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

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Pre-Conference Workshops
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Bookstore
Practioners Exchange
Super Prizes
Wellness Club
Wednesday Educational Sessions
Puppy cuddling
Productivity & Power Stations
Relaxation Station
Massage Therapists

FROM THE CONFERENCE DIRECTOR

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

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

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

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

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

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

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

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

Enjoy,

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

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

COMMITTEE VOLUNTEERS

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

Educational Sessions
- Mariya C. Gavrilova Aguilar, PHR, SHRM-CP
  City of Corinth
- Shaunta Bailey, PHR, SHRM-CP
  Killeen Independent School District
- Davani Buckley, PHR, SHRM-CP
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- Brazos Valley SHRM
  (College Station)
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- El Paso SHRM
- Fort Worth HRMA
- Laredo AHRM
- Lubbock SHRM
- Mid-Cities HRA
  (Arlington)
- Mid-Texa HRMA
- North Texas SHRM
  (Corpus/ Denton)
- Panhandle HRA
  (Amarillo)
- Permian Basin SHRM
  (Midland/Odessa)
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- South Texas SHRM
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- Williamson County HRMA
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THE HRSOUTHWEST CONFERENCE STAFF

Diane McClendon
Executive Director

Fawn Cole
Administrative Assistant

Darby Merriman
Education Manager

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

Angel Piorkowski
Communications & Marketing Manager

Beth Roach
Member & Attendee Relations Manager

Candace Wallner
Technology Manager
YOU SPEAK, WE LISTEN… WHAT’S DIFFERENT IN 2015?

ENGAGE – EMPower – ENERGize

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

ADDITIONS & ENHANCEMENTS IN 2015

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

NEW THIS YEAR

• Continuing Education Credits
  The HRSouthwest Conference will offer both HRCI recertification credit hours and SHRM Professional Development Credits (PDCs) in 2015. Earn up to 17.5 credits at HRSWC (pending HRCI and SHRM approval) and up to 8 additional credits by participating in your choice of five Pre-Conference Workshops (separate registration required).

• Practitioners Exchange
  This hands-on, roundtable activity is HRSWC's newest innovation in educational offerings. Participants will take part in guided discussions about case studies of real-world HR scenarios and be challenged to develop their own solutions to the issues presented. Cases will be centered around areas of practice and hot topics. Sponsored by CRG emPerform.

• Speaker Hall of Fame Educational Sessions
  Two-hour educational sessions led by HRSWC Speaker Hall of Fame inductees, Michael Mirarchi, JD, and Alice Dendinger, SPHR.

• Extended Marketplace Hours
  The Marketplace will be open until 7:30 p.m. on Monday, Oct. 26 and until 5:30 p.m. on Tuesday, Oct. 27.

RETURNING FAVORITES

• Masters Series
  Invitation-only sessions for HRCI- and SHRM-certified HR professionals led by senior HR executives who will share successful best practices throughout their career development.

• Expanded Legal Exchange
  The length of the session will be extended from two hours to three in order to allow attendees more valuable time on each roundtable topic. Sponsored by VISANOW.

• Pair-N-Share
  A 100% voluntary “buddy system” program teaming Conference veterans with new attendees to enrich the educational and networking experience.

• Wellness Club
  Short bursts of energizing and stretching activities coordinated throughout The Conference during breaks in the educational schedule. Sponsored by Executive Medicine of Texas, Inc.

MASTERS SERIES

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

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

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

Practical Investment in Talent and Accountability: Creating a Competitive Differentiation

• Wednesday, 10.28.15
  8:15 AM – 10:15 AM
• Adrianne Court, M.A., SPHR
  Chief Human Resources Officer
  Transplant
MASTER OF CEREMONIES

DAVID AHEARN

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

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

OPENING KEYNOTE SPEAKER

DAVID POGUE

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

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

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

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

CLOSING KEYNOTE SPEAKER

SOLEDAD O’BRIEN

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

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

Starfish Media Group continues to produce “Black in America” and “Latino in America” and other programming for CNN. Also in June 2013, Soledad joined HBO’s “Real Sports with Bryant Gumbel” as a correspondent and joined the Harvard University Graduate School of Education as a visiting fellow for the 2013-14 school year. In 2010, she wrote a critically-acclaimed memoir The Next Big Story: My Journey through the Land of Possibilities, which chronicles her biggest reporting moments and how her upbringing and background have influenced these experiences. Soledad came to CNN from NBC News where she anchored the network’s Weekend Today. She is a graduate of Harvard University.
Holmes Murphy invites you to join us for the following discussions and visit **BOOTH 601** to learn more about how we’re thinking differently to lower costs and deliver clarity to benefits professionals across the Southwest and nationwide.

