



# The Capital Region Human Resource Association 2010 Annual Conference and Marketplace

## Leading In the 21<sup>st</sup> Century



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

**\*\*New This Year – Full Day Master Series\*\***  
**Limited Seating**

### CONFERENCE SCHEDULE

**7:30 – 8:00 AM** – Registration and Breakfast

**8:00 – 9:30 AM** – Welcome and Keynote Speaker

**9:30 – 10:30 AM** – Break and Exhibitor Marketplace

**10:30 – 11:30 AM** – First Concurrent Session

**11:30 – 12:15 PM** – Lunch

**12:15 – 1:30 PM** – Keynote Speaker

**1:30 – 2:00 PM** – Dessert in the Marketplace

**2:00 – 3:00 PM** - Second Concurrent Session

**3:00 – 3:30 PM** – Break and Exhibitor Marketplace

**3:30 – 4:30 PM** – Third Concurrent Session

**4:30 – 5:30 PM** – Final Exhibitor Marketplace, Cocktail Party and Networking. Grand Prize Drawing

**Holiday Inn Albany on  
Wolf Road  
March 25, 2010**

# Leading In the 21<sup>st</sup> Century

Breakfast Keynote Speaker:



## Margaret Morford, Esq. What Eagles Dare – The Critical Difference Between Managing and Leading

As the labor pool shrinks, employees will examine more carefully the people for which they are willing to work. More and more, the type of management that exists within an organization will become the deciding factor for whether the organization will be able to retain its current employees as well as attract new ones. This presentation differentiates leadership skills from management characteristics and asks participants to answer eight hard-hitting questions about their ability to lead others. The information will revolutionize thinking about leadership and the way people need to be hired and managed in the future.

Margaret is President for *The HR Edge, Inc.*, an international management consulting and training company. Her clients have included Lockheed Martin, Chevron, Time Warner, U.S. Secret Service, Sara Lee Foods, Home and Garden Television, Nationwide Insurance, U.S. Department of the Treasury, New York Presbyterian Hospital (Cornell & Columbia Medical Centers), U.S. Marine Corps and various local and state governments. Previous to owning her own company, Margaret was Sr. Vice President, Human Resources Consulting for a national consulting firm out of Winston-Salem, North Carolina. She has a BS degree from the University of Alabama and a JD degree from the Vanderbilt University School of Law. She has worked as an attorney, specializing in employment law as well as been Vice President of Human Resources for three large companies. She serves on the Board of Directors for Aegis Sciences Corporation. She is often quoted as a business expert in newspapers and magazines across the country including *Wall Street Journal*, *New York Times*, *Chicago Tribune*, *USA Today* and *Entrepreneur* and appears regularly on local ABC, CBS and Fox television affiliates. She is the author of the business book, "Management Courage – Having the Heart of a Lion."

Lunch Keynote Speaker:



## John M. Bagyi, Esq., SPHR – WHERE HR NEEDS TO LEAD IN 2010

*"It is during our darkest moments that we must focus  
to see the light."  
-Aristotle Onassis*

With economic, legislative and regulatory changes occurring at an unprecedented pace, it is easy for HR professionals to feel overwhelmed, if not paralyzed. In this presentation, John will weed through the sea of change and identify 10 of the most important issues that HR should address head on, and provide concrete, practical guidance on how to do so.

John is a certified Senior Professional in Human Resources, John M. Bagyi serves as Deputy Managing Attorney of Bond, Schoeneck & King's Albany Office where he 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 and the School of Business at the University at Albany and is a frequent speaker at national, regional and state conferences, including the 2008 National SHRM Conference. John currently serves as General Counsel to the New York State Society of Human Resource Management.

John has been recognized in Who's Who in America, Who's Who in Emerging Leaders and, in 2007, was the youngest attorney in New York State listed in The Best Lawyers in America for labor and employment law. Most recently, John was selected for inclusion in New York Super Lawyers Upstate Edition and the Corporate Counsel Edition of Super Lawyers.



## Conference Schedule At-A-Glance

<b>7:30 – 8:00</b>	Attendee Registration and Breakfast	<b>1:30 – 2:00</b>	Dessert in the Exhibitor Marketplace
<b>8:00 – 9:30</b>	<b>Welcome and Keynotes:</b>  <b>When Eagles Dare – The Critical Difference Between Managing and Leading</b> – Margaret Morford, Esq., The HR Edge	<b>2:00 – 3:00</b>	<b>Concurrent Sessions II:</b> <b>1. Beyond Base Salary – Total Rewards Compensation Strategies</b> – Diane Lustenader SPHR, CCP, GRP, Lake Associates, Inc <b>2. Facilitating the Effective Use of Social Media While Limiting Legal Liability</b> – John M. Bagyi, Esq., SPHR
<b>7:30 8:30– 9:30</b>	<b>Exhibitor Set-Up - Upstairs</b> <b>Exhibitor Set-Up - Downstairs</b>	<b>3:00 – 3:30</b>	Break and Exhibitor Marketplace
<b>9:30 – 10:30</b>	Break and Exhibitor Marketplace	<b>3:30 – 4:30</b>	<b>Concurrent Sessions III:</b> <b>1 What Form is Healthcare Reform Taking Now?</b> Susan Corcoran, Esq. and Monique Warren, Esq. – Jackson Lewis <b>2. It's About Age and Stage of Life, Not Generations</b> – Alan Krieger – Alan Krieger Solutions, LLC
<b>10:30 – 11:30</b>	<b>Concurrent Session I:</b> <b>1. The 7 C's of Leadership</b> – Regina M. Clark, CSP, Left Brain Leverage <b>2. Best Practices of Social Media</b> – Melissa Ward, NewWard Development, LLC	<b>4:30 – 5:30</b>	<b>Final Exhibitor Marketplace Cocktails and Networking</b>
<b>11:30 – 1:30</b>	<b>Luncheon and Keynote Speaker:</b>  <b>Where HR Needs To Lead in 2010</b> – John M. Bagyi, Esq., SPHR, Bond, Schoeneck and King	<b>5:00 – 5:30</b>	Exhibitor Prize Drawings and Grand Prize Drawing

