



CRHRA ANNUAL CONFERENCE AND MARKETPLACE

Tuesday March 25, 2014

Be an HR SuperHeRo



*Breakfast & Lunch Keynote Speakers
HR Vendor Marketplace
A.M. & P.M. Concurrent Sessions
Cocktails and Networking
Door Prizes & the Grand Prize*

Featuring:

SHIRLEY DAVIS SHEPPARD, Ph.D., SPHR



*It's been said that "good things come in small packages."
Well that's been my personal experience with Dr. Shirley Davis –
one of the most dynamic and captivating speakers I've seen on stage. She's humorous,
full of energy, and keeps people fully engaged and on the edge of their seats as she
shares her real life personal stories, setbacks, strategies, and solutions that inspires,
empowers and motivates others to achieve greatness and to go to the next level.*

Les Brown, Speech Coach

Conference Schedule

- 8:00 – 8:30 AM:**
Registration and Breakfast
- 8:30 – 9:45 AM:**
Welcome and Keynote Speaker
- 9:45– 10:45 AM:**
Coffee Break in the Exhibitor Marketplace
- 10:45 – 11:45 AM:**
First Concurrent Session
- 11:45 – 1:30 PM:**
Lunch and Keynote Speaker
- 1:30 – 2:30 PM:**
Dessert in the Exhibitor Marketplace
- 2:30– 3:30 PM:**
Second Concurrent Session
- 3:30 – 4:30 – Final Marketplace and Grand Prize Drawing**
- 4:30– 5:30 PM:**
Third Concurrent Session
- 5:30 – 6:30 PM:**
Cocktails and Networking

Saratoga Springs City Center
522 Broadway,
Saratoga Springs, NY 12866



Be an HR SuperHeRo

Breakfast Keynote Speaker:

THE DISRUPTION OF HR: WORKFORCE TRENDS THAT ARE TRANSFORMING THE ROLE OF HR AND DIVERSITY & INCLUSION

This session will provide an overview of key trends impacting the role of HR and Diversity & Inclusion professionals. It will also outline recommended strategies and best practices that practitioners can implement to become transformational, rather than transactional. In addition, it will highlight the 21st century competencies all HR and Diversity & Inclusion professionals should have in order to achieve greater value and impact in their organizations.

Dr. Shirley Davis Sheppard

An internationally acclaimed speaker, business executive and global talent and workforce management thought leader, is also the Chief Global Diversity and Inclusion Officer at the Society for Human Resource Management.

Dr. Davis Sheppard has more than 20 years of business experience and has worked at Fortune 500 and 100 companies in various senior and executive leadership roles. She has been featured on NBC's The Today Show, and quoted in various print media including the Wall Street Journal, Essence Magazine, Black Enterprise Magazine and The HR Magazine. She was named one of the Top 100 Corporate Executives in America by Uptown Professional Magazine; a "Woman Worth Watching" by Profiles in Diversity Journal; received the "Top 50 Women of Power in Business Award by Minority Enterprise Advocate Magazine, and named a Strategic Star by Diversity Woman Magazine. She is the author of the new audiobook entitled, **"Reinvent Yourself: Strategies for Achieving Success in Your Career, Personal Life, Relationships, and Finances."**

She holds a Bachelor's Degree in Pre-Law; a Master's Degree in HR Management; and a Ph.D. in Business and Organization Management, specializing in Leadership Development.

Lunch Keynote Speaker:

MANAGERS & SUPERVISORS: HR's SUPER FRIENDS

HR SuperHeRos cannot function alone and need the support of supervisors and managers – or at a minimum, need supervisors and managers to not create additional liability by their actions or inaction. In this presentation, John will address how HR should prepare and nurture supervisors and managers to advance organizational goals without creating liability, what HR should ensure supervisors and managers know about legal issues, how to go about conveying this information, and the proper role of supervisors and managers in addressing common concerns, including FMLA issues, accommodation requests and harassment complaints.

John M. Bagyi, Esq., SPHR

John is an attorney and certified Senior Professional in Human Resources who is a Member (Partner) at Bond, Schoeneck & King, John counsels and represents employers of all types and sizes in a variety of labor and employment-related contexts. He has served as a guest lecturer at Albany Law School, the University at Albany, Union Graduate School and the Lally School of Business at RPI and is a frequent speaker at national, regional and state conferences, including the National SHRM Conference. John also serves as General Counsel to the New York State Society of Human Resource Management.

