



## 2011 SHRM Colorado State Conference Track Definitions

### Revolutionary HR: Human Capital in the New Economy

**GLOBAL HR** – As the global market expands, so does the role of HR. In a global economy, where organizations and employees span countries and continents, keeping pace with international HR issues is not just important it's ESSENTIAL - even if your business is a local one.

**HR LEGISLATION** – Employers are experiencing the most active HR policy agenda in 30 years. It will be absolutely vital for HR professionals to get the most up-to-date information on these policy initiatives and how you as an individual can make an impact on the issues that could substantially change the way you do your job. Deepen your understanding of navigating the legal environment as well as the specific areas of the law that regularly and directly impact the employment relationship.

**STRATEGIC ARCHITECTS** - HR processes should be aligned with the business strategy and be mindful of internal employees as well as their firm's external customers. HR professionals should understand their companies' marketplace and have working insight into all aspects of the business, including finance, operations and production. It is this alignment that enables HR to translate business strategies into effective human capital solutions.

**PUBLIC SECTOR** – Public Sector HR professionals face the same challenges as their private sector counterparts but the challenges require unique solutions. Sessions here are designed for professionals in Federal, State, and Local government, schools, hospitals and other public employers.

**HUMAN CAPITAL INTELLIGENCE** - HR Analytics is an emerging discipline that can help enable HR to focus on the right solution, speak the right business language, and fulfill the promise of becoming a true strategic partner. HR needs the power of analytics to differentiate, address and measure which outcomes matter most to their specific business.

**INNOVATION** – Buggy Whips, Walkman, and record stores have all met their demise. HR professionals are at a crossroads: resist the gravitational pull toward status quo and initiate change or do nothing and join the Buggy Whip. To be successful in HR in today's environment, you have to be more sophisticated than ever before in the alignment of strategy, practices, and people. How will you be innovative???



<b>Day 1 WEDNESDAY, SEPTEMBER 28</b>							
START	END	EVENT		SPEAKER	PRESENTATION	DESCRIPTION	
		<b>ALL DAY</b>	<b>PARTIAL DAY</b>				
7:00 AM	6:00 PM	Registration					
8:00 AM	5:00 PM	Tattered Cover Bookstore					
8:30 AM	5:30 PM	SHRM Academy (Strategic HR)	(lunch from 12:30 PM to 1:30 PM)	Marla Bradley, SHRM Affiliate Instructor	SHRM Academy		
8:30 AM	5:30 PM	HR Legal update		Merrily Archer and Fisher and Phillips			
<b>MORNING EVENTS</b>							
7:00 AM	8:00 AM	<b>Continental Breakfast</b>					
8:30 AM	12:00 PM	HR for Small Businesses (repeated again in PM)		Lori Papierniak	HR for Small Businesses		
8:30 AM	10:00 AM	Social Media for HR		Luke Wyckoff	Social Media for HR	1 What are the top HR Departments in America doing with Social Media. 2 How should HR be measuring the effectiveness of Social Media. 3 How HR can work with Marketing Departments to create a digital brand.	
10:30 AM	12:00 AM	Social Media for HR		Jennifer McClure	The Case for Using Social Media as an HR Professional: Growing Your Career & Competing for Talent in a Web 2.0 World	Understand how to choose and use the most relevant social media tools that align with your career objectives as well as your organization's talent strategies and culture.	
12:00 PM	1:30 PM	<b>Lunch/Speaker</b>		Mark Stelzner			
<b>AFTERNOON EVENTS</b>							
1:30 PM	3:00 PM	Social Media for HR		Kasey Sixt	You Are What You Share	At the end of the session, participants will be able to leverage the most effective guidelines and tip for social media, create and share fresh content to maintain an engaging and authentic online presence, and create and utilize video content for employee communications, recruitment and retention.	
1:30 PM	5:00PM	HR for Small Businesses (repeated)		Lori Papierniak	HR for Small Businesses		
1:30 PM	5:00PM	CEO Panel - Strategic HR (topic)		TBD	CEO ROUNDTABLE: HUMAN CAPITAL IN THE NEW ECONOMY	To provide knowledge to the HR professional about today's priorities of the business CEO that would impact the HR strategy, mission and goals.	
3:30 PM	5:00 PM	Social Media for HR		Ken Pinnock (for Karen Stafford)	Tweet, Tweet, You're It! Implications of Social Media in the Workplace.	From recruiting and onboarding to employee relations and training, we'll cover the gamut of proactive social media policies, procedures and best practices available, through just the right blend of discussion, lecture, and case study activities.	
6:00 PM	8:00 PM	<b>Evening Event</b>		Sponsored Networking Event			

