



CRHRA ANNUAL CONFERENCE AND MARKETPLACE

Thursday, March 23, 2017

Empire State Plaza Convention Center – Albany, NY



HR AT THE HELM: NAVIGATING CHANGE IN 2017



Breakfast Keynote:

Bridging the Gap – How to Think like a CEO

Presented by Ryan Kohler, nationally-recognized speaker, and founder and CEO of ApplicantPro



Lunch Keynote:

Legal Update for 2017

Presented by John Bagyi, Esq., SPHR, SHRM-SCP, attorney at Bond, Schoeneck & King, and longtime friend of CRHRA



Conference Schedule

Thursday, March 23, 2017

8:00 – 8:30 AM:

Registration and Breakfast

8:30 – 9:45 AM:

Welcome and Keynote Speaker – Ryan Kohler

9:45 – 10:30 AM:

Coffee Break in the Marketplace

10:30 – 11:30 AM:

First Concurrent Session

11:30 – 1:15 PM:

Lunch and Keynote Speaker – John Bagyi

1:15 – 1:30 PM:

Break

1:30 – 2:30 PM:

Second Concurrent Session

2:30 – 3:00 PM:

Final Marketplace and Grand Prize Drawing

3:00 – 4:00 PM:

Third Concurrent Session

Empire State Plaza Convention Center

Albany, NY 12242

Recommended parking is in V-Lot (P 3 North) located underneath Empire State Plaza



HR at the Helm: Navigating Change in 2017

Breakfast Keynote

Bridging the Gap – How to Think like a CEO

Presented by Ryan Kohler, ApplicantPro

It's no secret that there's usually a disconnect in terms of communication between HR and a CEO or executive team. In a 2012 survey published by IBM, 37% of CEOs indicated that HR is "too focused on processes and rules" and that they "don't understand the business well enough" to participate in the company's strategic development.

As a CEO who works closely with thousands of HR representatives, Ryan has a unique perspective into both worlds and knows what it takes to make HR's voice align with the vision of the company. Secure your position as both an advocate for rules and processes, and an invaluable asset when it comes to the CEO's bottom line.

About our speaker: Ryan Kohler started out his business career as an Accountant, receiving an BS in Accounting from Southern Utah University. He quickly realized that his passion was for entrepreneurship and marketing so he finished his MBA and struck out on his own. After 5 years of success in the world of web marketing and lead generation, he was approached to develop an applicant tracking system specifically focused on smaller companies.

He founded ApplicantPro in 2005 with the singular mission of helping small and mid-sized employers improve their hiring results. Going far beyond applicant tracking, Ryan has used his web marketing background to create innovative approaches that help smaller employers dramatically improve their applicant flow and hiring.

As the CEO of ApplicantPro, Ryan has successfully bootstrapped his company from a startup into a multi-million dollar growth company with over 80 employees and 4000 clients in 10 countries. ApplicantPro's 10 years of consistent 50%+ annual year-over-year growth has resulted in it being recognized by Mountain West Capital as one of the 100 fastest growing companies in Utah and by Inc Magazine as one of the 5000 fastest growing companies in the US for the last 4 years in a row.

In this session, you will learn:

1. How to focus on and address the right topics for discussion with the CEO, CFO, and company executives.
2. How to empower HR by providing valuable and strategic insight that helps shape the company's vision.
3. How to gain the respect you deserve by understanding how to effectively communicate with the CEO to ensure your voice is heard.
4. Most importantly, you'll discover what the CEO's bottom line involves and how to approach issues from the perspective of business development.



HR at the Helm: Navigating Change in 2017

Lunch Keynote

Legal Update – What’s New in 2017

Presented by John M. Bagyi, Esq., SPHR, Bond, Schoeneck & King

It’s only been four months since CRHRA’s Annual Legal Update, but those months have been filled with several significant and unexpected developments. One presidential administration has come to an end and another has begun and employers face new and different employment and labor law concerns. This program will update you on those developments and, more importantly, what they mean for your organization.

Specifically, this presentation will address and provide practical guidance on:

- Wage and hour developments, including changes to the salary threshold
- Changes at the state level
- EEO developments
- NLRB actions and their impact on unionized and non-unionized employers
- Enforcement and litigation trends
- What’s on the horizon

About our speaker: One of 200 attorneys nationwide to be recognized by Human Resource Executive magazine as the Nation’s Most Powerful Employment Attorneys, John Bagyi counsels and represents employers on labor and employment issues helping them achieve and maintain legal compliance, while improving employee engagement and workplace productivity. John has served as a guest lecturer at Albany Law School, the University at Albany, and the School of Business at RPI and is a frequent speaker at national, regional and state conferences, including the National SHRM Conference. He also serves as the General Counsel to the New York State Society of Human Resource Management.

