

56th ANNUAL HUMAN RESOURCES VIRTUAL CONFERENCE

EDUCATIONAL SESSIONS

*Note: When data available, after each session title in parentheses are the session skill level: Novice (N), Intermediate (I), Advanced (A) or All. In brackets is the applicable continuing education credit: **B**=HRCI Business Credit; **HR**=HRCI HR Credit; **PDC**=SHRM PDC.

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KEYNOTE SESSIONS

Keynote Presentation: **Staying Power: How to Keep Employees Longer** [HR; PDC]

While some of today's workforce is made up of deep-rooted, dependable staff, a larger number of positions are now a revolving door of employee turnover. Cara Silletto will share insight on why staffing is so challenging today and additional ways to gain greater staffing stability. Learn how to slow the revolving door, more effectively manage the impending shorter-term workforce, and maximize the time you have with each employee.

Cara Silletto, MBA, President & Chief Retention Officer, Crescendo Strategies

Keynote Presentation: **The Four Forces Facing Business Leaders** [B; PDC]

We know the five generations, alternative workforce arrangements, and technology are changing the future of work. So what does all of this mean for business leaders? In this keynote, we'll explore four forces you're facing based on our review of research. We'll help you shift your mindset and begin exploring how you can face the future of work with confidence and competence.

Krista Skidmore, Partner and Co-founder, FlashPoint Leadership Consulting

Keynote Presentation: **Instilling a Growth Mindset as an Element of Diversity and Inclusion** [HR; PDC]

In today's world, the concept of 'diversity and inclusion' is a major focus amongst most organizations. And, given the staggering benefits that come with broadening culture, prioritizing diversity as a focus is no surprise. According to a recent study, diverse and inclusive companies enjoy 2.3 times higher cash flow and outperform other, non-diverse organizations by 35%. The question becomes: Where do you begin to cultivate such a culture? One unique way is to start by teaching both individuals, teams, and leaders to embrace a growth mindset. This program explores the difference between a fixed and growth mindset and how to embrace the unique factors of every individual as part of the growth management approach to leading and succeeding together.

Sarah Turner, Principal, The Faurote Group

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EDUCATIONAL WORKSHOPS (TWO to THREE HOURS)

WK1. Conversation with an EEOC Trial Attorney (Two hours) (All) [HR; PDC]

- How to investigate an allegation of harassment or discrimination
- How to rebuild a team and provide training to managers and employees at the conclusion of an investigation
- How to properly engage in the ADA interactive process, how to determine if a suggested accommodation is reasonable based on the job requirements and your workplace and how to document the accommodation process.

Amy Wilson, JD, Member, and Erin Escoffery, Senior Associate, Frost Brown Todd LLC and Alessandra Rosa, JD, EEOC Trial Attorney, EEOC

WK2. Shaping Attitudes and Behaviors with Technology (All) [HR; PDC]

- How much disengaged employees are actually costing your company
- How to engage employees in an increasingly remote and tech-reliant workforce
- The power of visuals in workplace communication

Christina Zerfas, Managing Executive, Ohana Software

WK3. Building a Culture by Design (All) [HR; PDC]

- Learn how culture impacts the bottom-line performance of your organization
- Learn how a healthy culture empowers and engages your team – nurturing community and trust
- Learn 10 practical building blocks of a thriving culture

Kevin Pinner, Business Lead – Business Solutions | Manufacturing Tech Services and Keri McCarthy, Business Lead – Talent Solutions, DISHER

WK4. Recruitment Marketing for the Accidental Recruiter (All) [HR; PDC]

- Identify the 10 signs of a broken recruitment process
- Improve the candidate experience at crucial touchpoints
- Rethinking the job application

Ira Wolfe, Chief Googlization Officer, Success Performance Solutions

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EDUCATIONAL SESSIONS (ONE HOUR)

TRACK A: Leadership

1A. Keeping the Human in HR: There's No App for That (All)

- A vision for the future of work
- Types of technology disrupting human resources
- Steps HR must take to keep the human in HR

Ira Wolfe, Chief Googlization Officer, Success Performance Solutions

2A. How Recognition Can Build an Inclusive Workplace (I) [HR; PDC]

- Recognition, engagement and inclusion are linked
- Elicit creative thinking and introduce a transformative approach that motivates employees to achieve lasting behavior change
- Leveraging recognition and rewards to encourage inclusive behaviors allows organizations to achieve business goals and improve the quality of life for employees

Theresa Harkins-Schulz, CCP, CRP, SPHR, SVP, Customer Experience, Inspirus, a Sodexo Group Company

