2013 SAHRA Conference
Program and Registration

Bigger and Better Than Ever!
Location & Parking
All events will take place at the Sacramento Convention Center located at 1400 J Street in downtown Sacramento. New this year, presentations will take place on the second floor, with the exhibit hall on the first floor.

Parking for the Sacramento Convention Center is available at the city-run Memorial Garage at 14th and H Streets and privately owned lots, all within walking distance of the facilities. Parking rates vary by location. On-street parking meters, requiring quarters or debit cards, are also available and surround the Convention Center. Parking for visitors with disabilities can be found in the parking lots and at meters.

Overnight Accommodations
SAHRA has arranged a special room rate of $149 per night at the Hyatt Regency Sacramento. Adjacent to the Convention Center, the Hyatt Regency is a perfect alternative to driving home after the Kick-Off Reception. Reservations can be made online at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10652290.

How to Register
For your convenience you can register online at www.sahra.org. You can also register by completing the registration form and faxing it to 916-231-2141. All conference pre-registrations must be received by August 9, 2013. All checks should be sent to SAHRA, 1215 K Street, Suite 940, Sacramento, CA 95814.

Cancellation Policy
Cancellations must be made in writing and received by SAHRA (via fax, email or mail) no later than Friday, August 9, 2013. All cancellations received by August 9, 2013 will be processed less a $25 processing fee. There will be NO refunds for cancellations made after August 9. No exceptions.

Exhibit Information
Again this year we are inviting all of our generous sponsors and exhibitors to meet attendees. We hope that this will bring an added benefit to attendees and allow relationships to be built with vendors who can help you achieve success in 2013.

Hours
WEDNESDAY:
5:30 p.m. – 7:30 p.m.
THURSDAY:
7:30 a.m. – 4:30 p.m.
Making Sense of Social Media as a Tool for HR Professionals

Curtis Midkiff, Director of Social Engagement, Society of Human Resource Management
Credit: 4.0 Business Management and Strategy Recertification

What is social media? How do I use it to become a more effective HR professional? To tweet or not to tweet? This informative workshop addresses these and other key questions on the minds of HR professionals. Today’s HR professional is being asked to provide leadership and direction in his or her company’s adoption of social media. In this workshop, Midkiff will share observations regarding how HR pros can harness the power of social networks like Facebook, Twitter, LinkedIn and YouTube to positively impact corporate priorities such as employee engagement, recruitment, customer service and brand awareness. The workshop will provide an introduction to social media and an overview of the various tools being widely used, while providing advice on how HR professionals can take the lead in the strategic use of social media at their organizations.

Learning Objectives:
• Define social media as a tool for HR professionals
• Identify the benefits of social media for HR professionals
• Understand the risks associated with social media
• Learn best practices for using social media in the workplace

Performance Management 180: Maximize the Return on Your Human Capital Investments

Sara Christiansen, VP of Client Services, Ideation Consulting
Credit: 4.0 Business Management and Strategy Recertification

*This presentation will be repeated during the afternoon sessions.

Companies are constantly stating “our employees are our greatest asset”, but what does this mean? If you look at your organization’s financial statements, you will most likely find that payroll and benefits are the largest liability (or cost). Employees actually become an asset when we can truly quantify their performance—the extent to which an employee’s contributions exceed (or fail to equal) the investment of their employment.

However, when you ask the typical HR professional about their role in driving improved performance, you will likely hear about the merits of their organization’s annual performance review form. The conversation usually evolves into a grand debate about bell curves, forced rankings and equitable rating methods.

To be a strategic partner in your organization, it is critical that you work closely with your operations colleagues to better define the business objectives and to implement a performance management strategy that can improve individual, team and organizational performance. This seminar will provide you with progressive and practical tools that will assist you to maximize and quantify the return on your organization’s human capital investments.

