THE STATE OF TEXAS SHRM CONFERENCE
PREVIEW

THE PREMIER REGIONAL EDUCATIONAL AND NETWORKING EVENT FOR HR PROFESSIONALS
10.16.16 – 10.19.16
FORT WORTH CONVENTION CENTER
ABOUT THE CONFERENCE

The HRSouthwest Conference (HRSWC) is the premier regional human resources conference and the State of Texas SHRM Conference. This true don’t-miss event provides more than 100 educational sessions from thought-leading speakers, an abundance of networking opportunities and an exciting Marketplace of 200+ HR solutions and services. Join more than 2,500 attendees, speakers, sponsors and exhibitors, Oct. 16 – 19, at the Fort Worth Convention Center for our 75th annual event.

CELEBRATING 75 YEARS

HRSWC – through unparalleled educational offerings and networking opportunities – provides human resource professionals with practical knowledge and best practices...and we’ve been doing it for 75 years! Join us as we celebrate this milestone anniversary and the volunteers and partners who have contributed to our success. You’ll return to your organization energized and inspired to continue making a positive impact and measurable difference.

2016 ADDITIONS & ENHANCEMENTS

Attendee feedback and onsite observations are key factors used in delivering a better HRSWC experience year after year. Some new and improved offerings sure to maximize your educational and networking opportunities include:

NEW THIS YEAR

WAR-ON-TALENT PANEL
Recruiting and staffing leaders will explore the greatest challenges facing talent acquisition and discuss best practices at companies with cultures designed to keep employees engaged

PEER ROUND TABLES
Led by experienced practitioners in different areas of specialization – including compensation & benefits, global HR, organizational development and HR generalists – these round table sessions offer a fresh approach to peer-to-peer learning and engage you in honest, open dialogue designed to help you solve some of your own workplace challenges.

SOLUTION SESSIONS
Presented by HRSWC’s premier sponsors, these sessions are educational in nature and may provide guidance in solutions or services that might meet a need in your organization. Topics range from benefits compliance, wellness and other pressing current issues

WELCOME RECEPTION
By popular demand, the Welcome Reception on Monday, Oct. 17, in the Marketplace will be held earlier in the day from 4:30 – 6:30 p.m.

LONGER BREAKS & LUNCHES
More time in the agenda has been scheduled for these activities to allow more networking time with other attendees and exhibitors

RETURNING FAVORITES

LEGAL EXCHANGE
A popular two-and-a-half-hour session providing attendees valuable updates on legal topics in a roundtable format

 SPEAKER HALL OF FAME SESSIONS
Extended educational sessions led by HRSWC Speaker Hall of Fame recipients: Michael Mirarchi, JD; Alice Dendinger, SPHR, and Chris Antone, JD

 MASTERS SERIES
Exclusive sessions for SHRM- and HRCI-certified HR professionals led by senior HR executives who share successful best practices

PAIR-N-SHARE
A voluntary “buddy” program teaming Conference veterans with new attendees to enrich the educational and networking experience for both

WELLNESS CLUB ACTIVITIES
Short bursts of energizing and stretching activities coordinated throughout the Conference during breaks in the educational schedule. Sponsored by Executive Medicine of Texas, Inc.

REFER-A-FRIEND
A referral program providing you and a new attendee a chance to win $100 each

WHY SHOULD YOU BE THERE?

The HRSouthwest Conference is the must-be-there event for human resource professionals from all disciplines. Attendees from across the complete spectrum of industries and organizations participate in this premier educational opportunity. HRSWC has something for every HR stakeholder in your organization:

• HR Generalists
• Training & Development
• Recruitment & Retention
• HR Consultants
• Administrators
• Compensation & Benefits
• Risk Management
• Plus Much More!

SHRM AND HRCI PROVIDERS

DHRMA, Inc. is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM-SCP. For more information, visit the SHRM certification website at www.shrmcertification.org

The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute’s criteria to be pre-approved for recertification credit.

Thank you for an amazing experience HRSWC! This was my first visit and I was significantly impressed. The content of the sessions were both thought provoking and invigorating. I left the conference reenergized, filled with more purpose and excitement to continue to love what I do as an HR professional! I can’t wait for the conference next year.