John has been selected for inclusion in New York Super Lawyers Upstate Edition as well as the Super Lawyers Business Edition and Corporate Counsel Edition of Super Lawyers. John has also been recognized in Who's Who in America, Who's Who in Emerging Leaders. John has been listed in The Best Lawyers in America for labor and employment law since 2007, when he was the youngest attorney in New York State to be recognized. Most recently, The Best Lawyers in America named John the 2014 Albany Labor Law - Management "Lawyer of the Year" and Albany Employment Law - Management "Lawyer of the Year".



Be an HR SuperHeRo CONFERENCE SCHEDULE AT-A-GLANCE

8:00 – 8:30 AM	Attendee Registration and Breakfast
8:30 – 9:45 AM	<u>Welcome and Keynote:</u> The Disruption of HR: Workforce Trends That Are Transforming the Role of HR and Diversity & Inclusion - <i>Shirley Davis Sheppard, Ph.D., SPHR</i>
8:00 – 9:30 AM	Exhibitor Set-Up
9:45 – 10:45 AM	Coffee Break in the Exhibitor Marketplace
10:45 – 11:45 AM	<u>Concurrent Session I:</u> <ol style="list-style-type: none"> 1. Why Do They Do That? – <i>Alan Krieger, Krieger Solutions, LLC</i> 2. KAPOW! Be a SuperHeRo to All Generations in Your Workplace – <i>Betty DiMaria, Aras Performance Group</i> 3. The New Pay or Play Rules Under The Affordable Care Act – <i>Kate Saracene, Esq., Nixon Peabody</i>
11:45 – 1:30 PM	<u>Luncheon and Keynote Speaker:</u> Managers and Supervisors: HR’s Super Friends - <i>John M. Bagyi, Esq., SPHR, Bond, Schoeneck & King</i>
1:30 – 2:30 PM	Dessert in the Exhibitor Marketplace
2:30 – 3:30 PM	<u>Concurrent Session II:</u> <ol style="list-style-type: none"> 1. The HR SuperHeRo Fight Against the Villainous “Caregiver Discrimination” – <i>Frank A. Cania, MS, EMP. L, SPHR, DRIVEN HR, LLC</i> 2. ERISA Electronic Disclosure SuperHeRoes – <i>Brian P Goldstein, Esq and Oleg Kotov, Esq, Jackson Lewis</i> 3. Just Because You’re Talking Doesn’t Mean You’re Communicating – <i>Judi Clements, Judi Clements Training & Development</i>
3:30 – 4:30 PM	Coffee Break and Final Exhibitor Marketplace: Exhibitor Prize Drawings, and Grand Prize Drawing.
4:30 – 5:30 PM	<u>Concurrent Session III:</u> <ol style="list-style-type: none"> 1. Every Brand Needs a Hero – <i>Mark Parfitt, Fitt Talent</i> 2. Gamification in Career Advancement Strategies – <i>Michael F. Maciekowich, Astron Solutions</i> 3. Cyber Security SuperHeRoes: 7 Tactics for Securing Employees – <i>Reg Harnish, CISM, CISSP, CISA, ITIL, GreyCastle Security.</i>
5:30 – 6:30 PM	Cocktails and Networking



Be an HR SuperHeRo Conference Session Summaries

Concurrent Session I – 10:45 – 11:45 AM

Why Do They Do That?

Alan Krieger, Krieger Solutions, LLC

People sometimes completely misinterpret your actions and act in ways that seem to make no sense. This session will present a new filter through which you can better understand other people's intentions and help them better understand yours. You will learn a simple model for understanding communication styles and work behaviors. It will shed an entirely new light on your difficult people and work conflicts. You will learn how you can work with this to prevent conflicts and build a more positive workplace.

The objective of this session is to present a model for understanding critical variations in how people approach communication and work relationships. This is a new strategy for looking at ways to build stronger work relationships and prevent and resolve workplace conflict and dissent. This can help HR introduce strategies to build stronger teams and increase motivation and productivity. If you deliver this, you'll be a hero!

Take home tools: A model to help identify differences in styles, and strategies for better connecting with various styles

KAPOW! Be a SuperHeRo to All Generations in Your Workplace

Betty DiMaria, Aras Performance Group

For the first time in history, there are employees from five different generations in the workplace. Become aware of the dynamics this creates, and ways in which you can use this knowledge to become a Generational Superhero!

This session will increase understanding of the five generations in the workplace today, and the ways in which HR professionals can use this knowledge to improve performance in their organizations.

Learning objectives include characteristics of the five generations, communication differences, hiring and retention challenges, impact on organizational performance, success strategies.

