass fishing and organizational change have in common? An intense need to succeed under tight deadlines, unpredictable obstacles and a high range of emotions. Incorporate key change management practices to help you tackle change with confidence.

- MeLisa Rogers, PhD, Higher Ed Professional  
– Ultimate Career, Shiner, TX

**201C** **To Change or Exchange: Two Strategic Paths for Employers**

HR  
CAB



Insurance laws have created two strategic paths for employers. One requires changes in how we manage health risk of our employees. The other leads us toward private exchange options. In the words of Led Zeppelin, there are two paths you can go by but in the long run, there's still time to change the road you're on.

- Wally Gomaa, MBA, MHA, Sr. Vice President  
– Holmes Murphy & Associates, Dallas, TX

203C

HR  
HRD



### What Does it Mean to be Strategic?

The HR community talks about the need for HR professionals to be strategic. What does that mean? This session takes the concept and breaks it down to the basics. Participants will gain an understanding of behaviors and actions expected of a strategic business partner, including a how-to for HR managers. Excellent for HR generalists and HR managers seeking entry into senior management.

- Danyelle Keenan, SPHR, CPP, Senior Consultant – Illustrations in Employment, Fort Worth, TX

10:15 AM – 12:15 PM

108

### MASTERS SERIES

BUS  
BMS



SPHR invitation only. First come, first serve.

### Strategy Matters: Managing the HR Function in the Face of Change

When Denise Sikes, VP of HR, joined CyrusOne, the lead HR position had been vacant for three months and the organization was in the midst of merging two existing organizations. Additionally, the executive team was pursuing an IPO and subsequent spin out from the parent company while planning for significant organic growth. Join Denise as she shares her experiences and best practices in developing strategies and objectives to support an organization's aggressive growth agenda and re-engineering human resources processes in order to deliver sustainable and scalable human resources solutions.

- Denise Sikes, SPHR, VP Human Resources – CyrusOne, Carrollton, TX

204

BUS  
BMS



### MEGA SESSION

### The Five Behaviors of a Cohesive Team

HR leaders have a huge influence on teams within organizations – their productivity, rules of engagement and how they are rewarded. Teamwork is the single most untapped competitive business advantage. What does it take to build cohesive and effective teams? Learn Patrick Lencioni's Five Behaviors of a Cohesive Team and elevate the standards of all teams throughout your organization.

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

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HR (General)			California	
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HRD	PPD*		No Credit	
RSK	WKF		N/C	STU

\* except where noted in subtext

110

HR  
EEL

### Legal Exchange

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, implement and 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 and provide expert answers to attendees' pressing legal questions. This customized legal learning experience allows participants to get the answers they need on six different legal topics.

- Christopher Antone, JD – Jackson Lewis P.C., Dallas, TX
- Mike Coffey, SPHR – Imperative Information Group, Fort Worth, TX
- Stephen Fox, JD – Polsinelli, Dallas, TX
- Rachel Hale, JD – Hagan Law Group, Allen, TX
- Paul Hash, JD – Jackson Lewis P.C., Dallas, TX
- Rebecca Massiatte, JD – JMO Firm PLLC, Dallas, TX
- Michael Mirarchi, JD – Mirarchi Management Group, Plano, TX
- Dustin Paschal, JD – Simon I Paschal PLLC, Dallas, TX
- Paul Simon, JD – Simon I Paschal PLLC, Dallas, TX

11:30 AM – 12:30 PM

203A

BUS  
BMS



### Keys to Leading Change Initiatives That Last

Organizational change is vital to success, yet it creates fear which undermines the change initiative. Common errors are made that can be easily avoided. According to a Harvard Business Review study, 70% of change initiatives fail because organizations do not manage the human reaction to change.

- Monica Scamardo, MS PsyD, President – Variate LLC, Round Rock, TX

104

### Cutting Through The Chaos: Clarifying Large Employers' Obligations and Considerations Under the ACA

HR  
CAB

Receive clear guidance on the most current information available on the Affordable Care Act with relevant real-world examples for employers with 50 or more full-time equivalent employees. As provisions of the law continue to be defined, it is important to prepare your organization to comply with changes and re-evaluate long-term strategies in light of new information.