-Kieshana Joan Miles
PRE-CONFERENCE WORKSHOPS

SUNDAY, 10.16.16

PRE-CONFERENCE WORKSHOPS EXPAND OPPORTUNITY TO EARN CREDIT HOURS

Pre-conference workshops will be offered on Sunday, Oct. 16 – prior to the official start of The HRSouthwest Conference – providing the opportunity to earn up to an additional 8 credit hours. Separate registration for pre-conference workshops is required and now open. Please note that additional fees apply to attend these sessions and seating is limited; therefore, early registration is highly encouraged.

Pre-conference workshop seating is limited. Reserve your spot today at hrsouthwest.com/preconference

BEHAVIORAL INTERVIEWING: A PERFORMANCE AND COMPETENCY BASED HIRING PROCESS

Approved for 8 SHRM PDCs & 8 HRCI HR (General) Recertification Credit Hours

8:00 AM – 5:00 PM | Joe Sommers

Behavioral Interviewing (BI) has been a proven method for successful hiring decisions for many years. Join this interactive and engaging workshop to learn how BI meets today’s challenges for interviewing and selecting a savvy, multi-generational workforce.

DRIVING FINANCIAL RESULTS FROM THE HR DEPARTMENT

Approved for 8 SHRM PDCs & 8 HRCI Business (Strategic) Recertification Credit Hours

8:00 AM – 5:00 PM | Alice Dendinger, SPHR & Nikolai Usack

Still wondering what HR has to do to get a “seat at the table”? Join us for this fun and interactive workshop that will help you build your general business knowledge and boost your ability to understand and apply information in order to contribute to your organization’s strategic goals and objectives. Becoming more business savvy will allow HR professionals to help their organizations to better successfully thrive in today’s competitive marketplace.

OFF TO HR LAW SCHOOL WE GO: DON’T FORGET YOUR EMPLOYEE HANDBOOK

Approved for 8 SHRM PDCs & 8 HRCI HR (General) Recertification Credit Hours

8:00 AM – 5:00 PM | Dustin A. Paschal, JD & Paul W. Simon, JD

Although they are not lawyers, human resource professionals must be up to speed and knowledgeable on a variety of employment laws that affect the workplace. The amount of rules, regulations, laws and guidelines that affect the workplace are extreme in number and often changing. Lawyers have law schools; and now human resource professionals have HR Law School.

Wow! The conference was an absolutely fabulous opportunity for me. Although I’ve been in HR for a long time now, I have not had the chance to attend until this year. I am re-energized with enthusiasm for my career and what we can do for our most valuable assets – the people we work with day in and out. From the opening ceremony to the closing and everything in between, the programs were exciting, informative, interactive and motivating. I hope to return next year.

-Sue Rodriguez

BEYOND EMPLOYEE ENGAGEMENT: GOOD PERFORMANCE DRIVES GOOD EMPLOYMENT CULTURES

Approved for 4 SHRM PDCs & 4 HRCI HR (General) Recertification Credit Hours

8:00 AM – 12:15 PM | Telvin Jeffries

During this half-day pre-conference workshop, participants will have the opportunity to learn, reflect and further develop their vision for creating a dynamic workplace. In the last 10 years, little progress has been made globally in employee engagement results, leaving employees and leaders frustrated. In this workshop, we deal with the sacred cows in employee engagement and performance management, and we discuss practical interventions that create better business outcomes while building a more engaged workforce.

DYNAMICS OF ORGANIZATIONAL CHANGE

Approved for 4 SHRM PDCs & 4 HRCI Business (Strategic) Recertification Credit Hours

1:00 PM – 5:15 PM | Deborah Avrin, SPHR

Do you and your employees fear change or embrace it as an opportunity? Do you possess the skills necessary for human resources’ role in leading change? A recent SHRM survey found that 82 percent of organizations had been involved in a change management initiative involving the human resources function over the previous 24 months. Organizations who gain commitment to a change benefit from increased management initiative involving the human resources function over the previous 24 months. Organizations who gain commitment to a change benefit from increased management initiative involving the human resources function over the previous 24 months. Organizations who gain commitment to a change benefit from increased management initiative involving the human resources function over the previous 24 months.