**GET CONNECTED, STAY CONNECTED**

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

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

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

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

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

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

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

**GET SOCIAL, GO DIGITAL!**

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

#HRSWC

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

**Social Wall**
Located in The Hub, the social wall is a live feed of your Twitter and Instagram posts with The Conference hashtag – #HRSWC. You can also submit a post by sending an email to hrsw2015@wiffiti.com. Let’s keep the story evolving...we want to hear from and see you on the “big screen.”
Feel like your benefits program is a CIRCUS?

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

MHBT can tame the wildest benefits problems.

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

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

ONLINE LEARNING CENTER

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

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

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<th>Package</th>
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wellnessrewards™ Drive Results!

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

Visit us at Booth #809 and on the web at froschincentives.com
Flexible wellness solutions as unique as your employees

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

Visit us at booth 501 for a complimentary health evaluation

EXCELLENCE IN EDUCATION STUDENT SCHOLARSHIPS

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

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

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

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

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

Hayley Griffin
Abilene Christian University

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

Heaven Guerrero
Texas State University

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

SILENT AUCTION

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

Located in the Marketplace.
Sponsored by Frontline Source Group, Inc.
BUSINESS SUCCESS depends on getting the most out of people. Now more than ever, businesses rely on HR professionals to make the most of a changing workforce. Because great HR makes great organizations.

Elevate Your Performance with NEXT-GENERATION HR CERTIFICATION

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

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

shrmcertification.org/apply/HRSWC

PRIZE DRAWINGS

PRIZE DRAWINGS always bring an element of excitement…and there are many ways to win in 2015!

SUPER PRIZES

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

Super Prize Drawing Schedule – Silent Auction Area
- Monday, 10.26.15, 10:00 AM, 1:15 PM, 3:00 PM & 7:15 PM
- Tuesday, 10.27.15, 10:00 AM, 1:15 PM & 3:00 PM

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

GRAND PRIZE

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

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

EXHIBITOR PRIZES

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

HAPPENINGS IN THE MARKETPLACE

Bookstore (Sponsored by Cooper Wellness Strategies)
- Sunday, 2:00 PM – 6:00 PM
- Monday, 6:30 AM – 7:30 PM
- Tuesday, 6:30 AM – 6:00 PM
- Wednesday, 6:30 AM – 1:00 PM

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

Practitioners Exchange (Sponsored by CRG emPerform)
- Monday & Tuesday, 12:30 PM – 1:00 PM

Welcome Reception
- Monday, 5:45 PM – 7:30 PM

Wellness Club Activities
(Sponsored by Executive Medicine of Texas, Inc.)
- Monday, 9:40 AM – 10:05 AM, 2:40 PM – 3:05 PM
- Tuesday, 9:40 AM – 10:05 AM, 2:40 PM – 3:05 PM
Discover how the right dental coverage can lead to healthier overall wellness. Your mouth can propel a team to victory.

And do amazing things for your health. Take care of it and it will take care of you.

Research has revealed an important connection between oral health and overall wellness. Discover how the right dental coverage can lead to healthier employees and a healthier bottom line at UCMissingPiece.com.

**TRACK DESCRIPTIONS**

**BAS** Business Acumen & HR Strategy
Building general business knowledge, judgment and ability to understand and apply information to contribute to the organization’s strategic goals and objectives; formulating policies, guiding and leading the change process, and evaluating organizational effectiveness as an organizational leader.

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

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

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

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

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

**REW** Total Rewards
Implementing sustainable compensation and benefits strategies including developing/selection, implementing/administering and evaluating compensation and benefits programs for all employee groups in order to support the organization’s goals, objectives and values and remain competitive and increasing employee satisfaction.

