

INSPIRE INNOVATE  
**EVOLVE**

**April 24 & 25, 2012**

BMO Centre, Stampede Park

Calgary, AB

*Alberta's premier  
professional development  
event for HR professionals*

[www.HRIAConference.com](http://www.HRIAConference.com)



# About the Conference

The Human Resources Institute of Alberta (HRIA) Conference is Alberta's premier professional development and networking event for HR professionals.

Human resources has always been important, but has become even more so in the past few years. HR is strategic now, in addition to being a daily necessity. HR professionals have taken on much bigger roles in the workplace. Different generations are working together for the first time ever. HR can influence a company's bottom line and impacts company budgets. It's an exciting time of growth and innovation, and it is imperative that HR practitioners are among the influential business leaders. HRIA is pleased to offer an agenda filled with updated information that you need to know to maximize your potential as an HR professional.

The 2012 HRIA conference theme – "Inspire – Innovate – Evolve" – is a call to action. It's a reminder to forget the "same old, same old" approach and think from an open and creative mind, to seek the best for a positive and prosperous future. Inspire your mind with innovative and thought provoking sessions. Evolve your career, excel professionally and improve organizational performance

## ***Inspire***

What's the new thinking in HR today? What are the emerging trends and ideas? How can HR specialists inspire and influence their organizations?

## ***Innovate***

Learn about new and exciting innovations happening in the HR field. How can they be applied and used to strengthen their company?

## ***Evolve***

What do HR specialists need to adapt personally and professionally to a constantly changing environment? How can they lead their companies in the evolution of a changing society, workplace and workforce?

Come, be inspired, think how you can bring innovation to your workplace and evolve your future. Register today!

## OFFICIAL MEDIA PARTNERS

**AlbertaVenture**

**CALGARY HERALD**

# Schedule

## Monday, April 23

8:00 am - 4:30 pm	Pre-conference Workshops - Hotel Arts 1) Basic Accounting Fundamentals for HR Professionals 2) Aligning HR to the Business, How to Ensure Impact
11:30 am - 1:00 pm	Advanced Conference Registration BMO Centre, Hall D - 1410 Olympic Way S.E.
12:00 pm - 7:00 pm	Exhibitor Move-in BMO Centre, Hall D - 1410 Olympic Way S.E.
5:00 pm - 7:00 pm	Advanced Conference Registration BMO Centre, Hall D - 1410 Olympic Way S.E.

## Tuesday, April 24

7:00 am - 5:00 pm	Conference Registration / Exhibition and Tradeshow
7:30 am - 8:30 am	Networking Breakfast - Tradeshow floor
8:30 am - 9:45 am	Opening Remarks - Keynote speaker: Richard Florida
9:45 am - 10:30 am	Dedicated Exhibition & Tradeshow Viewing
10:30 am - 12:00 pm	Concurrent Sessions (90 Minutes)
12:00 pm - 1:30 pm	Networking Lunch - Tradeshow Floor
1:30 pm - 3:00 pm	Concurrent Sessions (90 Minutes)
3:00 pm - 3:15 pm	Networking Break
3:15 pm - 4:15 pm	Keynote Speaker: Michael Kerr
4:30 pm - 5:30 pm	Ice Breaker Reception - Tradeshow Floor
6:30 pm - 9:00 pm	Celebrating Excellence Dinner and Awards Gala Hotel Arts, 119 - 12th Avenue SW

## Wednesday, April 25

7:00 am - 12:00 pm	Conference Registration / Exhibition and Tradeshow
7:30 am - 8:30 am	Networking Breakfast - Tradeshow floor
8:30 am - 9:45 am	Opening Remarks / Keynote speaker: Simon Sinek
9:45 am - 10:30 am	Dedicated Exhibition & Tradeshow Viewing
10:30 am - 12:00 pm	Concurrent Sessions (90 Minutes)
12:00 pm - 1:30 pm	Lunch with HRIA Board - Hall C
1:30 pm - 3:00 pm	Concurrent Sessions (90 Minutes)
3:00 pm - 3:15 pm	Networking Break
3:15 pm - 4:30 pm	Closing Remarks / Keynote Speaker: Jann Arden

# Keynote Speakers



**Richard Florida**  
Senior Editor & Urban Theorist

*"As close to a household name as it is possible for an urban theorist to be in America"* The Economist

TIME magazine recognized Dr. Richard Florida's twitter feed as one of the 140 most influential in the world. He is a media mogul writing features in major newspapers, appearing regularly on CNN and other news broadcasts. As the Senior Editor for "The Atlantic", Dr. Richard Florida will present his insights into how creativity and the Creative Class are revolutionizing the global economy during a time of "Great Reset".

