



# 2016 SHRM Vermont Human Resources State Conference The Real Deal: Risks, Rewards and Winning Strategies

Thursday, September 8 and Friday, September 9, 2016  
Burlington, VT | [vtshrm.shrm.org](http://vtshrm.shrm.org)

Presented by:  **THE RICHARDS GROUP**  
INSURANCE, EMPLOYEE BENEFITS & RETIREMENT PLANS

## Welcome to Vermont SHRM!

The Vermont State Council is thrilled to welcome you to our 16th Annual SHRM Vermont State Human Resources Conference. The Vermont State Council, along with our 3 local affiliated SHRM Chapters, is recognized as the thought leader in an ever-changing landscape, providing resources that empower Human Resources business leaders to develop and strengthen business practices that are competitive and relevant for their organizations. We are a conduit for HR leaders to grow their knowledge and visibility by supporting our local SHRM chapter members, promoting the HR profession and its strategic partnerships within Vermont businesses and communities, and providing leadership and development opportunities that advance and empower HR leaders throughout the State through outreach and strategic initiatives.

The Vermont SHRM State Council is a non-profit organization and exists as an affiliate of the Society for Human Resource Management, the world's largest association devoted to Human Resource Management. Membership is made up of 18 volunteers who are appointed to the Council, including the elected Presidents of our 3 local affiliated SHRM chapters, Vermont Human Resources Association (VHRA), Green Mountain Human Resources Association (GMHRA) and River Valley Human Resources Association (RVHRA).

This year's theme "The Real Deal: Risks, Rewards and Winning Strategies" focuses on how organizations of all sizes and business sectors can combine innovation, technology, diversity and leadership to create dynamic, high-performing workplace cultures focused on values and exceptional customer service. We've teamed up with an all-star line-up of thought leaders – Ann Rhoades, Anthony Bourke, Jarrett Krosoczka, and Mark Cook – to infuse creative and innovative ideas into our business initiatives and strategies. Our breakout sessions also feature leading consultants and practitioners from throughout the Northeast to share their innovative ideas, solutions and strategies from clients and employees.

New this year, we will have a caricature artist on site and cork-pull raffle to benefit the SHRM Foundation. We are thrilled to announce the return of "dinner on the boat" and of course, we added a casino night to top off our sailing excursion. A perennial favorite, the recharge and wellness stations are back to energize and refresh conference participants throughout the day and a half conference.

It would not be possible to offer you a conference with this caliber of speakers, at such a competitive registration rate, if not for the support of our sponsors and exhibitors. Please make sure to stop by and visit with them to thank them for their years of continued support and learn how they may help you and your organization achieve your business goals.

Most importantly - take time to participate in the full conference experience, engage with thought leaders, network with your peers, and have fun!

See you in September!



Melissa Norman | Director | SHRM Vermont State Council





## FULL CONFERENCE AGENDA-AT-A-GLANCE

THURSDAY, SEPTEMBER 8, 2016	
7:30 - 8:45	Registration & Breakfast w/ Exhibitors
8:45 - 9:30	Welcome: SHRM Address, Recognition of Students, HR Professional of the Year Award
9:30 - 10:45	Keynote: Ann Rhoades
10:45 - 11:15	Break/EXPO/Book Signing
11:15 - 12:30	Concurrent Session #1 ( <i>choose one of six options</i> )
12:30 - 1:30	Lunch
1:30 - 2:45	Keynote: Anthony "AB" Bourke
2:45 - 3:15	Dessert Break/EXPO
3:15 - 4:30	Concurrent Session #2 ( <i>choose one of six options</i> )
4:30 - 5:30	Bon Voyage Networking Reception
6:00 - 8:30	Boat Cruise Dinner & Casino Entertainment
FRIDAY, SEPTEMBER 9, 2016	
7:30 - 8:30	Registration & Breakfast w/ Exhibitors
8:30 - 9:45	Keynote: Jarrett Krosoczka
9:45 - 10:15	Break/EXPO/Book Signing
10:15 - 11:30	Concurrent Session #3 ( <i>choose one of six options</i> )
11:30 - 12:00	Break/EXPO
12:00 - 1:00	Keynote: Business Roundtable: Innovation, Success and a Winning Culture
1:00 - 1:15	Prize Drawings!
1:15	Conference Ends

## TICKET PRICES

Conference Pass - \$399 - **save \$50 with the Early Bird price of \$349 if you register by July 31st!**

*Conference Pass tickets include breakfast on Thursday & Friday, lunch on Thursday, and the Bon Voyage Networking Reception on Thursday.*

Bon Voyage Networking Reception - Free!

