

Buffalo Niagara Convention Center

September 15 – 17, 2013

AN INVITATION TO PARTICIPANTS



HR Professionals, Executives, Small Business Owners,
Trainers, and Business Leaders Interested in
Maximizing Human Capital and Personal Performance
The Voice of Human Resources for NYS, www.nysshrm.org



WELCOME

2013 NYS SHRM CONFERENCE & SOLUTION CENTER

September 15 – 17, 2013

HR Hat Trick: Innovate, Imagine, Inspire is the theme of the Annual NYS Society for Human Resources Management (SHRM) Conference and Solution Center at the Buffalo Niagara Convention Center in Buffalo, NY. Our programs are designed to provide a lineup of speakers and concurrent session presenters who will provide suggestions and solutions to equip you to return to your companies ready to Innovate! Imagine! And Inspire!

Our kickoff Keynote Speaker Cy Wakeman is a sought after motivator who will energize and challenge you to reach new levels both personally and professionally. We are honored to be joined by Izzy Kushner who will serve as our Master of Ceremonies keeping us on track and on time. Our first full conference day will begin with Aman Motwane as breakfast keynote who will help us understand how we can “Change the World”. During Lunch we will be joined by Jon Petz, to help us move our meetings from boring to Inspiring. Jon will finish up our conference as our closing keynote where he will use humor and magic to help us understand how simple moments can be significant. You will leave the conference motivated and energized, ready to use the tools learned at the conference.

Arrive early and maximize your conference dollars and choose from FOUR pre-conference workshops. The conference has been submitted to the HR Certification Institute for review of a possible 15.5 credits

Take a little time to enjoy all that Buffalo has to offer for our conference attendees from unique shops to great restaurants, local spas and Niagara Falls just down the road. We will have a Meet to Eat Sign Up area to provide those attending the conference alone to venture into the city with a colleague.

Sincere appreciation is extended to our partners and vendors for their continued support of our conference. Our vendors provide the latest and widest variety of services and products to support your HR organizations offering you solutions for your business needs. Please visit them often in the Solution Center.

We are pleased that you have decided to join us for this exciting opportunity for professional achievement.

NYS SHRM is looking forward to seeing you in Buffalo!!

Welcome to the 2013 NYS SHRM Conference and Solution Center Conference At-A-Glance

Recertification Credits - HR Hat Trick sessions have been submitted to the HRCI Certification

Institute for review of 15.5 recertification credits toward PHR, SPHR, & GPHR

Sunday, Sept 15

2:00 - 4:00 pm

Pre-Conf A

Community relations programs that benefit employees, your culture, your community and your brand:

James Holland

Pre-Conf B

Engaging Your Highly Experienced Talent: Building an Action Plan for Mature Workers

Judith C. Spear

Pre-Conf C

Pay, Play, or Pray: Health Reform and Employer Compliance Issues

Rocco Lueck

Pre-Conf D

Becoming Indispensable

Amy A. Pearl

4:00 - 5:00 pm

Opening Social Reception and Solution Center Visit

5:00 - 6:00 pm

Dinner

6:00 - 7:15 pm

Reality Based Leadership

Cy Wakeman

7:30 – 9:00

Concert –

Entertainment by Nik Lite

Monday, Sept 16

7:00 - 7:30 am

Breakfast

7:30 - 8:45 am

Yes, You Can Change the World – Aman Motwane

9:00 – 10:15 am

Concurrent Sessions M1 (Monday, 1st session)

10:15 - 10:45 am

Coffee Break & Solution Center Visit

10:45 – 12:00

Concurrent Session M2 (Monday, 2nd Session)

12:00 - 12:35 pm

Lunch

12:35 - 1:50 pm

Boring Meetings Suck

Jon Petz

2:00 - 3:15 pm

Concurrent Sessions M3 (Monday, 3rd Session)

3:15 - 4:00 pm

Energy Break & Solution Center Visit

4:00 - 5:15 pm

Concurrent Sessions M4 (Monday, 4th Session)

5:15 - 6:30 pm

Social Reception & Solution Center

Tuesday, Sept 17

7:00 - 7:30 am

Breakfast

7:30 - 8:45 am

The HR Power Play, How Federal State & Local Governments are Taking Slapshots At Your Business and your Path to a Short Handed Goal

Christopher Valentino

9:00 – 10:15 am

Concurrent Session T1 (Tuesday, 1st session)

10:15 - 10:45 am

Coffee Break / Check-out

10:45 - 12:00 pm

Concurrent Sessions T2 (Tuesday, 2nd session)

12:00 - 12:30 pm

Lunch

12:30 – 12:45

Annual Meeting

Jeanne Stewart

12:45 - 2:00 pm

Simple Moments that Create Significance

Jon Petz

2:00 - 2:30 pm

Conference Close & Prize Drawings
(Must be present to Win)

Top 10 Reasons TO Attend

2013 NYS SHRM CONFERENCE In Buffalo!

Reason #1: Speakers

We have FOUR amazing keynote presentations, FOUR awesome pre-conference sessions to choose from and a variety of authors, consultants, business leaders, attorneys and HR practitioners in the mix of our presenters.

