

## REGISTRATION FORM

Name \_\_\_\_\_  
SHRM # \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Special Needs \_\_\_\_\_

**ADVANCE REGISTRATION AND  
PAYMENT REQUIRED**  
*Deadline is April 9, 2010*

### REGISTRATION FEES

Mark your registration type/payment below:

#### **WRC-SHRM Members**

\_\_\_\_ Enclosed is a check for \$99.00 (includes Lunch)

#### **Non-Members**

\_\_\_\_ Enclosed is a check for \$110.00 (includes Lunch)

#### **Students** (must show valid ID at registration table)

\_\_\_\_ Enclosed is a check for \$25.00 (includes Lunch)

**SHRM Members In Transition** – Contact  
jenna@hfk.org for Special Pricing

**Discount Available for Employers registering more  
than 1 attendee** – Contact jenna@hfk.org for pricing.

#### **Make check payable to:**

Western Reserve Chapter - SHRM

#### **Mail registration to:**

WRC – SHRM  
c/o Amy Needles-Barnes  
1511 Pelton Avenue, Austinburg, OH 44010

#### **E-mail registration to:**

amy@classicoptical.com

#### **Fax registration to:**

(330) 759-0176 Attn: Amy Needles-Barnes

## PROGRAM

**7:30AM – 8:15AM**

Registration \ Vendor Visitation  
Continental Breakfast

**8:15AM – 8:30AM**

Welcome

**8:30AM – 9:30AM**

Opening General Session

***THE POWER OF A POSITIVE HR VISION***

**9:30AM – 9:45AM**

Break / Vendor Visitation

**9:45AM – 10:45AM**

Morning General Session

***HR COMPETENCIES: SETTING THE STAGE FOR  
SUCCESS***

**10:45AM – 11:00AM**

Break / Vendor Visitation

**11:00AM – 12:00PM**

Breakout Session I

- A) ***DIVERSITY & INCLUSION AS A BUSINESS STRATEGY***  
B) ***DISCOVERING YOUR POWERFUL PRESENCE***

**12:00PM – 12:45PM**

Lunch / Vendor Visitation

**12:45PM – 1:45PM**

Mid-Day General Session

***CULTURES THAT ROCK!***

**1:45PM – 2:00PM**

Break / Vendor Visitation

**2:00PM – 3:00PM**

Breakout Session II

- A) ***IGNITING LEADERSHIP / DRIVING SUCCESS***  
B) ***HOW CAN HR LEAD WITH SOCIAL MEDIA POLICIES***

**3:00PM – 3:15PM**

Break / Vendor Visitation

**3:15PM – 4:15PM**

Closing General Session

***LEADERSHIP @ THE SPEED OF LIFE***

**4:15PM – 4:30PM**

Closing Remarks / Door Prizes

***Approval is pending for 6 recertification credit hours  
toward PHR, SPHR & GPHR recertification through the  
Human Resource Certification Institute.***

## WESTERN RESERVE CHAPTER

*of the*

**SOCIETY FOR HUMAN RESOURCE  
MANAGEMENT**

WRC-SHRM serves local HR professionals throughout Mahoning, Trumbull, and Columbiana counties, as well as Western Pennsylvania. The Chapter has grown to over 150 members since its inception in 1997. The Chapter received the SHRM Superior Merit Award for 2007 and 2008.

WRC-SHRM continues to build and nurture relationships within the community and with Youngstown State University, including the YSU Student SHRM Chapter.

AFFILIATE OF  
**SHRM**<sup>TM</sup>  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT



For more information about our Chapter, a schedule of upcoming events and other professional development opportunities, and HR news, we invite you to visit our website.

**www.wrc-shrm.org**



# HUMAN RESOURCE CONFERENCE

***Leading with Vision***

*Presented By*



*In Partnership with*

**Youngstown State University /  
Williamson College of  
Business Administration**



**Tuesday – April 20, 2010  
7:30AM to 4:30PM**

***Youngstown State University  
Kilcawley Center - Chestnut Room***  
One University Plaza, Youngstown, OH 44555

***Park in the M-24 lot at the NW corner of  
Fifth Ave. & Arlington St. (enter on  
Arlington across from McDonald's).***

► **THE POWER OF A POSITIVE HR VISION**

**JEANNE T. HAUER – Author, Chief Marketing Officer  
Advocare Group (Cleveland, OH)**

In this session you will get up close and personal with the notion of Vision in HR. It will be our goal to accomplish the following:

- Share a good working definition of Vision in general
- We will identify the historical impact of Vision throughout time
- How does Vision relate to the role of the HR practitioner?
- Practical scenarios where Vision made a difference in an HR role.
- The case for Alignment with Senior Management’s Vision
- How can YOU create your own HR Vision and make a difference?
- The evolution of HR in the C-Suite
- The importance of Talent in an increasingly Service-Centric Economy
- Resources for developing Vision-Thinking
- What can happen with a Positive Powerful HR Vision?
- A key to remember How To Make the POWER of Vision work for YOU

► **HR COMPETENCIES: SETTING THE STAGE FOR SUCCESS**

**MARTHA RAMIREZ, SPHR – SHRM Director  
Western & North Central Region (Chicago, IL)**  
SHRM collaborated with the University of Michigan and the RBL Group on their fifth study on the competencies needed for HR success in the coming decade. Learn how you can leverage the six competencies identified in this study to help give your organization a competitive advantage. Above all, you need to become a credible activist as well as mastering several other key strategic and tactical roles.