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

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

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

**RECERTIFICATION CREDIT KEY**

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hrsouthwest.com | 23
EDUCATIONAL SESSIONS
MONDAY, 10.26.15

7:00 AM - 8:00 AM

Accountability: The Key to Driving a High-Performance Culture

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

• Greg Bushin, President
  - Bushin & Co., Dallas, TX

Update on HR Related Legislation, Regulation and Administrative Activity

Join us for an update on pending and recent federal legislation and regulations, as well as federal agency enforcement actions affecting human resources.

You’ll walk away with the necessary tools to support or oppose pending legislation and regulations and have a better understanding of forthcoming governmental compliance and enforcement efforts.

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

How to Keep HR from Being the Employee Complaint Department

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

• Leon Williams, JD, Shareholder
  - Polsinelli PC, Dallas, TX

Changing the Face of Leadership: Accelerating Women Leadership Roles

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

• Marcia Mueller, Speaker
  - IMPACT Group, St. Louis, MO

Five Proven Ways to Create Change with Gamification

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

• Monica Cornetti, MS, Speaker
  - Entrepreneur, Austin, TX

From Aon to Zenefits: Everything You Must Know About Exchanges

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

• Dan Bishop, President
  - Aon Hewitt, Dallas, TX

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

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

• Mike Coffey, SPHR, President
  - The Law Office of Mark Smith PLLC, Pearland, TX

HR Metrics to HR Analytics

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

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

Expanding the Vision: Selling Your Team on the Big Picture

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

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

When Jane Becomes John: Emerging LGBT Issues in the Workplace

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

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

Leadership Roles

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

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

Accelerating Employee Engagement: Five Steps to Making HR the Hero

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

• Danny Nolms, MBA, President
  - The Work Institute, Brentwood, TN

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• J. Mark Smith, JD, MBA, SPHR, Owner/Managing Member
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Changing the Face of Leadership: Accelerating Women Leadership Roles

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• Marcia Mueller, Talent Development Practice Leader
  - IMPACT Group, St. Louis, MO
Your Strategic Alliance Plan: Leverage It to Meet Your Goals

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

• Kim Zoler, President
- Image Dynamics, Dallas, TX

Privacy Rights

Social media, smart phones, video and GPS technology provide powerful tools to monitor an employee’s behavior. However, unfettered use of these technologies can lead to invasion of privacy and other employment law claims. This session will examine the key elements that define an effective HR leader, explore key principles of leadership, discuss the critical elements of how HR leaders can develop a high performance leadership team and provide a strategic roadmap of how HR leadership can lead the way to developing and executing a business strategy and strategic initiatives for their organization.

• Bob Cartwright, SPHR, President/CEO
- Intelligental Compensation LLC, Pluggerville, TX

Have You Seen Her Twitter? Balancing Investigations and Privacy Rights

Social media, smart phones, video and GPS technology provide powerful tools to monitor an employee’s behavior. However, unfettered use of these technologies can lead to invasion of privacy and other employment law claims. This session will examine the key elements that define an effective HR leader, explore key principles of leadership, discuss the critical elements of how HR leaders can develop a high performance leadership team and provide a strategic roadmap of how HR leadership can lead the way to developing and executing a business strategy and strategic initiatives for their organization.

• Bob Cartwright, SPHR, President/CEO
- Intelligental Compensation LLC, Pluggerville, TX

• Catherine Lindell, MBA, Director, HRSWC College Relations
- Texas Christian University, Fort Worth, TX

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

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

• Bob Cartwright, SPHR, President/CEO
- Intelligental Compensation LLC, Pluggerville, TX

Avoiding Litigation: The HR Professional’s Guide

Avoiding litigation is a by-product of positive employee relations. Learn practical strategies and tactics for protecting employer and personal assets. Take away scripted responses to use to avoid liability in sensitive situations. Learn how to “reset the clock” to prevent a plaintiff’s attorney from using past actions (or inactions) to support future legal claims or future employee relations decisions.

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

Import Me, Export What? Work Visas and Deemed Exports

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

• Jennifer Harvath, JD, MA, Associate Attorney
- Braumiller Law Group PLLC, Dallas, TX

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

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

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

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

**Understanding Employer Risk to Global Assignments**

Financial incentives can be a powerful tool in supporting behavior change, but what’s the best way to reward people? Is there a difference between a reward and an incentive? Do rewards truly impact strategic planning? This seminar will provide a basic framework for the strategic planning process and, more importantly, show you how to execute the strategic plan once it is in place. Attendees will walk away with the right knowledge and tools to finally take their seat at the table.