Reason #2: Recertification Credits

NYS SHRM has requested 15.5 recertification credits in the areas of PHR (Professional in Human Resources), SPHR (Senior Professional in Human Resources) and GPHR (Global Professional in Human Resources) certifications. The HR Certification Institute awards recertification credits on an hour-for-hour basis for courses and educational programs attended.

Reason #3: Location

Snow? What Snow? Buffalo is a beautiful place to spend a fall weekend in Upstate NY. Enjoy the scenic area as the temperatures of a sizzling summer begin to slightly fade into the warmer breezes and fall foliage. Buffalo is known as a food and sports town. You will find that and so much more! Whether it is family fun, shopping, art, architecture, or one of the amazing wonders of the world....Niagara Falls....you will find something to satisfy everyone in Buffalo, NY.

Reason #4: The Hotel Conference Center Facility: The Buffalo Hyatt Regency and Conference Center

The Buffalo Niagara Convention Center Hyatt sits in the heart of the city close to everything. If you prefer to spend your visit relaxing and enjoying downtime after the conference you can visit the brand new Stay Fit Fitness Center, swim in the indoor rooftop pool with panoramic views of the city, or relax and unwind in the full service SPA Alexis. The site also features a world class steakhouse, E.B. Green's. This is the perfect resort style location for those who prefer just to immerse themselves in full relaxation.

Reason #5: Family Fun

The Buffalo Museum of Science is the place to be for families to take a journey through the world of natural and physical sciences. Its extensive collections of over 700,000 specimens and artifacts represent all facets of the natural world with an emphasis on Western New York as well as man-made objects spanning the globe.

The Buffalo Zoo has seen some exciting additions to its lions and tigers and bears in recent years, including M&T Bank Rainforest Falls, an enclosed, year-round exhibit that brings visitors up close to vampire bats, anacondas, anteaters, piranhas and much more. A mid-19th century farm was added to the grounds of the Zoo as well. This homestead features a petting area with heritage breeds of domestic animals and includes a replica of an Erie Canal lock and canal way.

At the Buffalo and Erie County Naval & Military Park visitors are invited to tour the decks and hulls of a guided missile cruiser, destroyer and WWII submarine. It's a hands-on experience like no other!

Spark your kids' creativity, curiosity and imagination at Western New York's only museum designed just for kids, Explore & More Children's Museum, or take them to the Herschell Carrousel Factory Museum where they can ride an old-fashioned carrousel in the world's only carrousel museum.

For an exhilarating ride into the Niagara River gorge try a Whirlpool Jet Boat tour. It's a 45-minute ride on the wild side for the whole family from May through October.

Dive into an ocean of discovery at Niagara's other water wonder, the Aquarium of Niagara, where over 40 aquatic exhibits include California sea lion demonstrations, harbor seals, and a colony of Peruvian penguins.

Top 10 Reasons To Attend Cont.

Reason #6: Sports

From Ralph Wilson Stadium on Sunday afternoons when the Bills are in town to the harness racing at Buffalo Raceway, Buffalo Niagara has got plenty of game for you. Or you can check out the boys of summer when the Buffalo Bison's, the Triple A affiliate of the Toronto Blue Jays, play at the finest ballpark in the minor leagues – Coca-Cola Field. You will also find a variety of outdoor recreational activities available in September.

Reason #7: History

Buffalo was the quintessential 19th Century boomtown. Its position at the western end of the Erie Canal made it the Gateway to the West - the departure point for immigrants on their way to the heartland. You can experience this history at the newly revived and restored Canalside. Buffalo was also one of the last stops on the Underground Railroad, a beacon for runaway slaves seeking freedom on the far side of the Niagara River. Battles were fought here, the city put to the torch by British loyalists during the War of 1812. Fortunes were made here by the likes of a young William G. Fargo, founder of American Express and Wells Fargo. A President was assassinated here - William McKinley at the 1901 Pan-American Exposition - and another inaugurated - Theodore Roosevelt at the Wilcox Mansion on the city's grand boulevard, Delaware Avenue. Buffalo also sent two of its sons - Millard Fillmore and Grover Cleveland - to Washington as Presidents.

Today, you can step back in time to the War of 1812 on the battlements of Old Fort Niagara; experience 19th century life on the Niagara Frontier at the Buffalo Niagara Heritage Village and Museum; travel 15 miles on the Erie Canal with the help of Lockport Locks and Erie Canal Cruises; tour the Civil War graves at beautiful Forest Lawn; explore Buffalo's pivotal role in America's rise to industrial preeminence at the Buffalo & Erie County Historical Society; or sample a real slice of Americana at the Colored Musician's Club where jazz legends like Louis Armstrong jammed. Presidential history buffs can even stand where Teddy Roosevelt stood when he took the oath of office at the Theodore Roosevelt Inaugural National Historic Site or visit the Millard Fillmore House in historic East Aurora. And the kids are sure to love the Buffalo & Erie County Naval and Military Park, the country's largest inland floating history museum.