Boat Cruise Dinner & Casino Entertainment - \$40 (includes dinner, entertainment and one drink ticket)

## DISCOUNTS

If you are a member of one of Vermont's 3 affiliated SHRM Chapters and/or a member of SHRM, you are eligible for a discount on your registration! The following discounts are available:

- Vermont Affiliated SHRM Chapter (VHRA, GMHRA, RVHRA) - \$25 off (code: Chapter)
- SHRM Members - \$25 off (code: SHRM)
- Both a Vermont HR Chapter Member *and* a SHRM Member - \$50 off (code: SHRMChap)

Note: Please make sure your membership(s) is current. Discount code use is monitored and will be verified. If membership is not current, your invoice will be adjusted back to regular price plus a \$25 administrative fee.

## TO REGISTER

Visit: [www.regonline.com/VT2016](http://www.regonline.com/VT2016)



## THURSDAY'S KEYNOTE SPEAKERS

### ***Built on Values: Creating an Envable Culture that Outperforms the Competition***

Ann Rhoades, Founding Executive Vice President of People, JetBlue Airways; President, People Ink and Best-Selling Author, *Built on Values*



Ann is a dynamic and visionary Corporate Executive with over 25 years' experience in a variety of service-based industries and is President of People Ink, her consulting company that helps organizations create unique workplace cultures based on values and performance. She held the position of Vice President of the People Department for Southwest Airlines and Executive Vice President of Team Services for Promus Hotel Corporation and most recently, the Executive Vice President of People for JetBlue Airways.

Ann has a respected reputation in the industry for her creative approach to creating customer-centric cultures and is a popular speaker on the subject of customer service and how to build a strong high-performing culture. She has great passion for certain industries such as healthcare where she is making a great contribution to revitalizing the workforce and culture of our nation's hospitals. She served on patient safety and quality task forces with the Texas Medical Institute of Technology involved in setting metrics used in pay-for-performance programs across the country. Ann currently serves on the board at the Regis Corporation, NexPhase Capital, the University of New Mexico Health Sciences Center, President of the University of New Mexico Alumni Association Board, Chairman for Safer New Mexico Now, and Board member of New Mexico Appleseed. Ann's former boards include JetBlue Airways, P.F. Chang's China Bistro, HireVue, Inc., Restoration Hardware, Executive Council, Brigham & Women's Hospital Harvard Medical School Board the University of New Mexico-Robert O Anderson School of Business National Advisory Board, Accion New Mexico and Albuquerque Community Foundation. Ann has an MBA in Management from the University of New Mexico and her book *Built on Values* was released in January 2011.

### ***Leadership: Key to Peak Performance***

Anthony "AB" Bourke, CEO & Founder of Mach 2 Consulting



Anthony "AB" Bourke is a highly experienced F-16 fighter pilot who has flown tactical missions in countries all over the world. He has accumulated more than 2,700 hours of flight time in numerous high performance aircraft and was one of the first pilots to fly his F-16 over New York City in the homeland defense efforts on September 11th.

Following his impressive military career, "AB" took the tools and techniques that made him one of our nation's premier fighter pilots and applied those to the competitive world of business. He ascended early in his career to become the top producing mortgage banker in the Western US for a prominent lending institution. His success in the mortgage industry led to a new opportunity at a

California based start-up company where his team of 40 professionals dramatically grew revenue from \$500,000 to \$65M in three years.

Following these two endeavors, "AB" partnered with two other fighter pilots to form Afterburner Inc., a global management training company. "AB" served as Afterburner's CEO & President where for over a decade he combined his love of business with his passion for tactical aviation. Under Bourke's leadership, Afterburner grew into a best-in-class training company and was twice named one of Inc Magazine's 500 fastest growing companies.

As CEO & Founder of Mach 2 Consulting, Bourke brings his tactical knowledge and vast business experience to the forefront of the management training world. "AB" has travelled the globe sharing his message of peak performance with over 50,000 people in nine different countries, and is currently working on a book titled "The Art of The Debrief."



