

2003 HR Invention Convention

HR MEANS BUSINESS



New England's Largest HR Convention

Keynote Speakers



**CHARLES
HANDY**



**DARYL R.
CONNER**



**ANDREA
MITCHELL**



**HAROLD S.
KUSHNER**



**JUAN
WILLIAMS**

November 2-4, 2003

Rhode Island
Convention Center
Providence, RI



www.nehra.com/convention

2003 HR Invention Convention

November 2 – 4, 2003
Rhode Island Convention Center, Providence, RI

HR MEANS BUSINESS

The theme of this convention is **“HR Means Business”**. It features keynote addresses and workshops focusing on HR’s strategic role within the business, the business acumen HR professionals need to succeed, the importance of HR work to the business, and the business of HR.

Come here to

- ▶ Renew and expand your community of professional colleagues
- ▶ Reinvigorate and enhance your business skills and knowledge
- ▶ Refresh your spirit, your energy, your commitment to the HR profession

Participate in a community of

- ▶ HR professionals with diverse interests and expertise
- ▶ Ideas that will expand and enrich your thinking

Return to work with

- ▶ An awareness of new and emerging workplace issues
- ▶ Ideas, tools and techniques for improving your organization’s effectiveness
- ▶ New measures of success
- ▶ An enhanced HR network



Northeast Human
Resources Association



www.nehra.com/convention

▶ **HR MEANS BUSINESS**

Register on-line at nehra.com/convention or complete the brochure registration form



The New World of Elephants and Fleas

Charles Handy

Monday, November 3 ~ 9:00am – 10:00am

Inside or outside? Employee or free agent? This is a choice that is now available to more and more individuals. If enough of them opt to be independent fleas the result would be fundamental changes to the design and functioning of the organization and even to the traditional structures of capitalism.

Charles will discuss the implications of this aspect of the growing knowledge economy for the human resources function.



Current National and Political Issues

Andrea Mitchell

*Chief Foreign Affairs Correspondent
NBC News*

Monday, November 3 ~ 2:45pm – 4:00pm

Andrea will share with us a wealth of experience and her observations on recent events, the media, politics and life in the power hub known as Washington, D.C. Her insights are more than informative - they are perspective-altering. Depending on the news of the day, her remarks may focus on anything from the war with Iraq to the fight against terrorism; from nuclear proliferation in India, Pakistan, and North Korea to the conflict in the Middle East; from the next presidential campaign to the past five presidential administrations, all of which she has covered.



Leading at the Edge of Chaos: How to Create the Nimble Organization

Daryl R. Conner

*Founder and CEO
ODR*

Tuesday, November 4 ~ 8:00am – 9:00am

In a world filled with smart, aggressive competitors who have equal access to both critical information and available consultant brain trusts, strategic advantage hinges not on accurate decisions about what to change, but on the effective and timely execution of initiatives once they are selected. This leads to several key assumptions.

Daryl will offer insights into ways human resources professionals can play a role in creating and sustaining nimbleness within their organizations.



Leading a Life that Matters: Conscience vs. Success

Rabbi Harold Kushner

Rabbi Laureate of Temple Israel, Natick, MA

Tuesday, November 4 ~ 10:30am – 11:30am

Too often in our quest for success, for the reassurance that we have had an impact on the world, we find ourselves tempted to compromise our standards. As a result, our souls are split, part of us reaching for the prize, part of us condemning us for the way in which we go after it. How can we achieve a sense of integrity, integrate those two sides of our personality so that we can be at peace with ourselves? How can we know that we have made a difference to the world and feel proud of the way in which we have done it?



Race and the Media in America

Juan Williams

*Political Analyst and National Correspondent
The Washington Post*

Tuesday, November 4 ~ 2:45pm – 3:45pm

From the controversial television coverage of the Clarence Thomas-Anita Hill hearings to news coverage of Rodney King's beating and O.J. Simpson's murder trial, the media's handling of black people continues to stir a range of questions. Is the media the new electronic "lynch mob?" Is the media and its portrayal of young black people as over-sexed and overly violent just a new minstrel show for the amusement of whites? And where is quality media coverage of key racial issues ranging from affirmative action to poor quality schools available to black and Hispanic students? Race and the media in America - an explosive combination! From Clarence Thomas and Anita Hill to O.J. Simpson and Michael Jackson, race and the media continue to be a polarizing issue in American life. Where is it headed?

Concurrent Workshop Tracks

▶ ***Creating Great Workplaces***

What makes a great company great? Sessions in this track will highlight those practices that increase business success by increasing employee satisfaction.

▶ ***Running the Business***

These workshops will discuss how HR's role as a business partner requires broad and deep knowledge of business practices, which in turn positions HR to contribute strategically.

▶ ***Optimizing Workforce Talent***

In this track, we'll consider how tomorrow's values, demographics and workplace challenges impact the way we identify, recruit, develop and retain talent.

▶ ***The Global Workplace***

This track focuses on the challenges HR professionals face when dealing with today's global workplace. Emphasis will be on management issues of a diverse and dispersed workforce and on relevant regulatory and legal issues.

▶ ***Tools of the Trade***

In this track, HR professionals at all levels will gain exposure to new, practical HR tools that will help them grow professionally and enhance their organizations' effectiveness.

▶ ***Small Business HR***

Workshops in this track will address issues and present solutions appropriate for organizations with less than 200 employees.