**The World is Spiky**  
Tuesday, April 24 - 8:30 am to 9:45 am



**Michael Kerr**  
The Workplace Organizer

*Hilarious and Inspiring*

Laugh as you learn what makes for a truly inspiring workplace with award-winning, Hall of Fame speaker and author Michael Kerr. His book, "Putting Humour into Work" was described as "the bible of humour in the workplace". Michael delivers a captivating presentation on how to create a more productive, less stressful, more creative and more inspiring workplace.

**Inspiring Workplaces - The way work OUGHT To Be**  
Tuesday, April 24 - 3:15 pm to 4:15 pm



**Simon Sinek**  
Renowned Leadership Expert

*Leading the movement to inspire people to do the things that inspire them.*

Simon Sinek's unconventional and innovative views on business and leadership have attracted international attention in a wide array of industries, including; Microsoft, Dell, Chanel, and NASA to name a few. He is best known for discovering the "Golden Circle" and popularizing the concept of; Why, the purpose, cause or belief that drives every one of us.

**Start with WHY**  
Wednesday, April 25 - 8:30 am to 9:45 am



**Jann Arden**  
Canadian Singer, Songwriter  
& Author

*10 albums. 19 Top-Ten Singles*

The multi-platinum, award winning artist shares her inspirational stories of her childhood, her bond with family, her struggle in the formative years and what keeps her grounded in the music industry. Jann Arden will capture your heart and leave you in stitches as she opens up about her dark side.

Wednesday, April 25 - 3:15 pm - 4:30 pm

# PreConference Workshops

April 23, 8:00 am - 4:30 pm

The pre-conference workshops have been designed to help HR professionals understand the basic terms and concepts behind specific materials that they may be directly or indirectly involved with. Develop your skills to connect HR with other fields within your organization.

## Workshop #1 - Basic Accounting Fundamentals for Human Resources Professionals



Certified General  
Accountants' Association  
of Alberta

What is accounting and what do accountants do? Does it matter? Does it impact you and your department? This seminar will help HR professionals to better understand the basic terms and concepts of accounting. Facilitate your understanding of budgets, reports and financial statements that you may be either directly or indirectly involved with.

## Workshop #2 - Aligning HR To Business To Ensure Impact



ROI institute  
CANADA

It is evident that there is an increasing demand to show the financial impact of expenditures that invest in people, improvement and HR initiatives. There has always been a concern over the value of programs, projects and all organizational improvement efforts and now the definition of value includes financial impact. A significant component to ensure value and impact is the alignment of HR initiatives to the business measures and goals.

# 12 HRIA CELEBRATING EXCELLENCE

## Call for nominations

**Who do you know that's a remarkable HR professional?** With over 5,000 members across the province, we know many people are doing great things. Nominate them today and recognize their contributions to their companies and communities.

HRIA's Celebrating Excellence Awards recognizes outstanding contributions in the following categories:

- \* Rising Star
- \* Award of Excellence - Individual
- New!** \* Award of Excellence - Team
- New!** \* Strategic Innovator
- \* Distinguished Career
- New!** \* Community Champion
- \* Fellow CHRP (FCHRP)

For details on each category and to submit your completed form visit  
**[www.hria.ca/CelebratingExcellence](http://www.hria.ca/CelebratingExcellence)**

**Nominations open until 4:00 PM February 10, 2012**



HUMAN RESOURCES INSTITUTE OF ALBERTA

Award winners will be announced on April 24th, 2012.  
at the Celebrating Excellence Gala evening  
Held in conjunction with the 2012 HRIA Conference

April 24 & 25, 2012

[www.HRIAconference.com](http://www.HRIAconference.com)

# Concurrent Sessions

Details and Schedule Available Online

## **A Collaborative Approach: The Mentoring, Opportunities & Real Experience (MORE)**

*Susan Manning, Senior Manager of Talent Management - Capital Power Corporation*

In today's business context, there are a number of factors impacting young professional women. This session will share the "behind the scenes" of a multi-company mentorship program, examine career issues facing young professionals, and provide a step-by-step guide to build and execute a highly successful program. MORE (mentoring, opportunities, and real experience) has provided an opportunity for mentees to gain clarity on career and personal plans, how to achieve them, as well as forge networks with peers, other organizations, and experienced senior leaders.