<b>Day 2 THURSDAY, SEPTEMBER 29</b>					
START	END	EVENT/TRACK	SPEAKER	PRESENTATION	DESCRIPTION
7:00 AM	4:00 PM	Registration			
7:00 AM	8:00 AM	<b>Continental Breakfast</b>			
8:00 AM	4:00 PM	Tattered Cover Bookstore			
8:00 AM	8:30 AM	Opening Remarks	Pam Green		
		Welcome			
8:30 AM	9:30 AM	Opening Speaker Light	Pam Green		
9:30 AM	10:30 AM	Grand Opening			
10:30 AM	12:00 PM	<b>Concurrent Sessions</b>			
10:30 AM	12:00 PM	Global HR	Edgar Pepke	Alignment: Why It Matters and How It Leads to High Performance and Success	Attendees will be introduced to a framework for alignment, how to align HR and OD strategies in support of organizational strategies, and be given tools for immediate application to their organizations and teams.
10:30 AM	12:00 PM	HR Legislative	Larry Marquess	Labor Initiatives in the Colorado Market: How Union Influence is Affecting our Work Environments	
10:30 AM	12:00 PM	Strategic Architects	Leila Bulling Townen	HR vs. Executives: Must Do vs. Want to Do	Learn the ways you are limiting, in 1:1 and group meetings, your strategic agility as an HR professional, and discover how to develop a confident, persuasive, and in-demand consultative approach while being aware of do's and don'ts for meeting with your senior-level clients and the executive committee.
10:30 AM	12:00 PM	Public Sector	Charles Passaglia	Taking the High Road: New Challenges in Public HR Law	This session is intended to convey the critical differences between public and private HR law through examination of current trends and cases.
10:30 AM	12:00 PM	Human Capital Intelligence	David Sutherland	How Strategic Workforce Planning Links Talent Strategy to Business Strategy: CH2M HILL Case Study	Participants will learn how workforce planning & analytics align talent strategy to business strategy, important factors to consider regarding how to set-up & implement a successful Workforce Planning function & how emerging simulation/optimization technology can be leveraged for accurate long-term scenario planning.
10:30 AM	12:00 PM	Innovation	George Fleming	Will You Evolve or Expire? The 3 Keys to Re-Inventing the HR Professional	Learn how to transform your role from the transactional to one that has transformational impact - Discover the 3 keys to being seen as a "must have" strategic partner within your organization - Leave with a four-point plan for ensuring your evolution and success
12:00 PM	1:15 PM	<b>Lunch</b>			
1:15 PM	2:45 PM	<b>Concurrent Sessions</b>			