## FRIDAY'S KEYNOTE SPEAKERS

### *The Honor of Recognition*

Jarrett Krosoczka, Author and Illustrator



Jarrett J. Krosoczka has been passionate about storytelling through words and pictures since he was a kid. He began his professional career by illustrating educational readers for a national publisher while still an undergraduate at Rhode Island School of Design. Then, just six months after graduation, Jarrett received his first contract for a trade book that he authored. Knopf Books for Young Readers published *Good Night, Monkey Boy* on June 12, 2001 and Jarrett hasn't stopped or slowed down since.

Jarrett is a two-time winner of the Children's Choice Book Award for the Third to Fourth Grade Book of the Year and is the author and/or illustrator of more than twenty-five books for young readers. His work includes several picture books, the *Lunch Lady* graphic novels and *Platypus Police Squad* middle-grade novel series. Jarrett has given two TED Talks, both of which have been curated to the main page of TED.com and have collectively accrued more than two-million views online. He is also the host of The Book Report with JJK on SiriusXM's Kids Place Live, a weekly segment celebrating books, authors and reading. His work has been featured on the front page of *The Boston Globe* and on NPR's *All Things Considered*. Jarrett's books have also been recommended by national publications such as

*Newsweek*, *The New York Times* and *USA Today*. His *Punk Farm* picture book and *Lunch Lady* series are both currently in development as feature films. Jarrett lives in Western Massachusetts with his wife and two daughters, and their pugs, Ralph and Frankie.

### *Business Roundtable – Innovation, Success and a Winning Culture*

Keynote Speaker  
TBA

Learn how these northeast companies have aligned their mission and values, innovative practices, and business strategy to change their workplace and communities while boosting engagement and performance.





## HAPPENINGS AT THIS YEAR'S CONFERENCE

### *EXPO Hall*

*65+ Exhibitors, Prizes and Networking Opportunities!*



Don't miss the EXPO Hall! Visit with over 65 companies that provide the resources and services you need, relax in the HR Recharge & Wellness Station, enter to win great prizes from the exhibitors and grab a complimentary coffee drink from the Barista Station. The EXPO Hall is the place to be for gathering, networking and having fun!



**Thursday, 4:30-5:30p**

### ***Bon Voyage Networking Reception***

After a full day of conference activities, enjoy cocktails and appetizers at the "Bon Voyage" reception. This reception will span the two floors of our exhibitor space. Don't miss out on this opportunity to enjoy drinks and appetizers amongst our many exhibitors. Free to everyone!

**Thursday, 6:00 - 8:30p**

### ***Boat Cruise Dinner & Casino Entertainment***

Welcome aboard the Spirit of Ethan Allen, a 140 foot long cruise ship, as we sail on beautiful Lake Champlain on Thursday evening. After enjoying a fabulous dinner, join in the entertainment for the evening - the floating casino! You'll think you are in Las Vegas as we gamble the night away. Do you think you are lucky? Why not come aboard for an evening of fun and prizes!

Tickets are \$40 per person and include dinner, cruise, entertainment and one drink ticket. Limited capacity so don't delay in purchasing your ticket.



### ***Where to Stay***

Hilton Burlington (Home of the Conference)

60 Battery St

Burlington, VT 05401

800-445-8667

Special Rate - \$189 per night, ends August 8, 2016

[http://www.hilton.com/en/hi/groups/personalized/B/BTTVTHF-SHRM-20160907/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/B/BTTVTHF-SHRM-20160907/index.jhtml?WT.mc_id=POG)



For additional options on where to stay, please visit this site: <http://web.vermont.org/CWT/External/WCPages/WCRoomAvailability/RoomAvailability.aspx>



## **Concurrent Session #1:** *(six options, choose one)*

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### ***Improving Workplace Cyber Defenses***

***Presented by John Burton, President, NPI Technology Management and Kristina Barnes, Director, Paul Frank and Collins Inc.***

Capable workforces generate great rewards but represent significant risks. Over 69% of data security breaches result from negligent insider-related behavior. A recent surge of intrusions is resulting in ransom ware and W2 data leakage. This session helps HR Managers develop a winning strategy to reduce risk through a security-minded culture. IT covers the following topics from a technical, training and legal perspective: Shoring-up defenses in hiring, transferring and termination, threat awareness training systems, and insider threat management processes.to achieve the personal and organizational goals they've outlined.