▶ ***Executive HR Program***

The Executive HR Program is intended for HR executives who are part of the senior management team and involved in developing policy and business strategy in their organizations. This year's program focuses on the human resources role in building the organization of the future. The program consists of four interlocking parts.



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SUNDAY, NOVEMBER 2

4:00pm – 8:30pm
Registration

4:00pm – 6:30pm
Silent Auction

6:30pm – 9:30pm
**CONVENTION
OPENING PARTY**
Texas BBQ at Dave & Buster's and IMAX
EVEREST show [pg.13](#)



MONDAY, NOVEMBER 3

7:00am – 6:30pm
Registration

7:00am – 6:30pm
Silent Auction

7:15am – 8:15am
Continental Breakfast

8:30am – 10:00am
**WELCOME AND
KEYNOTE ADDRESS**

CHARLES HANDY
The New World
of Elephants
and Fleas



10:00am – 11:00am
Refreshment Break

11:15am – 12:30pm
CONCURRENT SESSIONS

- > *Selling HR Initiatives to Your Most Demanding Audience: Sr. Management* [pg.10](#)
- > *Crossing Cultural Barriers: Lessons from Star Trek* [pg.6](#)

- > *The War for Talent and Internal Branding: Living Your Brand Through Your People* [pg.4](#)
- > *Gillette's Career Development Works!* [pg.4](#)
- > *Why Managers Don't Coach and What To Do About It* [pg.8](#)
- > *Measuring HR's Return on Investment* [pg.7](#)
- > *HR's Strategic Role in Creating and Sustaining a Customer-Focused Culture* [pg.10](#)
- > *Executive HR Track: A Conversation with Charles Handy* [pg.12](#)

12:30pm – 2:30pm
**Buffet Luncheon and
Topic Tables**

2:45pm – 4:00pm
KEYNOTE ADDRESS
ANDREA MITCHELL
Current National
and Political
Issues



4:00pm – 4:20pm
Refreshment Break

4:20pm – 5:30pm
CONCURRENT SESSIONS

- > *On the Side of Angels: The Role of HR in the Sarbanes-Oxley Act, SEC Regulations and Federal Sentencing Guidelines* [pg.11](#)
- > *Curtain Up on Diversity* [pg.6](#)
- > *Creating and Sustaining a Great Place to Work* [pg.4](#)
- > *The 7 D's – Seven Steps to Minimizing Litigation Exposure in the Workplace* [pg.7](#)
- > *Using Talent Management to Optimize Your Workforce* [pg.8](#)
- > *Designing Your Pay Structure or Fixing a Broken One* [pg.7](#)
- > *Measuring and Managing the Value of Every Business Relationship: The Missing Link to Business Success* [pg.11](#)
- > *Executive HR Track: Moving forward with Daryl R. Connor* [pg.12](#)

5:30pm – 6:30pm
Reception

6:30pm – 8:30pm
**Dinner and
Entertainment**

Featuring: [pg.13](#)

**Wah Lum
Kung Fu
Asian Lion
Dance**



**West African
Drum and Dance
Ensemble**



**Mariachi
MexAmerica**

**Dave Joubert Country
Western Dancers**

**The Kamikaze
Jitterbugs**



TUESDAY, NOVEMBER 4

7:30am – 1:00pm
Registration

7:30am – 12:00pm
Silent Auction

7:30am – 8:30am
Breakfast

8:00am – 9:00am
KEYNOTE ADDRESS

DARYL R. CONNER
Leading at the
Edge of Chaos:
How to Create the
Nimble Organization



9:15am – 10:15am
CONCURRENT SESSIONS

- > *Proven Strategies for Selling and Marketing Professional Services* [pg.7](#)

- > *HR and Technology: Leverage for Impact* [pg.7](#)
- > *New Leaders: Developing the Next Generation* [pg.8](#)
- > *Managing at the Amazing Pace of Change* [pg.10](#)
- > *It's the Little Things that Matter: Creating a Great Place to Work on a Shoestring* [pg.5](#)
- > *Are You Capitalizing on the Talents of Your Mature Workforce?* [pg.8](#)
- > *Remaining Safe While Traveling: How to Protect Yourself and Your Employees* [pg.6](#)
- > *Executive HR Track: Organizing Your Approach and Thinking About How to Make Change Happen* [pg.12](#)

10:30am – 11:30am
KEYNOTE ADDRESS

RABBI HAROLD KUSHNER
Leading a Life
that Matters:
Conscience vs.
Success



11:45am – 1:15pm
**Buffet Luncheon and
Topic Tables**

1:30pm – 2:30pm
CONCURRENT SESSIONS

- > *Changes and Challenges: Corporate Immigration Update* [pg.6](#)
- > *Seven Practices of Highly Effective Business Partners* [pg.11](#)
- > *Visioning the Future: Defining Standards of Excellence for Work/Life Integration* [pg.5](#)

- > *Rally the Troops! A Five Step Process for HR Professionals* [pg.5](#)
- > *Turning Your Performance Management System into a Competitive Advantage* [pg.7](#)
- > *Managing the Difficult Conversation*
- > *Developing and Retaining Women Leaders* [pg.9](#)
- > *Executive HR Track: Lessons from the Trenches* [pg.12](#)

2:45pm – 3:45pm
KEYNOTE ADDRESS

JUAN WILLIAMS
Race and
the Media
in America



Creating Great Workplaces

The War for Talent and Internal Branding: Living Your Brand Through Your People

Lynn Kirby

*New England Practice Leader,
Communication
Watson Wyatt Worldwide*

If you haven't yet brought your brand to life throughout your organization, you'll want to attend this session. An internal brand strategy transfers the company's brand attributes to its culture, and aligns business strategy with company identity. The result? Increased employee loyalty. Stronger competitive presence. Lower system-wide communication costs. Increased recruitment and retention of quality employees. And reduced cherry picking in benefit comparisons.