John is AV Preeminent Rated by Martindale-Hubbell, listed in New York Super Lawyers and has been listed in The Best Lawyers in America for labor and employment law since 2007, when he was the youngest attorney in New York State to be recognized. Most recently, The Best Lawyers in America named John the 2017 Albany Labor Law - Management “Lawyer of the Year”.



CONFERENCE SCHEDULE AT-A-GLANCE

8:00 – 8:30 AM	Attendee Registration and Breakfast
8:30 – 9:45 AM	<u>Welcome and Keynote:</u> Bridging the Gap – How to Think like a CEO <i>Ryan Kohler, ApplicantPro *</i>
9:45 – 10:30 AM	Coffee Break in the Exhibitor Marketplace
10:30 – 11:30 AM	<u>Concurrent Session I</u> 1a. Understanding Metrics: How to Connect HR’s Goals to Business Strategy – <i>Ryan Kohler, ApplicantPro *</i> 1b. Keeping your 401(k)/403(b) Plan in Compliance: Common HR Pitfalls – <i>Michael Ruger, Greenbush Financial Group</i> 1c. From Employee Engagement to Employee Experience – <i>Sean Fitzpatrick, TalentMap *</i>
11:30 – 1:15 PM	<u>Lunch and Keynote Speaker:</u> Legal Update for 2017 <i>John M. Bagyi, Esq., SPHR, Bond, Schoeneck & King</i>
1:15 – 1:30 PM	Break
1:30 – 2:30 PM	<u>Concurrent Session II</u> 2a. Keeping HR Real: Best Practices HR Can Learn from Other Departments – <i>Donal Conn, Donal Conn Associates *</i> 2b. HSAs Set for Rapid Growth – <i>Paula Weber, Jaeger & Flynn Associates, Inc.</i> 2c. People Continuity – Protecting an Organization’s Greatest Asset – <i>Geoff Turner, Tech Valley Continuity LLC</i>
2:30 – 3:00 PM	Coffee Break and Final Marketplace: Exhibitor and Grand Prize Drawings
3:00 – 4:00 PM	<u>Concurrent Session III</u> 3a. Changing Leadership: Business Leaders as Coaches – <i>Robin Perry, Bishop House *</i> 3b. The Mental Health Spectrum: A Model for Improving EAP Utilization – <i>Philip Rainer, MSW, LCSW-R, Capital EAP</i> 3c. Maintaining Compliance in Hiring – <i>Mario Pecoraro, Alliance Worldwide Investigative Group</i>

*** Business Track course for senior-level professionals**



Concurrent Session Summaries

Concurrent Session I – 10:30 – 11:30 AM

Understanding Metrics: How to Connect HR's Goals to Business Strategy *

Ryan Kohler, ApplicantPro

As an HR Professional, you're required to add value to the overall objectives of your organization by ensuring that your department's goals align with your company's business strategy. In order for this parallel to occur, HR must have a firm understanding of what key metrics consist of and how they impact the overall success of an organization. Ryan will guide participants through the sometimes overwhelming world of business metrics and more importantly, how to make HR more competitive by connecting the dots between HR metrics and business strategy so that they become one and the same.

Keeping your 401(k)/403(b) Plan in Compliance: Common HR Pitfalls

Michael Ruger, Greenbush Financial Group

The responsibility of overseeing the day-to-day operations of a company's 401(k)/403(b) plan typically falls on the HR Department. The number of 401(k)/403(b) audits conducted by the Department of Labor is increasing. This session is designed to educate HR professionals on the new compliance and disclosures requirements that have been implemented over the past few years, including the new Fiduciary Rule set to take effect in April, 2017. This session will cover best practices related to the operation of your company's retirement plan, common HR pitfalls, key deadlines, required employee notices, new plan limits for 2017, and audit red flags.

From Employee Engagement to Employee Experience *

Sean Fitzpatrick, TalentMap

Employee engagement has been a hot topic in HR for over a decade. Every leading organization seeks to find ways to engage employees. The research linking to engagement to positive outcomes is clear. However, only recently have organizations begun to think deliberately about employee experience. As organizations strive to become the employer of choice in their industries, they are taking steps to attract and retain top talent by fostering an environment and culture that inspires people to join them. It's not about ping-pong tables and cool furniture, or even CSR policies; it is about developing strategies that lead to job experiences that employers can tout along with more traditional benefits like health insurance and retirement plans.