ONLINE LEARNING CENTER

The Online Learning Center is your opportunity to earn additional SHRM PDCs and HRCI recertification credit hours from the convenience of your home or office and to review your favorite sessions after the Conference. Don’t stress about having enough time to fit in every one of the great sessions you’re hoping to attend. Don’t struggle at actively listening to the speakers while feverishly taking notes. Eliminate these worries by additionally opting for the Online Learning Center*, where you can access valuable content on-demand and continue your professional development year-round.

Be sure to select the Online Learning Center when registering for HRSWC as prices increase onsite.

*Technical requirements: Current browsers support HTML5. Older versions require QuickTime plugin or latest Flash Player (11.5).

UP TO 100 HOURS OF EDUCATION WILL BE RECORDED AT HRSWC AND MADE AVAILABLE ON-DEMAND FOLLOWING THE EVENT

EXCLUSIVE DISCOUNTED RATE OF $99 AVAILABLE WHEN YOU REGISTER BY 10.14.16
ALEX SHEEN
OPENING KEYNOTE

Founder, because I said I would

Monday, 10.17.16

Alex Sheen is founder of because I said I would, a social movement and nonprofit dedicated to bettering humanity through promises made and kept. Alex, who believes every individual has the strength to become a person of their word, will share his insights and actionable ways to become better at fulfilling commitments. He inspires others to become more accountable to their promises through compelling and real-life examples from the because I said I would movement. He illustrates how integrity and keeping your promises are forever interwoven, and he discusses how holding ourselves and each other accountable truly changes humanity for the better.

Sparked by the loss of his father, Alex and his organization send “promise cards” to anyone, anywhere in the world at no cost. Alex is someone who truly honors commitment. He once walked over 240 miles across the entire state of Ohio in 10 days to fulfill a promise. In just two years, because I said I would has sent over 3.15 million promise cards to over 153 different countries. The promises written on these cards have made headlines around the world.

Alex’s charitable projects and awareness campaigns have been featured on ABC World News with Diane Sawyer, CNN, “The Today Show,” NPR, The Los Angeles Times and many other programs.

DINA DWYER-OWENS
CLOSING KEYNOTE

Co-Chair, The Dwyer Group Inc.

Wednesday, 10.19.16

Dina Dwyer-Owens, co-chair of The Dwyer Group, Inc., is a strong advocate for ethics in business and life. Her motto is to Live R.I.C.H. following the themes of Respect, Integrity, Customer focus and Having fun in the process. She is an international speaker and the author of two books: “Live R.I.C.H.: How to build success in your company and your life with a proven Code of Values” and “Values, Inc.”, which was recently named to the Top 10 Business Books of 2015 by Forbes.

The Dwyer Group includes 11 franchise service brands, more than 2,500 franchise owners across the globe and more than $1.3 billion in annual system-wide sales. As a certified franchise executive with more than 30 years of industry experience, Dina credits a growing team and the company’s Code of Values for making The Dwyer Group what it is today.

Dina has served as chair of the International Franchise Association (IFA) in Washington D.C., the world’s largest advocacy group for franchising as a business format. And in 2012 and 2013, she appeared on the Emmy-winning hit reality show, “Undercover Boss.”

Dina’s book will be available for purchase in the HRSWC Bookstore.

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INFORMATION

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I enjoyed the endless networking opportunities. I was able to connect with people in my area, both public and private sectors, who have already turned into great business relationships.

-Tony Luton, II
### AGENDA - AT-A-GLANCE

**SUNDAY, 10.16.16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 AM</td>
<td>Pre-Conference Attendee Registration</td>
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<tr>
<td>8:00 AM – 5:00/5:15 PM</td>
<td>Full Day Pre-Conference Workshops</td>
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<tr>
<td>8:00 AM – 12:15 PM</td>
<td>Half Day Pre-Conference Workshops</td>
</tr>
<tr>
<td>9:00 AM – 6:00 PM</td>
<td>Marketplace Registration and Move-In</td>
</tr>
<tr>
<td>1:00 PM – 5:15 PM</td>
<td>Half Day Pre-Conference Workshops</td>
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<tr>
<td>2:00 PM – 6:00 PM</td>
<td>Attendee Registration</td>
</tr>
<tr>
<td>2:00 PM – 6:00 PM</td>
<td>The Hub Welcome Center, Bookstore, Business Center</td>
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<tr>
<td>5:00 PM – 7:00 PM</td>
<td>Networking Happy Hour (location TBD)</td>
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**MONDAY, 10.17.16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:30 AM</td>
<td>Wellness Club Activity</td>
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<tr>
<td>6:30 AM – 6:30 PM</td>
<td>Attendee Registration</td>
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<tr>
<td>6:30 AM – 6:30 PM</td>
<td>Marketplace Registration</td>
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<tr>
<td>6:30 AM – 6:30 PM</td>
<td>The Hub Welcome Center, Bookstore, Business Center</td>
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<tr>
<td>9:45 AM – 6:30 PM</td>
<td>Marketplace</td>
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<tr>
<td>9:45 AM – 6:30 PM</td>
<td>Silent Auction</td>
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<tr>
<td>4:30 PM – 6:30 PM</td>
<td>Welcome Reception in Marketplace</td>
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**MONDAY DETAIL**

