



SHRM OLYMPIA 2012 ANNUAL CONFERENCE

THE BODY OF HR

Extend your Knowledge and Influence

as a Business Partner in

your Organization



This conference has been approved for HRCI Recertification credit, provided at the conference.

Conference Schedule

7:30 a.m. – 8:15 a.m.: Registration & Continental Breakfast

8:15 a.m. – 8:30 a.m.: Welcome
Abbi Rudolph, SHRM Olympia President

8:30 a.m. – 10:00 a.m.: Keynote Speaker
Cathy Raymond – Reclaiming the Soul of HR
Recertification credits: 1.5 general

10:00 a.m. – 10:15 a.m.: Morning break

10:15 a.m. – 11:45 a.m.: VIGILANT
Jodi Slavik – Social Networking: Can We Just Go Back to Ignoring Each Other?
Recertification credits: 1.5 general

11:45 a.m. – 1:00 p.m.: Lunch
Sponsored by VIGILANT
Please visit our vendors and purchase a raffle ticket for SHRM Foundation

1:00 p.m. – 2:00 p.m.: EDGE Learning
Anita Paige – Strengthening Teams with RESPECT: The Process for Building High Performing Teams
Recertification credits: 1.0 general

2:00 p.m. – 2:15 p.m.: Afternoon break & Snack
Sponsored by EXPRESS EMPLOYMENT PROFESSIONALS

2:15 p.m. – 3:15 p.m.: AMJ GROUP
Michael Cook – HR's Strategic Leadership Role: Initiating the Tough Conversations
Recertification credits: 1.0 strategic

3:15 p.m. – 3:30 p.m.: Raffle Basket & Conclusion
Abbi Rudolph, SHRM Olympia President

Conference Sponsors

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Lunch Sponsor



Afternoon break Sponsor



KEYNOTE SPEAKER

Reclaiming the Soul of Human Resources

Speaker: Cathy Raymond

As an HR professional for more than 36 years, Cathy Raymond has learned a thing or two! The most important thing she learned was that nurturing and protecting the human spirit is the heart and soul of the profession. But just what is that? How did we lose it? And how do we get it back? Cathy's recently-published book, *Reclaiming the Soul of Human Resources*, identifies nine strategies that support the human spirit while helping organizations achieve their goals. Whether you are a generalist or a specialist, a sole performer or a manager, new to the profession or well-seasoned, you'll find her stories inspiring and her suggestions invaluable as you strive to fulfill this core purpose of "people professionals" everywhere.

Learning Objectives:

1. Understand the heart and soul of the human resources function: to nurture and protect the human spirit.
2. Answer the question: how did we lose this vital soul?
3. Learn the nine strategies for reclaiming the soul of human resources.

CONFERENCE SPEAKER

Social Networking: Can We Just Go Back to Ignoring Each Other?

Speaker: Jodi Slavik, VIGILANT

How do you respond to employees trashing your company in online posts? Can you research job candidates on Facebook? Can you require employees to grow your business through social networking? What do you do if a group of your employees creates a religious networking site? In addition to solving these problems, learn how to craft a social networking policy that curbs unwanted behavior without crushing employee spirit or running afoul of the National Labor Relations Board.

CONFERENCE SPEAKER

Strengthening Teams With RESPECT: The Process to Building High Performing Teams

Speaker: Anita Paige, EDGE Learning

The RESPECT process guides participants to a common understanding of what respect looks like, feels like, and how it differs from tolerance. Through carefully researched and validated exercises, this brain-based workshop takes your leaders and associates along a comprehensive learning path that expands their awareness, develops their emotional intelligence, offers critical insights into human thought and behavior norms, and helps them develop an easy-to-apply “tool kit” proven to increase their capacity for more consistently respectful behaviors.

The Respect: The Source of Our Strength process:

- Promotes respect for both self and others as a foundational value
- Helps participants recognize what respect should look (and feel) like within their workplace
- Outlines the transition points from a culture of “tolerance” to “respect”
- Identifies disrespectful behaviors that can damage morale and productivity
- Explains the impact that stereotypes have on our actions and decisions
- Explores the role that attitudes play in promoting respectful workplaces
- Identifies behaviors that support both personal and organizational values

Provides a proven, self-directed “tool kit” for changing counter-productive behavior patterns.

CONFERENCE SPEAKER

HR’s Strategic Leadership Role: Initiating the Tough Conversations

Speaker: Michael Cook, AMJ Group

The Human Resource function in any organization will not have an equal seat at the leadership table until senior HR leaders become full partners with their CEO and Executive Team. How does a senior HR leader demonstrate this kind of strategic value when so much of what they deliver to the organization is tactical in nature?