3A. What Makes a Best Place to Work (A)

- Commitment to mission, vision, values and core beliefs
- Company culture and brand
- Onboarding focus and employee programs

Sandi Brinson, MSM, PHR, SHRM-CP, Director of HR Solutions and Clint Parker, COO, Account Executive, JA Benefits, LLC

4A. Diversity Inclusion: How to Grow Your Business (N/I) [HR; PDC]

- Learn the definitions of diversity and inclusion and their application to the workplace.
- Understand the impact that diversity and inclusion have on driving employee traits such as creativity, innovation and loyalty.
- Discuss the business case for diversity and inclusion —how it relates to attracting and retaining talent, absenteeism, productivity, industry market share and ROI.

Misty Resendez, EdD, Consultant, InvigorateHR

5A. Building a Kinder Kind of Workplace (All)

- Learn to stop compromising and start collaborating: How to win as a team
- Understand the Baader-Meinhof Effect and how to retrain your brain to focus on the positive
- Understand the power of empathy and how to use it

David Shar, SHRM-SCP, Founder and Consultant, Illuminate Performance Management Consultants

6A. HR Strategy: It's Your Business (All) [B; PDC]

- Gain a solid understanding of HR strategy – what it is and how it shapes the organization
- Learn about and discuss key components of HR strategy
- Understand your role in implementing strategic HR initiatives and affecting change

Jeremy York, SPHR, SHRM-SCP, Lead Consultant and President, InvigorateHR

8A. Compassionate Leadership: Getting to the Heart of What Matters (All)

- Women supporting women in the corporate environment
- Compassionate leadership is rooted in being a "source" for our people, not a "force"
- How to shift to a way of "being" that cultivates an environment of confidence, growth and collaboration

Laura Leaton, Executive Coach, Trainer, Speaker, Anchored Elements Coaching and Training, LLC

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TRACK B: Compliance Regulation

1B. Unique (and Legal) Strategies for Better HR (I/A) [HR; PDC]

- How to develop and assess new strategies that are effective and compliant with the law
- Examples of unique solutions to common HR problems
- Peer-to-peer (with legal commentary) sharing of solutions

Kate Erdel, JD, Of Counsel, Wormser Legal

2B. Top 10 Trends in Background Screening for 2020 (All) [HR; PDC]

- Understand the changing liability risk with background screening
- Recognize what comprises a best practice background check
- Understand how technology is changing background checks

Michael McCarty, CEO, Safe Hiring Solutions and Stephen Koers, JD, Attorney, Lewis and Wilkins LLP

3B. Leave Management: Being an Active Participant (All) [HR; PDC]

- How to combine the ADA, FMLA and other leaves into one comprehensive program
- How to utilize the ADA to assist in handling FMLA abuse
- Processes to put into place before the leave begins

Catherine Burgett, JD, MBA, Attorney, Frost Brown Todd LLC

4B. Bootcamp: Building Your Muscle on Complicated HR Situations (A) [HR; PDC]

- Understanding the interplay between FMLA, ADA and worker's comp
- Best practices to handle harassment and workplace investigation
- Best practices on wage and hour compliance

Heather Wilson, JD, Member and Erin Escoffery, Senior Associate, Frost Brown Todd LLC

5B. What a Wild Ride! Where Are We Now?: An Update on Wage and Hour Regulation (I) [HR; PDC]

- Non-exempt and exempt employees overview
- Executive, administrative and professional exemption
- Educating managers

Marcia Mahony, Staff Counsel, Kightlinger & Gray, LLP

6B. Pay Equity in the #MeToo Era (All) [HR; PDC]

- Learn current case law regarding pay equity
- Learn best practices for pay audits
- Learn how equal pay relates to other workplace challenges

Jennifer Rulon, JD, Senior Associate and Jessica Sexton, Attorney at Law, Frost Brown Todd LLC

7B. OFCCP Bootcamp for Federal Contractors (All) [HR; PDC]

- Learn best practices for OFCCP compliance
- Learn tips for OFCCP audits or focused reviews
- Discuss recent trends and developments in OFCCP enforcement

Jennifer Rulon, JD, Senior Associate, Frost Brown Todd LLC

8B. The Real HR of Small and Mid-Sized Business (All) [HR; PDC]

- Identify top HR challenges for small and mid-sized business
- Gain practical and economical resources and solutions
- Learn how to become a strategic partner in your organization

Christie Engler, SPHR, SHRM-CP, MHRM, Director of Client Services, Consolidated Employer Services