Come here to learn how to roll-out an internal brand strategy by focusing on clarity, commitment, communications and culture. And we'll also discuss how to use technology to support the internal branding initiatives.

We'll discuss:

- ▶ How to develop and roll-out an internal branding strategy
- ▶ What's in it for the company and for employees
- ▶ How to identify internal branding challenges and how to deal with them
- ▶ What employees really want out of work
- ▶ The demographics crisis and what's going on in attraction/retention

Gillette's Career Development Works!

Jane McHale

*Principal
Jane McHale Career Services*

Beth Benatti Kennedy

*Career Development Consultant
Benatti Training and Career Development*

Kristan Miller

*Manager of Learning Services
The Gillette Company*

Gillette has long been a champion of career development within its organization by offering career development programming for over 12 years. As retention became a key priority in 2000, Gillette launched an enhanced career development system integrating on-line career management software for both managers and employees, competency-aligned courses, follow up coaching sessions and IDPs (Individual Development Plans) as part of the new performance system. In this session, we will share the design, promotion and delivery processes as well as the surprises and lessons learned along the way.

Creating and Sustaining a Great Place To Work

Scott Cawood

*Chief Learning Officer
Great Place to Work Institute, Inc.*

Each year the Great Place to Work Institute selects the 100 best places to work in America and publishes this list in *Fortune* magazine. Hear what has been learned about the "100 Best" in this interactive session. Areas of discussion will include trends and best practices of the nation's best employers, including an overview of how HR can help their companies make the grade in the future. Participants will also learn how to define and build a great place to work in their own organizations.

It's the Little Things that Matter: Creating a Great Place to Work on a Shoestring

A Small Business HR Workshop

Kim J. McCauley
Director of Human Resources
The Boston Beer Company

Tracy Burns-Martin
Manager of Human Resources
The Boston Beer Company

This session is perfect for those looking to make a big impact in their organizations on a limited budget! It will cover unique ways to retain current employees and attract future employees by focusing on the “small things that matter”. You will see a hands-on view of how to create an “Employer of Choice” environment without deep pockets. The module will cover the strategy, implementation and actual results of an Employer of Choice campaign conducted at The Boston Beer Company, including how to research external and internal factors, set criteria for benchmarking and most importantly how to decide what your limitations are based on financial constraints.

Visioning the Future: Defining Standards of Excellence for Work/Life Integration

Kathy S. Lynch
Director, Work & Family Roundtable
Boston College Center for Work & Family

Over the past decade, there has been tremendous progress as leading organizations have recognized that their most valuable asset is their employees. They have taken aggressive, innovative steps to implement flexibility strategies, address the lack of quality child care, and respond to the needs of an aging workforce. However, “excellence” in work/life continues to be largely defined by the media and the importance and challenge of measuring and evaluating the impact of work/life efforts has not been thoroughly addressed.

In this session, you will become acquainted with Standards of Excellence in Work/Life Integration, created by the Center for Work and Family, which provides employers with a framework to develop strategy, plan implementation, assess progress, and benchmark. Session attendees will have the opportunity to sample the Excellence Index, a learning, self-assessment and planning instrument for work/life strategy development and performance evaluation according to seven key elements.

Rally the Troops! A Five Step Process for HR Professionals

A Small Business HR Workshop

Edward Deevy
President
Deevy Gilligan International

Yesterday the challenge for HR professionals was finding and retaining good people. Now in the wake of a recession and stories of corporate malfeasance the challenge is to get the workforce motivated and committed. This dynamic fast-paced presentation will offer a blueprint to follow in getting the whole workforce fully engaged with the business goals of the organization. This session is for professionals who understand that motivational “gimmicks” do not work!

Crossing Cultural Barriers: Lessons from Star Trek

Susan E. Joyce
Executive Director
Inlingua School of Languages

What does it mean to manage cross-culturally today? How does culture effect business interactions? How does our misinterpretation of communication signals like silence, interruptions and personal space lead to big misunderstandings and loss of sales?

In this session, you will learn:

- How cultural differences in perceptions of hierarchy effect management style
- How to assess your employees' levels of cultural stress and what to do to help
- What it really means to work cross-culturally
- Which skills you need to manage effectively in a cross cultural environment
- How our own cultural mindsets and values inhibit us from seeking better solutions to business problems

Curtain Up on Diversity

Sheree Galpert
Principal
Future Stages

A Small Business HR Workshop

June M. Murphy-Katz
Principal
Future Stages

How do you get your organization's diversity issues on the table where they can be dealt with openly, respectfully, and productively? How do you move your organization from resistance to commitment, from denial to collaboration? Through interactive theatre, Curtain Up on Diversity provides an innovative, engaging, and effective way for participants to explore the complexity and ambiguity facing today's diverse organizations. You will be able to examine your own hidden assumptions, and explore systemic resolutions to your most challenging issues.