Reason #8: Shopping

The best of city shopping can be found in the Elmwood Village, a vibrant neighborhood recently voted one of the ten great neighborhoods throughout the United States by the American Planning Association. Elmwood Avenue is a funky yet chic strip of mostly independent boutiques, restaurants and bars. Just a short ride from downtown, the Elmwood Village offers a charming slice of city life. Those seeking fashion can visit The Walden Galleria. With more than 200 stores, services and restaurants, the Walden Galleria draws the most dedicated deal-hunters. It's easy when you have major retailers including Coach, Michael Kors, Sephora, Anthropologie, H & M and Urban Outfitters. Restaurants include The Cheesecake Factory, P.F. Chang's, The Melting Pot, Hyde Park Steakhouse, Bravo! Cucina Italiana, White House Black Market and Free People! For the truest and most committed shoppers you can also check out the Fashion Outlets of Niagara Falls or sample the quaint shops in the Village of East Aurora.

Reason #9: Local Flavor

We all know that the best way to understand a city is through your stomach. In Buffalo, that means experiencing vibrant diversity, and a compelling mixture of blue-collar traditions and a one-of-a-kind creative spirit. Buffalo is proud of their world-renowned contributions to the culinary world, from chicken wings and beef on wick to sponge candy, but they're equally proud of their ever-evolving restaurant scene, which has exploded over the last decade to make Buffalo a best kept secret for foodies of all stripes (just ask Anthony Bourdain). This has everything to do with Buffalo's richly diverse

immigrant population - head to North Buffalo for incredible Italian food, the West Side for down-home Puerto Rican, or the East Side for classic German and Polish fare.

Reason #10: Niagara Falls

World-class attractions like the Maid of the Mist and the Cave of the Winds await the visitor who makes the short 20-minute drive from downtown Buffalo to Niagara Falls. You'll savor the spectacular views, the thundering roar, the delicate mists and shimmering rainbows of this true national treasure.

Take a family photo overlooking the Falls at Terrapin Point in Frederick Law Olmsted's lush, beautiful and natural Niagara Falls State Park. Amid the distractions and developments of modern life, the Park still provides a glimpse of the original splendor that awaited the first visitors to the region. This is the Falls at its best.

Step aboard the legendary Maid of the Mist and experience the power and majesty of the combined waters of four Great Lakes. You'll be ferried to the base of the Horseshoe Falls and feel the rush of the water as it pounds the rocks below. From the moment you put on your giant blue poncho you'll know you're having a one-of-a-kind experience.

Next, be sure to visit the awe-inspiring Cave of the Winds. As you make your way to the Hurricane Deck, you'll get an up-close-and-personal view of the roaring waters pouring over the precipice of Bridal Veil Falls. On a hot summer day, this is the ultimate run-through-the-sprinkler.

Sunday Night – Our Gift to You

NIK *lite*

a nik entertainment co. band

Nik Lite Concert

7:30 – 9:00 pm

All attendees (& 1 guest) Welcome

Cash Bar

Pre-Conference Concurrent Sessions

Sunday, Sept 15 • 2:00 – 4:00 pm

Community Relations Programs that Benefit Employees, Your culture, Your community and Your brand

Increasing community relations by focusing giving/volunteering to categories related to mission/core values and increasing employee involvement. We will provide case studies – Corporate Campus Academic Mentoring Program (CCAMP) where students are mentored/tutored at company sites to promote STEM achievement and a new internship program that employs college-enrolled employee dependents to work at a charitable organization for the summer. Both programs were created from employee interest and are consistent with our philanthropic focus.

.James Holland, Executive Vice President, Administration, SRC Inc.

Engaging Your Highly Experienced Talent: Building an Action Plan for Mature Workers

Creating a Collaborative Workplace is a robust approach to designing the desired work environment for a team, department, or organization. During this session, attendees will:

- Participate in an interactive process to assess the current level of collaboration in their workplaces.
- Learn to eliminate elements of a negative workplace by replacing them with collaboration drivers: Purpose, People, Process, and Communication.
- Design the go forward action to build collaboration in their workplaces.

Judith C. Spear, Founder, RV Rhodes, LLC

Pay, Play, or Pray: Health Reform and Employer Compliance Issues

Human Resource professionals and employee benefit managers are facing more responsibility than ever before when it comes to the area of compliance.

Whether it is ERISA audits, Health and Human Services, or the Department of Labor, increasing state and federal laws have put a mandate on human resource professionals ensuring their organizations remain compliant with the law. Many organizations may assume the vendors they work with (for health insurance, 401(k) etc..) also take care of all their compliance issues. We caution human resource professionals from assuming this, especially if the human resource professional also has a fiduciary responsibility to their organization.

Rocco Lueck, Managing Director, HR Benefit Advisors, Ltd.

Becoming Indispensable

Have your assessment workshops been fun but ineffective? Have a pile of hiring assessments collecting dust in storage? Is your succession planning process like a dart game? Then, come think strategically, hear real life success stories, and learn how to drive change by:

- Aligning assessments with business objectives and organizational needs.
- Revealing root causes of individual and organizational performance problems.
- Fast tracking competency development.
- Multi-purposing assessments to maximize the return on your investment.

Amy A. Pearl, President, RV Rhodes LLC.