1:15 PM	2:45 PM	Global HR	Ava Diamond	Lead Where You Are: How Every Employee Can Make a Positive Difference	Learning Objectives: Learn how to create a culture that supports personal leadership. Be able to connect people to the purpose and goals of the organization and focus their actions. Learn how to develop the attributes of personal leadership in every employee. Workplace Application: Encouraging, supporting and developing personal leadership in every employee will increase productivity, loyalty, and engagement.
1:15 PM	2:45 PM	HR Legislative	Ilyse Schuman	HR Legislation: Employers are facing dramatic changes in HR policy.	You will gain an in-depth understanding of HR policy initiatives that have a significant impact on your workplace.
1:15 PM	2:45 PM	Strategic Architects	Tina Berthelot, Alexis Miles, Priscilla Bohl, Judy Jackson, Wy Livingston, and Steve Wright	Building Strategic Alliances on a Shoestring Budget	At the end of this session participants will know how to utilize core and customized services, evaluate the value of partnering, and identify innovative solutions to achieve their business talent management strategies.
1:15 PM	2:45 PM	Public Sector	Christina Griggs	Public Sector Finance Basics for Stronger HR Strategies	Participants will learn the basics of governmental fund accounting and how it integrates with HR.
1:15 PM	2:45 PM	Human Capital Intelligence	Rim Yurkus	Understanding What Makes Your High-Performers Tick and What Makes them Stick	How to use data to understand and retain high-performers to evolve your organization to a higher level of performance.
1:15 PM	2:45 PM	Innovation	Michael Cushman	Empowering HR to Do the Impossible: Changing Difficult, Highly Resistant People.	Overcoming high resistance and changing difficult people are nearly impossible, but the combination of three new people-changing technologies enables HR leaders to do amazing transformations, quickly, precisely, and reliably.
2:45 PM	3:00 PM	<b>Break</b>			
3:00 PM	4:30 PM	<b>Concurrent Sessions</b>			
3:00 PM	4:30 PM	Global HR	Doug Harris and Jackie Baldyga	Future Trends in Diversity & Inclusion & the Impact of HR	1. Understand the impact of future demographic and changing workplace trends from an HR perspective 2. Identify HR strategies and solutions to address current and future trends 3. Increase general Diversity Awareness
3:00 PM	4:30 PM	HR Legislative	Senator Linda Newell	Understanding the Legislative Process: Timing, Involvement, and Influence in our State Legislature	

3:00 PM	4:30 PM	Strategic Architects	Seth Davies	Leadership GPS - Growth, Performance, Sustainment	The attendees will learn to drive business objectives down from the top-level management to the hourly employee and learn to execute an action plan that directly impacts each echelon of the organization by holding people accountable for results within their realm of responsibility
3:00 PM	4:30 PM	Public Sector	Karen Main	The Public Sector: It's not just for Baby Boomers anymore	1. Understand the driving energy behind different generations. 2. Learn how to accommodate those differences in Performance Management efforts. 3. Learn how to accommodate those differences in your training & educational programs
3:00 PM	4:30 PM	Human Capital Intelligence	Gary Vansuch	Change management: moving from good intentions to good results	1. The fundamentals of change management. 2. Linkage change management to business results. 3. Key activities to integrate change management into your organization's competency base.
3:00 PM	4:30 PM	Innovation	Stephen Shapiro	Personality Poker: Driving High-Performance Teamwork and Innovation	Personality Poker is a fun, interactive and effective way for teams to learn the best way to work with together to drive high-performance teamwork and innovation.
5:00 PM	6:30 PM	<b>Speaker Reception</b>			
6:00 PM	8:00 PM	<b>Networking/Cocktail Event</b>			