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>6:30 AM – 9:30 AM</td>
<td>Coffee Service (concessions open)</td>
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<tr>
<td>7:00 AM – 8:00 AM</td>
<td>Early Bird Educational Sessions</td>
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<tr>
<td>8:15 AM – 9:15 AM</td>
<td>Break in Marketplace</td>
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<tr>
<td>9:30 AM – 10:15 AM</td>
<td>Keynote Meet &amp; Greet</td>
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<tr>
<td>10:20 AM – 10:25 AM</td>
<td>Super Prize Drawing in Marketplace</td>
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<tr>
<td>10:30 AM – 11:30 AM</td>
<td>Educational Sessions</td>
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<tr>
<td>10:30 AM – 12:30 PM</td>
<td>Featured Event: Masters Series*</td>
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<tr>
<td>11:45 AM – 12:45 PM</td>
<td>Educational Sessions</td>
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<tr>
<td>12:30 PM – 2:00 PM</td>
<td>Lunch in Marketplace</td>
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<tr>
<td>2:00 PM – 3:15 PM</td>
<td>Educational Sessions</td>
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<tr>
<td>2:00 PM – 4:00 PM</td>
<td>Featured Event: Speaker Hall of Fame</td>
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<tr>
<td>3:30 PM – 4:30 PM</td>
<td>Educational Sessions</td>
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<td>4:30 PM – 6:30 PM</td>
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**WEDNESDAY, 10.19.16**

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<td>The Hub Welcome Center, Bookstore*, Business Center</td>
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**WEDNESDAY DETAIL**

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<tr>
<td>9:30 AM – 10:30 AM</td>
<td>Educational Sessions</td>
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<tr>
<td>10:45 AM – 12:30 PM</td>
<td>Closing Keynote Session</td>
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<tr>
<td>12:45 PM – 1:45 PM</td>
<td>Keynote Book Signing</td>
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**EDUCATIONAL SESSIONS**  
**MONDAY, 10.17.16**

### FEATURED EVENTS:

<table>
<thead>
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<tbody>
<tr>
<td>Peer Round Tables</td>
<td>10:30 AM – 11:30 AM</td>
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<tr>
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<tr>
<td>Speaker Hall of Fame</td>
<td>2:00 PM – 4:00 PM</td>
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<tr>
<td>Solution Sessions</td>
<td>3:30 PM – 4:30 PM</td>
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### BUSINESS ACUMEN & HR STRATEGY

- **Accountability: The Key to Driving a High-Performance Culture**  
  - Greg Bustin
- **Creating a Culture of Healthy Conflict**  
  - Alice Dendinger, SPHR
- **Purposeful Leadership: Build the Capability You Need**  
  - Jack Gottlieb
- **Why Women: The Leadership Imperative to Advancing Women & Engaging Men**  
  - Jeffery Halter
- **Effective Change Management for a Multi-Generational Workforce**  
  - Jacqueline Kuhn, HRIP
- **Change: The Lifeblood of Organizations**  
  - Penny Miller, CEBS, SPHR
- **Increasing the Strategic Value of the HR Function**  
  - Richard Robinson
- **Organizational Values: Creating a Competitive Advantage**  
  - Richard Robinson
- **The Trust Factor: Key to Intentional Results**  
  - Monica Scamardo, PhD
- **The Top Five Mistakes HR Makes in M&A Transactions**  
  - Ginger Shelhim, MA
- **Counting With Your Shoes On: Understanding Finance for the HR Professional**  
  - Jimmy Taylor, SHRM-SCP, SPHR