Right now, only a handful of organizations are thinking deliberately about designing employee experiences. This talk will share what the most progressive organizations such as Netflix, McDonald's and Airbnb are doing to conceptualize and create a truly great employee experience.



Concurrent Session Summaries

Concurrent Session II – 1:30 – 2:30 PM

Keeping HR Real: Best Practices HR Can Learn from Other Departments *

Donal Conn, Donal Conn Associates

In this session designed for mid-level and senior HR practitioners, we'll step away from the HR bubble to view the function from the other seats in the boardroom. Light on root cause analytics and heavy on practical tips and real-world applications, we will focus on some best practices of other functions that HR practitioners can both learn from and readily adopt to help bolster their alignment and effectiveness within an organization, including:

- Managing your resources like R&D
- Negotiating new projects like PURCHASING
- Communicating your value like MARKETING
- Budgeting and prioritizing tasks like EH&S
- Measuring your effectiveness like QUALITY
- Influencing others like SALES
- Positioning HR like FINANCE
- Managing projects like INFORMATION TECHNOLOGY
- Supporting your arguments like INVESTOR RELATIONS
- Prioritizing workload like CUSTOMER SERVICE
- Asking questions like C-SUITE

HSAs Set for Rapid Growth

Paula Weber, Jaeger & Flynn Associates, Inc.

The employer-based health insurance world is expected to undergo another round of significant changes in 2017, as many of the key elements of the Affordable Care Act are expected to be repealed or amended by the Trump administration. One of the cornerstones being discussed is improvements to health savings account (HSA) regulations and promoting greater use of these plans in conjunction with underlying qualified health insurance plans. In the employer group plan marketplace, a number of regulatory kinks, coupled with employee financial literacy issues, have made it difficult to engage employees in understanding how these plans work. The purpose and objective of this session is to help attendees be prepared to navigate their employees through these plans if they have not yet introduced them to their workforce, or better navigate them if they already have but face increased pressure to promote these plans even more in the coming year.

People Continuity – Protecting an Organization's Greatest Asset

Geoff Turner, Tech Valley Continuity LLC

Almost every company has developed backup and recovery strategies for their data. Some have identified alternate work locations if they suffer a fire or other facility event. But very few have even considered the impact a disaster can have on their employees. Many organizations feel that employees will work after a crisis because “they want to keep their jobs.” However, depending upon the crisis, some employees may be unable – or unwilling – to go to work. Topics to be addressed in this session include proactive measures to protect employees, telecommuting options, and the tough questions that need to be addressed for everyone's benefit.



Concurrent Session Summaries

Concurrent Session III – 3:00 – 4:00 PM

Changing Leadership: Business Leaders as Coaches *

Robin Perry, Bishop House

Leadership approaches continue to evolve over time. The pendulum has swung from highly autocratic environments of the 60's and 70's in many industrial settings, to the collaborative, consensus building environments, focused on total quality management in the 90's. We now face a workforce that is interested in making significant contributions inside and outside of the walls of the office - seeking to be engaged - but at times struggling to find their path. What is a leader to do? Coach.

In this session we will explore where coaching “fits in” as a leadership approach and examine the specific behaviors a leader needs to demonstrate to be an effective coach. We will discuss the foundational elements required to build a coaching relationship, and focus on key skills to be an effective coach. Through a co-active approach to coaching, leaders can guide and support individuals as they achieve a greater level of overall satisfaction -maximizing their contribution at work. As an HR leader, you play a significant role in teaching, supporting and guiding leaders to develop these skills. HR leaders also need to know when to “look outside” for an external coach—and how to manage the relationship and expectations with an external coach. Come ready to polish your own coaching skills, explore how to support your business partners as they develop theirs, and manage all coaching relationships in the future.

The Mental Health Spectrum: A Model for improving EAP Utilization

Philip Rainer, MSW, LCSW-R, Capital EAP

HR and Benefits Managers often struggle to increase awareness and utilization of their EAP. Efforts that focus on promotion and access have done little to improve utilization because employees' perceptions of their EAP are inconsistent with how they view their own needs. In this poignant and forward-thinking session, participants will learn the real issues that limit EAP use and discover a new model and approach to mental health that will help HR professionals to reposition their EAP, change employee attitudes, and greatly broaden the way an EAP can improve company profits.