Participants will receive a handout describing the generations including their influencers, career objectives, and motivators. They will also receive specific success strategies that they can implement and teach to others.

The New Pay or Play Rules Under The Affordable Care Act

Kate Saracene, Esq., Nixon Peabody

On February 10, 2013, federal regulators released the final regulations regarding the employer play-or-play mandate under the Affordable Care Act. This session will review the key provisions of those regulations, including:

- How to determine whether you are a “large employer” subject to the play-or-pay mandate
- Counting hours of service and identifying your full-time employees
- Optional look-back measurement periods and stability periods
- Special rules for seasonal and variable-hour employees
- Affordability safe harbors
- New reporting requirements



Be an HR SuperHeRo Conference Session Summaries

Concurrent Session II – 2:30 – 3:30 PM

The HR SuperHeRo Fight Against the Villainous “Caregiver Discrimination”

Frank A. Cania, MS, EMP. L, SPHR, DRIVEN HR, LLC

Every day, approximately 60 million Americans act as “caregivers” to others, willingly accepting the personal sacrifice, responsibility, and seemingly endless commitment to the well being of another. Yet, rather than being admired and supported by their employers, scores of these Everyday Superheroes find themselves engaged in a battle against discrimination and retaliation.

According to the Center for WorkLife Law at UC Hasting College of the Law, “Family Responsibilities Discrimination (“FRD”), also called caregiver discrimination, is employment discrimination against workers based on their family caregiving responsibilities.” The effects of FRD are felt by pregnant women, parents, our friends, neighbors, and co-workers with aging parents, and those with sick spouses or partners.

Although there are currently no federal laws that specifically prohibit FRD, or identify “caregiver” as a protected category, there are a number of statutes that may apply in various situations. Title VII of the Civil Rights Act of 1964, the Pregnancy Discrimination Act, the Family and Medical Leave Act (“FMLA”), and the Americans with Disabilities Act (“ADA”), as amended, all contain protections.

With complaints of unlawful treatment related to caregiver status up approximately 400% in just the last few years, employers need to have a better understanding of this emerging area of potential liability.

ERISA Electronic Disclosure SuperHeRoes

Brian P Goldstein, Esq and Oleg Kotov, Esq, Jackson Lewis

In the modern age, benefit plan administration is increasingly handled in a paperless, electronic environment. Proper use of electronic media can appreciably reduce the costs of plan administration, but failure to follow ERISA and Internal Revenue Code rules can have serious repercussions, including fiduciary violations and possible plan disqualification. This presentation will address ERISA rules governing electronic disclosure of various employee benefit plan documents (such as summary plan descriptions) and compare these with IRS rules for use of electronic media to obtain participants’ elections and provide notices required under the Internal Revenue Code. It is important for plan sponsors and administrators to be well-versed in these rules, as a matter of risk management and fiduciary compliance.

Just Because You’re Talking Doesn’t Mean You’re Communicating

Judi Clements, Judi Clements Training & Development

Time after time problems arise in the workplace because of poor communication. Often people go through years of schooling without proper training in basic interpersonal skills. This can hurt them when they enter the world of work and have to work on teams, manage people, or deal with customers. In this session, Judi Clements helps you take a fresh look at how to be a better communicator. You’ll laugh & learn as Judi demonstrates how & why communication so often fails in the workplace. She’ll show you how a simple misunderstanding can accelerate into a workplace disaster, how technology has both helped and hurt interpersonal communication, & how becoming a good communicator can enhance productivity and reduce workplace errors.



Be an HR SuperHeRo Conference Session Summaries

Concurrent Session III – 4:30 –5:30 PM

Every Brand Needs a Hero

Mark Parfitt, Fitt Talent

Employer branding is a strategy used to uniquely position your organization as a great place to work and is a proven process for recruiting, developing, and retaining key talent. You'll learn how to develop an employer branding strategy that matches your unique organizational culture as well as how implement it throughout the employment lifecycle. We'll also discuss how you can gain executive buy-in for an employer branding strategy, develop partnerships with your company's in-house or outsourced marketing teams to implement creative components, and establish strategic metrics to measure your return on investment and grow your employer brand.

Gamification in Career Advancement Strategies

Michael F. Maciekowich, Astron Solutions

For most organizations today, the business focus has shifted from short-term survival to long-term sustainability as the U.S. and global economy continue to recover slowly from the 2008-2009 recession. Achieving sustainability will be a true test of HR leadership in the uncertain economy ahead. In this presentation, you will explore four major challenges HR professionals are facing today and a two-part strategy for turning the challenges into opportunities for your organization. In addition, you will look at a case study of Deloitte LLP, where the strategies have brought impressive bottom-line results, as well as employee retention, engagement, and productivity.