Remaining Safe While Traveling: How to Protect Yourself and Your Employees

David J. Sarafinas
Regional Director of Sales
International SOS Assistance

This session will provide you with valuable and relevant information on how a company can minimize the risks of traveling/living abroad by having emergency procedures in place.

In this session, you will learn:

- How a company should prepare for an emergency
- The need to have an emergency procedure with an assistance provider
- What a traveler/expat should do in an emergency
- Personal security for travelers/expats
- Contingency planning overseas
- Security checklist points to ponder
- Use of technology and on-line services

Changes and Challenges: Corporate Immigration Update

Paul Hejinian
Managing Partner
Fragomen, Del Rey, Bernsen & Loeny, PC

Claire S. Ayer
Director, International Staff, Scholars and Students
Partners HealthCare

The changes in immigration procedures in recent years have been overwhelming. A host of new laws and regulations, increased government scrutiny of foreign workers, and the economic slowdown, have all created new challenges for HR professionals.

In this session, discussion will focus on strategies for record keeping, dealing with delays and uncertainties in visa and green card applications, managing employee expectations, and handling layoffs of foreign workers. This presentation will be ideal for HR professionals responsible for sponsoring foreign employees at companies of all sizes.

Measuring HR's Return on Investment

Jack J. Phillips, PhD

Founder

The Jack Phillips Center for Research

Measuring the return on investment in human resources is an important and challenging issue for today's professional. Here you'll be presented with a practical and useful approach for measuring ROI adopted by hundreds of organizations.

This participative session:

- Reviews the drivers for ROI accountability
- Examines the steps in the ROI methodology
- Explores the key issues and challenges involved in implementing ROI
- Identifies next steps for action

A simple case study will be utilized to demonstrate the key steps and issues.

The 7 D's — Seven Steps to Minimizing Litigation Exposure in the Workplace

A Small Business HR Workshop

Katherine A. Hesse, Esq.

Senior Partner

Murphy, Hesse, Toomey & Lehane LLP

In today's litigious society, human resources professionals need to become risk managers. This seminar will provide the attendees with a checklist of some of the most important tools for minimizing litigation risk in today's workplace. An overview of pertinent employment cases that demonstrate the basic seven principles will be provided.

In this session, you will learn:

- What areas provide the largest potential financial exposure to companies today
- How to use a simple checklist as a guide to employment related decision-making

Designing Your Pay Structure — Or Fixing a Broken One

A Small Business HR Workshop

Mary M. Fitzer

Principal

MMF Consulting Services

Are you struggling with the "pecking order" in your company, and its implications for pay? Have you lived without a grade structure, but find you need something more formal to rationalize and communicate why people earn what they do?

At their best, pay structures can be powerful business tools, focusing employees on the right values and behaviors. At their worst, they can reinforce entitlements and impede change. This session will explore some of the varieties and characteristics of effective pay structures, and the importance of the right "fit" for your organization and culture. You'll leave with some tools to help you build a new — or better — system.

Proven Strategies for Selling and Marketing Professional Services

Mary Ann Cluggish

Consultant

CustomerCentric Selling

Today, anyone offering services faces shrinking budgets, tougher buyers, extreme risk aversion, and desperate competitors ready to undercut your price. How can you craft your message so that it will make the right people pay attention and perceive that you offer value? With people being bombarded with hundreds of messages a day, why would yours stand out and make them want to hear more?

By applying behavioral research to your selling and marketing strategies, you can stay in strategic alignment with your prospects' buying cycles and lead them professionally to the conclusion that buying your service is the right decision.

HR and Technology: Leverage for Impact

Russell J. Campanello

Principal

Between Gigs Consulting

Harnessing the power of technology to improve HR performance has been the promise for nearly a decade. Current trends in technology and HR increase the need and the possibility for success in attaining this critical synergy. Yet, there are still obstacles we need to overcome. The good news is we can!

In this session, you will learn:

- Key trends in technology and HR
- How to create a real partnership between HR and IT
- Aligning HR strategy with technology selection
- Technology solutions for small and large organizations

Turning Your Performance Management System into a Competitive Advantage

A Small Business HR Workshop

Stephen Parker

Regional Vice President

Blessing White, Inc.

Too often performance management systems fall short of driving business results — and rarely do they succeed in engaging employees or inspiring high performance. This presentation will highlight the key ingredients of performance management systems that successfully energize employees as well as support the organization's purpose, business goals, and values. We'll provide a framework for assessing whether your performance management is an administrative burden or a competitive advantage.

Why Managers Don't Coach and What To Do About It

James M. Hunt, DBA
Professor
Babson College School of Management

Joseph R. Weintraub, PhD
Professor
Babson College School of Management

Coaching is one of the most desired of all leadership skills, shown by research to contribute directly to hard business results. Unfortunately, skills training by itself won't necessarily turn managers into "coaching managers." When managers coach for learning, as opposed to compliance, they begin to lead in a very different, more collaborative way. This experiential workshop will be based upon lessons learned from working with and training 2,500 managers to coach. Come here to learn how to integrate coaching into every manager's job and how to build a coaching competency in your organization.

Using Talent Management to Optimize Your Workforce

Thaddeus Ward
Senior Consultant
Right Management Consultants, Inc.

We all recognize that talent management is critical to building and maintaining bench strength. As a business grows, talent management supports the development and retention of valued employees essential for an organization to become and remain competitive over the long term. As priorities change, talent needs to be effectively redeployed to address shifting business needs.

