



Media Contact:
Lee Ann Fleming
303-594-1750
Leeann.fleming@yahoo.com

TODAY'S HUMAN RESOURCES CHALLENGES ADDRESSED IN CONFERENCE

SHRM Colorado presents "Revolutionary HR" in Keystone this September

Denver (March 2, 2011) —Human Resource professionals and business leaders are invited to a comprehensive conference this fall in Keystone, presented by the [Society of Human Resource Management \(SHRM\) Colorado](#). The conference, Sept. 28-30, features internationally-known business strategist [Ram Charan](#), and more than a hundred participatory sessions in areas such as legislative issues, global HR, innovation and new technology being embraced by Human Resources, such as Social Media. "[Revolutionary HR: Human Capital in the New Economy](#)," will be a powerful learning and networking experience for anyone in business working in or around the HR function.

Held only every other year, the conference, presented by SHRM Colorado's [State Council and the six local chapters across the state](#), brings together professionals and business people who have responsibilities in HR. Day one of the conference includes a CEO panel and pre-conference workshop track designed specifically for company leadership, to learn how HR can improve their businesses and help realize organizational goals. The state-of-the-art information imparted to attendees will be valuable immediately back on the job.

"In putting together this year's conference, we included what we see as some of the new challenges in HR such as analytics and measurement," said Ronda Gallup, SHRM Colorado Director. "We are determined to provide educational offerings for every level of professional, to increase their knowledge and understanding of HR and its interaction with business."

As well as tracks for public sector HR, global, and legislative (advocacy), SHRM Colorado is also offering a full-day legal update for attendees to get up to speed on the hundreds of new regulations affecting HR management, presented by the law firm Fisher & Phillips.

"We recognize that to thrive, we need to stretch. For instance, the global sessions are not just for companies that have a global presence, but who think globally in their business," said Bernadette Leyendecker, chair of the conference committee. "Bottom line, the old way of doing HR is gone. We are helping professionals come into the future."

Keynote speaker Ram Charan is a Senior Fellow at the Wharton School of Business and the author of 17 books, including "The Talent Masters" and "The Leadership Pipeline" and has coached business notables such as Jack Welch at GE and leaders at companies as diverse as Verizon, Novartis, Dupont, Thomson Corp., Honeywell and KLM.

For more information on the many learning opportunities and to register for the conference, go to www.COSHRM.org.

About SHRM

[The Society for Human Resource Management \(SHRM\)](#) is the world's largest association devoted to human resource management. Representing more than 225,000 individual members, the Society's mission is to serve the needs of HR professionals by providing the most essential and comprehensive resources available. As an influential voice, the Society's mission is also to advance the human resource profession to ensure that HR is recognized as an essential partner in developing and executing organizational strategy. Founded in 1948,

SHRM currently has more than 575 affiliated chapters within the United States and members in more than 125 countries, with offices in China and India.

- ### -