

New this year! • HR Marketplace (exhibit hall) is open on Thursday only! • Keynote luncheon closes the conference on Friday!



# 31<sup>st</sup> Annual Conference **HR** **KYSHRM** Rethink September 23-25, 2015 | Louisville, Ky.



presented by **Kentucky Career Center**



Back again! Wednesday KYSHRM Welcome Reception on the Belle of Louisville!

**EARN**  
HR Professional  
Development  
Credits!  
details on page 1

[kyshrmconference.com](http://kyshrmconference.com)

# INFORMATION

## REGISTRATION AND LODGING

### 4 Easy Ways to Register

ONLINE: [kyshrmconference.com](http://kyshrmconference.com)

PHONE: 502-848-8727

EMAIL: [lhill@kychamber.com](mailto:lhill@kychamber.com)

FAX/MAIL: Download a registration form from our website



### Registration Fees\*

#### KYSHRM and/or Kentucky Chamber Member

3-Day | Wed/Thu/Fri

\$499 includes Wed-Afternoon Workshops

\$678 includes Wed-Preconference

#### Non-Member

3-Day | Wed/Thu/Fri

\$599 includes Wed-Afternoon Workshops

\$828 includes Wed-Preconference

\*For additional registration options visit [kyshrmconference.com](http://kyshrmconference.com)

### Important Notes

- Wednesday's two full-day Preconference Workshops and afternoon workshops take place concurrently. You may only register for one or the other.
- KYSHRM Welcome Reception on the Belle of Louisville is free to conference attendees. Your guest(s) pay \$75/per guest.
- Closing Keynote Luncheon is free to conference attendees. Your guest(s) pay \$75/per guest.

### Professional Development!

#### SHRM Professional Development Credits (PDCs)

Earn up to 17.25 credit hours!

#### HRCI certification

Earn up to 17.25 Business Management and Strategic credit hours or up to 14.25 HR General credit hours!

### Cancellations/Substitutions

Cancellations must be made no later than five business days prior to the program for a full refund. After this date, no cash refunds will be granted. Substitutions welcome. Special accommodations made upon request.

### Conference Hotel Information

Louisville Marriott Downtown  
280 West Jefferson Street, Louisville, KY 40202  
Phone: 502-627-5045 or 800-266-9432  
Room Rate: \$155\*\*

Cutoff Date for Hotel Rooms is Sept. 2, 2015

Please reference KYSHRM Conference when making your reservation. \*\*The advertised KYSHRM Conference room rate cannot be guaranteed after the cutoff date.

### Consent to Use of Photographic Images

Registration and attendance at or participation in Kentucky Chamber/KYSHRM meetings and other activities constitutes an agreement by the registrant to the Kentucky Chamber/KYSHRM's use and distribution (both now and in the future) of the registrant or attendees image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

## SCHEDULE

### Wednesday, September 23, 2015

8 a.m.	Preconference Workshops attendee registration
8:30 a.m. - 3:45 p.m.	Preconference Workshops (lunch included for preconference attendees) Precon #1 DIY Workforce Planning: You Can Do This Precon #2 Talent Management: Acquisition, Development, Retention and Performance Management sponsored by Red e App
12 p.m.	Attendee registration
12:30 p.m.	Concurrent 1.5-hour workshops
2 p.m.	Afternoon break <i>level one</i>
2-7 p.m.	Exhibitor registration and setup
2:15 p.m.	Concurrent 1.5-hour workshops
3:45 p.m.	Afternoon break <i>level one</i>
4 p.m.	Closing Keynote: Cathy Fyock, CSP, SPHR and Lyle Sussman, PhD, Co-authors
5 p.m.	KYSHRM Welcome Reception on the Belle of Louisville sponsored by KentuckyOne Health
7 p.m.	31st Annual Kentucky SHRM Conference day one adjourns