Learning Objectives:
• Attendees will define the principals of strategic HR and analyze the perceptions of HR within their organization
• Attendees will learn the merits of partnering with operations executives to implement a results-driven leadership approach
• Attendees will explore the elements of implementing a performance management strategy that fosters improved business results
• Attendees will learn how to quantify the return on their human capital investments

Kick-Off Reception - 5:30 p.m. – 7:30 p.m.
Join us for our Conference Kick-Off Reception where you have the opportunity to meet and socialize with conference speakers, exhibitors, sponsors and fellow HR professionals.

Sponsored by: Sutter Health Plus
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Speaker Notes & Tracks

Speaker Bios
Complete speaker bios can be found online at www.sahra.org.

Tracks
- Legal
- General
- Strategic
The economy, competition, downsizing, having to do more with fewer, change management, new technology . . . all are challenges these days for HR professionals. Moreover, HR professionals must regularly perform the roles of coach, counselor, employee advocate and business strategist. How do HR professionals keep their edge and succeed despite these challenges?

Dr. Singer will teach you the exact same secrets that superior (champion) athletes use to consistently perform their best when it matters the most. (note that the second half of this presentation will occur at the following session 3:30 p.m. – 4:30 p.m.)

Learning Objectives:
- Recognize the exact thoughts that ultimately lead to success or struggle in your HR career and the careers of employees
- Deploy a powerful formula for identifying and eliminating the self-limiting beliefs that underlie self-defeating attitudes
- Maximize your ability to control your “Internal Critic” in order to win the inner game of peak HR performance
- Drive your employees to new heights in job performance, satisfaction and morale, by understanding the secrets of active listening
- Apply these powerful techniques to employee relations work, challenging performance management discussions, and coaching both leaders and employees

Dr. Bob Nelson will share his research and insights on these emerging workforce trends and specifically address what HR professionals need to do to help create a sense of urgency in leading their executive team to proactively address these issues before they become problems for the organization and its ability to compete. Attendees will leave with a broader perspective on the leading labor trends impacting human resources and practical strategies for addressing these trends in their workplace. The first 100 attendees to this session will receive Dr. Nelson’s best-selling book, 1501 Ways to Reward Employees.

Learning Objectives:
- Leading trends shaping the future of HR
- Research and data that supports these trends
- Strategies for how they can best use this information to help prepare their organizations for the impact of these trends

Coaching Your Managers to Coach (GENERAL TRACK)
Dennis Wade, Principal, People Development Systems
Credit: 1.0 General Recertification

You know the value of coaching as opposed to telling employees what to do; you just wish the managers in your organization would take this approach. Supervisors and managers often unduly impact HR Professionals because they do not adequately develop employees and deal with performance issues. By coaching managers to coach, HR professionals will empower managers to do their own coaching, which could decrease workload and stress for Human Resources. Also, if managers are willing and able to take a coaching approach, employees will be guided with questions rather than managed with directives, which can improve morale and reduce escalations to HR. When issues are addressed promptly by managers in a collaborative way, individual and organizational effectiveness will increase.

Learning Objectives:
- Encourage managers to take a coaching approach with their employees
- Learn a 4-step model for coaching employees
- Learn how to identify the problem and gain commitment for a plan of action

Disability and Religious Accommodations in California: Avoiding Common (and Not-So-Common) Traps (LEGAL TRACK)
Jerry Deschler, Jr., Associate, Jackson Lewis LLP
Credit: 1.0 California Recertification

Both state and federal law require employers to make reasonable accommodations for employees’ disabilities and religious beliefs and practices. Yet, many employers fall prey to the same pitfalls. Recent changes in the law, such as California’s Workplace Religious Freedom Act, have only further muddied the waters. This presentation will help you understand an employer’s obligations to engage in an interactive process and examine whether an employee can be accommodated under California law. Some of the legal issues to be explored include:

Learning Objectives:
- Recognizing when an employee has requested a religious or disability-based accommodation
- Medical and religious information: What you can ask about, when you can ask it, and how it must be retained
- How to engage in an interactive process effectively
- What is an “essential function” and what is the best way to prove it in court
- How to prove “undue hardship”
- How do leave laws tie in?
Value of Certification

Get certified, get noticed. This session will describe how HR professionals and companies can benefit by earning HR certifications from the HR Certification Institute. Are you thinking about getting your HR certification? Don’t wait any longer. Once you become certified you show that you know the most current principles and core practices of HR management. You also become more marketable when you compete for top HR positions. In this session, you will learn how HR certification can help your HR career and how your company can benefit from your certification.