Cyber Security SuperHeRoes: 7 Tactics for Securing Employees

Reg Harnish, CISM, CISSP, CISA, ITIL, GreyCastle Security.

Today's security breaches don't happen because technology has failed, they happen because people have failed. It is estimated that ninety-five (95) percent of all security and data breaches start with when an employee clicks a malicious e-mail link, falls for a scam or otherwise exposes their organization. The problem can be solved, but it requires new thinking, corporate champions and a little bit of science.

Join GreyCastle Security as we explore the fundamental reasons why people fail and provide 7 proven tactics for securing your employees. The presentation will provide attendees with an entertaining and thoughtful approach to cybersecurity.





CRHRA HR Conference & Expo Registration Form

You may register and pay online at www.CRHRA.org or register by mail by completing this registration form

Registrant Name: _____

Title: _____

Company: _____

Street Address: _____

City/State/Zip: _____

Email: _____

Phone: _____ Fax: _____

Name & Certifications for Badge: _____

SHRM (national) Membership No.: _____ Local SHRM Chapter Name: _____

Conference Fees <i>Same Price, New Location</i>	SHRM or CRHRA Member	Non-Member	Student
Early Bird (By March 10th) SAVE 15%	\$185	\$200	\$40
Regular	\$215	\$230	\$40
Breakfast Program Only (ends at 9:30 AM)	\$50	\$60	\$20

Conference Fee includes all sessions, all meals, prizes (must be present to win), access to Exhibition Marketplace, participant conference bag with handouts, list of all exhibitors and participants in attendance, Conference memory stick.

Meals: Please indicate any special dietary needs you may have: _____
Passover provisions will be available

Cancellation: Cancellations will be subject to a \$50 processing fee. No refunds after 03/20/2014

Tax Deductibility: Conference expenses may be tax deductible; consult your tax advisor.

Conference Payment: Total payment due: \$ _____ *Note: Full Payment Must Accompany Registration Form*

Payment method: Check MasterCard VISA DISCOVER AMEX

Name as it appears on card: _____ Signature: _____

Card No.: _____ Expiration Date: _____

Make checks payable to: CAPITAL REGION HUMAN RESOURCE ASSOCIATION

Send payments to: CRHRA
1450 Western Avenue Suite 101
Albany, NY 12203
518-463-8687; fax 518-463-8656; crhra@caphill.com



Concurrent Sessions:

Please circle the concurrent session topics you plan to attend.

Session Time	Topic
<p>Concurrent Session I 10:45 – 11:45 AM</p>	<ol style="list-style-type: none"> Why Do They Do That? <i>Alan Krieger, Krieger Solutions, LLC</i> KAPOW! Be a SuperHeRo to All Generations in Your Workplace <i>Betty DiMaria, Aras Performance Group</i> The New Pay or Play Rules Under The Affordable Care Act – <i>Kate Saracene, Esq., Nixon Peabody</i>
<p>Concurrent Session II 2:30– 3:30 PM</p>	<ol style="list-style-type: none"> The HR SuperHeRo Fight Against the Villainous “Caregiver Discrimination” <i>Frank A. Cania, MS, EMP. L, SPHR, DRIVEN HR, LLC</i> ERISA Electronic Disclosure SuperHeRoes <i>Brian P Goldstein, Esq and Oleg Kotov, Esq, Jackson Lewis</i> Just Because You’re Talking Doesn’t Mean You’re Communicating <i>Judi Clements, JudiClements Training & Development</i>
<p>Concurrent Session III 4:30 – 5:30 PM</p>	<ol style="list-style-type: none"> Every Brand Needs a Hero <i>Mark Parfitt, Fitt Talent</i> Gamification in Career Advancement Strategies <i>Michael F. Maciekowich, Astron Solutions</i> Cyber Security SuperHeRoes: 7 Tactics for Securing Employees <i>Reg Harnish, CISM, CISSP, CISA, ITIL, GreyCastle Security.</i>

Will you be attending the Cocktail Reception and Marketplace from 5:00 PM to 6:00 PM? ___Yes ___No



You can also register on our website: www.crhra.org

For Questions Contact: Katie Purdy, crhra@caphill.com, 518-463-8687

Reminders:

The dress is business casual. Remember to bring plenty of business cards or address labels for drawings & networking.

Special Note: ONE FORM PER APPLICANT. Please photocopy for additional registrations.