### Thursday, September 24, 2015

7 a.m.	Attendee registration
7 a.m.	Continental breakfast sponsored by Dental Health Options HR Marketplace opens
7:30 a.m.	Concurrent 1-hour workshops
8:30 a.m.	Morning break
8:45 a.m.	Opening Keynote: Meagan and Larry Johnson, Johnson Training Group
10 a.m.	Morning break sponsored by McBrayer, McGinnis, Leslie & Kirkland, PLLC
11 a.m.	Concurrent 1-hour and 1.5-hour workshops
Noon -1:45 p.m.	Buffet lunch sponsored by Littler Mendelson, P.C.
1:15 p.m.	Concurrent 1.5-hour workshops
1:45 p.m.	Concurrent 1-hour workshops
2:45 p.m.	Afternoon dessert break sponsored by Stites & Harbison PLLC
3:45 p.m.	Concurrent 1.25-hour workshops
5 p.m.	Networking Reception sponsored by Anthem Blue Cross and Blue Shield of Kentucky
6:30 p.m.	\$2,500 cash giveaway must be present to win 31st Annual Kentucky SHRM Conference day two adjourns
6:30-7:30 p.m.	Exhibit tear down and move out (option #1)



### Friday, September 25, 2015

7-10 a.m.	Exhibit tear down and move out (option #2)
7 a.m.	Attendee registration Continental breakfast <i>level one</i>
7:30 a.m.	Concurrent 1-hour workshops
8:30 a.m.	Morning break <i>level one</i>
8:45 a.m.	Concurrent 1.25-hour workshops
10 a.m.	Morning break <i>level one</i>
10:30 a.m.	Concurrent 1.25-hour workshops
12 p.m.	Closing Keynote Luncheon: Kathy Dempsey, RN, MED, CSP, President, Keep Shedding! Inc.
2:30 p.m.	31st Annual Kentucky SHRM Conference adjourns

# KEYNOTE SPEAKERS

WED., SEPT. 23 | 4 P.M.



**Cathy Fyock, CSP, SPHR**  
**Lyle Sussman, PhD**  
Co-Authors

**S** KEYNOTE ADDRESS: *Hallelujah! An Anthem for Purposeful Work*

What would happen if your organization hired believers, not just employees? What results could you reap if your people said, "Thank God it's Monday!"? This session, based on the new book *Hallelujah: An Anthem for Purposeful Work* explores the testaments that create a workplace that has employees singing the organization's praises.

**ABOUT CATHY**

Cathy is an employment strategist and the author of seven books, including her most recent, *Hallelujah! An Anthem for Purposeful Work*. Her mission is to help people and organizations focus on the WHY, connecting people with purpose.

**ABOUT LYLE**

Lyle has spoken for more than 30 years around the world. He has done consulting work for government agencies, religious organizations, and Fortune 500 companies. Lyle has gained a reputation for both powerful messages and useful application. His goal is always the same, to make people better than they already are and to turn the message of the day into a workable practical application that people can use in daily life.

THU., SEPT. 24 | 8:45 A.M.



**Meagan and Larry Johnson**  
Gen-Xer Daughter and Baby Boomer Dad,  
Johnson Training Group

**S** KEYNOTE ADDRESS: *Boomers, Gen-Xers, Millennials and Linksters: How to Manage the Melee!*

Based on their best-selling book, *Generations Inc.: From Boomers to Linksters, Managing the Friction Between Generations at Work*, generation expert Meagan Johnson and corporate culture expert Larry Johnson, present the unique perspectives of a Gen-X daughter and her Baby Boomer dad on how each understands, communicates, motivates and manages different generations existing in the workplace today. Understanding these generational characteristics gives managers an edge in everything from interviewing new hires and designing workstations, to planning meeting agendas, projects and assembling efficient teams. Meagan and Larry banter back and forth in a delightfully obnoxious, good-natured, humorous style, which helps participants understand the generational differences found in the workplace today.

**ABOUT MEAGAN**

Bright, funny, delightfully obnoxious generational humorist! Meagan engages her audience with useful info, hard-hitting facts and a wicked sense of humor. As a Gen-Xer, Meagan takes on generational issues with an insider's perspective.

**ABOUT LARRY**

For 25-plus years, Larry has helped organizations build more productive and profitable working cultures through the development of strong leaders and dedicated employees.

FRI., SEPT. 25 | 12 P.M.