## **A Psychologically Healthy Workplace - The New Human Right**

*Don Beeken, Founding Partner - Key Consulting Group*

A perfect legal storm is brewing in the area of mental health protection at work. This storm brings with it a rising tide of liability for employers in connection with failure to provide or maintain a psychologically safe workplace. The duty to provide and maintain a psychologically safe workplace is expressed and acted upon in different ways across the country and in different branches of the law. The guiding directive in creating policies, practices and procedures is that they be consistent with the principles of dignity, independence, integration and equal opportunity.

## **Creating Great Workplaces - Lessons from the Best**

*Jen Wetherow, National Director - Great Places To Work Canada*

Great workplaces are built on trust – the cornerstone of quality jobs and performance excellence. Based on data representing over 10 million employees, Great Places To Work conducts the world's largest and most respected annual study of workplace excellence and people management practices. This workshop will present lessons learned from their annual study and offer a variety of concrete best practices that can be applied in your organization. Expect a dynamic session that includes audience participation and sharing of ideas.

## **Current and Emerging Payroll Issues**

*Steven Van Alstine, Vice-President of Education - Canadian Payroll Association (CPA)*

Legislative changes are profoundly impacting the way HR professionals deal with payroll. Learn about the issues affecting your payroll operations and prepare yourself for future changes. This session will focus on updates from the Canada Revenue Agency, the Ministry of Revenue in Quebec, Service Canada, Human Resources and Skills Development Canada (HRSDC) and other provincial legislative bodies. Stay on top of the changes impacting payroll this year and moving into 2013.

## **Effective Conflict Resolution is the Missing Component to Your Wellness Plans**

*Coreen Lawrence & Nicole Jelley*

Move wellness planning into the strategic planning arena. Be inspired to re-imagine the powerful purpose of proactive conflict resolution. Develop and implement innovative strategies that will assist your organization in evolving their Wellness Plans to include Proactive Conflict Resolution.

## **Grief in the Workplace: New Ways to Support Employees**

*Brenda Marshall, Executive Coach, Facilitator and Founder - Solacium Group*

Researchers estimate hidden grief costs companies more than \$75 billion annually ([www.grief-recovery.com](http://www.grief-recovery.com)). Of the more than 25,000 grieving individuals interviewed for their study, almost all said their job performance was impacted. Dr. Marshall highlights common misunderstandings and myths about grief and opens the door to new ways of thinking about this important topic.

## **HR Considerations for Employers of Foreign Workers**

*Veronica Choy, Partner - Miller Thomson & Loretta Bouwmeester, Partner - Miller Thomson*

As HR Professionals of Canadian companies prepare for economic recovery and anticipate the start or restart of projects in Canada, employers across all industries are looking overseas to fill the anticipated labour shortage. To avoid costly disruptions and inefficiencies, companies need to start planning for the recruitment, hiring and retention of their foreign personnel well in advance. They need to know how the foreign worker employment landscape has dramatically changed since the last economic boom—particularly with regards to employer compliance requirements.

# Concurrent Sessions

## Details and Schedule Available Online

### **Life Cycle of Employee Engagement: Get 'Em. Keep 'Em. Develop 'Em.**

*Lisa Switzer & Coreen Lawrence & Jenn Lofgren*

This interactive presentation will inspire participants to embrace an integrated strategic approach to the total life-cycle of an ideal employee - attracting, keeping and developing your ideal employee (and all the possible transitions along the way). These engaging speakers provide hands-on exercises to illustrate the integrated process and create a unique learning experience for attendees.