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TRACK C: Assorted HR

1C. Use Your HSA Like a (Financial) BOSS (All) [HR; PDC]

- Learn about the convergence of health and wealth that makes for a powerful tool to help employees achieve retirement preparedness
- Uncover the future of HSAs in employer-sponsored plans and the solutions new to the market you can implement at your workplace
- Debunk HSA myths and how to use these as a retirement savings vehicle

Brea Dantin, Co-Founder/Advisor, ProCourse Advisors

2C. How to Overcome Common Challenges of Another Year of Open Enrollment (N/I) [HR; PDC]

- Learn to overcome/avoid common challenges of open enrollment
- Practical and legal implications of utilizing your service provider during open enrollment
- Hear tips on ways to better communicate with employees during open enrollment

Stephen Riga, Of Counsel, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

3C. The Impact of Employee Wellness on Your Bottom Line (N) [HR; PDC]

- Understand how chronic diseases impact health care costs and productivity
- Learn how wellness programs can improve your bottom line
- Results and insights from wellness programming at Indiana University Health, one of the state's largest employers

Angela Siela, Healthy Results Manager, Indiana University Health Plans and Suzanne Burton, Benefits Consultant, Human Resources, Benefits Department, Indiana University Health

4C. The Language of Effective Team Building (A) [PDC]

- Develop listening skills to ensure that intent and reception are aligned
- Recognize the various factors that impact intercultural communication within teams
- Strategize for effective conflict resolution within teams and promote healthy and strong working relationships

Martin George, CEO, LTC Language Solutions

TRACK D: Practical Applications in HR

1D. Beyond the Checklist: Conducting and Documenting Effective Employee Investigations (All) [HR; PDC]

- What to watch for from witnesses during investigations
- How to properly document investigations
- Thinking critically about facts learned during investigations

Catherine Burgett, JD, MBA, Attorney, Frost Brown Todd LLC

2D. It's All Negotiable: Navigating the Increasingly Negotiable Work World (All) [HR; PDC]

- Common negotiating styles
- Preparing for negotiation
- Negotiating tactics

Catherine Burgett, JD, MBA, Attorney, Frost Brown Todd LLC

3D. Are You Paying Fairly? (I) [HR; PDC]

- Insights into the current business and legislative landscape
- Highlight key considerations in structuring your pay equity analysis and approach to remediation
- Understanding how to use the employee lifecycle as a framework to uncover the root causes of pay gaps

Mariann Madden, Director, Rewards, Willis Towers Watson

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4D. Real Life Scenarios Handling Transgender and Sexual Orientation Issues in the Workplace (All) [HR; PDC]

- Provide greater understanding regarding transgender and sexual orientation issues in the workplace
- Enhance knowledge of applicable laws and case law regarding transgender employee rights and sexual orientation in the workplace
- Provide practical tips in dealing with transgender and sexual orientation issues in the workplace

Anthony M. Stites, Senior Partner, Barrett McNagny LLP

5D. The Cost of Doing Nothing: Mistakes I've Made So You Don't Have To (All) [PDC]

- Common mistakes HR and business leaders make (often without knowing) that hinder forward organizational progress
- Evaluate opportunities to shape workplace culture to align with the employee engagement initiatives and organizational objectives
- Create an action plan to help managers and other stakeholders on how to navigate the new workplace landscape and the expectations of employees in 2020 and beyond

Julie Develin, MSHRD, SHRM-SCP, Sr. HCM Strategic Advisor, Kronos

6D. The Tables Have Turned: Will a Candidate Hire You? (I/A) [HR; PDC]

- Importance of knowing your "why" as an organization
- Learn how to build a brand that attracts
- Learn practical ways to master every touchpoint in the recruiting and hiring process

Shawna Vite, Talent Engineer, DISHER

TRACK E: HR Technology

1E. How is Your HR Technology Working for You? (All) [B; PDC]

- Understand the current HR and benefits technology landscape
- Discover key risks to consider when evaluating HR and benefits technology
- Learn the latest HR and benefits technology trends and what is driving them

Caroline Melson, CEBS, CBC, Regional Leader-HR and Benefits Technology, Gallagher

2E. Cyber Risk Management (I) [HR; PDC]

- Current cyber risk exposures with respect to employee privacy (i.e. ransomware, cryptojacking, vishing, smishing)
- Apply cyber risk exposures to the current state of the law
- Be able to determine what steps your company can take to mitigate its cyber risk exposure

Adam Ira, Associate, Kightlinger & Gray, LLP

3E. Employer Hiring Practices: Traditional to Technology-Based Practices (All) [HR; PDC]