Break in Exhibit Area - 10:45 a.m. – 11:00 a.m.

AM Breakout Concurrent Sessions Continued - 11:00 a.m. – 12:15 p.m.

Workplace Flexibility: The Next Imperative for Business Success and HR Leadership (STRATEGIC TRACK)
Lisa K. Horn, Senior Government Relations Advisor, SHRM
Credit: 1.25 Strategic Business Management Recertification

Workplace flexibility has become a key business strategy to leverage the talents and skills of today’s increasingly diverse, aging and multigenerational workforce. In this session, you will learn how flexible work arrangements such as job sharing, flexible scheduling, phased retirement and telecommuting can drive employee engagement, productivity and retention, and benefit your organization’s bottom line. You will also examine key HR strategies for implementing flexibility, as well as legal issues to consider. You will also hear about new resources and opportunities as a result of SHRM’s partnership with the Families and Work Institute, including the “When Work Works” Initiative.

Employee Benefits Compliance - Pay or Play: Does it Apply and Strategies to Comply (GENERAL TRACK)
Michelle Akins, SPHR, Vice President, Employee Benefits, Wells Fargo Insurance Services USA, Inc.
Kristine Blanco, Esq., Compliance Director, Wells Fargo Insurance Services USA, Inc.
Credit: 1 General Recertification

The Affordable Care Act (ACA) is set to start next year, pending legal challenges. This session will teach employers how to determine if they are "Applicable Large Employers" that are subject to the ACA’s Pay or Play mandate. It will address the mechanics of how Pay or Play works from the employer’s perspective and how it potentially impacts employees. Real life case studies will be included showing how Pay or Play costs can vary depending on an employer’s past practices and the make-up of its employee population.

Learning Objectives:
• Implications of ACA and the Pay or Play mandate
• Determining who it applies to and how
• Insurance exchange based subsidies
• Health care reform strategic action plan

Agency Wage-Hour Audits: How to Fight Fair and Win! (LEGAL TRACK)
Jennifer Shaw, Attorney/Partner, Shaw Valenza LLP
Credit: 1 California Recertification

What is the self-proclaimed mission of the federal Department of Labor and the California Division of Labor Standards these days? To “catch” unsuspecting employers who are out of compliance with wage-hour laws. Despite their “We Can Help” slogans, these agencies are aggressively focused on ensuring accountability in all industries. In this session, you will learn what California employers can do to prevent agency audits, how to respond when investigators come knocking at your door, the scope of your rights and obligations during the audit process, and the best practices for minimizing any negative findings after an audit. Attendees will receive a California-focused audit checklist during the session.

Learning Objectives:
• Learn why California employers are susceptible to wage-hour audits
• Learn practical tips for avoiding wage-hour audits
• Learn how to effectively respond to investigators’ requests
• Learn the employer’s rights and obligations during the audit process

Recertification: It’s Easier Than You Think! - 11:00 a.m. – 12:00 p.m.

This session will describe the recertification requirements, how to earn recertification credits, and when to submit your application.

Has it been a few years since you became certified? Not sure what activities count? Then this session is for you! You worked hard to earn your certification. Now make sure you don’t lose it! If you currently hold a PHR, SPHR, GPHR or California certification, learn how to earn recertification credits through a variety of professional development activities, many of which you may already be doing. Don’t let these valuable activities go to waste. Get the credit you deserve and recertify!

Break in Exhibit Area - 12:15 p.m. – 12:30 p.m.
Lunch - 12:30 p.m. – 1:00 p.m.