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

**California Peculiarities: Tips for Managing Your California Employees**

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

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

**Incentive Pay Practices Update**

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

- Shaila Sooraj, CCP, Senior Manager - Deloitte LLP, Houston, TX
- Greg Staskopf, Director - Deloitte LLP, New York, NY

**Strategic Planning and Execution for HR Professionals**

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

- Deborah Avrin, SPHR, President - RSK Consulting, Orange, CA
- John Ray, JD, General Counsel - LawLogix Group Inc., Phoenix, AZ

**Building a Succession Process that Works**

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

- Bill Magavin, CPLP, MS, SPHR, Consultant - Flashpoint, Indianapolis, IN
- Tim Tobin, SPHR, SHRM-SCP - Marriott International, Bethesda, MD

**Leadership is Intentional Influence**

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

- J.D. Taylor, MA, Master Trainer - VitalSmarts, Provo, UT
- Lisa Davila, JD, Founder - HR Virtuoso
- Russell Smoak, VP - HR Virtuoso

**Workforce Research: The Science and the Science Fiction**

Have you ever tracked employee satisfaction and company profitability to determine if there is a correlation? Organizations want and expect HR to provide critical data for decision making. With the rise of social media and digital marketing, all aspects of your brand are interconnected. In this interactive discussion, we’ll explore best practices from some of the most innovative marketing and employment branding companies in the world.

- Danny Nalms, MBA, President - The Work Institute, Birmingham, TN
Inside the Cubicle: Driving Culture Through Humor

Find the fun at work and watch morale, culture and productivity soar. Humorous examples everyone can relate to shared that will help managers and leaders create a platform where their teams can showcase creative ideas. Are you and your team one laugh away from achieving your goals?

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

The Employer’s Ultimate Guide to Curbing FMLA Abuse and Misuse

Despite the DOL’s claim that “the FMLA is working,” employers continue to struggle with FMLA abuse and misuse, especially with respect to intermittent leave. Learn what employers can do lawfully to monitor and verify employee FMLA leave to limit abuse. We’ll discuss why immediate and close scrutiny of the certification form is critical, when you can contact the healthcare provider and what you can ask, how to investigate an employee’s leave usage and more.

• Marti Cardi, JD, Attorney
  - Marti Cardi, Columbus, Ohio

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Find the fun at work and watch morale, culture and productivity soar. Humorous examples everyone can relate to are the foundation of this session. Tips and suggestions are shared that will help managers and leaders create a platform where their teams can showcase creative ideas. Are you and your team one laugh away from achieving your goals?

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

Employment Agreements: Practical and Strategic Approaches

Employment agreements aren’t “one size fits all.” Not every contract needs to be – or should be – identical. What do you really need to protect through restrictive covenants? Should the agreement be at-will or for a term? Should you include ADR provisions and, if so, what kinds make sense for your business? This session will explore when contracts are advisable and what considerations should be given to their content.

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

2015 Trends in Recognition

Employee recognition helps inspire brilliant performance and reinforces behaviors that drive results; but it has to be done right. This session discusses the biggest influences and top trends for employee recognition. Through key statistics, proven best practices and case studies, you will learn the most effective ways to align employees with corporate values and business goals that impact bottom-line results.

• Sarah-Beth Anders, Senior Director of Product Marketing
  - Achievers, San Francisco, CA

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• Sarah-Beth Anders, Senior Director of Product Marketing
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Bridging the Gap: How to Think Like a CEO

In a 2012 survey published by IBM, 37% of CEOs indicated that HR is “too focused on processes and rules” and that they “don’t understand the business well enough” to participate in the company’s strategic development. Learn from a CEO what it takes to make HR’s voice align with the company’s vision and secure your position as an invaluable asset when it comes to the CEO’s bottom line.

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

Star Search: Using EQ to Identify High Performers

When corporate resources are scarce, screening future workplace stars is critical. Learn how to use an EQ-based interviewing process to identify high potential candidates, how to hone in on specific EQ competencies and how to interpret answers. We will focus on interpreting motive and reflection interviewing process to identify high potential candidates, how to use an EQ-based approach to identify high performance candidates.