- *Becky Parker, Director of Health Care Reform – MHB, Austin, TX*

202D

### Diversity & Undiscussables: Seven Crucial Conversations that Turn Bias Into Influence

HR  
EEL



Learn the seven key undiscussables that have a disproportionate impact on whether a company team or an individual is judged to be prejudiced. If you can identify these undiscussables, you can bring them out into the open and resolve them.

- *Ilayne Geller, PhD, President – Linkages Inc., Irving, TX*

202C

### Compliance Training: Why the Law Alone Just Won't Do It

HR  
HRD



In today's compliance-focused workplace, communicating information is important, but it's not enough. The ultimate goal of compliance is to affect behavior long term and create a more productive, civil and professional workplace. This interactive session will demonstrate how effective training should provide leadership skills that truly impact behavior, especially when dealing with workplaces that are disaffected and disengaged.

- *Tucker Miller, JD, Assistant Vice President, Client Consulting – ELI Inc., Atlanta, GA*

202B

### The Future Connects Us: The Secret to Bridging Cultures

HR  
HRD



As the complexity of managing a global workforce intensifies, only companies that unite geographically dispersed teams under a common vision will survive. What's the secret to achieving this synergy? Mapping the future. Creating the opportunity for dialogue about the future connects people, serving as an accelerant to bridge cultures in the quest for the 21st century organization.

- *Yvette Montero Salvatico, MBA, Partner – Kedge LLC, Kissimmee, FL*

202A

### Lead or Be Led: What the Best HR Pros Do Differently

HR  
PPD

How do we elevate our roles from feeling like a customer service rep to that of a leader? John Vlastelica, former talent leader with Amazon and Expedia, will share what top HR & recruiting leaders do differently. Learn how-to best practices around selling ideas, influencing executives and diagnosing struggling managers.

- *John Vlastelica, Managing Director – Recruiting Toolbox Inc., Redmond, WA*

201C

### Negotiate Your Breakthrough

HR  
PPD



Ever find yourself on the edge of doing something phenomenal and wondering if it is the right decision and the right time? If you understand how to position your ideas right before you make your case, you increase the chance others will support you.

- *Linda Swindling, JD, CSP, President – Journey On, Carrollton, TX*

103B

### Complying With Immigration-Related Hiring Regulations: An Introduction to IMAGE

HR  
RSK

A special agent with U.S. Immigration and Customs Enforcement (ICE) will outline free compliance assistance available to employers through the IMAGE outreach program. The session will include a review of the 12 best employment practices for employers.

- *Joseph Black, Special Agent – U. S. Immigration and Customs Enforcement (ICE), Irving, TX*

203B

### The Interplay between ADA, FMLA & Workers' Compensation

HR  
RSK



The interrelationship between the ADA as amended, the FMLA and workers' compensation – 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?

- *Arthur Lambert, JD, Partner – Constangy Brooks & Smith LLP, Dallas, TX*

203C

### Employer Branding is So 2013: Tell Them What You Believe & Watch What Happens

HR  
WKF



MLK, FDR and Churchill powerfully expressed what they believe. People don't buy what you do; they buy why you do it. A shared belief shifts an organization's employer brand to an employer identity; it's the ultimate expression of pride and ownership. Finding and keeping talent starts with a shared belief. So ditch the elevator speech and create a following.

- *Sue Watts, Principal – The Kever Group, Dallas, TX*

1:30 PM – 2:30 PM

**203A Strategic Planning Business Strategy & Performance Management – A Roadmap to Creating Organizational Success**

BUS  
BMS



Participants will be provided an educational roadmap, in-depth knowledge and key information on the tenants of effective strategic planning and development of key business initiatives. Learn how to set effective strategic goals based on key business measurements, how to develop and execute a performance management plan and how to utilize these strategies to lead their organizations to business excellence.