### ***Total Reward Strategies for Increased Employee Engagement of Millennials and All Generations in the Workplace***

***Presented by Michael Maciekowich, National Director, Astron Solutions, LLC.***

Millennials are entering the workforce with expectations that are often in conflict with the current leadership team often made up of Baby Boomers and Gen Xers. This presentation will explore what the millennials are looking for in the workplace and how to incorporate an effective total rewards strategy to insure their engagement in the workplace.

### ***Learn The Laws!***

***Presented by Kerin Stackpole, Esq., Director, Paul Frank and Collins, Inc.***

Vermont employment laws are quickly changing. HR professionals need to be aware of the potential impact that these laws will have on the workforce. In this engaging session attendees will learn details about the new sick time law and the "ban the box" requirements. Attendees will be able to take this knowledge back to their employers and implement action plans for the future.

### ***Hiding in Plain Sight: How Implicit Biases Hinder Inclusion in Selection and Promotion Strategies***

***Presented by Loretta L.C. Brady, Ph.D., APA-CP***

In the blink of an eye judgements are made about candidates and colleagues. Cognitive science reveals clearly the invisible but insidious impacts automatic social judgements have on housing, criminal sentencing, children's playgroup, education, and employment decisions. This workshop explores the evidence on the power of implicit or "hidden" bias and presents strategies to improve awareness of and interrupt bias in employment and education related decision making.

### ***Employer Responsibility Regarding Act 77***

***Presented by Beverly Widger, SHRM-SCP, SPHR, Sr. Vice President Human Resources with Mascoma Savings Bank***

With the introduction of Act 77, the Flexible Pathways Initiative, Vermont employers will begin to play a strong, active role in the career development of all high school students in the state. In this session, you will learn the details regarding this initiative, and the role employers will take with the student's personalized learning plans, including career and technical training programs.

### ***Great Work: How to Make a Difference People Love - Part 1***

***Presented by Mark Cook, Great Work Co-Author & Workshop Creator***

One part learning, two parts innovation lab, the Great Work Experience is a workshop where work actually gets done. The approach is grounded in the largest-ever study of award-winning work, the basis for the New York Times bestselling book, Great Work: How to Make a Difference People Love. Participants come to the workshop with an important project in mind—a specific problem to solve or an opportunity to improve some aspect of their work. They then get down to business with a room full of bright people to ideate, innovate, and move each project forward in new and unexpected ways.



## **Concurrent Session #2:** *(six options, choose one)* \_\_\_\_\_

### ***Communication: Creating a Culture of Feedback***

***Presented by Anthony “AB” Bourke, CEO & Founder of Mach 2 Consulting***

Achieve peak performance by creating a culture of honest and open feedback. At the conclusion of this presentation, you will walk out the door with a clear understanding of the potential power of open feedback. You will also learn how a “feedback gap” can cripple an organization. Finally, you will see a clear path on how you can make open feedback an integral part of your organizational culture.

### ***What’s Next for the ACA?***

***Presented by Brenda JM Sabin, CBP, SPHR, SHRM-CP, CHRS, Director of HR Compliance and Payroll Solutions, Hickok & Boardman HR Intelligence***

Now that the first year of the Affordable Care Act IRS reporting has passed, what is next? Subsidy Appeals, Penalties, Notifications and more general confusion as we near the end of year two! Join us as we walk through the basics of the reporting, subsidy appeal letters, the CMS and HHS roles and how the IRS will determine penalties due. integral part of your culture.

### ***Legal Master Panel***

***Presented by Kerin Stackpole, Esp., Director, Paul Frank and Collins, Inc.; Amy McLaughlin, Director, Dinse, Knapp & McAndrew; John Maitland, Director, Downs Rachlin Martin PLLC***

Keeping up with our ever-changing laws can be difficult for even the most knowledgeable HR professional. Our expert legal panel is back again this year to fill you in on the most recent developments and laws that you should be aware of. Questions? This is the perfect place to ask them!

### ***Beyond Bias Training: Building your Diversity & Inclusion Playbook***

***Presented by Loretta L.C. Brady, Ph.D., APA-CP***

Attendees will gather a balcony view of D & I best practices grounded in a relational change-management paradigm. Resources for HR professional adoption will be reviewed, and tips for extending learning and leadership beyond the HR training day will be offered. Opportunities for professional review and support will be explicitly included in the workshop in order to assist in crafting the first pages of a D & I playbook.