You will learn why it is important to:

- Involve business leaders in designing a talent management system
- Develop a shared framework for assessing and developing talent
- Provide simple and user-friendly tools to support the process
- Identify the organization's current strengths and skills gaps
- Begin developing your company's talent management plan

New Leaders: Developing the Next Generation

Heather Neely
Master Trainer
Rainmaker Thinking, Inc.

The latest business dilemma facing organizations across the country is the leadership crisis. On the one hand, aging workers will be retiring in large numbers over the next ten years, leaving behind a growing number of leadership vacancies. On the other hand, fewer talented young workers are willing to follow career paths that traditionally provided leadership succession in the workplace. This presentation will help you address and solve the leadership crisis in your organization. It will offer business leaders, human resources professionals, and emerging leaders themselves new ways to think about leadership and new ways to prepare the next generation for leadership roles.

Are You Capitalizing on the Talents of Your Mature Workforce?

Marian Stoltz-Loike
CEO
Senior Thinking, LLC

With over 35 million Americans in the workforce over age 50 and that number expected to increase by 10 million within the next six years, it is imperative to focus on this segment of your workforce.

To assure your organization's competitiveness, you will be expected to help create policies and a business environment that enables your organization to recruit, retain, motivate, and optimize the performance of a mature workforce. This program will help you to develop strategic solutions for talent management and succession planning in your organization. We will also discuss best practices related to the age wave that your company can use to achieve organizational excellence by helping employees to work collaboratively to achieve organizational goals.

Managing the Difficult Conversation

A Small Business HR Workshop

Michele Gravelle

*Director, Training
Vantage Training*

In today's high stakes business climate, leaders at all levels are expected to deal with tough topics, share difficult information and manage interpersonal conflict. Leaders must communicate effectively in all types of business situations - from employee performance reviews to customer fee negotiations. Encompassing the teachings in "Difficult Conversations: How to Discuss What Matters Most" and over 15 years of research by the Harvard Negotiation Project, this interactive workshop will introduce participants to a pragmatic framework and innovative tools for managing the difficult conversation in business.

In this session, you will:

- Learn a framework for engaging in difficult conversations
- Reframe their purpose to be more constructive and effective
- Change difficult conversations from a battle of messages into a learning situation
- Understand why and how organizations are making an investment in developing their leader's effective communication skills

Developing and Retaining Women Leaders

Rebecca Shambaugh

*President and CEO
Shambaugh Leadership Group*

Women have transitioned into leadership roles in unprecedented numbers, however not at the pace one would expect given the demand for leadership talent. Given the new complexities, demographics, current and future leadership talent gaps, and the calling for the types of leadership attributes possessed by women, successful organizations are realizing the need to develop human capital that focuses on developing and retaining current and future women leaders.

How do companies increase retention of women leaders and fill their leadership succession pipeline with competent and confident women leaders? Here you will hear about groundbreaking research and an innovative and highly successful model for developing and retaining women leaders.

Selling HR Initiatives to Your Most Demanding Audience: Senior Management

Thomas J. Silveri
CEO and President
DBM

Is your organization missing critical opportunities because it takes too long to get senior management buy-in for key incentives? Tom, a CEO who has seen every technique for saying “no” to HR, will provide vital analytical tools, presentation strategies and insights into senior management decision making.

In this session, you will learn how to:

- ▶ Recast human resources goals, objectives, and plans in language that speaks forcefully and directly to senior management’s priorities for your organization
- ▶ Identify and implement effective strategies for uncovering and addressing indifference, skepticism, and objections
- ▶ Select appropriate vehicles for facilitating the transition from discussion and analysis to building consensus and obtaining the go-ahead

In addition, you will develop the business rationale for a current initiative, as well as point-by-point strategies for addressing specific scenarios that you may encounter both in the boardroom and behind the scene.

HR’s Strategic Role in Creating and Sustaining a Customer-Focused Culture

Elaine Berke
President
EBI Consulting, Inc.

HR means business! What business is more important than HR’s strategic role in building a loyal and committed customer base by creating and sustaining a customer focused culture.

In this workshop, you will learn how to:

- ▶ Link the voice of the customer to metrics and performance
- ▶ Engage all employees in better serving customers, both internal and external
- ▶ Create a customer focused culture based on behavior and metrics
- ▶ Strengthen skills development across customer touchpoints and support functions
- ▶ Improve leadership accountability and avoid over-reliance on training as the solution
- ▶ Use hiring profiles to help the brand deliver on the sales/service promise
- ▶ Model the culture through behavior

Managing at the Amazing Pace of Change

Ruth N. Bramson
Chief Human Resources Officer
Commonwealth of Massachusetts

While the best prescription for managing change in today’s chaotic world may be two aspirin and plenty of rest, we are all caught up in the whirlwind of economic, political and personal change. Never before in human history has so much changed so fast and with such dramatic implications. The ramifications of this are especially evident in the workplace, whether in corporations, governments or non-profit organizations. Yet as the demand for leadership during turbulent times increases, the ability to manage through these difficult times seems to evade us.

In this workshop, you will learn some of the factors causing major changes as well as an approach to understanding how individuals and organizations can meet the challenges of change, turning them into opportunities.