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

**203C Too Busy Working IN the Business to Work ON It?**

BUS  
BMS



So much energy is spent on annual planning and goal setting only to find that the tyranny of the urgent often keeps an organization too busy working in the business, leaving no time for working ON it. This session covers the top saboteurs and proven methodology for keeping professional organizational and cultural development on track.

- *Lisa Rueth, President, Leadership Consulting – Trinity Solutions, Manchaca, TX*

**202D Agency Enforcement Efforts Mid-Term Review**

HR  
EEL



The Obama Administration's agency enforcement efforts have continued to create headaches for employers in 2013 and 2014. This session will explore how the efforts by the EEOC, DOL, OFCCP and NLRB have impacted employers.

- *Carrie Hoffman, JD, Partner – Gardere Wynne Sewell LLP, Dallas, TX*

**102 How to Conduct Effective Self-Audits Before an Investigator Does it For You**

HR  
EEL



Employers increasingly recognize the potential liabilities and obligations that their employment practices and policies may create. In a climate of increased discrimination, whistleblower wage-hour benefit claims are often brought as collective or class actions. Many employers should self-audit their own practices before employees threaten or file litigation.

- *Michael DePonte, JD, Shareholder and Litigation Manager – Jackson Lewis P.C. Austin Office, Dallas, TX*

**202B Health Concerns May Keep Employees from Their Full Potential**

HR  
HRD



Employees are expensive to replace. What caused John in senior leadership or Sally in accounting to stop being so productive? Often the issue can be an undiagnosed health problem. Learn what HR professionals can do to encourage employees to take charge of their health.

- *James Anderson, MD, Physician/Partner – Executive Medicine of Texas, Georgetown, TX*
- *Judith Gaman, Director of Business Development – Executive Medicine of Texas, Georgetown, TX*

RECERTIFICATION CREDIT TYPE AND TRACK

For more information on specific tracks, see page 23.

Business (Strategic)	Global (International)
BUS BMS	GLO GLO
HR (General)	California
HR CAB EEL	CA CA
HRD PPD*	No Credit
RSK WKF	N/C STU

\* except where noted in subtext

**202A Six Key Leadership Skills to Enhance Retention**

HR  
HRD



An employee's direct manager has the greatest influence on individual engagement development, productivity and ultimately retention. Learn six key leadership skills managers employ to create a high-involvement workplace and achieve competitive advantage.

- *Ed Chaffin, President – IMPACT Group, St. Louis, MO*

**104 EAP Best Practices & Health Care Cost Management**

HR  
RSK



This presentation will provide an introduction of EAP industry performance metrics, shock claims, prevention and predictive modeling for MHSA and Rx as well as EAP conflict of interest vs. best practice and communicating best practice differentiators and ROI.

- *Rick Dielman, CEAP, Chief Account Executive – Alliance Work Partners, Austin, TX*

**201C FMLA Use & Misuse: The Employers Ultimate Guide to Curbing FMLA Abuse**

HR  
RSK



Intermittent leaves are the biggest challenge employers face in administering FMLA. The nature of these leaves make it hard to verify an employee's need for specific time off. Learn how FMLA regulations can be used to effectively manage intermittent leave, reduce misuse and deal with the abusers.

- *Marti Cardi, JD, VP, Legal and Chief Compliance Officer – Reed Group, Broomfield, CO*

**201A High Potentials: Are You Doing It Wrong?**

HR  
WKF




Leadership is key to organizational success – those with the best leaders win. Learn strategies and best practices for defining potential correctly using objective measures to identify talent, driving strategic self-awareness and monitoring engagement to develop future leaders.

- *Ryan Ross, Vice President Global Alliances – Hogan Assessment Systems, Tulsa, OK*

3:15 PM – 4:15 PM

**203A** **Changing the HR Mindset: From Process-Driven to Strategic Profitability**


**BUS**  
**BMS**

 Human resources professionals need to take a critical business perspective and look at how their contribution adds value and impacts the organization. Human resources professionals must now learn to think and act more strategically and assume a more analytic role within the organization.