### ***Work-Life Balance is Dead: How to Live Well Anyway***

***Presented by Flip Brown, Owner, Culture Consultants***

This session will focus on how to be more balanced and effective in and out of work. We’ll look at some common productivity myths; address the difference between time vs. energy management, and talk about ways to keep from being “swept along” in your day. Flip’s approach is a light-hearted but in-depth look at working and living well, presented in a unique news-you-can-use format, including tips, tools, and techniques on how to make being at work better. This session will provide you with real option, helpful resources and renewed optimism in an interactive and entertaining format.

### ***Great Work: How to Make a Difference People Love - Part 2***

***Presented by Mark Cook, Great Work Co-Author & Workshop Creator***

One part learning, two parts innovation lab, the Great Work Experience is a workshop where work actually gets done. The approach is grounded in the largest-ever study of award-winning work, the basis for the New York Times bestselling book, Great Work: How to Make a Difference People Love. Participants come to the workshop with an important project in mind—a specific problem to solve or an opportunity to improve some aspect of their work. They then get down to business with a room full of bright people to ideate, innovate, and move each project forward in new and unexpected ways.



## **Concurrent Session #3:** *(six options, choose one)* \_\_\_\_\_

### ***Recognition: Inspiring Your Workplace***

***Presented by Jarrett Krosoczka, Author and Illustrator***

Jarrett has been passionate about storytelling through his words and pictures since he was a kid. He will share motivating and inspiring stories of appreciation and recognition with Vermont's human resources leaders. Participants will come away with ideas and solutions for engaging their employees and creating a culture of excellence.

### ***Diversity Master Panel***

***Presented by Aditei Lagu; PHR, GPHR, SHRM-SCP, Associate Director of Employment & Diversity at Saint Michael's College***

Diversity and Inclusion (D&I) related work is becoming increasingly important in light of current political rhetoric and changing demographics and globalization. Listen to panelists representing organizations across Vermont as they share their insights and experiences on how D&I work has evolved in their organizations. Find out what their winning strategies are and their balancing act between the Rewards and Risks of continuing on this path.

### ***Recent Cases in Fiduciary Failures – Why Plan Sponsors are Being Sued and the Importance of Process***

***Presented by Ruben Gonzalez, Retirement Director, Janus Capital; Julie Braun, CRPS, Financial Planning Specialist, Morgan Stanley Wealth Management***

This session will provide an overview of recent class-action lawsuits and the common themes/problems uncovered in these suits. We will provide what was learned during these suits and provide an action plan for plan sponsors to protect themselves.

### ***Succession Planning - High Stakes, High Rewards!***

***Presented by Ross Gibson, Human Resources Director, Commonwealth Dairy***

The demographic numbers alone point to the unavoidable fact that succession planning is the highest leverage, highest stakes activity with the highest rewards for organizations. In this interactive, hands-on and fun session, attendees will get further insight into the keys to effective succession planning. Most importantly, attendees will be provided a proven tool that they can implement immediately in their organizations to help drive succession planning. Attendees will be provided electronic copies of these tools!

### ***Adversity as Opportunity: Lead with Courage to Learn***

***Presented by Ryan Polly, PhD, Owner and CEO of Transformative Resilience Institute, LLC.***

It's no secret that organizations are risk averse. Let's face it - as leaders we are rarely awarded when we make a mistake. The problem is that when things are too easy we get stagnant. We need adversity and failure to learn, grow, and innovate. In this talk you'll learn to encourage adversity and failure, and create the optimal environment for creativity and growth. You'll begin to see adversity as a stepping stone for positive momentum and you'll learn specific and concrete actions to move your team from resistance to a place of optimism, excitement and success.

### ***Wellbeing Process and Strategies for High Performing, Happy, Healthy Employees***

***Presented by Lindsay Simpson, Organizational Wellness Lead, The Richards Group***

During this facilitated learning session, participants will review a comprehensive wellbeing model and planning process that includes evaluation to track value of investment (VOI). We will also review the social science of behavior change for design of wellbeing support systems that lead to rewards. In small working groups, we will explore and analyze specific wellness strategies for organizational fit and impact potential. Participants will be encouraged to share strategies, successes and challenges to grow collective expertise.