### EMPLOYMENT LAW & LABOR RELATIONS

- **How To Lawfully Evaluate, Discipline & Discharge Employees**  
  - Christopher Antone, JD
- **Up Your ADA Game: Developing Your Accommodation Playbook**  
  - Kristin Bauer, JD
- **HR Optics**  
  - Alan Bush, JD
- **The Year of the Unpredictable: The Current State of Employment Law**  
  - Michael DePonte, JD
- **Health & Welfare Update**  
  - Janet Downs, JD
- **OFCCP Audits: How To Prepare in an Era of Aggressive Enforcement**  
  - Michelle Duncan, JD
- **Reductions in Force: Minimizing Employer Liability for Layoffs**  
  - Stephen Fox, JD
- **How to Discipline & Discharge with Dignity**  
  - John Hagan, JD
- **Strategies for Winning an Employment Discrimination Lawsuit**  
  - Paul Hash, JD
- **An Employer’s Roadmap to Transgender, Same Sex Marriage & Harassment**  
  - Janet Hendrick, JD
- **Big Data’s Huge Impact on Employment Law**  
  - Scott Pechatis, J.D.
- **All in the Job: Mastering FLSA Exempt vs. Non-Exempt**  
  - Paul Simon, JD

### HUMAN RESOURCE & ORGANIZATIONAL DEVELOPMENT

- **Are They All In? Essential Elements of Employee Engagement**  
  - Randy Anderson
- **Embracing an Atmosphere of Accountability**  
  - Randy Anderson
- **Cutting Edge Performance Management**  
  - George Benson, PhD
- **The Power of Partnership: Teamwork With Communications to Engage Your People**  
  - Shari Chernack, SPHR
- **Lead the Trend to Abolish Performance Appraisals**  
  - Alice Dendinger, SPHR
- **Disrupt Your Onboarding: Wake Up, Shake Up & Rebuild Your Onboarding**  
  - Brenda Hampel
- **Leadership in the Trenches: The Leverage Point for Organizational Success**  
  - Penny Miller, CEBS, SPHR

### LEADERSHIP & PERSONAL DEVELOPMENT

- **What You Do Matters! Attitudes & Actions that Achieve Results**  
  - Julie Burch
- **White Water Leadership**  
  - Greg Hawks
- **Four Strategies for Creating Connection & Personal Engagement**  
  - John Stoker

### TOTAL REWARDS

- **Underwronging: Overcoming the Affordable Care Act**  
  - Den Bishop
- **Building a WOW Recognition Culture**  
  - Mike Byam, MBA
- **The Missing Ingredient of Wellness Programs**  
  - Travis Freeman
- **Employee Engagement & Recognition Thru Gamification**  
  - Michael Macielowich
- **Developing Merit Planning Tools You Can Use**  
  - Mark Szypko
- **DIY Compensation: A Step-by-Step Demonstration**  
  - Lane Transou, CCP, GRP, SPHR, SHRM-SCP

### RISK MANAGEMENT

- **Health & Safety Training: Serious Business?**  
  - Barbara Cervantes, PHR
- **Developing a Criminal History Evaluation Tool**  
  - Mike Coffey, SHRM-SCP, SPHR
- **Do Not Pass Go: What to Do When an Employee Gets Arrested**  
  - Mike Coffey, SHRM-SCP, SPHR
- **Behind the Scenes of the Union Organizing Drive**  
  - Keith Persiano, MS
- **HELP! The EEOC, OFCCP & Other Government Agencies are Coming**  
  - Terri Swain

### TALENT ACQUISITION & WORKFORCE PLANNING

- **Keep HR Out of the Courtroom: New Hire Compliance Concerns**  
  - Aaron Cotter
- **How to Keep Compliant in Recruiting & the Role of Digital Technology**  
  - Ted Daywalt
- **Succession Planning: Lessons Learned**  
  - Passion Hayes, MA, SPHR
- **From Fax to Facebook: Generations in the Workplace**  
  - Glenna Hecht, SPHR
- **How & Why to Screen for Emotional Intelligence to Your Hiring Practice**  
  - Adele Lynn
- **Interviewer Techniques Guaranteed to Improve Quality of Hire**  
  - Carol Quinn
- **Introduction to Motivation Based Interviewing**  
  - Carol Quinn
- **Where’s Everyone Going? How to Reduce Unnecessary Employee Turnover**  
  - Cara Siletto
- **Talent Games: Win the Race to Find ‘em, Motivate ‘em & Keep ‘em!**  
  - Jimmy Taylor, SPHR
- **Succession Planning vs. Career Planning**  
  - Lane Transou, CCP, GRP, SPHR, SHRM-SCP
EDUCATIONAL SESSIONS
TUESDAY, 10.18.16