- Traditional hiring practices
- Artificial intelligence and the potential for claims based on disparate impact or other discriminatory practices
- EEOC's focus on employer online job advertisements

Jeffrey Halbert, JD, Partner, Bose McKinney & Evans LLP

4E. Hiring Issues Addressed by Tech and Data (I/A) [HR; PDC]

- Understand the talent acquisition process to help avoid pitfalls
- Identify HR trends that encourage adoption of new technologies
- Increase your foundational knowledge of today's successful hiring practices

Randi Doerr, SHRM-SCP, SPHR, VP of Client Success and Darythe Taylor, SHRM-CP, Client Support Manager, ExactHire

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TRACK F: COVID-19 and Your Business

1F. How to Strategically Re-Board Following Coronavirus (A) [B; PDC]

- Re-boarding is not “un-pausing your TV” to start where you left off, but about your employees learning new practices to include a new set of rules and guidelines
- Take time to evaluate your current business practices to decide new re-boarding ones
- Panel interview with six business professionals sharing their re-boarding strategies

Carrie Van Daele, CEO/President and Author, Van Daele & Associates, Inc.

2F. The Intersection of the FFCRA with the ADA, FMLA, and Your Leave Policies [B; PDC]

- COVID-19 has impacted the American (and global) workforce dramatically – and will likely continue to do so in ways we have not yet fully realized
- How to analyze COVID-19 situations under the ADA and the FMLA
- How your leave policies are likely to change in a post-COVID-19 world

Catherine Burgett, JD, MBA, Attorney, Frost Brown Todd LLC

3F. COVID-19 and Employer Benefits [B; PDC]

- How does the CARES Act impact our retirement plans and health and welfare benefits?
- How does FMLA/FFCRA impact our organization?
- In terms of business planning, how do layoff/furloughs, etc. impact our benefits?
- How are other human resource directors handling the new work from home environment?

Brea Dantin, Co-Founder/Advisor, ProCourse Advisors and Kevin Sliwa, Vice President, Sales + Strategy, MJ Insurance

4F. Separate But Together: Opportunities to Improve Company Culture with Newly Remote Workers [HR; PDC]

- Identify areas of opportunity to improve company culture through remote work
- Understand how to foster meaningful connections with colleagues and supervisors while working remotely
- Appreciate the challenges of communicating across time zones, cultures and locations
- Leverage remote work opportunities to grow teams and develop professionally

Julie Develin, MSHRD, SHRM-SCP, Sr. HCM Strategic Advisor, Kronos

5F. Leadership in the New Covid-19 Reality: Creating Light in the Darkness for You and Your Team [HR; PDC]

- Understand how to provide appropriate amounts of oversight, support and autonomy for a newly teleworking team
- Understand the three main elements of burnout and how to build a burnout proof culture in these challenging times
- Connect with work's deeper meaning and learn to use it for internal fulfillment and external success
- Understand layoff survivors' guilt and how to support their teams through challenging times

David Shar, SHRM-SCP, Founder and Consultant, Illuminate Performance Management Consultants

6F. Leadership and Employee Engagement In A Remote Workforce [HR; PDC]

During the session, you will learn:

- Universal needs of employees
- Best practices for employee engagement during crisis
- Different leadership mindsets to adopt during crisis

Diana Vida, Consultant, InvigorateHR

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COVID-19 Webinars from Frost Brown Todd LLC

COVID-19 Update for Employers [HR; PDC]

As the landscape continues to change, this webinar will provide updated guidance for employers on issues related to the workplace and COVID-19.

Erin T. Escoffery, Attorney at Law, Frost Brown Todd LLC

Business Tax Implications of the CARES Act and COVID-19 Issues [B; PDC]

This webinar will provide insight and guidance regarding various Federal business tax provisions of the CARES Act, including employer payroll tax deferrals, employee retention tax credits, NOL enhancements, business interest expense deduction increase, the long-awaited QIP fix, and other opportunities to improve cashflow for businesses during these uncertain times. The webinar will also provide an overview of state and local tax relief options available to businesses and other SALT issues to be aware of due to COVID-19.

Daniel G. Mudd, Member, Frost Brown Todd LLC

Loan Opportunities Under the CARES Act: What is Available to Your Business? [B; PDC]

This webinar will discuss the SBA and other potential credit opportunities for businesses under the CARES Act. The webinar will include some of the eligibility challenges and requirements under these program and the fast-flowing accommodations and changes being made specifically for these programs as compared to traditional SBA program requirements.

Shannon M. Kuhl, Member, Frost Brown Todd LLC