• Janele Lynn, Owner
  - Lynn Leadership Group, Belle Vernon, PA
• Adele Lynn, Owner
  - Lynn Leadership Group, Belle Vernon, PA
Don't Gamble with Your Future: Job Market Trends & Your Network

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

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

9:00 AM - 12:15 PM

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, to implement and to operate within can keep you up all night. Hear the latest news and learn about new laws and compliance. You will return to the office better informed and prepared to ensure compliance. Attendees will get the latest compliance updates in a small-group setting. Each expert speaker will provide a presentation on a pre-assigned legal topic with multiple groups and provide expert answers to their pressing legal questions. This customized legal learning experience allows participants to get the answers they need on six different legal topics.

- Chris Antonino, JD - Jackson Lewis PC, Dallas, TX
- Kristin Bauer, JD - Jackson Lewis PC, Dallas, TX
- Paul Hash, JD - Jackson Lewis PC, Dallas, TX
- Arthur Lambart, JD - Constaney, Brooks & Smith LLP, Dallas, TX
- Rebecca Massatte, JD - JMO Firm PLLC, Dallas, TX
- Michael Mirarchi, JD - Mirarchi Management Group, Plano, TX
- Dustin Pashoal, JD - Simons Pashoal PC, Dallas, TX
- Katriin Scharf, JD - Jackson Lewis PC, Dallas, TX
- Paul Simon, JD - Simons Pashoal PC, Dallas, TX
- J. Mark Smith, JD - The Law Office Of Mark Smith PLLC, Pearland, TX
- Jennifer Sweeney, JD - Dowell, Phann Harrison LLP, Fort Worth, TX
- Lon Williams, JD - Polsinelli PC, Dallas, TX

10:15 AM - 11:15 AM

Can Organizations Change if People Don’t?

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

- Janyne Peak Ernisch, PhD, President - Ingram, Omaha, NE

10:15 AM - 11:50 AM

Digital Damage Control

One employee, a company laptop and a smartphone: What could possibly go wrong? How about a union-organizing drive, the labor board all up in your grill, your digital trade secrets walking out the door to a competitor or a class action lawsuit for unpaid overtime? We’ll walk through these and other “lose cannot” troubles can be buttoned down.

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

10:00 AM - 11:30 AM

Essential Global Recognition and Engagement Insights

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

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

11:00 AM - 12:30 PM

Mini Medical School for the HR Professional

HR professionals did not go to school expecting to lead the clinical health strategy for their organization. However, demands for lower cost by business leaders have put pressure on HR professionals to find ways to measurably improve the health of their employees and their dependents.

- Tim Churchill, PhD, Chief Medical Officer -ACAP Health Consulting, Dallas, TX
- Wally Glomaa, MBA, CEO - ACAP Health Consulting, Dallas, TX

11:15 AM - 12:15 PM

Arbitration: Do You Really Want It?

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

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

11:30 AM - 12:30 PM

Litwick Lessons: The New Rules of the Women’s Success Game

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

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

- Monica Cornetti, MS, Speaker - Entrepreneur, Austin, TX

11:45 AM - 12:45 PM

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

Do you manage a staffing firm, PEO, or franchised operations?

- Liz D’Alioa, JD, Founder - HR Virtuoso

12:30 PM - 1:30 PM

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| 8:15 AM - 9:30 AM   | HR Analytics: Overcoming the Challenges to Achieve Business Impact | A career in analytics is not for the faint of heart. It comes with many challenges as we attempt to show value and get to business impact. Join us for a realistic view of challenges you will face and practical tips on how to overcome them. Learn the skills beyond analytics required to be successful.
- Tracy Smith, MBA, MS, President - Numerical Insights, Charlotte, NC

8:30 AM - 8:45 AM | Investigation Report: Lights Out | All the witnesses have been interviewed, the notes taken and you’re ready to write your final report and recommendations. Don’t blow it now! What you write and how you write it could come back to bite you. Learn what you should be in your report and how to avoid having it all come unglued in court.
- Alan Bush, JD, Managing Director - Bush Law Firm, The Woodlands, TX

The Interplay between the ADA, the FMLA and Worker’s Compensation | The interrelationship between the ADA, FMLA and workers’ compensation is tricky. How do you know which law(s) you’re dealing with? Can an employee’s request for a leave be covered by more than one law? When can you request additional information or a second opinion? We’ll discuss current legal issues, including changes to the ADAAA and how agency decisions may affect the interplay between the ADAAA and the FMLA.
- Arthur Lambart, JD, Partner - Fisher Phillips LLP, Dallas, TX