- *Bonnie Cox, MA, Founder/President*  
– Power Training Institute, Santa Barbara, CA

**203C** **A Proven Model to Drive Rapid and Sustainable Change**

**BUS**  
**BMS**

 Human resource executives are charged with leading a change process but often don't have a well-researched and proven model to use. The model covered in this session draws from the world's best change agents, combining five decades of social-science research, to create a powerful and portable change model.

- *Ilayne Geller, PhD, President*  
– Linkages Inc., Irving, TX

**102** **Beyond The Cost Savings: Next-Generation Wellness Molds High-Performing Companies**


**HR**  
**CAB**

Join this session and hear Susan Piglia share how her organization created a culture of wellness that not only supports employees' holistic health and company mission, but also creates engaged employees. Chris Boyce will join Piglia to discuss the growing trend of holistic wellness programs among Fortune 1000 companies.

- *Christopher Boyce, CEO*  
– Virgin Pulse, Framingham, MA
- *Susan Piglia, Assistant Vice-President Corporate Wellness*  
– Ochsner Health System, Jefferson, LA

**202C** **Affirmative Action Compliance in OFCCP's New Regulatory Environment**


**HR**  
**EEL**

 On March 24, 2014, a major change in Affirmative Action compliance occurred. OFCCP's new regulations for veterans and individuals with disabilities took effect and Federal contractors and subcontractors are faced with a host of changes. Additional reporting and recordkeeping requirements will become necessary to ensure compliance. This session will cover the basics of Affirmative Action compliance and the major changes to OFCCP's regulations and compliance deadlines. It will also address what contractors can do now to ensure compliance and minimize process disruption.

- *Allen Hudson, PHR, Director of Corporate Communications*  
– HudsonMann Inc, Mt. Pleasant, SC

**202A** **Developments in Litigation of Gender Identity & Transsexualism Issues**


**HR**  
**EEL**

 Whether or not individuals identify as male or female, gay, lesbian, bisexual, heterosexual or transgender, many people transcend traditional gender roles. Often individuals face bias based on preconceived notions of gender – what it means to look and act like a man or a woman. This session will discuss the latest developments resulting from recent litigation.

- *Paul Hash, JD, Shareholder and Litigation Manager*  
– Jackson Lewis P.C., Dallas, TX

**201C** **The Care & Feeding of Supervisors**


**HR**  
**HRD**

 Supervisors have an immense impact upon employee performance and engagement and, therefore, an organization's success. So why are we so lackadaisical about their selection and development, leading to a 40% failure rate in this role? In this session, learn critical supervisor competencies and the five C's of supervisor training and development.

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

**202D** **Four Steps to a Compliant Screening Program When Your Candidate Has a Criminal Record**

**HR**  
**RSK**

 Each month of 2013 brought a multi-million dollar suit filed against an employer for their background screening practices. While employers must uphold the safety and future of their company in hiring decisions, they also need a compliant screening program. When a candidate has a criminal record, employers must follow four steps that will protect their organization and the candidate experience.


- *Jason Morris, President*  
– EmployeeScreenIQ, Warrensville Heights, OH

3:15 PM – 5:15 PM

**108** **MASTERS SERIES**

*SPHR invitation only. First come, first serve.*

**HR**  
**WKF** **Succession Management – Better, Faster, Stronger**

 Competencies, risk of leaving, emergency replacements, talent review meetings, talent designations – if this sounds like your company, you are not alone. Join Debra Herd as she shares years of experience in conducting succession management activities and how she enthusiastically responded to the request by her managers to make the process better, stronger and faster in order to drive business results. Learn the impact of succession management strategies and how to utilize best practices utilized by Comerica Bank and in the industry based on today's literature and research.

- *Debbie Herd, SPHR, MBA, CPLP, SVP*  
*Director of Talent Management & Learning*  
– Comerica Bank, Dallas, TX

204

**MEGA SESSION**

**Avoiding Litigation: The HR Professional's Guide**

HR  
EEL

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 past events from being used to support future legal claims.



- *Michael Mirarchi, JD, Owner*  
– *Mirarchi Management Group, Plano, TX*

103B

**HR Overview Panel**

N/C  
STU

Join a panel of experts as they weigh in on the topics deemed to be critical HR knowledge by students, including compensation and benefits, employment law, employee relations and talent management. Students will have the opportunity to get their questions answered during this lively panel discussion.