### **Linking HR Metrics To Business Goals**

*Ian Cook, Director of Research and Learning - BCHRMA*

HR has evolved from an administrative function to being a key driver of organizational performance. More and more top executives are looking to talent as a source of competitive advantage and for HR to lead this change. Delivering on this increasing demand to impact organizational outcomes requires more use of HR data and analysis. The question facing many organizations is; what should I measure and how? Ian Cook outlines a step by step approach that enables HR teams to work from their business goals through to the right HR metrics.

### **Measuring Emotional Intelligence for Organizational Effectiveness**

*David Cory, Leadership Development Specialist - The Emotional Intelligence Training Company Inc.*

What motivates us to be innovative is inspiration and it is precisely the study of emotions and their related competencies that make up the field of emotional intelligence. We are only just beginning to talk about the extent to which emotions are critical to everything we do. It's a little like fish talking in the water, it's time we acknowledged emotions and intentionally develop the skills required to deal with emotions more effectively-our own and those of others.

### **Moving Beyond Panic: Strategic Workforce Planning**

*Gerry Beitel, Senior Consultant Workforce Planning and Change - Dynawise Inc & George Coppus, Principal - Dynawise Inc*

Tight labour markets are predicted for the near future is your organization ready? With the upcoming wave of retirements and economic recovery in Alberta, companies once again face a tight labour market and labour shortage in key skill areas. Gerry Beitel and George Coppus of Dynawise, share a model for evolving workforce planning from a reactionary approach to being a strategic component of your organization.

### **Outlook on the Alberta Workforce, Harnessing the Power of "Y"**

*Van Zorbas, Partner - Deloitte*

Employers must make a realistic assessment of what they are offering the Gen Y talent they seek to recruit and retain. They must consider all the aspects of "what is it like to work here?" Does it make for a compelling case when compared to Gen Y values? How do we harness the power of the younger generations? A decreasing labour supply combined with an increasing demand for skilled labour is driving the need to more strategically plan an organization's workforce to meet short- and long-term demands.

### **People with Disabilities- Enriching Your Workforce**

*Michael Lifshitz, Motivational Speaker & Comedian*

A view from the other side of human resources, showing HR managers that hiring employees with disabilities can inspire other employees as well. As technologies evolve, people with disabilities can accomplish more and more. Often, a simple adaptation to the work environment can be all it takes to have a devoted employee who will not only perform for their organization, but inspire others to excel as well. Inspiration is one of the key contributions employees with disabilities can make to an organization.

### **Proving the Value of HR**

*Suzanne Schell, CEO - ROI Institute Canada*

Learn the skills required to measure the impact of all types of performance improvement programs. HR Professionals who need to demonstrate the ROI and business impact of initiatives such as executive education, human resources, learning and development, quality, marketing, meetings and events, green projects, and technology implementation will benefit.

# Concurrent Sessions

Details and Schedule Available Online

## Raising the Bar on HR - Beyond the CHRP

*Paul Juniper, Director - Queens Industrial Relations Centre*

You have a CHRP or are close to completing the requirements for your designation. What knowledge, skills, and abilities will you require to boost your HR competencies beyond your CHRP proficiency? Inevitably, the HR profession will continue to grow, change, and evolve, as new areas of expertise and emphasis continue to emerge. To successfully lead the HR function, a solid theoretical and pragmatic understanding of the new content areas and new skill development are imperative. Accordingly, HR professionals need to have a strategic plan, a road map, in place to guide their professional development.

## Setting the Tone - The Role of the Board in Building Leadership Capacity

*Mathé Grenier, Principal and National Lead for Client Solutions, Leadership Solutions - Knightsbridge*

Strategic HR leaders have known for some time that building strong leadership capacity positions one's organization to effectively respond to uncertainty, complexity, drive engagement and ultimately achieve sustained growth and profits. Recent Knightsbridge research explores the accountability of the Board in ensuring the organization has sufficient leadership capacity to generate an effective strategy and successfully execute on that strategy.