Sunday Evening Keynote

Sunday, Sept 15 6:00 – 7:15 pm

Reality Based Leadership - Cy Wakeman

We live in challenging times. This isn't anything new. We have been in challenging times in the past and we will face challenging times again in the future. But here's our reality check. The fact that times are challenging is not the source of our pain. In our businesses, the pain we feel is coming from the absence of great leadership rooted in reality.



It's time to admit that our way of leading isn't working. It's not creating the results or the quality of life that we desire. It is time for a new type of leader. We need leaders who can change mindsets and cultivate accountability instead of trying to perfect circumstances. We need leaders who refuse to argue with the reality of their circumstances and who teach their followers to do the same. We need Reality-Based Leaders.

A Reality-Based Leader quickly and radically accepts the reality of any situation so they can take action and make decisions that conserve precious team energy and then focus that energy instead on delivering results. Reality-Based Leaders anticipate future change, welcome it and then capitalize on the opportunity it presents without drama or defense, they are bulletproof.

Reality-Based Leaders deliver results without the drama, chaos, and politicking that has become far too common in our workplaces today. They develop bulletproof people who consistently make results happen no matter how challenging the times may be.

THE SPEAKER - Cy is the founder and spiritual leader of Bulletproof Talent. She has turned her Reality-Based Leadership philosophy into a revolution through her speaking and consulting work with organizations everywhere. Cy has been helping companies build bulletproof talent for nearly two decades and it's her track record of success that provides the foundation and inspiration for our company.

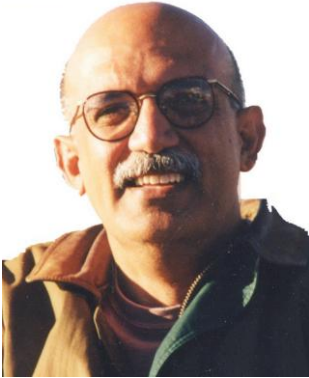
Cy is a dynamic keynote speaker and thought leader. Her groundbreaking ideas are featured in The Wall Street Journal, The New York Times, The New York Post and SHRM.com. She regularly creates entertaining and enlightening podcasts and is a favorite expert blogger on FastCompany.com and Forbes.com. In 2010, Cy immortalized her message by publishing her groundbreaking book, *Reality Based Leadership – Ditch the Drama, Restore Sanity to the Workplace, & Turn Excuses Into Results* (Jossey-Bass, 2010).

Clients who have benefited tremendously from Cy's work include New York Presbyterian, Weil Cornell, Federal Reserve Bank, National Institute of Health, Ervin and Smith, University of Baltimore, University of Minnesota, UNMC, The Nebraska Medical Center, Trinity Health Systems, Verizon Wireless, U.S. Cellular, TD Ameritrade, First Data Resources, Woodmen of the World, ConAgra, Omnium Worldwide, Inc., First National Merchant Solutions, Wellmark, Wells Fargo, Cabela's, Farm Bureau, and the National Guard Bureau.

Monday Breakfast Keynote

Monday, Sept. 16, 7:30 – 8:45 am

Aman Motwane



The 3 Hottest Buttons in HR —and the 1 Huge Mistake

What keeps HR leaders awake at night? Surveys indicate the 3 hot buttons that continue to top the list are:... **Innovate** — How to make innovation an inherent part of the organization ... **Imagine** — How to make imagination and engagement a natural byproduct of how you run your organization ... **Inspire** — how to cultivate leaders throughout who inspire performance to soar.

The reason these once AGAIN top the list is because of the 1 huge mistake nearly everyone continues to make: They attempt to tackle each of these objectives SEPARATELY — separate initiatives, separate training, separate project teams.

And that's at the heart of the problem. In this pioneering keynote, Aman Motwane shows how you can — and why you must — INTEGRATE all three into 1 initiative. If you don't, success will remain elusive. If you do, you'll ramp up your whole organization to the next level.

LEARNING OBJECTIVES:

Why tackling leadership, engagement and innovation SEPARATELY creates confusion, chaos and overwhelms all unnecessarily.

How narrowing your 3 objectives down to 1 initiative creates a powerful lever that ripples through everything your organization does.

How integrating your objectives into 1 initiative brings you a slew of side benefits — including high-performance culture, empowerment and autonomy, inspiring teamwork, talent retention and world-class customer service.

The Speaker – Aman holds degrees from the Indian Institute of Technology and a Master's from Stanford University, which he received in 9 months. But he's the first to point out that education and information are worth nothing if you don't understand the right questions to ask.

Hailed by Tom Peters for bringing his company “out of the doldrums, almost overnight,” heralded by the media as the UnGuru because he is such a convention-breaker, Aman Motwane is the man behind the movement to change how the world of business learns business.

Lunchtime Keynote

Monday, Sept 16, 12:50 – 1:50



Boring Meetings Suck - Jon Petz

Meetings, the cornerstones of collaboration, inspiration, and progress, have suffered excruciating humiliation at the hands of every day meeting organizers and attendees. Gone are most agendas, participation, focus, and follow-up that are the lifeblood of great meetings. Instead, too many meetings drone on like some sort of soul-crushing, walking-dead zombie robbing workplaces of joy, productivity, and time. But there is good news: meetings can be saved...by you! This high energy and entertaining session delivers many “*Suckification Reduction Devices*” to make your next meeting more efficient and effective whether you are the host or merely an attendee.