- *Alice Dendinger, SPHR, HR Strategist*  
– *Dendinger Alliance Group, Austin, TX*
- *John Hagan, JD*  
– *Hagan Law Group, Allen, TX*
- *Kimer Moore, PHR, MBA, Director of Total Rewards*  
– *Anthelio Healthcare Solutions, Dallas, TX*
- *Maria D. Garate, PHR, Regional Talent Recruiter*  
– *United Supermarkets, LLC/Market Street, Frisco, TX*

4:30 PM – 5:30 PM

203A

**Meet Me in the CFO's Office**

BUS  
BMS

Supporting your organization's strategic goals is critical in becoming a true business partner. The best place to show that impact is in talent acquisition. Recruiting has 5X greater impact on revenue and profits than other HR functions. This session will focus on establishing strategic relationships with the executives (especially the CFO) and using the organization's strategic goals to drive talent acquisition.



- *Jimmy Taylor, SPHR, CFO*  
– *Novotus, Austin, TX*

103A

**California Law Briefing**

CA  
CA

California continues to be ground zero for new employment laws and new theories of employer liability that radiate out to other states. It is imperative that employers who have or who plan to have employees in CA understand and comply with their peculiar legal obligations.

- *Jeffrey Wortman, JD, Partner*  
– *Seyfarth Shaw LLP, Los Angeles, CA*
- *Laura Maechten, JD, Partner*  
– *Seyfarth Shaw LLP, Los Angeles, CA*

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Business (Strategic)			Global (International)	
BUS	BMS		GLO	GLO
HR (General)			California	
HR	CAB	EEL	CA	CA
HRD	PPD*		No Credit	
RSK	WKF		N/C	STU

\* except where noted in subtext

202D

**Horrible Bosses: Managing Bad Boss Behavior**

HR  
EEL



HR professionals witness managers behaving badly every day: anything from ineffectively overseeing their teams or blatantly creating a hostile work environment. HR must learn how to confront managers on these bad behaviors and coach them to become better leaders. Reduce turnover and increase productivity by helping managers reach their potential.

- *Bonnie Cox, MA, Founder & President*  
– *Power Training Institute, Santa Barbara, CA*

202B

**Reducing the Likelihood of Workplace Violence: A Multidisciplinary Approach**

HR  
EEL



OSHA doesn't have a standard regulation to require employers to take measures to protect employees from violence in the workplace. Employers who must maintain OSHA logs of occupational injuries may also have to enter injuries resulting from workplace violence. Employers should be aware of workplace violence issues and preventive measures so that they may provide appropriate training.

- *Paul Hash, JD, Shareholder and Litigation Manager*  
– *Jackson Lewis P.C., Dallas, TX*

203B

**My Future: Career Exploration and Development for the 21st Century**

HR  
PPD



We are in a new landscape where people are reframing the meaning of work, exploring careers across different disciplines, embracing their entrepreneurial spirits and finding work they are passionate about. Organizations encourage employees to own their careers but lack the systems to ignite action. Foresight tools enable talent to chart a course toward their preferred and aspirational career futures.

- *Yvette Montero Salvatico, MBA, Partner*  
– *Kedge LLC, Kissimmee, FL*

# AGENDA AT-A-GLANCE

## WEDNESDAY, 10.08.14

- 6:30 AM – 7:15 AM** Wellness Club Activity
- 6:30 AM – 10:00 AM** Attendee Registration
- 6:30 AM – 12:00 PM** The Hub – Welcome Center, Bookstore\*, Business Center, Explore! HRSWC, Learning Lab

\*Bookstore open until 1:00 PM

### WEDNESDAY DETAIL

- 6:30 AM – 8:30 AM** Coffee Service (concessions open)
- 7:00 AM – 8:00 AM** Early Bird Educational Sessions
- 8:15 AM – 9:15 AM** Educational Sessions
- 8:15 AM – 10:30 AM** Healthcare Forum
- 9:30 AM – 10:30 AM** Educational Sessions
- 10:45 AM – 12:15 PM** Closing Ceremonies and Keynote Address
- 12:30 PM – 1:30 PM** Keynote Book Signing




# EDUCATIONAL SESSIONS

## WEDNESDAY, 10.08.14

### 7:00 AM – 8:00 AM

#### **The Link Between Global Mobility & Talent Development**


 In business, nothing stops at national borders anymore. Aligning your organization's human capital with business strategy starts well before your jet-setters ever get on the plane. How successful a company is at developing new market opportunities will depend on its strategic approach to developing a globally-minded workforce.