KEYNOTE SPEAKER
1:00 p.m. – 2:00 p.m.
Rethinking HR: The Future of Work and Human Resources
Ryan Estis, Chief Experience Officer, Ryan Estis & Associates
Credit: 1.25 Strategic Business Management Recertification

This high energy, interactive session featuring Ryan Estis will examine the opportunity for Human Resources to make a high impact contribution to the organization and lead performance and growth. Featuring data, mega trends and the latest thinking on work style design and organizational effectiveness, Ryan introduces ideas related to what is next, new and needed now for HR to impact talent strategy, workforce readiness and business performance. Ryan will explore the evolving role of HR and introduce new tools, techniques and technology that pare with the evolving trend line in the practice of people.

Learning Objectives:
• Evolving workforce insights & mega trends
• Defining RockStar HR — what does it take to deliver impact today?
• Delivering HR from a position of influence — developing high trust/high value relationships with business partners
• Rethinking the HR Value Proposition
• The impact of emerging technology and the next generation workforce

HR professionals will come away from this keynote rethinking their role and opportunity to impact business performance and growth.

Break in Exhibit Area - 2:00 p.m. – 2:15 p.m.
Afternoon Breakout Sessions - 2:15 p.m. – 3:15 p.m.

Ethical Dilemmas That Mold Human Resource Leaders (STRATEGIC TRACK)
Kim Silvers, SPHR-CA, President, Silvers HR, LLC
Credit: 1.0 Strategic Business Management Recertification

What makes an ethical dilemma? What are the tough choices for HR leaders? How do codes of conduct protect an organization from potential risks? In this presentation we will explore the answers to these questions and discuss best practices for clarifying your organization's values and expectations of ethical conduct.

Learning Objectives:
• Identify the key elements of ethical decision-making in work settings
• Utilize a model to help one lead others in ethical decision making
• Analyze and problem-solve several ethical case studies, and recommend possible actions that an HR professional may take

To Tweet or Not to Tweet: Social Media and Employee Privacy Rights (GENERAL TRACK)
Alden Parker, Attorney, Shareholder, Weintraub Tobin's Labor and Employment and Litigation Group
Credit: 1.0 General Recertification

Employers are now faced with a variety of issues stemming from employees' social media participation, such as: unproductive use of time during workers’ hours, making statements that may violate the company's harassment/discrimination policies and sharing confidential/proprietary information. Employers are often left asking: just how far into the Internet do my rights go? And how far into my business do my employees' privacy rights go under California law? Recently the National Labor Relations Board has also let employers know not to forget about the NLRA and its interpretation of social media as a way for employees to engage in collective action.

Through this presentation, HR professionals will learn effective strategies for the design, implementation, and enforcement of social media policies in the workplace. Presentation topics will answer these questions:
• What should a workplace social media policy do and say?
• Are employees' social media interactions private?
• Are employees' social media interactions protected by the National Labor Relations Act?
• How do you enforce a workplace social media policy?

Please make sure to bring your best workplace tweets/Facebook posts to discuss!

New Developments in Pregnancy Disability Leave and FMLA (LEGAL TRACK)
Matthew J. Ruggles, Esq., Shareholder, Littler Mendelson
Credit: 1.0 California Recertification

The past year has brought significant changes to how California employers treat leaves of absence based on California’s Pregnancy Disability Leave, as well as the federal Family Medical Leave Act. During this session, Mr. Ruggles will identify and discuss the most important changes for California employers. The program will cover all of the following topics:
• Understanding and implementing changes to the definition of pregnancy and “perceived pregnancy” under the California Fair Employment and Housing Act
• A careful explanation and examples of how to calculate the Four Month Leave Period, and reasonable accommodation requirements
• Discussion of the important changes to the reinstatement rights of employees returning from PDL
• Identification and explanation of new definitions under the FMLA that affect qualifying exigency leaves, military caregiver leave, and other changes to the FMLA regulations

Thank you to our generous sponsors!