Market Leaders vs. Market Players: Stand Out From the Recruiting Crowd | With the unemployment rate creeping down, competition for top talent is quickly intensifying. So why should people join your company over your competitors? It’s not just about more money. Are you a market leader or a market player? This session will focus on how business strategy drives employment strategy and employment marketing so you can effectively compete for talent.
- Aaron Matos, MBA, Founder/CEO - Recruiting.com, Scottsdale, AZ

Speak Up...and Actually Be Heard | As an HR professional, assertive communication is a critical skill. Would you like to learn how to win an argument with an aggressive person? Would you like to have the assertiveness skills to confront someone who does something that bugs you? If so, this information-packed and entertaining session is for you.
- Julie Burch, Professional Speaker & Author - Julie Burch Speaker!, Flower Mound, TX

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- Monica Cornetti, MS, Speaker - Entrepreneur, Austin, TX
Utilizing Business Strategy to Develop a Rewards Program for Profit

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

- Bob Cartwright, SPHR, President/CEO - Intelligenz Compensation LLC, Pluggerville, TX

HR Investigations Even a Lawyer Would Be Proud Of

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

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

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

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

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

Managing Expatriate Risk

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

- Mercedes D’Angelo, Director of Global Business Solutions - Cultural Awareness International, Dallas, TX

Social Media Background Checks and Other Catch-22s

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

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

The Privacy Puzzle: There are More Pieces Than You Think

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

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

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

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

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

3:15 PM - 4:15 PM

The 2015 Economy, the Political Climate and Your Staffing Model

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

- Liz D’Alvia, JD, Founder - HR Virtuoso Company, Roanoke, TX

Best Practices for Building a Culture of Feedback

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

- Danny Nelms, MBA, President - The Work Institute, Birmingham, TX


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Participants will learn methods for connecting values to desired outcomes and define tangible behaviors around core company values. This session provides strategies to clarify often vague values that HR can drive results and ensure a vibrant organizational health.

An Army of Two: Competencies and Values Drive Performance and Culture

HR can drive results and ensure a vibrant organizational health. This session provides strategies to clarify often vague values and define tangible behaviors around core company values. Participants will learn methods for connecting values to desired outcomes and how to message these connections to encourage behavior alignment.

Two Truths and a Lie: Managing a Multi-generational Workforce

By 2025, Gen Y will comprise 75% of the workforce and Gen Z is now entering the workplace. However, many organizations are ill-prepared to cater to the unique needs of these employees. This session will cut through the myths and highlight what is truly different—and what is the same—about this next wave of workers.

Compensation: Cost Center or Investment Center

Compensation is often treated as an overhead cost due to the implementation of programs that are trendy rather than strategically aligned. This session will discuss how compensation can be used as a vital tool for business success, identify essential compensation practices, and show how they work and when to use each one.

Mentoring has the potential to ignite inclusion, boost engagement, and bolster on-boarding and accelerate leadership. However, it needs to be reinvigorated. Join us to discover how companies of all sizes are evolving their mentoring efforts to drive organizational priorities, problems, and opportunities.

Under the ACA

Employee/Independent Contractor Classification Issues under the ACA

The business world has changed dramatically, and leaders can no longer rely on old paradigms to succeed. This creates enormous opportunity for HR professionals to bring fresh, strategic thinking to the table. This session will reveal how the knowledge-based work, matrix organizations and global transparency are creating a new model for how we lead, motivate and engage employees.

Bullying in the workplace implicates a wide range of employment law concepts including negligent hiring and/or retention, anti-harassment laws and social media policies. Employers should develop policies and practices to address and resolve bullying conduct. There is the “non-discriminating” bully to consider, along with the “romance of leadership” concept. Learn how to develop effective preventive tools for addressing this issue.

You know everything there is to know about HR...but you still are not considered part of the senior management team. This session will give HR generalists and managers a real way to drive organizational priorities, problems and opportunities.

Many companies hire workers as independent contractors when they are really common law employees. Now that the employer mandates under ACA is reality, the potential penalty for worker misclassification has increased exponentially. Add to this equation that worker reclassifications often take years to be discovered and may be applied retroactively, then the exponential increase in the getting-it-wrong penalties can be catastrophic.