On the Side of Angels: The Role of HR in the Sarbanes-Oxley Act, SEC Regulations and Federal Sentencing Guidelines

A Small
Business HR
Workshop

Michael Brown

Partner
Seyfarth Shaw

Marilyn Hausammann

Director, Global HR
The Boston Consulting Group

W. Lee WanVeer

Vice President, Learning
Prudential Financial

Ethics in the workplace has been a daily news item for the past two years. The shortcomings of some senior executives have led to the creation of new rules and regulations attempting to legislate the right way to run a business in America. HR has a vital part to play in implementing these requirements and in sustaining ethical business practices.

This interactive session will update you on the latest developments on the implementation of the Sarbanes-Oxley Act, SEC regulations and revisions to the Federal Sentencing Guidelines that form the basis of effective ethics initiatives within organizations. We will specifically discuss HR's role in addressing compliance, whistle-blowers, codes of conduct, board governance, executive compensation, selection and training. Real life examples will be provided from companies large and small, public and private. With 80% of company ethics hotline questions going to HR you can't afford to miss this session!

Seven Practices of Highly Effective Business Partners

Mary Lippitt

President
Enterprise Management Ltd.

A Small
Business HR
Workshop

HR business partners know how to get results when the going gets tough. Exerting influence, analyzing options, building rapport, and impacting the bottom line are crucial levers to success. Valued business partners discard charisma and focus on initiative, input and implementation. This session provides a results-driven map for being recognized as a key player at the decision making table. It isn't magical, but there is a formula. Come to learn what you can do to make a difference in your organization.

Measuring and Managing the Value of Every Business Relationship: The Missing Link to Business Success

Jeffrey Shuman, PhD

Founder
The Rhythm of Business, Inc.

Janice Twombly

President
The Rhythm of Business, Inc.

"What must I do differently to be successful?" is a common question among business people. Part of the answer is becoming better at identifying and using all the sources of value that make up a business relationship. Relationships have never been more important to business success, but few business people know how to make the most of relationships. The missing link? A simple method for measuring the relationship's usefulness. The result: the ability to clearly communicate and demonstrate the total value your organization offers in each of your key relationships and to identify where to spend scarce resources for greatest impact.

Executive HR Program: Creating the Future

The Executive HR Program is intended for HR executives who are part of the senior management team and involved in developing policy and business strategy in their organizations. This year's program focuses on the human resources role in building the organization of the future. The program consists of four interlocking parts.

Pre-registration is required for these sessions.

A Conversation with Charles Handy about the Future of the Organization

Charles Handy

Led by world-recognized authority on organizations and a futurist, this session will provide executives an opportunity to probe deeper the ideas that Charles has presented in his keynote address. The format will be a facilitated question and answer session.

Moving Forward with Daryl Conner about How to Prepare for Change

Daryl R. Conner

*Founder and CEO
ODR*

Looking to move into the future? Daryl will build on the future of organizations presented by Charles Handy and discuss if, when, what and how to move your organization forward. This session will also build on concepts outlined in his own keynote address and will provide Executive Track participants an opportunity to learn in a small group setting along with colleagues also facing the future.

Organizing Your Approach and Thinking About How to Make Change Happen

Fred Foulkes

*Professor, Organizational Behavior
Boston University School of Management*

Fred, New England's foremost authority on human resources issues, will provide a bridge from theory to reality using a case study approach. A very brief problem will be presented and discussed so that participants can discuss together possible strategies and solutions.

Lessons from the Trenches: the Realities of Changing an Organization

Panelists:

John D. Butler

*Executive Vice President, HR
Textron, Inc.*

Timothy Riley

*Vice President, Strategic Growth
Forrester Research, Inc.*

Laura Avakian

*Vice President, HR
Massachusetts Institute of Technology*

We have assembled a distinguished panel of local human resources leaders to discuss with us first-hand the lessons they have learned about change. Each will provide an overview of their challenges and then discuss with Executive Track members the gnawing problems of redirecting an organization.

Sunday evening

6:30pm – 9:30pm

2003 HR Invention Convention Opening Party!

The 2003 HR Invention Convention kicks off at two exciting locations – Dave & Buster's and the Feinstein IMAX theatre in the Providence Place Mall.



Kick back, relax and enjoy a Texas BBQ and get to know other convention participants.

Enjoy the action of interactive games and simulators, great food and drinks served in a casual and fun setting.

Dave & Buster's is the place where adults go for big time fun, and it's the place where the 2003 HR Invention Convention will kick off three days of exciting activities!



Join us Sunday night at our 7:00pm or 8:30pm show to experience *EVEREST!*

The top of Mt. Everest summons only the most daring and determined of individuals. *EVEREST* is an amazing adventure that takes you along on an inspirational and spellbinding ascent with an international team of climbers who find hope, beauty and triumph in the wake of tragedy. *EVEREST* will take you to the top of the world on a journey you will never forget.

Monday evening

5:30pm – 6:30pm

JOIN US FOR A RECEPTION...

...in the exhibit hall for cocktails, hors d'oeuvres and networking. Be sure to visit the exhibit booths while you're there.

6:30pm – 8:30pm

JOIN US FOR EXCITING ENTERTAINMENT...

...that will transport you to exotic destinations all over the world! You will experience the sights and sounds of a variety of world cultures through song and dance.

Wah Lum Kung Fu Asian Lion Dance

Experience the sights and sounds of the Far East with an authentic Asian lion dance, representing courage, energy and wisdom.



West African Drum and Dance Ensemble

Enjoy the sights and sounds of authentic African Ghanaian music and dance.