FEATURED EVENTS:

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<tr>
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<tbody>
<tr>
<td>War-on-Talent Panel</td>
<td>8:00 AM – 9:30 AM</td>
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<tr>
<td>Legal Exchange</td>
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<td>Solution Sessions</td>
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</tbody>
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BUSINESS ACUMEN & HR STRATEGY

Empowering HR to Create Value for the Business: Danyelle Ackall, CPP, MA SPHR
HR Can Drive Business Results: Carol Anderson
How to Build a Resilient Organization: Sandy Asch, MA
How to Implement an Internal Coaching & Feedback Program: Alice Dendinger, SPHR
We are Hired to Do a Job & Paid to Achieve Results: Jack Gottlieb
HR State of Change: Janet Hoffmann, SHRMP-SCP, SPHR
Talking Business: Decision Support Tools for HR: Penny Miller, CEBS, SPHR
4 Stages, 3 Models, 2 Cents & 1 You: Melissa Rogers, PhD
Strategic Plans & Other Great Works of Fiction: Making Strategy Work: Jimmy Taylor, SHRMP-SCP, SPHR
Strategic Workforce Planning: Susan Word, MA, SPHR

EMPLOYMENT LAW & LABOR RELATIONS

Overtime Pay: Sleepless in San Antonio: Alan Bush, JD
When the Other Guy’s Employees are Yours Too: Alan Bush, JD
Employers: Beware of Caregiver Protections!: Marti Cardi, JD
What? There’s an Alternative to Leaves of Absence: Marti Cardi, JD
Staffing in the Bermuda Triangle: FLSA, NLRB and Independent Contractors: Liz D’Aloia, JD
Hot Topics in Labor & Employment Law: Stephen Fox, JD
Managing the Serious Workplace Threat: Paul Hash, JD
Avoiding Litigation: The HR Professional’s Guide: Michael Mirarchi, JD
Coaching Leaders to Address Sensitive Employee Relations Situations: Michael Mirarchi, JD
HR in an Hour: The Employee Life Span: Dustin Paschal, JD
When Jane Becomes John: LGBT Issues in the Workplace: J Mark Smith, JD

HUMAN RESOURCE & ORGANIZATIONAL DEVELOPMENT

Gamification Buzz: Use Game Mechanics to Motivate Your Learners: Monica Cornetti, MA
Case Studies of Organizations Who Solved the Workplace Bullying Problem: Catherine Mattice, MA, SPHR, SHRMP-SCP

LEADERSHIP & PERSONAL DEVELOPMENT

Horrible Leaders: Is That Me in the Mirror?: James Baird, PhD
Strategic Writing: Quick, Clear & Concise: Christine Casady, MA
Get Your Social On: Leadership Skills for the 2020 Workplace: Janet Hoffmann, SHRMP-SCP, SPHR
Mastering My Career: The Path to Career Success: Kelli Rogers, MS
Walk, Talk & Negotiate for High-Stakes Results: Linda Swindling, CSP, JD
The Power of Unconscious Bias in the Workplace: James Wright

TOTAL REWARDS

Payroll Tidbits for the HR Professional: Danyelle Ackall, CPP, MA SPHR
How to Help Employees Afford Their Benefits: Jane Cooper, MBA
Top 10 Reasons Employee Wellness Should be a Corporate Strategy: Marcia Otto
The Impact of Healthcare Pricing Transparency: Becky Parker
ACA: Keeping Calm in an Election Year: Lane Transou, CFP, GRP, SPHR, SHRMP-SCP
Building Appreciation for Incentive Plans:

RISK MANAGEMENT

Winning With a Successful Safety Culture: Berry Barrington
Bad Apples, Good Citizens & HR: Behavioral Risk = Wellness: Joel Bennett, PhD
Employee Prescription Drug Abuse: Tips, Prevention Guidelines & Education: Joel Bennett, PhD
Identifying Insider Threats Using Periodic Background Checks: Mike Coffey, SHRMP-SCP, SPHR
Death of Employees: Beyond Checklists & Managing Complex Losses: Robert Jensen
Background Screening: What You Don’t Know Can Hurt Your Organization: Debra Keller

TALENT ACQUISITION & WORKFORCE PLANNING

Competencies Models: Better Hiring, Performance Management & Development: Mitch Byers, MBA
The Art of the Call: Recruit Like the FBI, the Original Social Engineers: Conni LaDoucer
Understanding Job Search in a Candidate-driven Market: Steven Lindner, PhD
Star Search: Using EQ to Identify High Performers: Janiele Lynn
Cutting Edge Recruitment Advertising & Branding: Russell Smeed
Hiring for Success: Rick Tiemann

All of the sessions I attended were absolutely amazing. Every speaker was engaging and the topics were current. Information shared was applicable to my current position, and after each session, I found myself energized about my job. I have attended many conferences over the years and HRSWCG is the first one that I have attended where every session and speaker relayed information that I can use daily. I appreciate all of the exhibitors and enjoyed speaking with them. I loved the bookstore and bought several books by speakers at the conference. Can’t wait to go back next year!

-Carrye Syma
### REGISTRATION

**FULL CONFERENCE REGISTRATION** – Includes access to keynote sessions, educational sessions, Marketplace, lunch on Monday and Tuesday, refreshment breaks, Welcome and Closing Receptions, and all Conference materials.

<table>
<thead>
<tr>
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<th>BY 08.31.16</th>
<th>BY 10.15.16</th>
<th>ONSITE (10.16.16 – 10.19.16)</th>
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<tr>
<td>DallasHR Member</td>
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**ONE-DAY REGISTRATION** – Includes access to keynote sessions, educational sessions, Marketplace and any Conference event taking place on that day. Wednesday, Oct. 19 is a half day. Pre-registration must be received by Oct. 15.

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<th>10.19.16</th>
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<tr>
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<td>$535/$275</td>
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<td>$565</td>
<td>$565</td>
<td>$265</td>
<td>$585/$295</td>
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**PRE-CONFERENCE WORKSHOPS** – Full or one-day HRSWC registration required for attendee rate. Onsite workshop transfers are not available.

<table>
<thead>
<tr>
<th>FULL DAY SUNDAY, 10.16.16</th>
<th>ATTENDEE (PRE-REGISTER BY 10.15.16)</th>
<th>NON-ATTENDEE (PRE-REGISTER BY 10.15.16)</th>
<th>ONSITE (REGISTRATION 10.16.16)</th>
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<tbody>
<tr>
<td>Behavioral Interviewing: A Performance and Competency Based Hiring Process</td>
<td>Joe Sommers</td>
<td>Submitted for 4 SHRM PDCs and 4 WFCMR (General) Recertification Credit Hours</td>
<td>$380</td>
</tr>
<tr>
<td>Driving Financial Results from the HR Department</td>
<td>Alicia Dendringer, SPHR &amp; Nikolai Usack</td>
<td>Submitted for 4 SHRM PDCs and 4 WFCMR (General) Recertification Credit Hours</td>
<td>$380</td>
</tr>
<tr>
<td>Off to HR Law School We Go: Don’t Forget Your Employee Handbook</td>
<td>Dustin A. Paschal, JD &amp; Paul W. Simon, JD</td>
<td>Submitted for 4 SHRM PDCs and 4 WFCMR (General) Recertification Credit Hours</td>
<td>$380</td>
</tr>
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| HALF-DAY SUNDAY, 10.16.16 | | | |
| Beyond Employee Engagement: Good Performance Drives Good Employment Cultures | Daniyelle Kennan, SPHR | Submitted for 4 SHRM PDCs and 4 WFCMR (General) Recertification Credit Hours | $190 | $250 | $295 |

**ONLINE LEARNING CENTER** $99 FULL ACCESS

- Earn additional recertification credit hours and extend your HRSWC experience. Select sessions from the 2016 event (up to 100+ hours of education) will be recorded and available on-demand via the HRSWC Online Learning Center until Sept. 1, 2017. This exclusive pre-registration rate is only available to this year’s attendees who register before Oct. 15, 2016.
- Technical requirements: Current browsers support HTML5. Older versions require QuickTime plugin or latest Flash Player (11.5).