- *Ed Chaffin, President*  
– IMPACT Group, St. Louis, MO



#### **Will Your Employees Be Able to Retire on Time?**



Attendees will learn what has the greatest impact on participant retirement security as measured by the size of their retirement account. The session will address the key issues of plan effectiveness, health care cost in retirement and the elements needed to build a 21st century retirement plan.



- *Donald Atherton, AIF, CEBS, CFP, MBA, Managing Director*  
– Bashaw & Atherton, Houston, TX



#### **Outside of the Box: Developing a Legally Compliant & Effective Criminal History Inquiry**



Nationwide, the “ban the box” movement is limiting when and what employers can ask applicants about their criminal history. Federal agencies like the EEOC, state legislatures and even municipalities have weighed in on this topic, leaving employers in a quandary as to how to make an informed hiring decision without running afoul of myriad laws. In this presentation, we will examine the issues surrounding “ban the box” and potential responses from employers.



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

### 8:15 AM – 9:30 AM

#### **Investment Selection Fees and Fee Drivers – Why They Matter**



What's inside your 401(k) plan may come back to bite you. Investment fees fund most 401(k) plans and are paid by plan participants who have no control over them. Plaintiffs' attorneys are interested in fiduciary breach regarding 401(k) plan investments. Fund selection matters but fee and fee drives matter more. This session brings investments fees and risk management to life.



- *Donald Atherton, AIF, CEBS, CFP, MBA, Managing Director*  
– Bashaw & Atherton, Houston, TX



**202B** **Conducting Effective Workplace Investigations – A Step-by-Step Guide**

**HR**  
**EEL**

Effective workplace investigations are critical to preserving defenses and limiting liability exposure. This session will guide you through the steps and offer practical advice on how to address common scenarios.



- *Eva Turner, JD, Shareholder*  
– *Ogletree Deakins Nash Smoak & Stewart P.C., Dallas, TX*
- *Tiffany Brunson, JD, Managing Director Senior Litigation & Employment Council*  
– *FedEx Office, Dallas, TX*

**201C** **What Does it Mean to be Strategic?**

**HR**  
**HRD**

The HR community talks about the need for HR professionals to be strategic. What does that mean? This session takes the concept and breaks it down to the basics. Participants will gain an understanding of behaviors and actions expected of a strategic business partner, including a how-to for HR managers. Excellent for HR generalists and HR managers seeking entry into senior management.



- *Danyelle Keenan, SPHR, CPP, Senior Consultant*  
– *Illustrations in Employment, Fort Worth, TX*

**202D** **Who Are You & What Have You Done With the Person I Hired?**

**HR**  
**WKF**

Tired of hiring the wrong candidate, spending thousands to train only to learn their initial impression was a gross misrepresentation of their true value? The rationale behind successful interview techniques will be discussed including the strategy for moving an individual from a point of anxiousness and resistance to one of cooperation through collaboration.



- *Angela Nino, CFI, Investigator*  
– *Wicklander-Zulawski & Associates Inc, Downers Grove, IL*

**103A** **THE HR Professional Competency Model: A Road Map For Success**

**N/C**  
**PPD**

If you or your organization wants to understand the critical technical and behavioral competencies needed for individual success and growth at all levels of an HR career, come to this session.