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• e-VentExe

• Leadership Development Network
• Robert Half
• Sacramento Works
• Shaw Valenza LLP
• Sutter Express Care/Sutter Urgent Care
Registration Information

If you need special accommodations, please contact Simone Parker, CMP at 916-451-9031.

Please return to SAHRA by August 9, 2013.

SAHRA
1215 K Street, Suite 940
Sacramento, CA 95814
P: 916-451-9031 • F: 916-231-2141 • simone@sahra.org

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<tr>
<th>PRE-CONFERENCE AUGUST 21, 2013</th>
<th>CONFERENCE DAY AUGUST 22, 2013</th>
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<th>DISCOUNT BUNDLE RATE - includes pre-conference, mixer and conference day</th>
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## Pre-Conference - Wednesday, August 21, 2013

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<tr>
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<td>7:30 a.m. – 8:00 a.m.</td>
<td>Registration</td>
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<td>8:00 a.m. – 12:00 p.m.</td>
<td>Performance Management 180: Maximize the Return on Your Human Capital Investments - Sara Christiansen, VP of Client Services, Ideation Consulting</td>
<td>Making Sense of Social Media as a Tool for HR Professionals - Curtis Midkiff, Director of Social Engagement, Society of Human Resource Management</td>
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<tr>
<td>12:00 p.m. – 1:00 p.m.</td>
<td>Lunch on Your Own</td>
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<td>1:00 p.m. – 5:00 p.m.</td>
<td>Performance Management 180: Maximize the Return on Your Human Capital Investments - Sara Christiansen, VP of Client Services, Ideation Consulting</td>
<td>Conflict Resolution for HR Managers - John Ford, Instructor, UC Hastings &amp; Golden Gate University</td>
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<td>5:30 p.m. – 7:30 p.m.</td>
<td>Kick-Off Reception sponsored by Sutter Health Plus</td>
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## Conference Day - Thursday, August 22, 2013

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<td>8:00 a.m. – 8:30 a.m.</td>
<td>Continental Breakfast &amp; Exhibitor Introductions</td>
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<td>8:20 a.m. – 9:30 a.m.</td>
<td>OPENING SESSION: Develop the Mindset of a Champion HR Professional During Challenging Times - Dr. Jack N. Singer, Ph.D., President &amp; CEO, Psychologically Speaking</td>
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<td>9:45 a.m. – 10:45 a.m.</td>
<td>Value of Certification</td>
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<td>11:00 a.m. – 12:15 p.m.</td>
<td>Disability and Religious Accommodations in California: Avoiding Common Traps - Jerry Deschler, Jr., Associates, Jackson Lewis LLP</td>
<td>Coaching Your Managers to Coach - Dennis Wade, Principal, People Development Systems</td>
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<td>Agency Wage-Hour Audits: How to Fight Fair and Win - Jennifer Shaw, Attorney/Partners, Shaw Valenza LLP</td>
<td>Five Trends Shaping the Future of HR - Dr. Bob Nelson, President, Nelson Motivation</td>
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<td>Recertification: It's Easier than You Think!</td>
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<td>12:15 p.m. – 1:00 p.m.</td>
<td>Break in Exhibit Area</td>
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<td>1:00 p.m. – 2:00 p.m.</td>
<td>Rethinking HR: The Future of Work and Human Resources - Ryan Estis, Chief Experience Officer, Ryan Estis &amp; Associates</td>
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<td>2:15 p.m. – 3:15 p.m.</td>
<td>New Developments in Pregnancy Disability Leave and FMLA - Matthew J. Ruggles, Esq., Shareholder, Little Mendelson</td>
<td>To Tweet or Not to Tweet: Social Media and Employee Privacy Rights - Alden Parker, Attorney, Shareholder, Weintraub Tobin’s Labor and Employment and Litigation Group</td>
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<td>3:30 p.m. – 4:30 p.m.</td>
<td>CLOSING SESSION: Develop the Mindset of a Champion HR Professional During Challenging Times - Dr. Jack N. Singer, Ph.D., President &amp; CEO, Psychologically Speaking</td>
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