The Biggest Abuser: The Bully and the Equal Opportunity Jerk

HR Overview Panel

Join a panel of experts as they weigh in on 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.

The Future of Work: What CEOs REALLY Want from HR

HRD PDC

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By 2025, Gen Y will comprise 75% of the workforce and Gen Z is now entering the workplace. However, many organizations are ill-prepared to cater to the unique needs of these employees. This session will cut through the myths and highlight what is truly different—and what is the same—about this next wave of workers.

Compensation: Cost Center or Investment Center

Compensation is often treated as an overhead cost due to the implementation of programs that are trendy rather than strategically aligned. This session will discuss how compensation can be used as a vital tool for business success, identify essential compensation practices, and show how they work and when to use each one.

Mentoring has the potential to ignite inclusion, boost engagement, and bolster on-boarding and accelerate leadership. However, it needs to be reinvigorated. Join us to discover how companies of all sizes are evolving their mentoring efforts to drive organizational priorities, problems, and opportunities.

Under the ACA

Employee/Independent Contractor Classification Issues under the ACA

The business world has changed dramatically, and leaders can no longer rely on old paradigms to succeed. This creates enormous opportunity for HR professionals to bring fresh, strategic thinking to the table. This session will reveal how the knowledge-based work, matrix organizations and global transparency are creating a new model for how we lead, motivate and engage employees.

Bullying in the workplace implicates a wide range of employment law concepts including negligent hiring and/or retention, anti-harassment laws and social media policies. Employers should develop policies and practices to address and resolve bullying conduct. There is the “non-discriminating” bully to consider, along with the “romance of leadership” concept. Learn how to develop effective preventive tools for addressing this issue.

An Army of Two: Competencies and Values Drive Performance and Culture

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### Increasing the Strategic Relevance of the HR Function

Does HR deserve a “seat at the table”? In a recent survey, only 25% of HR leaders indicated that their department was seen as having high strategic value by their organization. Find out how you can raise the perception of HR’s strategic value and move away from transaction-oriented, gate-keeping activities to become a valued business partner.

- **Christine Casady**, Senior Consultant
  - Ramsae Consulting Group, Highland Village, TX

### What Now? The Latest Wage and Hour Developments

This session will provide an entertaining and informative look at the latest developments under the Fair Labor Standards Act, including revisions to the “white collar” exemption requirements, which will dramatically expand the number of employees eligible for overtime pay. The discussion will include practical compliance tips and effective strategies to limit liability.

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

### Perfecting the Pay for Performance Model

Businesses can save time and bridge the gap between business units by aligning performance reviews across the company and informing employees of performance expectations and compensation opportunities. This session will focus on how to develop a meaningful talent management and incentive program that will boost performance as well as gauge talent across the company, while developing an expansive view of overall company performance.

- **Diana Yarbrough**, Vice President – Human Resources
  - ADP, Roseland, NJ

### Creating an Executive Presence: Thinking on Your Feet in the C-Suite

How do you handle someone who upstages you during a budget discussion midstream? Adding “the finishing touches” will help you to be yourself in front of an executive team. Learn how to engage in tough questions and build rapport – whatever the occasion.

- **Richard Robinson**, Managing Director
  - Ramsae Consulting Group, Highland Village, TX

### Millennial Madness: Ready or Not, Here They Come

As HR professionals, it’s up to us to help all generations in the workplace recognize each other’s unique contributions, motivate each generation to be as productive as possible and make our company “generation-friendly.” Understanding differences is fundamental in building a successful multi-generational workplace.

- **Monica Cornett**, MSL, Speaker
  - Entrepreneurs, Austin, TX

### The Five Things You Need to Do Now to Enhance Your HR Career

How many times do you follow your own advice? Professionals and non-professionals can hand out advice all day long, but often fail to follow it themselves. This session is a reminder for HR pros that they shouldn’t ignore the advice they give others regarding career development. From goal setting to networking, we’ll cover the five things you can implement at any time to enhance and uplift your career…advice to give professionals within your organization when they hit that proverbial wall.

- **Danyelle Keenan**, SPHR, Instructor
  - Texas Christian University

### Corporate Social Responsibility: HR is Missing the Boat

For most people, Corporate Social Responsibility (CSR) is nearly synonymous with charitable giving. However, there is so much more to CSR! HR needs to take a leadership role in crafting and executing the organization’s CSR strategy to woo top talent, engage employees and help the company be more profitable.