**MARKETPLACE ONLY** $175 PER DAY

- Includes access to the Marketplace for one day, lunch and refreshment breaks, as well as access to the reception held on the same day.

**GUEST PASS** $50 PER EVENT (Monday Welcome Reception or Tuesday Closing Reception)

- Guests must not be in an HR industry-related position. Co-workers or associates in the industry do not qualify. Guests must be at least 18 years of age.

**GROUP REGISTRATION DISCOUNT**

- Groups of 10% or more attendees from the same company qualify for a 20% discount. All attendees must be registered together and pay with one payment.

**SPECIAL ACCOMMODATIONS**

- If you require special accessibility or dietary accommodations, please include this information in your online registration.

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**EDUCATIONAL SESSIONS**

**WEDNESDAY, 10.19.16**

### BUSINESS ACUMEN & HR STRATEGY

- Choosing the 51% - Deslyn Norris, MBA, SPHR
- Your Title may be HR but Trust Me, You’re in Marketing! - Jim Smith, SHRM-SCP SPHR
- Implementing Change: It’s Not the Change, It’s the Transition - Rick Tiemann
- Translating Business Strategy into a Highly Effective Reward Programs - Lane Transou, CCP, GRP, SPHR, SHRM-SCP
- Human Resources: Making a Business Impact - Susan Word, MA, SPHR

### CALIFORNIA LAW

- California Employment Law Update - Mitch Boomer, JD

### GLOBAL HR & CULTURAL EFFECTIVENESS

- Understanding & Creating the Efficient Global Team - John Hinojos

### EMPLOYMENT LAW & LABOR RELATIONS

- ACA: How Everything & Nothing Will Change - Roger Abramson, JD
- Mental Health: The Not-So-Basics Under the ADA - Marti Cardi, JD
- Fostering an Innovative Immigration Policy - Helene Dang, JD
- Applying Critical Thinking to Workplace Internal Investigations - Brian Duboff, MA, SPHR, SHRM-SCP
- Conquering the Brave New World of I-9 & E-Verify Compliance - John Fay, JD
- Three-Horned Steer: The Interplay Between the ADA, the FMLA & Worker’s Comp - Arthur Lambert, JD
- Violence Issues in the Workplace - Arthur Lambert, JD
- The Great Handbook Debate: Pros, Cons & All the Law - Dustin Paschal, JD

### HUMAN RESOURCE & ORGANIZATIONAL DEVELOPMENT

- Guiding the Management to Leadership Journey - Deborah Avrin, SPHR
- Ally or Adversary: How to Cultivate Strategic Relationships - Morag Barret
- You Make Me So Mad: Emotional Intelligence for HR Professionals - Julie Burch
- What Your Employees Aren’t Telling You: I’m Caring for an Aging Loved One - Jeryn Laengrich

### LEADERSHIP & PERSONAL DEVELOPMENT

- Emotional Intelligence: A Practical Application - John Bruce

### RISK MANAGEMENT

- 50 Shades of No Way! - Terri Swain

### TALENT ACQUISITION & WORKFORCE PLANNING

- The Leader Shift: How to Engage & Develop the Next Generation of Leaders - Dan Schawbel
- Incorporating Succession Planning Into Everyday Practices - Susan Word, MA, SPHR
EARN UP TO 17 SHRM PDCS AND HRCI RECERTIFICATION CREDIT HOURS (PENDING APPROVAL)

PLUS UP TO AN ADDITIONAL 8 CREDITS WITH PRE-COMFERENCE WORKSHOPS (SEPARATE REGISTRATION REQUIRED)

SAVE UP TO NEARLY $200 WHEN YOU REGISTER BY 08.31.16

RATES START AT ONLY $745

For regular announcements and updates, visit: hrsouthwest.com

For attendee registration and information, contact: 214.631.7476 x225 or attendees@hrsouthwest.com

For sponsorship and exhibitor opportunities, contact: 214.631.7476 x222 or exhibitors@hrsouthwest.com