## Social Media: Not Just For Playtime Anymore

*Gail Matheson, VP of HR and Business Services - Edmonton Journal*

As the business world evolves, so too do the demands and issues faced by HR. With the growing utilization of social media, businesses are faced with determining how and when social media will be a tool or a nuisance. When is tweeting acceptable? Who owns the engagement of customers on Facebook? How can LinkedIn add to your recruitment strategy? And with the growing presence of a younger workforce, how can social media be part of a workforce culture?

## Tapping the Talent Within

*Don Rutherford, President - Culture Connect*

Many companies now offer cultural training programs for their expatriates, inpatriates, business travellers, as well their general workforce. Though these programs usually happen in isolation, all have significant intercultural components. This session will identify common elements, particular focus will be placed on cross-culture tension points, and conversely leverage points, including the areas of teamwork, manager/employee relations, feedback, communication styles and gender roles. As a group, we will explore how expertise from one internal group (e.g. business travellers) might be tapped to assist another internal group.

## The Graduated Bully

*Faith Wood, Founder - Inspiring Minds Consulting Ltd.*

Lately, it seems, we can't avoid hearing, seeing or reading about more incidents of aggression and hostility. Violence has infected the very tapestry of our lives. In our homes. In our schools. And, with frightening regularity, violence seems to have firmly anchored itself in workplaces and organizations. This session is focused on the prevalence of workplace bullying. Of course, you know bullying when you see it. But do you recognize it when it's happening to you or those around you?

## The Missing Ingredients in SUCCESSION Planning

*Laura Hambley, Partner - The Leadership Group & Eloise Moodie*

Succession planning has reached a point of serious concern for most organizations, yet many still treat it more casually than they should. As succession management evolves to become even more critical for all organizations, it is important for human resources professionals to share best practices and innovative ways to improve the process and avoid the pitfalls. All too commonly, succession candidates are identified in a highly subjective manner. Responding to this subjectivity. This session provides suggestions on how to objectively quantify and identify successors for leadership roles, and overcome the problems inherent in traditional evaluation methods.

# Concurrent Sessions

Details and Schedule Available Online

## **The Monster in the Closet, Managing Your Organization's Future Healthcare Costs**

*Melanie Jeannotte, Managing Partner - Vital Benefits Inc.*

After learning about the real financial risks in their employer benefit programs, HR professionals will be in a position to recommend management strategies while maintaining market competitiveness. This knowledge will position HR professionals as innovators with concern for the bottom line with their executive and financial teams. It is this kind of fiscal awareness that helps bring and keep our HR teams at the strategic planning table. The presentation will help non-benefit HR professionals evolve their portfolio with increased awareness of benefit plan cost sustainability.

## **The New Science of Leadership: Brain Tools & Social Rules**

*Jane Moran, Lead Curriculum Brain - NOESIS Learning Inc.*

Recent findings about the brain suggest we must emotionally engage others to enable change adoption, learning or innovative thinking. The ability to do so is a core leadership competency. Conversation is where all the work gets done and workplace interactions need to facilitate the thinking of others, as opposed to doing the thinking for them or telling others what to do. This is a critical communication skill for both leaders and HR professionals. This session provides the tools and focuses on what it takes to inspire others, as is relevant and appropriate to everyday workplace interactions and training.

## **The Role & Future of HR: The CEO's Perspective**

*Bill Greenhalgh, CEO - HRPA & Susan Robinson, Principle - Knightsbridge Human Capital Solutions*

Recently HRPA Ontario contracted Knightsbridge Human Capital Solutions to conduct a CEO survey to address the HR profession's most often asked question: "Are HR Executives Denied a Seat at the Table?" Over a one year period, qualitative one-on-one interviews with CEOs representing a cross-section of business size and sectors were conducted to determine if HR executives have a seat at the senior level table. The results were surprising. They resoundingly stated yes they do have a seat at the table! A consumer goods CEO quoted; "HR has a powerful seat at the table. HR is on par with any part of the organization. It is understood that your most critical ally in getting anything done is your HR partner".

## **Total Compensation for Successful Retention**

*Nick Bishop, Principal - Hay Group*

We know that at key times exceptional people make all the difference to an organization and in Alberta there is a constant battle for retention of the best talent. To win the retention battle organizations must be innovative. The design of their approach to total compensation must ensure it inspires exceptional behavior from all employees and recognizes that the intangibles aspects of the employment package are vital in retention.