Mariachi MexAmerica

Clap and tap to the traditional sounds of an authentic Mexican Mariachi band.



Dave Joubert

Country Western Dancers

Performing popular country-western dance, along with the instruction of famous western line dance, you will enjoy the hootin' n' hollerin' of this dance team.

The Kamikaze Jitterbugs

From the Polka to the Electric Slide, from the Lindy Hop to the Stroll and some classic line dance hits, these



dancers will perform a variety of popular dance styles from North America. You are also invited to join in on the fun.

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Pappas & Pappas Consulting

The Protector Group Insurance Agency, Inc.

The Warren Conference Center & Inn

Watson Wyatt Worldwide

Register Today for the 2003 HRIC

Questions

For conference or membership information, please call NEHRA at 781-235-2900.

Confirmation

A confirmation letter will be mailed to you after you register. If you register but do not receive a confirmation by **October 25, 2003**, please contact the NEHRA office at 781-239-8711. All new NEHRA members joining via the enclosed registration form will receive membership materials within one to two weeks.

Cancellations/Refunds

Cancellations must be in writing, subject to a \$50 administration fee, if received prior to **September 12, 2003**. Fifty percent (50%) of the registration fee will be refunded for cancellations received between **September 13, 2003** and **October 6, 2003**. Cancellations received after **October 6, 2003** are non-refundable.

Conference Attire

Business casual attire is appropriate

Directions

Please visit www.nehra.com/convention/directions for specific directions to the Rhode Island Convention Center in Providence, RI.

Sponsors/Exhibitors

To become a sponsor or to rent booth space at the convention, please visit www.nehra.com/convention or call **781-239-8710**.

3
Easy
Ways
to
Register:

1



FAX: 781.237.8745

2



WEB: www.nehra.com/convention

3



MAIL: NEHRA
One Washington Street, Suite 101
Wellesley, MA 02481-1706

**Payment must accompany
registration**

For Hotel Reservations

Be sure to mention that you are with the **NEHRA Group** when making your reservation with the below mentioned hotels. The NEHRA room block is being held until October 9, 2003. After that date, rooms will be on a space available basis. NEHRA Group Rates apply for the nights of Sunday, November 2 and/or Monday, November 3 only.

For additional hotel information, please visit:
www.nehra.com/convention/directions.

Westin Hotel

One Exchange Street
Providence, RI 02903
Phone: 401-598-8000
Fax: 401-598-8200

Group rate:

Two-night stay

- Single \$169/night
- Double \$169/night

One-night stay

- Single \$189/night
- Double \$189/night

Additional person \$20

Providence Biltmore

Kennedy Plaza
Providence, RI 02903
Phone: 401-421-0700
Fax: 401-455-3050

Group Rate:

Junior Suite, one or two night stays

- Single \$140/night
- Double \$140/night

Additional person \$20

Marriott Courtyard

32 Exchange Terrace
at Memorial Boulevard
Providence, RI 02903
Phone: 401-272-1191
Fax: 401-272-1416

Group Rate:

Standard room, one or two nights

- Single \$138/night
- Double \$138/night

See order form on the
back of this brochure

Join NEHRA today and receive an instant discount off your 2003 HRIC registration rate!

About NEHRA

NEW ENGLAND'S PREMIER HUMAN RESOURCES ASSOCIATION

The mission of the Northeast Human Resources Association is to lead, advance and influence the management of human resources.

NEHRA has a membership of over 4,000 HR professionals representing large and small companies in all industries within the New England region. NEHRA provides human resources professionals with the tools they need to keep up with the latest issues and trends, develop new competencies and sharpen existing skills.

NEHRA Membership

As an HR professional in today's busy business world, you need to work hard to stay on top of all the latest workplace issues, trends and laws. You need someone working by your side – a partner - to provide you with information, ideas, resources and professional networks.

Northeast Human Resources Association is your HR partner

NEHRA members are able to stay on top of the latest HR trends because NEHRA provides the tools for success.

By attending meetings and conferences, reading NEHRA publications and developing relationships with colleagues, you will continually enhance your knowledge of HR issues, gain new skills and grow as an HR professional.

Join NEHRA today!

Just check off the NEHRA membership on the enclosed registration form and immediately take advantage of all the NEHRA benefits including a member discount for the 2003 HRIC!



Northeast Human Resources Association
www.nehra.com

NEHRA Member Benefits

▶ **Discounts**

NEHRA members receive discounts on over 50 HR-related programs and events per year – use your discount immediately when you register for the 2003 HR Invention Convention!

▶ **Networking & Leadership**

NEHRA offers its members a number of opportunities to network and develop leadership experience with other HR professionals.

▶ **NEHRA.com**

Your HR portal for the latest information, trends and resources for HR professionals.

▶ **FREE Legal Compliance Information**

NEHRA members can access HR Comply, a web-based reference system offering federal employment laws and regulations, at no cost.

▶ **Legal Hotline**

Get your employment law questions answered by a legal expert at no charge.

▶ **Ethics Hotline**

Available to members, free of charge, to assist in making ethical business decisions.

▶ **Insights Magazine**

Providing members with informed perspectives on timely HR issues.

▶ **NEHRA's Career Center**

Members can post their resume and search for current HR job openings. Members can post an HR job opening at a \$100 discount for their organization.

▶ **Members in Transition Program**

NEHRA offers a number of programs, free of charge, specifically for our members in transition.