Stop wasting productive time:

- Send the meeting invite with a simple and effective sentence that enables participants to come prepared.
- New techniques that will help run “get in, get it done, and get out” meetings.
- Tips to make your presentation powerful instead of pointless
- How to be a meeting hero, and get people to show up on time, participate, and return to their desks happy and with extra time in their pockets

When done right, meetings can rock. They can be vehicles for innovation, motivation, and decision-making. They can spark revolutions. They can save the world! This session will show you how.

Jon Petz, Author, Presenter, Entertainer: After graduating from Ohio University, Jon began his career as an inside sales representative in the software industry in Washington D.C. and Tulsa, Oklahoma. A move to Columbus, Ohio in 1995 brought Jon to MCI Telecommunications. As a national account executive, he became an MCI Master, which is only awarded to the top 2% of sales personnel worldwide

Jon continued to perform in his spare time and, after several years at MCI, he decided to pursue his true passion. For the next two years, he traveled as a comedy magician and corporate entertainer while honing his skills as an entertainer and master communicator.

With the internet era booming, Jon jumped into the entrepreneurial role, starting his own online presence and shortly after joined a 15-person organization as a senior business development executive. This small organization grew to more than 1,500 people as Jon secured business and brought in more than 60% of the company's overall revenue.

As the dot com market slowed down in 2001, Jon was presented with the opportunity to become the vice president of sales for a 250-member organization in the insurance industry. It was at this point that he began combining training messages with the entertainment component that was still occupying his spare time. After three years and having the sales team grow revenue by 60%, Jon once again decided to go back to his passion of inspiring others to take action by showing them that life is a magical endeavor that has no set path. That's when Bore No More!™ was born

Tuesday Morning – Special Presentation

Sept. 17, 7:30 – 8:45am

The HR Power Play: How Federal State & Local Governments are Taking Slapshots at Your Business and your Path to a Short Handed Goal

**Christopher Valentino, Managing Partner,
Jackson Lewis, long Island Office**

This session will discuss recent aggressive government activity regulating the workplace, which includes statutory and administrative developments on the federal, state and local levels. Topics to be discussed include: the Equal Employment Opportunity Commission's guidance on the use of criminal background checks; how the National Labor Relation Board's aggressive interpretation of the federal labor law impacts your day-to-day operations; and, increased workplace regulation by the federal, state, and local governments.

This session will provide the HR practitioner with preventive strategies to comply with, and navigate through, recent changes in employment law.

Closing Keynote

Tuesday, Sept. 17 12:45 – 2:00 pm

Jon Petz – Joins us again!

"Simple Moments that Create Significance"



Everyday we take a simple moment and look to innovate, imagine & inspire with it . . . Or do we? When is the last time you planned innovation or looked at something from a different perspective? Professional speaker, author and entertainer, Jon Petz, will share how to create SHOWTIME moments by making the mundane magnificent and the simple significant.

Concurrent Sessions

Monday, Sept 16

9:00 – 10:15 AM

M1 – A: Top Ten+ Tips for Compliance With Risky Areas of Employment Laws

This fast paced interactive program will increase awareness of areas of NYS and federal employment laws that are most likely to affect HR professionals on a daily basis, including wage and hour issues, such as independent contractor guidelines, overtime requirements, and job descriptions, and workplace issues including reasonable accommodation, employee handbook do's and don'ts, leave issues, discrimination and harassment. A compliance checklist will be provided to participants.

Sarah Tollner, Attorney, Webster Szanyi, LLP

M1 – B: Repairing the Cracks in your HR Foundation

A proper HR foundation is necessary in order to create an environment where innovation, imagination and inspiration are possible. In light of the ever-changing landscape of HR due to new government regulations on both state and federal levels as well as heightened enforcement, we will explore three essential elements of HR and how to strengthen your HR structure. We will discuss the Erosion of Employment at Will, Shoring up Employee Misclassification and the Blueprint for Sound Documentation.

Dawn Davidson Drantch, Esq., In-House Counsel, Alcott HR

M1 – C: Creating A Collaborative Workplace

Creating a Collaborative Workplace is a robust approach to designing the desired work environment for a team, department, or organization. During this session, attendees will:

- Participate in an interactive process to assess the current level of collaboration in their workplaces.
- Learn to eliminate elements of a negative workplace by replacing them with collaboration drivers: Purpose, People, Process, and Communication.
- Design the go forward action to build collaboration in their workplaces.

Judith C. Spear, Founder, RV Rhodes LLC

M1 - D: Putting Assessments to Work

Have your assessment workshops been fun but ineffective? Have a pile of hiring assessments collecting dust in storage? Is your succession planning process like a dart game? Then, come think strategically, hear real life success stories, and learn how to drive change by:

- Aligning assessments with business objectives and organizational needs.
- Revealing root causes of individual and organizational performance problems.
- Fast tracking competency development.
- Multi-purposing assessments to maximize the return on your investment.