<b>Day 3 FRIDAY, SEPTEMBER 30</b>					
START	END	EVENT/TRACK	SPEAKER	PRESENTATION	DESCRIPTION
6:45 AM	8:15 AM	<b>Breakfast</b>			
6:45 AM	8:00 AM	Registration			
7:00 AM	11:00 PM	Exhibit Hall Open			
7:00 AM	2:00 PM	Tattered Cover Bookstore			
8:00 AM	9:30 AM	<b>Early Bird Sessions</b>			
8:00 AM	9:30 AM	Global HR	Kurt Moydell	Human Capital Management - How Top Organizations Drive Profits Efficiently	Educate the community on the ROI of HCM Applications - Present specific benefits realized by an HCM user
8:00 AM	9:30 AM	HR Legislative	Kim Ritter		
8:00 AM	9:30 AM	Strategic Architects	Traci Maddox	Shaping Workforce Behaviors - HR Strategy in Action	This workshop provides the framework for integrating essential behaviors into your recruitment, development, and performance programs--to bring out the best in your workforce. Top 3 Learning Objectives: Describe the five key behaviors that employers all over the United States consider essential; Explore how to integrate the REACH framework into your recruiting, performance management, and development programs; and Learn how to help employees hit the ground running and be productive for your organization from the start.
8:00 AM	9:30 AM	Public Sector	Carla Schnitker	The Underestimated Power of Communication, 3 case studies	Strongly Improved communication skills based on the latest insights that can be used in all kinds of circumstances like change processes, or handling difficult people while avoiding the main pitfalls in communication in the workplace.
8:00 AM	9:30 AM	Human Capital Intelligence	Kris Boesch	Make Your Employees Happy & Your Company Money	From this session you will understand the bottom-line business case and ROI of happy employees, discover where your company stands on the 8 Critical Factors to Employee Happiness and learn the top 10 ways to create and keep happy employees.
8:00 AM	9:30 AM	Innovation	Todd Faubion	Threat Management - The rubber meets the road in a five component model	1. To raise awareness of threat management as a tool against workplace violence 2. To introduce a workable model for managing threat investigations 3. To empower attendees to deal with threats of violence and encourage organizations to implement threat management programs
9:30 AM	9:45 AM	<b>Break</b>			
9:45 AM	11:00 AM	<b>Concurrent Sessions</b>			

9:45 AM	11:00 AM	Global HR	Phillip Berkowitz	Cross-Border Employment Disputes: Strategy, Investigations, and Traps for the Unwary	The focus of this presentation will be to alert in-house HR professionals to the special concerns that may arise in handling cross-border employment related investigations and disputes, and to provide tools necessary to respond to these matters effectively.
9:45 AM	11:00 AM	HR Legislative	Rich Jones and Frank Waterous	Opportunity Lost, When Hard Work Isn't Enough for Colorado Families: A review of economic indicators and a status report on the state's poor and low-income working families and how legislative initiatives can	
9:45 AM	11:00 AM	Strategic Architects	Morag Barrett	Cultivating Winning Relationships	Learn a new model and concepts for building a trust-based culture of accountability and satisfaction through aligning key stakeholder relationships. Assess key stakeholder relationships and identify the actions that can be taken, and the skills that can be taught to build Ally relationships and repair broken (Adversary) relationships. Identify the business impact of organizational culture and how this is built on effective working relationships, including how to measure and link improvements to business goals PRIMARY WORKPLACE APPLICATION: • Develop an organizational culture of collaboration and teamwork that breaks down the barriers that prevent outstanding results
9:45 AM	11:00 AM	Public Sector	Michelle Ferguson	Due Process, Freedom of Speech, Invasion of Privacy --- What?! Issues Facing the Human Resources Manager of a Public Entity.	Understand the additional legal rights and protections afforded to public employees; Learn about recent cases involving rights of public employees; and • Develop best practices for handling HR issues involving public employees.
9:45 AM	11:00 AM	Human Capital Intelligence	Laurie Bassi	The New Economics of People and Profit	1. Articulate the link between people and profits. 2. Identify the attributes of effective human capital analytics and smarter measurement. 3. Create an action plan, specific to your organization, on how to leverage your people to drive business results.

9:45 AM	11:00 AM	Innovation	Denise Kay	Powerful Innovation: How Employers Can Implement a Sustainable, Clean Energy Future	Attendees will learn how employers can implement a sustainable, clean energy future at their company, gain an understanding of the tangible benefits created for employees, the company and the environment, and receive an understanding that vendors and building owners can also be empowered with clean energy sustainability tools.
9:45 AM	11:00 AM	Innovation	Ken Beitel	Tweet, Tweet, You're It! Implications of Social Media in the Workplace.	From recruiting and onboarding to employee relations and training, we'll cover the gamut of proactive social media policies, procedures and best practices available, through just the right blend of discussion, lecture, and case study activities.
11:15 AM	1:00 PM	<b>Keynote/Lunch/Closing</b>	Ram Charan		