▶ **Special Interest Groups (SIGS)**

Available to NEHRA members as a way to network and connect with others who have similar interests. SIGS meet regularly and/or have listserv discussion groups available to answer your specific HR questions in real time.

And there are so many more NEHRA member benefits! For a complete list, please go to www.nehra.com.

2003 HR INVENTION CONVENTION

Rhode Island Convention Center
Providence, RI November 2-4, 2003

REGISTER ON-LINE AT: WWW.NEHRA.COM/CONVENTION

PLEASE USE ONE FORM PER REGISTRANT. YOU MAY COPY THIS FORM FOR ADDITIONAL REGISTRANTS.

PLEASE COMPLETE ALL INFORMATION BELOW

Full Name (Ms./Mr./Dr.): _____ Nickname for Badge: _____
 Title: _____ Company: _____
 Address: _____ City: _____
 State: _____ Zip: _____ E-mail: _____
 Phone: (____) _____ Ext: _____ Fax: (____) _____

Please check here if you do NOT plan to attend **Sunday night reception** or **Monday night reception**

SELECT YOUR PROGRAMS	NEHRA Member	SHRM Member*	Non-Member	Amount
Full Conference by August 1	\$ 635	\$ 750	\$ 805	\$
Full Conference after August 1	\$ 775	\$ 910	\$ 940	\$
Monday ONLY	\$ 600	\$ 730	\$ 760	\$
Tuesday ONLY	\$ 600	\$ 730	\$ 760	\$
Executive HR Track <i>(supplemental to convention fee)</i>	\$ 175	\$ 175	\$ 175	\$
One Day Exhibit Hall ONLY	\$ 75	\$ 75	\$ 75	\$
Sunday Night Dinner ONLY <small>for a guest/spouse</small>	\$ 75	\$ 75	\$ 75	\$
Monday Night Dinner ONLY <small>for a guest/spouse</small>	\$ 75	\$ 75	\$ 75	\$

Guest Name: _____
 NEHRA Membership (One Year) N/A \$ 145 \$ 175 \$
 * SHRM ID# (REQ'D): _____ TOTAL: **\$** _____

Registration WITH PAYMENT must be received by 5:00 pm, October 27, 2003. After October 27, 2003 registrations will be accepted on-site at the Rhode Island Convention Center.

CONFIRMATION: A confirmation letter will be mailed to you after you register. If you register but do not receive a confirmation by October 25, 2003, please contact the NEHRA office at 781-239-8711. All new NEHRA members joining via the enclosed registration form will receive membership materials within one to two weeks.

CANCELLATIONS/REFUNDS: Cancellations must be in writing, subject to a \$50 administration fee, if received prior to September 12, 2003. Fifty percent (50%) of the registration fee will be refunded for cancellations received between September 13, 2003 and October 6, 2003. Cancellations received after October 6, 2003 are non-refundable.

PAYMENT METHOD

REGISTRATION WILL NOT BE PROCESSED WITHOUT PAYMENT

I have enclosed check # _____ in the amount of \$ _____ made payable to NEHRA.

I authorize NEHRA to charge \$ _____ to my:

MasterCard VISA Amex

Card # ▼ _____
 Print name as it appears on card ▼ _____
 Exp. ____/____
 month / year

Signature ► _____

Fax/mail this form and payment to:
Fax: 781.237.8745
NEHRA
 One Washington Street, Suite 101
 Wellesley, MA 02481-1706
Questions? Call: 781.235.2900 or
 e-mail: convention@nehra.com
SPECIAL ACCOMMODATIONS: If you are in need of special accommodations, please contact NEHRA at 781.235.2900 or e-mail events@nehra.com



IMPORTANT PLEASE COMPLETE

- Year(s) in profession?**
 1 - 2 6 - 10
 3 - 5 11 - 19 20+
- Number of employees in your organization?**
 < 10 1,000 - 2,499
 10 - 99 2,500 - 5,000
 100 - 499 Over 5,000
 500 - 999
- What is your title?**
(select closest title)
 President 1
 Vice President 2
 Associate VP 3
 Director 4
 Manager 5
 HR Specialist 6
 HR Admin/Rep 7
 Prod./Serv. Prov. 8
 Consultant 9
 Other 10 (write in space below)

- What is your Industry?**
(select closest industry)
 Agriculture/Forestry/Fishing 1
 Manufacturing (non-durables) 2
 Manufacturing (durables) 3
 Transportation 4 Utilities 5
 Wholesale/Retail 6 Finance 7
 Insurance 8
 Services (profit) 9
 Services (nonprofit) 10
 Health 11 Real Estate 12
 Education 13 Government 14
 Construction/Mining 15
 Oil/Gas 16
 Library (corporate/academic) 17
 Media 18 Consultant 19
 High-Tech/Bio-Tech 20
 Other 21 (write in space below)
- 12 characters maximum
- After the conference, when is your company likely to purchase HR products or services?
 < 3 months
 < 6 months
 < 1 year
 Don't know
 No purchase planned

- What is your purchasing role?
 Recommend
 Approve/Purchase
 Specify
 No role
- Is this your first NEHRA conference?
 Yes No
- Who is paying for the conference?
 Myself
 My employer
 Combination
- What prompted you to attend this conference?
 Direct mail brochure
 Exhibitor mailing
 Meeting bulletin
 E-mail
 NEHRA Web site
 Colleague
 Newspaper
 Other Media
(write in space below)

Source

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