## **Want to be a Champion for Workplace Fairness? - Learn How**

*Marjorie Munro & Michell Phaneuf, Principal - REA Agreements*

This session will introduce the Workplace Fairness Theory of Blaine Donais. President and Founder of the Workplace Fairness Institute, Blaine is a mediator and author and has spent many years as a labour lawyer working with public and private sector professionals. Using a case study, workshop participants will work through a sample portion of the Workplace Fairness Analysis, analyzing corporate culture and determining a business case for recommending changes that will have direct impact on the business bottom line.

## **Women Redefining Career Success**

*Kathleen Johnston, Principal - KJ Consulting*

Explore the career coaching of high potential women to ensure greater levels of work satisfaction and engagement. The presenter will share data from her career coaching and counselling practice with high achieving women who are seeking a high quality, meaningful life. Participants will discover what it means to be guided by purpose, principles and priorities; examine what it means when essence, not ego drives career decision-making and choices; and understand the value of strength-based leadership

# Registration Details

The online registration system will allow you to select your preferred concurrent sessions. Register early to ensure you get the sessions of your choice and take advantage of the early bird special rate.

	Early Bird Until Feb 15/12	Regular After Feb 15/12
Member*	\$750	\$850
Non-Member	\$850	\$950
Student**	\$150	\$200
Pre-Conference Workshop	\$299	\$349
Celebrating Excellence Awards Gala	\$75	\$75
Exhibition & Tradeshow Pass ONLY	N/A	\$15

Prices do not include GST.

All conference registrations must be received in Canadian funds.

\*Member rate applies to active members of HRIA and its Collaboration Partners. Membership status will be verified.

\*\*Full-time post secondary students only. Student status will be verified.

Conference Delegate Registration Fee Includes:

- Access to all Keynote speakers
- Your choice of available concurrent sessions for the two days
- Full access to the Exhibition and Tradeshow
- Access to all breakfasts, lunches and coffee breaks (April 24 & 25)
- Access to a variety of Networking opportunities
- Delegate package with conference details and sponsor gifts
- CHRP Recertification Points

## WIN A \$500 BURSARY

Register now for a chance to be entered into a draw for one of 4 professional development bursaries of \$500.00 to use towards your 2012 Conference fees.

Only those registered by the Early Bird cut off of February 15th will be entered into the draw.

Winners will be contacted prior to the April 24-25, 2012 HRIA Conference and payments issued following proof of attendance.

## REGISTER ONLINE TODAY !

**Registration Code: I2HRIA I I**

# Sponsors

## GOLD



## SILVER



## BRONZE



## SUPPORTING



Exhibiting and sponsorship opportunities are still available! Reserve your spot to showcase your services to over 1,000 HR Professionals from across Alberta. Your support will help to provide the strategic advantage that Alberta's HR leaders are looking for to help them meet the new challenges of a strong economy by inspiring new ideas and innovating and evolving their organizations.

Contact Jenny Chapman HRIA Sponsorship & Event Manager  
phone: 403-541-8703 or email: [jchapman@hria.ca](mailto:jchapman@hria.ca)

## Exhibitors as of December 31, 2011

- ADP Canada
- Alberta Health Services
- Alberta Venture
- Allstate Insurance Company of Canada
- Bomza Law Group Immigration Lawyers
- Calgary Herald
- Canadian Occupational Resource Consultants
- Canadian Society for Training & Development
- Centre for Energy Asset Management Studies (CEAMS)
- Champions Career Centre
- Global Energy Career Exposition
- EHS Partnerships Ltd
- EWI Works International Inc
- Human Synergistics
- JobShop
- Leadership Development Banff Centre
- Lemmex Williams Training Inc
- Mount Royal University
- MyPA
- Organizational Solutions
- Queen's University IRC
- Servus Credit Union
- Silkroad
- Spiritual Equine Connection
- The Canadian Institute of Chartered Accountants
- The Canadian Payroll Association
- Trab Training Inc
- University of Alberta School of Business and CAPS: Your U of A Career Centre
- Venngo
- Vital Benefits
- Willoughby & Associates Chambers of Commerce Group Insurance Plan
- Workplace Speaker Network