**The 7 C's of Leadership – Regina M. Clark, CSP Left Brain Leverage** – Do you ever wonder what makes a tremendous leader? During this session we will explore the skills, traits and characteristics of effective leaders. A few of the things that you will learn during this session include; how to become a strategic communicator, how to improve your networking skills and how to become a champion of change. The Seven C's are: Connecting, Competence, Courage, Champion of Change, Communication, Character, and Commitment

**Best Practices of Social Media – Melissa Ward, NewWard Development, LLC** – Social Media can either be a boon to your business or the black hole of productivity. Learn the best practices for engaging your community through Social Media and building your Brand. Take a stroll through the Social Media Landscape with your tour guide as she explains the value adds and pitfalls of Social Media in the workplace.

**Beyond Base Salary Total Rewards Compensation Strategies – Diane Lustenader, SPHR, CCP, GRP, Lake Associates, Inc.** - The goal of compensation strategy is to encourage your staff to enthusiastically and effectively achieve ever increasing business targets. In this decade of 3-4% merit raise pools and small adjustments to base salary structures, how do you continue to motivate and recognize your employees? Whether you're designing your pay plan from scratch or updating your current plan, this session will provide you with approaches to support your organization's business objectives through non-cash and low-cost reward & recognition programs and short-term incentive plans. Key learning points: The different goals and outcomes of various elements of total rewards; how enlightened organizations link measurements with rewards; some golden do's and don'ts to maximize plan effectiveness

**Facilitating the Effective Use of Social Media While Limiting Legal Liability – John M. Bagyi, Esq., SPHR, Bond, Schoeneck and King** - Facebook, MySpace, Twitter, LinkedIn - if you're not familiar with these terms, you're not only "behind the times", you're at risk of putting your organization at an operational disadvantage and exposing it to legal liability. Organizations have countless potential uses for social media - recruiting, applicant screening, marketing, sales, internal communications - but the use of social media brings with it significant legal risks - risks that employers must anticipate and pro-actively address. This presentation will discuss these emerging uses of technology, how and why social media may be a valuable tool when appropriately utilized, and how human resources must work with its internal clients to reconcile the business uses of technology with employee relations concerns and associated legal risks.

**What Form is Healthcare Reform Taking Now? – Susan Corcoran, Esq. and Monique Warren, Esq., Jackson Lewis** – This session will focus on federal and state developments in the ever-changing and highly-politicized area of health care reform. The speaker will briefly address the historical context of health care reform and recent significant developments and the circumstances precipitating those developments. The presentation then will turn to what employers can reasonably expect in terms of health care reform initiatives at the federal and state level. We will conclude with what employers can do in anticipation of legislative changes.

**It's About Age and Stage of Life, Not Generations – Alan Krieger – Krieger Solutions, LLC** - Alan believes that books and programs about how to supervise Boomers, Xers and Millenials miss the mark and don't offer practical guidance for leaders. He has a different take on what supervisors need to successfully navigate the challenges of working with different generations. His approach focuses on differences in age, experience and stage of life, rather than broad generational traits. Alan offers practical strategies that leaders can put to use right away when working with young workers in the 21<sup>st</sup> Century. There will also be time for dialogue and discussion, so bring your thoughts, experiences and questions.

# CRHRA Master Series

Join us as we offer a full-day master series with Margaret Morford, Esq.



## HR MEANS BUSINESS: HOW TO WRITE A HUMAN RESOURCES STRATEGIC PLAN

(PRE-APPROVED FOR 5 HRCI STRATEGIC CREDITS)

Now-in just one information-packed day-you can learn exactly how to create an HR Business Plan that powerfully supports your organization's larger strategic initiatives ... even 10 years into the future. Your comprehensive HR Business Plan plays a crucial role in achieving your organization's overall strategic objectives. It is tangible proof that HR absolutely understands, is fully aligned with, and actively participates in moving your organization forward. So discover-directly from Margaret Morford-precisely how to write your plan. Learn-step-by-step what to include in your plan and how to craft it in a way that dramatically increases senior management's respect for HR's futuristic and business mindset.