Maintaining Compliance in Hiring

Mario Pecoraro, Alliance Worldwide Investigative Group

One of the best ways to navigate change is to stay aware of legislative updates. This session will cover important legislation concerning the Fair Chance Act, which prohibits discrimination against potential employees based on criminal arrest records. Additionally, participants will learn about certain bills that were introduced to promote greater transparency at EEOC and support the ability of states to promote a safe and responsible workforce. 2016 Senate updates and surprising sponsors of the EEOC Reform Act will be revealed. Credit reports in the hiring practice will also be discussed with an update on which states have now banned their use.



CRHRA HR Conference & Expo Registration Form

You may register and pay online at www.CRHRA.org or register by mail by completing this registration form.

Registrant Name: _____

Title: _____

Company: _____

Street Address: _____

City/State/Zip: _____

Email: _____ Phone: _____

Name & Certifications for Badge: _____

SHRM (national) Membership No.: _____ Local SHRM Chapter Name: _____

Conference Fees	SHRM or CRHRA Member	Non-Member	Student
Early Bird (By March 1 st)* SAVE 15%	\$185	\$200	\$40
Regular	\$215	\$230	\$40
Breakfast Program Only (ends at 9:45 AM)	\$50	\$60	\$20

Conference Fee includes all sessions, all meals, prizes (must be present to win), access to Exhibitor Marketplace, and conference program. Conference expenses may be tax deductible; consult your tax advisor.

Note: Parking at the Plaza is not included in the above registration fee. Normal parking fee is \$10 for the day. For closest parking lot, please use V Lot (P3). For more information on parking, please visit <http://www.ogs.ny.gov/bu/ba/parking/Visitor/>

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

Cancellation: Cancellations will be subject to a \$50 processing fee. No refunds after 03/18/2017.

Total Conference Payment due: \$_____ *Note: Full Payment Must Accompany Registration Form*

Payment method: Check MasterCard VISA DISCOVER AMEX

Name as it appears on card: _____ Signature: _____

Card No.: _____ Expiration Date: _____

Make checks payable to: CAPITAL REGION HUMAN RESOURCE ASSOCIATION

Send payments to: CRHRA, 230 Washington Avenue Extension, Suite 101, Albany, NY 12203
518-463-8687; fax 518-463-8656; crhra@caphill.com



Concurrent Sessions: Please circle the concurrent session topics you plan to attend.

Session Time	Topic
<p>10:30 – 11:30 AM</p>	<p><u>Concurrent Session I</u></p> <p>1a. Understanding Metrics: How to Connect HR’s Goals to Business Strategy – <i>Ryan Kohler, ApplicantPro</i> *</p> <p>1b. Keeping your 401(k)/403(b) Plan in Compliance: Common HR Pitfalls – <i>Michael Ruger, Greenbush Financial Group</i></p> <p>1c. From Employee Engagement to Employee Experience – <i>Sean Fitzpatrick, TalentMap</i> *</p>
<p>1:30 – 2:30 PM</p>	<p><u>Concurrent Session II</u></p> <p>2a. Keeping HR Real: Best Practices – <i>Donal Conn, Donal Conn Associates</i> *</p> <p>2b. HSAs Set for Rapid Growth – <i>Paula Weber, Jaeger & Flynn Associates, Inc.</i></p> <p>2c. People Continuity – Protecting an Organization’s Greatest Asset – <i>Geoff Turner, Tech Valley Continuity LLC</i></p>
<p>3:00 – 4:00 PM</p>	<p><u>Concurrent Session III</u></p> <p>3a. Changing Leadership: Business Leaders as Coaches – <i>Robin Perry, Bishop House</i> *</p> <p>3b. The Mental Health Spectrum: A Model for improving EAP Utilization – <i>Philip Rainer, MSW, LCSW-R, Capital EAP</i></p> <p>3c. Maintaining Compliance in Hiring – <i>Mario Pecoraro, Alliance Worldwide Investigative Group</i></p>

***Business Track for senior-level professionals**

You may also register on our website: www.crhra.org

For Questions Contact: Victoria Palasieski, crhra@caphill.com, 518-463-8687

Reminders: The dress is business casual. Remember to bring plenty of business cards or address labels for drawings & networking.

Special Note: ONE FORM PER APPLICANT. Please photocopy for additional registrations.