Amy A. Pearl, President, RV Rhodes LLC

11:00 AM – 12:15 PM

M2 – A: Top 10+ Legal Tips for Improving Workplace Communication – From Hello to Goodbye

This interactive program involves the audience in a detailed tour of NYS and federal employment laws as they apply to workplace written and verbal communication, to maximize legal compliance and minimize litigation risk. From employment applications and hiring procedures to what managers and supervisors can and cannot say on the job and in disciplinary reviews and workplace investigations, to employee handbook do's and don'ts, social media policy guidelines and recent NLRB guidance, record retention, and litigation holds.

Sarah Tollner, Attorney, Webster Szanyi, LLP

M2-B: The Harassment Quiz – FEATURED SPEAKER

This highly interactive seminar emphasizes the “gray areas” where good people with no bad intent sometimes engage in problematic conduct nonetheless. It explores not only sexual but also racial, ethnic and other forms of unlawful harassment. It also provides guidance on the responsibilities of supervisors that surpasses refraining from inappropriate conduct, for example, when and how to report complaints and how to ensure that avoiding retaliation does not result in avoidance, which may resemble retaliation.

Jonathan Segal, Partner, Duane Morris LLP and Managing Principal of Duane Morris Institute

M2 - C: The Respect Effect

Author and speaker Paul goes beyond the typical 'feel good' themes of organizational culture and digs deeply into the topics of evolution, psychology and neuroscience to show how powerful of a catalyst Respect can be. More importantly, he shares practical, easy-to-implement strategies for helping to promote

respectful work cultures and offers case study details on how best-in-class global employers are already using respect to make a difference with both their cultures and bottom lines.

Paul Meshanko, Managing Partner, Legacy Business Cultures

Concurrent Sessions, Cont.

M2 – D: Providing the Innovation, Imagination and Inspiration to Achieve Seemingly Impossible Goals

The business reality today is that people are stretched to the maximum. Often seemingly impossible goals are proposed by management. Groups develop the attitude, 'we will never be able to accomplish that.' This negative mindset is a trap that practically assures failure. By retraining the mind of participants to really believe they will not only achieve the goal but go beyond it, a new attitude and energy can be brought to any organization.

Bob Whipple, CEO, leadergrow Inc.

2:00 – 3:15 PM

M3 – A: Managing the Challenges of Working Across Cultures

Managing cross-culturally is a growing challenge faced by professionals that do business globally. Businesses competing in the international arena must identify, prepare, and support associates who can function personally and professionally in an unfamiliar setting. To achieve desired business results, associates must possess competence and confidence in their ability to adjust to different cultural settings, and diverse business environments. Organizations must develop a strategy for helping their associates manage the challenges of working across cultures.

Frank Ciccia, President, Illuminare Group

M3 – B: People Hacking: Why the Human Firewall is Failing

While businesses continue to spend billions of dollars on technology to solve security problems, we continue to discount or completely overlook our greatest risk – human beings. Social Engineering has become the greatest tool in the hacker's arsenal, largely because our employees are unaware, untrained and susceptible to online attacks. This presentation will offer a mix of psychology, security techniques, mind reading and ultimately, solutions to solving the world's oldest security challenge.

Reg Harnish, Chief Security Strategist, Grey Castle Security

M3 – C: Leadership, Accountability & Agreements

Can you envision a work environment where communication is open, productive, and courageous?

Essential to the implementation of any business strategy is an effective communication process. If teams do not interact productively at all levels, the success of an organization's mission is in jeopardy. In today's "flatter" organizations, collaborative engagement and clear agreements are even more essential to navigating through change and organizational development. Participating in this session will give attendees the ability to learn proven ways to create an exciting, rewarding work environment through adopting communication tools that enhance an organization's culture of leadership, accountability and agreements.

Amanda Bolivar, Speaker, Trainer/Facilitator, Pathways To Business Success

M3 – D: HR Strategic Plans: Charting the Course of HR in Your Organization

As you interact with your organization, it's important to be able to share the strategic goals of your Human Resources department. Otherwise, how will your organization leaders understand what value your department adds? They're definitely asking and need to see the value that you bring to the total organization. Developing a Human Resources Strategic Plan, with input from your organization, allows you to understand and communicate the HR function's contributions. It allows you to shape the expectations that your organization holds for what you will contribute and when. This transparency adds value to the goals and role of the HR department. Whether your HR function is a department of one or many, basic Human Resources strategic planning that includes internal organizational needs assessment and external benchmark comparisons is needed. This interactive session will show you how to approach and accomplish fundamental Human Resources' strategic planning and will lay the groundwork for developing your HR business plan.

Ed Krow, Principal, Implementation Management Group, LLC

4:00 – 5:15 PM

M4 – A: Coaching Skills for HR Professionals

Along with being a fountain of knowledge and resources, HR professionals are called on to provide individual support to their employees: they inspire, challenge, course-correct, mentor and question: in other words, they coach them. You probably already do a good deal of this. This talk from an Executive Coach with thousands of hours of experience covers the principles of what to do (and what not to do!) to take that support to the next level.