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

### Working From Afar: How to Navigate the Legal Traps of Telecommuting

Do you have employees who work remotely and feel overwhelmed by the myriad of issues these arrangements create? Would you like to take your organization’s telecommuting practices to the next level? This session will offer practical solutions to maximize the benefits of alternative work arrangements.

- **Karin Schatz**, JD, Shareholder
  - Jackson Lewis PC, Dallas, TX

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**WEDNESDAY, 10.28.15 EDUCATIONAL SESSIONS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
<th>Company/Location</th>
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<tbody>
<tr>
<td>8:15 AM - 10:15 AM</td>
<td><strong>MASTERS SERIES</strong></td>
<td><strong>Practical Investment in Talent and Accountability: Creating a Competitive Differentiation</strong></td>
<td><strong>Many times when we think about investing in talent to achieve greater business results, we think of significant assets dedicated to training programs, enormous leadership development budgets and a multitude of dedicated resources, among other things. While there is certainly a time and place for these financial investments, there are practical and meaningful strategies companies can implement related to talent development that reinforce a culture that is accountable to core values and exemplifies key behaviors that improve the company’s culture, positively impact employee engagement and create a competitive differentiation in the market.</strong>&lt;br&gt;<em>Adrienne Court, Chief HR Officer, and Ashley Rogers, corporate trainer and instructional designer, will share the strategic initiatives Transplace has focused on that have earned the company external recognitions, including being named one of the Best Private Companies for Leaders (2015, 2014 and 2013) by Chief Executive Magazine and one of the top 25 best places for recent graduates in the country. More importantly, they will discuss how executing strategies for organizational change around engaging talent and leadership programs has reduced employee attrition, improved employee satisfaction results and created a competitive differentiation in helping to win and retain customers.</em></td>
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| 8:30 AM - 10:30 AM | **DOODLE SPACE** | **Career Transition** | **Individualized Programs for Business & Executive Coaching**
  - **Challenger Gray & Christmas**
  - **2015, 2014 and 2013** by Chief Executive Magazine and one of the top 25 best places for recent graduates in the country. More importantly, they will discuss how executing strategies for organizational change around engaging talent and leadership programs has reduced employee attrition, improved employee satisfaction results and created a competitive differentiation in helping to win and retain customers. | **www.challengergray.com**
  - **877.207.7035**
  - **High quality programs and results get to the heart of why companies choose Challenger, Gray & Christmas as their career coaching partner.**
  - **Our reach is global, our solutions are exceptional.**
### EDUCATIONAL SESSION TRACKER

#### MONDAY, 10.26.15

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#### WEDNESDAY, 10.28.15

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### MY LEARNING ACTION PLAN

My Three Primary Learning Goals for The Conference:

1. 
2. 
3. 

Session Name/Speaker:

<table>
<thead>
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<th>Key Ideas</th>
<th>How I’ll Apply At Work</th>
<th>Challenges To Overcome</th>
<th>Desired Results</th>
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Resource Links | People Contacts | Books
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STAND FOR HAPPIER, HEALTHIER EMPLOYEES

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

GENERAL INFORMATION

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

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

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

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

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

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

Game Cards
You received a Grand Prize Game Card when you checked in at Registration. Write your name on each panel as soon as you receive it. By visiting each of the Marketplace exhibitors and sponsors on the Game Card, you become eligible for the Grand Prize Drawing at the Closing Reception. This card cannot be replaced. Once your Game Card is complete, drop it in the prize drum located in the Bookstore.
Guests
Entertainment and fun are an important part of The Conference, and many of you would like to bring guests to enjoy the excitement. Tickets to evening events are available at Registration for $50 per guest, per event. Please note: Guests are not permitted to attend keynote addresses or educational sessions or to visit the Marketplace.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Welcome Center
The Welcome Center staff can help you find your way around the Convention Center, answer your questions about Conference activities and offer a friendly place to meet up with fellow attendees. Located in The Hub. Sponsored by ADP.
10.16.16 – 10.19.16
FORT WORTH CONVENTION CENTER

JOIN US AS WE
CELEBRATE 75 YEARS

#HRSWC

THE HRSOUTHWEST CONFERENCE
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