- *Martha Ramirez, SPHR, Western Region & Field Services Director for the North Central Region*  
– *Society for Human Resource Management (SHRM), Alexandria, VA*
- *Elissa O'Brien, SPHR, VP, Membership*  
– *Society for Human Resource Management (SHRM), Alexandria, VA*

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<b>BUS</b>	<b>BMS</b>	<b>GLO</b>	<b>GLO</b>
HR (General)		California	
<b>HR</b>	<b>CAB</b>	<b>EEL</b>	<b>CA</b>
<b>HRD</b>	<b>PPD*</b>		<b>CA</b>
<b>RSK</b>	<b>WKF</b>	No Credit	
		<b>N/C</b>	<b>STU</b>

\* except where noted in subtext

**8:15 AM – 10:30 AM**

**108** **Healthcare Forum**

**HR**  
**CAB**

Attendees will hear from their peers on how they are managing the changing legislative landscape of healthcare and what it means for you and your company. The moderator of the panel will provide an overview of the state of healthcare reform in the United States and a legislative update. Each speaker participating in the forum will deliver a presentation on best practices from their perspective and how they expect to manage benefits and communications in the coming months in regard to healthcare reform.

- *Bradford Adatto, JD, Attorney*  
– *Settle Pou, Dallas, TX*
- *Brian Dickerson, SPHR, CCP, GBA, RPA, CEBS, Director of HR*  
– *City of Fort Worth, Fort Worth, TX*
- *Karen LaCroix, SPHR, CCP, Founder & President*  
– *SuperiorHR, Frisco, TX*
- *Kimer Moore, PHR, MBA, Director of Total Rewards*  
– *Anthelio Healthcare Solutions, Dallas, TX*

**9:30 AM – 10:30 AM**

**203A** **Building a Brand as an Employer of Choice**

**BUS**  
**BMS**



With 68 percent of American businesses suffering from bad hiring decisions, no company can afford time waiting for qualified candidates to come through the door. If they hesitate, their competitors won't. This session looks at what it takes to be a highly desirable place to work and provides practical tips for building your brand as an employer of choice.

- *Jim Jensen, Vice President of SaaS Technology and Strategic Alliances*  
– *Ultimate Software, Weston, FL*

**203C** **Humanistic Business: How to Create a Loyal Culture**

**BUS**  
**BMS**



Within this presentation, the seven developmental stages of humanistic business are presented, which builds brand, power, talent retention and strong cultures where people thrive. Organizations that choose to thrive in the emerging economy require finding their edge, which will center on their talent management and the endearment of their brands to both internal and external stakeholders alike.

- *Gary De Rodriguez, Master Trainer & CEO*  
– *People Rich, McKinney, TX*



# 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

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# 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 MHB.T.**

## 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.

## Employment Services

Swing by the Job-Link booth #1103 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, if you prefer a printed form, session coordinators will have them on hand. After The Conference, you will receive an Overall Conference Evaluation via email. Your feedback provides helpful insight to planning committees for future events.

**Sponsored by Cvent**

**Web Surveys.**

## Explore! HRSWC

Need help with the mobile app? Wondering how to connect on social media? Learn all about the activities, services and amenities HRSWC offers at Explore! HRSWC, in the Hub. Visit the demo stations to explore the mobile app and social media activities, plus discover how to become a Conference volunteer, what services are available to students and more.

## 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. You can also learn more about local events and points of interest at the Visit Fort Worth Information booth, located near the 13th St. entrance of the Convention Center.



## GENERAL INFORMATION



### Game Cards

At Registration, you received a Grand Prize Game Card. 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 on Tuesday evening. This card cannot be replaced. Once your Game Card is complete, drop it in the appropriate prize drum located in the Bookstore.

### 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, Marketplace or educational sessions.



### Hotels/Housing

The Official HRSWC Conference Hotels are the Omni Fort Worth (headquarter hotel), Sheraton Fort Worth, Hilton Fort Worth, Courtyard Fort Worth Downtown/Blackstone and Embassy Suites Fort Worth Downtown. 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.

### Online Learning Center

Discover an extended Conference experience with the HRSWC Online Learning Center. Visit the demo station in the Business Center.

### 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.

## GENERAL INFORMATION

### 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.**

### 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 or volunteer in an orange 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. **Sponsored by IMA.**

### 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.**









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