Maren Perry, MA, PCC, President, Arden Coaching

M4 – B: It's Time to Take the Lead. How to Lead Yourself First in Business and in Life

Being successful in a volatile economy requires the capacity to focus on what we can control. The pressures of everyday life often inhibit the opportunity to be the best version of ourselves. Negative news reports are broadcast daily. Whether we "buy in" and respond in a similar fashion, however, is a choice. As HR professionals, our attitudes directly impact the direction of our organization and the quality of our business relationships. We should never underestimate our personal power and ability to control our reality.

Michelle Ray, Founder & CEO, Certified Speaking Professional, Lead Yourself First Institute

Concurrent Sessions, Cont.

M4- C: We're Going to Court . . . What Happens Now?

Some employee disputes eventually result in litigation. HR professionals often become directly involved these cases (usually through no fault of their own). Learn the basics of what employment litigation entails and what might be expected of you if your organization is taken to court. This session will help you prepare for the unfortunate and daunting reality that some employee disputes result in litigation.

Scott P. Horton, Esq., Partner, Jaeckle, Fleischmann & Mugel, LLP

M4 – D: Managing Employee Benefit Costs in the Era of Healthcare Reform

HR leaders and HRIS/shared services professionals will learn how to effectively evaluate, design and manage employee benefit costs while complying with the new healthcare reform regulations. During the presentation, Mangan will discuss the rising cost of health care and the ramifications of health care reform legislation. He will review critical data that will help HR professionals make coverage decisions, comply with applicable regulations, and strategically manage rising costs while remaining competitive.

Thomas Mangan, CEO, United Benefit Advisors

Tuesday

9:00 – 10:15 AM

T1 – A: Avoiding The Penalty Box: Record Management, Retention and Destruction

HR Professionals navigate an obstacle course of federal and state laws, multiple personalities and unforeseen circumstances (but at least your job isn't boring!). Accurate, accessible records are critical to effective planning and resolution of the myriad issues that arise in the personnel realm – and encompass a huge part of the HR Professional's work life (you are the gatekeeper, despite the 1,000,000 other things you have to do). Despite its importance, recordkeeping often is done on an ad hoc, haphazard basis, and many organizations don't have a systematic process of record management process or record retention policy. And those organizations that do have a record retention policy may have ignored recent advances in electronic recordkeeping – and electronic discovery rights – leaving a major gap. We will discuss strategies for a systematic records management process and record retention policy, to avoid legal pitfalls and problems.

Rosemary Weaver McKenna, ESQ, Attorney, Conway Love, PLLC

T1 – B: Variable Pay: Incentives & Consequences

The ultimate goal of incenting through variable pay is to improve organizational performance. However, designing the proper plan can be a daunting task. This interactive session will explore the pros and cons of several types of variable pay plans and introduce ideas on how best to implement them. We will explore the numerous types of variable pay that can be used to incent employee performance along with the danger zones that can come with each type.

The session will conclude with a discussion of the danger zones inherent in any variable pay system and how to overcome these obstacles.

Ed Krow, Principal, Implementation Management Group, LLC

T1 – C: SHRM Advocacy Team: Shaping HR Public Policy - FEATURED SPEAKER

As an HR professional, you are uniquely positioned to shape the development of federal and state workplace laws and regulations.

This presentation takes you through the basic steps of becoming involved in the public policy process; best practices for contacting, meeting, and building lasting relationships with elected officials and their staffs; and effective ways to communicate the HR professional's perspective on key workplace issues. You will also learn about the initiative SHRM has launched to create a nationwide member advocacy network of HR Advocates, collectively known as the Advocacy Team, or A-Team.

Bob Carragher, Senior State Affairs Advisor, SHRM

T1 – D: The 7 Deadliest Sins of Leadership & Workplace Communication'

This interactive program exposes participants to the 7 most damaging communication habits taking place daily in every workplace. We identify the challenges participants are most frustrated with in their present work environments and explore how each specifically relates to the 7 deadliest communication sins. We will review the reasons these occur and perpetuate, then offer simple communication solutions to apply to each. We will also show how to improve interpersonal communication across 21 different contexts.

Skip Weisman, president, Weisman Success Resources, Inc.

10:45 – 12:00 Noon

T2 – A: HR at the Core – FEATURED SPEAKER

A high-performance, healthy organization starts with HR at the core. HR is pivotal to everything — culture change, radical innovation, effortless engagement, inspiring leadership and world-class customer service. But how do you inspire everyone throughout the organization to proactively integrate HR into their plans, strategies? In this highly interactive keynote, Aman shows how a few simple, profound shifts ignite this huge transformation. You'll get to practice these shifts during the Conference, and implement them at once.

Aman Motwane, President, Skills 2.0

Concurrent Sessions, Cont.

T2 – B: Make Difficult People Disappear: How to Deal with Stressful Behavior and Eliminate Conflict

We all have at least one person we wish we could make disappear...without getting in trouble! It's not magic. Its proven methods to communicate, mediate, and resolve stressful misunderstandings, so no one gets fired or mired in conflict. This presentation will dig deeper than personalities, address the impact of stress, and remind you of the power of your habits, and expectations, while helping you practice the skills to work with even the most challenging of employees, bosses, or colleagues.

Monica Wofford, CSP, CEO, Contagious Companies, Inc.