*Note: This session is **APPROVED** for 1 hour of **STRATEGIC** recertification credit.*

► **DIVERSITY AND INCLUSION AS A BUSINESS STRATEGY**

**ANDRES GONZALEZ – DIRECTOR OF DIVERSITY  
Cleveland Clinic (Cleveland, OH)**

This program will provide an emphasis on Diversity and Inclusion as a core competency of HR practices, including but not limited to: Strategic initiatives to assist HR professionals in building a business case by improving internal processes and enhancing the work environment. This program will offer tools to educate on creating an alignment between HR and Diversity. The program will also include discussion and practical application in relation to four layers of the Diversity Model, Diversity across Systems - Cultural Sensitivity vs. Cultural Competency, and exploring the Changing demographics and trends as well as talent management. Examples and best practices will be cited from the Cleveland Clinic initiatives. This session will provide education on what drives organizational success and profitability by building and implementing a strong case for Diversity and Inclusion within your organization.

*Note: This session is pending 1 hour of STRATEGIC recertification credit.*

► **DISCOVERING YOUR POWERFUL PRESENCE**

**MAIA BEATTY – Principal  
Maia Beatty & Associates (Bath, OH)**

Your *presence* is your impact, your expression, and your behavior. Although it comes from inside you, it can only be experienced when you interact with someone else. As an HR professional, the foundation of your job is interacting with others. You already have a presence – Is it powerful?

In this session, we will:

- Explore the three beliefs that are the foundation of developing your unique Powerful Presence.
- Identify the abilities that build your Powerful Presence in three ways: with yourself, with other people and with any kind of circumstances.
- Determine three actions you can take right now to discover your unique Powerful Presence as an HR Professional.

**GENERAL SESSION SPONSOR**



► **CULTURES THAT ROCK!**

**STEVE BROWNE, SPHR – Executive Director of HR  
LaRosa’s Inc. (Cincinnati, OH)**

This session will cover the following objectives:

- **Defining Culture as Key** - This session shows that "culture" is the number one reason employees either stay or leave a company.
- **Showing the need to address the issues of having staff that fit your culture and the need to embrace all generations** - Culture and staffing go hand-in-hand and the dual issues of having people fit your culture and understanding the strengths of each generation are key. This session shows HR professionals how to turn that perspective around and work from a position of strength.
- **HR as businesspeople** - The third objective will show attendees the necessity of being a businessperson who practices HR because this is the only way to truly be an integrated and strategic force in a company. The attendees will receive actual examples of how to implement procedures and approaches to ingrain them into leading company culture.

*Note: This session is pending 1 hour of STRATEGIC recertification credit.*

► **IGNITING LEADERSHIP / DRIVING SUCCESS**

**ROXANNE KAUFMAN – President and Founder  
ProLaureate (Cleveland, OH)**

This presentation is focused on helping HR professionals to either gain a new – or refresh an existing - perspective on their role and impact within their organizations. It will provide an opportunity to take a step back from the focus on their day-to-day responsibilities; to see the bigger picture; and to embrace a visionary approach to ‘leading by example’; and how important their own personal and professional leadership development is to the success of the organization and to the corporate population.

► **HOW CAN HR LEAD WITH SOCIAL MEDIA POLICIES**

**SHARON TOERЕК – Attorney  
Licata & Associates (Independence, OH)**

Social media use for your business and by your employees creates new conversations, opportunities and, unfortunately, potential legal pitfalls. An awareness of the legal issues that are raised by social media use, and a bit of thoughtful planning go a long way to avoid these pitfalls.

Here is a quick checklist of common legal concerns to think about when using social media, and how to plan for them:

- Protect your Trademarks
- Respect Copyrights
- Do not ignore domain name registrations
- Be and Hold others Accountable
- Guide your Employees

► **LEADERSHIP @ THE SPEED OF LIFE**

**JIM SMITH, SPHR, PCC – The Executive Happiness Coach (Cleveland, OH)**

Jim Smith, PCC, is The Executive Happiness Coach®. He is a recovering corporate executive whose passion is to help people discover and increase the amount of Happiness in their lives and work. Jim brings the science of Happiness and Positive Psychology into the workplace to help leaders create organizations that respect and engage people while also delivering great results. In this interactive session, Jim will help you:

- Understand the financial impact of Positive in the workplace
- Learn how to shift your mood – and the mood of those around you to help build a more positive culture that serves you and engages your people
- Embody happiness yourself through five intentional actions that are simple yet powerful, and which you will learn and practice in the session
- Understand what it means to “Choose Your Attitude” so you can Lead with Vision AND take care of You.

*Note: Biographical summaries for all speakers will be available at the registration table.*