In Margaret's seminar entitled "Human Resources Means Business - How to Write an HR Strategic Plan", you will:

- Understand what should be included in a Human Resources Strategic Plan:
- Receive templates and check lists that will guide you in drafting a Human Resources Strategic Plan for your organization;
- Be able to work around the fact that your organization may not be willing to share its strategic business plan with HR, may not have a very detailed strategic business plan or may have no strategic business plan in place from which to build your Human Resources Strategic Plan;
- Take home the latest trend information to be incorporated in your organization's Human Resources Strategic Plan; and

Learn how to draft a Human Resources Strategic Plan that will knock their socks off and leave them in awe of HR's business, and futuristic, mind set.

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### Terms and Conditions:

1. This program is limited to the first 40 registrants.
2. The program fee is \$160 for early bird registration and \$180 for regular registration.
3. The Master Series fee includes the Masters series, 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 CD-ROM

### Schedule:

7:30 – 8:00	<b>Attendee Registration and Breakfast</b>	12:15 – 1:30	<b>Master Series Part 2</b>
8:00 – 9:30	<b>Welcome and Keynotes:</b>  <b>When Eagles Dare – The Critical Difference Between Managing and Leading</b> – Margaret Morford, Esq., The HR Edge	1:30 – 2:00	<b>Dessert in the Exhibitor Marketplace</b>
9:30 – 10:00	<b>Break and Exhibitor Marketplace</b>	2:00 – 4:30	<b>Master Series Part 3</b>
10:00 – 11:30	<b>Master Series Part 1</b>	4:30 – 5:30	<b>Final Exhibitor Marketplace Cocktails and Networking</b>
11:30 – 12:15	<b>Lunch</b>	5:00 – 5:30	<b>Exhibitor Prize Drawings and Grand Prize Drawing</b>

# Leading in the Twenty-First Century

You may register and pay on-line at [www.CRHRA.org](http://www.CRHRA.org)/(please put in the right URL)  
Or Register by mail by completing this registration form.

2010 HR Conference & Exhibition hosted by the Capital Region Human Resource Association  
Thursday March 25<sup>th</sup> at the Holiday Inn Albany 205 Wolf Road, Albany, NY, 7:30 a.m. to 5:30 p.m.

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	SHRM, CRHRA or JSEC Member	Non-Member	Student
<b>Early Bird (By March 1st)</b>	<b>\$160</b>	<b>\$180</b>	<b>\$35</b>
Regular	\$180	\$200	\$35
Breakfast Program Only (ends at 9:30 AM)	\$30	\$45	\$15
Master Series – (Limited to the first 40 registrants)	\$160 early bird \$ 180 regular	\$180	\$35

**Conference Fee** include 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 CD-ROM.

**Master Series Fee** includes the Masters series, 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 CD-ROM,

## 2010 CRHRA HR Conference & Expo Participant Registration Form

**Cancellation:** Cancellations will be subject to a \$50 processing fee. No refunds after 03/18/2010

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

### Conference Payment: FULL PAYMENT MUST ACCOMPANY REGISTRATION FORM

Total payment due: \$\_\_\_\_\_ 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](mailto:crhra@caphill.com)

**Meals:** Please indicate any special dietary needs you may have:

# Leading in the Twenty-First Century

## Concurrent Sessions:

Please circle the concurrent session topic you plan to attend. Please circle

<b>Concurrent Session I</b> <b>10:30 – 11:30 AM</b>	<ol style="list-style-type: none"> <li>1. <b>The 7 C's of Leadership – Regina M. Clark, CSP, Left Brain Leverage</b></li> <li>2. <b>Best Practices of Social Media – Melissa Ward, NewWard Development, LLC</b></li> </ol>
<b>Concurrent Session II</b> <b>2:00 – 3:00 PM</b>	<ol style="list-style-type: none"> <li>1. <b>Beyond Base Salary – Total Rewards Compensation Strategies – Diane Lustenader SPHR, CCP, GRP, Lake Associates, Inc</b></li> <li>2. <b>Facilitating the Effective Use of Social Media While Limiting Legal Liability – John M. Bagyi, Esq., SPHR</b></li> </ol>
<b>Concurrent Session III</b> <b>3:30 – 4:30 PM</b>	<ol style="list-style-type: none"> <li>1. <b>What Form is Healthcare Reform Taking Now? – Susan Corcoran, Esq and, Monique Warren, Esq., Jackson Lewis</b></li> <li>2. <b>It's About Age and Stage of Life, <i>Not</i> Generations – Alan Krieger – Krieger Solutions, LLC</b></li> </ol>
<b>CRHRA Master Series</b> <b>10:00 AM – 4:30 PM</b>	<p><b>HR Means Business – How to Write a Human Resources Strategic Plan – Margaret Morford, Esq.</b></p> <p><b>This session limited to the first 40 registrants</b></p>

Will you be attending the Cocktail Reception and Marketplace from 4:15 PM to 5:30 PM \_\_\_Yes \_\_\_No

Conference Website: [www.crhra.org](http://www.crhra.org)

Contact: Carla Krzykowski [crhra@caphill.com](mailto: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.