The staff and managers within an HR department have a unique perspective not shared by any other function. The work of HR touches every facet of the organization and when things aren’t functioning, especially as a result of friction among members of leadership, HR staff or managers are often among the first to see it or hear about the issue. The recognition that this unique perspective offers a strategic role

for HR executives, as well as their staff, is long overdue; acting on this recognition is an even more pressing issue.

Friction among leaders plays a large role in whether employees feel safe to fully engage or not. Being willing to step in, initiate and then facilitate the tough conversations that need to take place between and among leaders at all levels sets the HR leader up as full partner to any CEO, Executive Team and employee body.

By the end of this one hour presentation participants will have received a template that can be used to help design these challenging conversations.

CATHY RAYMOND, Author, [Reclaiming the Soul of HR](#)

Cathy Raymond is a visionary leader with a reputation for innovative human resources practices. She is highly creative and yet offers pragmatic solutions to problems faced by today's organizations. She has a track record of nationally known accomplishments including Trust-Based Leadership, Workforce Sustainability, and PRISM, an employee health and wellness program. The heartbeat of all this work is her dedication to nurturing people and their possibilities, and organizations and their success. Cathy served as Human Resources Director for the City of Olympia, Washington for over sixteen years. She has over thirty-six year's experience in personnel management in the public, private and non-profit sectors. She is the 2006 recipient of the Award of Excellence presented by the National Public Employer Labor Relations Association.

JODI SLAVIK, [Vigilant](#)

Jodi proudly provides counsel to Washington State businesses on employment and labor issues, including training of HR professionals, managers, supervisors, and employees on a range of liability and leadership issues. Before joining Vigilant, Jodi served 15 years as an in-house trade association counsel, including roles as general counsel, environmental lobbyist, and class instructor. She has extensive experience managing staff, advising corporate leadership, developing media relations, drafting legislation, testifying before tribunals, negotiating with agencies, and teaching education courses. As a state certified Real Estate Clock Hour instructor, Jodi is at her best when distilling and conveying complex, controversial information in an immediately useful, entertaining way.

ANITA PAIGE, [EDGE Learning](#)

Anita Paige is an accomplished business woman bringing over 20 years of experience. Her experience as a business owner and people manager is a tremendous asset and provides great insight into company and employee developmental needs. She works in the area of client relationships and program facilitation for the Edge Learning Institute. Anita has specialized in performance development for the past seven years. Her desire to teach people on all levels has driven her to become certified in all of the Edge Learning Institute programs. Prior to leading and managing her own company, Anita had the opportunity to gain corporate experience by working at the Smith Barney Company for 11 years. Anita is an accomplished facilitator, consultant, personal coach and trainer. She has traveled throughout the US providing training and speaking at conferences, workshops, and various seminars. She has been married for 17 years, has four children and currently resides in Tacoma, Washington.

MIKE COOK, [AMJ Group](#)

A former Human Resource professional for Standard Oil of California, Mike now works primarily with senior leaders and teams to develop and implement cultural change processes which enhance overall organizational performance on very targeted issues. He enjoys working with diverse client teams at all levels to build alignment and enable change that is sustainable and strategic. Mike has 25 + years consulting/coaching experience working in a wide range of industries and working environments as a designer, facilitator, coach and project team lead on major cultural change initiatives. His experience includes initiatives in petroleum refining, telecommunications, financial services, healthcare and insurance systems.

Since his move to the San Juan Islands in 2006 Mike has founded AMJ Group, a solo practice focused on developing peer level manager's collaborative work communities. Prior to that as a consultant Mike founded Vitalwork, Inc. a diverse Organizational Development firm, in Rochester, NY. From 1989 to early 2011 Mike served Vitalwork as CEO and Senior Consultant. He has directly overseen several projects at both Eastman Kodak and Xerox Corporations that directly impacted those businesses' ability to deliver new products to market in a timelier, higher quality manner. He also designed and led the implementation process for Frontier Communications as it moved its employee base from a regulated telecom to open market business operating model. In all these instances he worked in close partnership with client leadership to create workplace designs aimed at introducing and sustaining workplace behaviors which made the client more competitive in its chosen markets and improved overall organizational performance. Most recently Mike has led two large scale change programs for Paychex, Inc., a Systems Merger initiative for University of Rochester Medical Center and Revenue Recovery Enhancement projects for St. Vincent's Healthcare System in Erie, Pa. A prolific writer, Mike has authored the book THRIVE: Standing on Your Own Two Feet in a Borderless World and has published numerous articles in popular publications. He currently publishes a weekly Blog The Heart of Engagement which was chosen as a Best Leadership Blog by HR Examiner in 2010 and Human Capital Institute in 2011. He is a regular contributor to Human Capital League, an on-line community for workplace professionals.