T2 – C: How to Increase Executive Presence

Executive Presence: it's a very hot term these days. Everyone wants it, yet addressing it is somehow elusive because it encompasses soft skills that are challenging to identify and improve. Rather than thinking of it like the famous definition of art, "I know it when I see it," Maren breaks Executive Presence into ten specific elements, discussing how to increase each one. You'll leave with actionable items for you and your team to practice.

Maren Perry, MA, PCC, President, Arden Coaching

T2 – D: The Top Ten Barriers to Inclusion

Have you ever felt excluded from the inner workings of an organization because you were the new person? Have any of your students ever felt excluded? The answer may surprise you. Most of us share a common experience: being an outsider. From being the new transfer student to walking into a meeting where everyone is a stranger, most of us share a common ground experience of realizing when we are the "only one." In various contexts, students who are different—whether based on nationality, race, color, sexual orientation, gender, age, ethnicity, disability or even a characteristic that is not apparent—may feel marginalized by subtle (and not so subtle) encounters with majority members of the campus community. This marginalization can result in low morale, high attrition rates, or difficulty recruiting top talent from diverse backgrounds. Top Ten Barriers to Inclusion is a diversity in leadership training program that provides management strategies for students who may find themselves in the minority. Throughout the session, program participants explore how behavior is perceived by others and how it can interfere with a productive work environment for those involved.

Natalie Holder-Winfield, Speaker, Quest Diversity Initiatives, LLC

Solution Center

Buffalo Niagara Convention Center

Solution Center - Marketplace, Book Signings, Fun, Food and More!

Explore NYS SHRM's Solution Center to discover new products and services to enhance your organization and enable you to make a difference. Time has been scheduled for conference participants to visit the Solution Center to network with experts and colleagues.

The following are some of the areas that will be represented:

Recruitment	HR Information Systems
Legal Services	Employment Services
Benefit Services	Consulting
Media and Publication Services	

The Solution Center is also the place for most coffee and snack breaks. Be sure to experience the culinary delights of The Buffalo Niagara Convention Center at the Opening Social Reception.

Solution Center - Event Schedule

The Solution Center is open on Sunday at 4 pm and Monday from 9:30 a.m. to 6:45 p.m. Books for the book signings noted below can be obtained at the SHRM Foundation booth for a donation of \$25.00 or more, (cash and checks made out to the SHRM Foundation only-thanks!)

<u>Date</u>	<u>Time</u>	<u>Exposition Event</u>
Sunday, Sept 15	4:00 p.m. - 5:00 p.m.	Opening Social Reception
	4:15 – 4:45	Book Signing, Cy Wakeman
Monday, Sept 16	10:15 a.m. - 11:00 a.m.	Coffee Break
	10:25 – 10:50	Book Signing, Aman Motwane
	3:15 p.m - 4:00 p.m.	Energy Break:
	3:25 – 3:55	Book Signing, Jon Petz
	5:15 p.m. - 6:30 p.m.	Evening Social Reception – Adult Beverages & Hors d'oeuvres

Prizes Galore!

The HR Hat Trick INNOVATE! IMAGINE!, INSPIRE! Will give away \$1,000 in cash and a free registration to the NYS SHRM 2014 Conference as well as other prizes and surprises.

Conference OnLine

Take the conference home with you. Each participant will receive online access to information on each Conference presentation, a listing of participants and exhibitors as well as information about the NYS Society for Human Resource Management, the 16 Chapters in New York State and upcoming State Council Events.

2013 Conference Participant Registration Information

Conference Fees SHRM (National) Or Local Affiliate

Chapter Members:

\$425; Early Bird \$375

Early Bird date – July 31, 2013

Conference Fees Non-Members:

\$475; Early Bird - \$425

Register online at: <http://www.nysshrm.org>

Sunday, Sept 15 through Tuesday, Sept 17, 2013

Conference fees include pre-conference workshops, keynotes, concurrent sessions, all meals, cocktail receptions, conference tote bag, list of all exhibitors and participants, and online access to conference materials.

Hotel Accommodations: Hyatt Regency Buffalo Hotel and Conference Center

Two Fountain Plaza, Buffalo, NY 14202

Hotel Reservations:

Make your reservations today by calling 1-888-421-1442 and mentioning the NYS Society for HR Management Conference or log in at

<https://resweb.passkey.com/go/nyssocietyforhrmgmt> for your discounted room rate of **\$139 per night.**

Cancellation Policy:

Conference cancellations received in writing before August 15, 2013 will receive a full refund less a \$75 administrative fee. After August 15, 2013, no refund is provided.

Additional Hotels:

Will be added if needed

Tax Deductibility:

Conference expenses may be tax deductible; consult your tax advisor.

Conference Payment:

Payments can be made online using Visa, MasterCard and American Express at www.nysshrm.org.

Checks and Money Orders should be made out to: NYS SHRM Conference and mailed to:

NYS SHRM
c/o Christine DePeters
Computer SOS, Inc.
1505 Cleveland Drive
Cheektowaga, NY 14225

Questions on Registration: cdepeters@netsos.com

Suggested Dress Code:

Business casual – and don't forget plenty of business cards!