**Kathy Dempsey, RN, MED, CSP**  
President, Keep Shedding! Inc.

**S** KEYNOTE ADDRESS: *Shed or You're Dead: Seven Strategies Every HR Professional Needs to Know to Keep Your Organization Alive!*

Do you need to embrace change, get re-energized, re-engaged and re-focused? Millions of dollars and thousands of hours are lost by organizations each year due to the inability to get employees and members to move forward with changes. Why do 75%+ of all change efforts, committees and teams fail? Largely because people feel left out of the process and lack the skills, knowledge and motivation to adapt to the organization's new systems, processes and procedures. Organizations that equip their people and members to SHED faster and quicker will be the ones that survive and thrive. This interactive keynote is packed with practical strategies for immediate implementation back on the job and at home. You'll love Kathy's powerful and fun SHED message, which will help you go to a new level!

**ABOUT KATHY**

Kathy is an award-winning author, keynote speaker and recognized change expert. She ignites organizations to SHED for Success by empowering them with practical tools to adapt quicker and get results! As a former hospital executive, she strategically led Memorial Health Care System's organizational development efforts to become one of top 100 hospitals in America. Her most popular book, *Shed or You're Dead®: 31 Unconventional Strategies for Growth and Change* is the recipient of a Writer's Digest International Book Award.



**S** = approved for strategic credits

# PRECONFERENCE WORKSHOPS CHOOSE ONE

sponsored by **redgapp**

WED., SEPT. 23 | 8:30 A.M. - 3:45 P.M.

## **S** DIY Workforce Planning: You Can Do This

Susan L. Harmansky, SPHR | Workforce Strategist



Everybody knows your company should be doing workforce planning, but it's a daunting task and who has time to stop and do the hard work or pay the big money to hire a consultant to do it for you? This session will give you a 30,000-foot view of workforce planning and show you how to get at least 80% of the way to a customized, robust plan for your organization. It will get you and your staff thinking about the issues and help you decide if spending more time and money on workforce planning will be worth it. This is a working session where participants will step through the building blocks of a workforce plan, fill in their own company's information and leave with a starter document to convince leaders back at the office of the advantages of workforce planning.

WED., SEPT. 23 | 8:30 A.M. - 3:45 P.M.

## Talent Management: Acquisition, Development, Retention and Performance Management

Talent management is vitally important to the overall success of your company. Attend this full-day preconference workshop and learn about some of the crucial pieces to the human resource puzzle that is talent management.

### Are You Struggling to Keep Up with the Talent Demand?

Carrie Van Daele | President/CEO, Van Daele & Associates Consulting, Inc.

As a business executive what is your biggest company concern? According to Forbes it is filling the talent-gap. Your inability to attract, retain and develop talent will clog your talent pipeline. Demand is about how to better utilize your talent as an "off-balance sheet" asset. If your company is running at a 70% capacity utilization rate, it has room to increase production up to 100% rate without increasing costs ... correct? You can achieve the same capacity utilization rate with your talent. Quit struggling with your talent demand.



### Hiring Under the Microscope: Five Steps for Improving the Science of Selection

Whitney Martin, MS | Measurement Strategist, ProActive Consulting

Metrics, analytics and big data loom large on the HR radar. However, research shows that objective data plays a surprising small roll in one of the linchpin functions of HR departments—employee selection. HR practitioners remain unaware of which selection methods are most (and least) predictive, and only 14% of organizations have data to show the business impact of their assessment strategy. With payroll and benefits representing one of the largest line items on virtually every company's operating statement, effective selection is perhaps HRs greatest opportunity to significantly impact the bottom line. It's time for organizations to put hiring under the microscope. In this session, we will share five steps for creating more evidence-based, scientific and effective selection processes.



### Recruiting Secrets (Hunting the Elusive Purple Squirrel)

Susan Woods, SPHR | Director of Recruitment, Talis Group, Inc.

Renee Fulton, CPA | President, Talis Group, Inc.

It's a buyer's market on hiring people, right? With so many people unemployed, shouldn't it be easy to hire solid people to fill vacant positions within your company? No, not at all. After the rebound years from the recession, there are a lot of wary job seekers. Learn secrets and techniques of luring the cautious job seeker with recruiting tips and tricks that will increase your chances of hiring not only good workers, but excellent workers who want to work with YOUR company. Experienced recruiters will share advice to land the best hires from the first step of the hiring process to the last. Learn what companies repeatedly do wrong that impedes hiring winners and instead hooks the mediocre worker. This quick-paced training program will discuss real life examples of hiring process horrors and successes to give you the skills to hire right!



Upgrade your registration by attending one of these preconference workshops and gain 6 hours of Business Management & Strategic credit hours!

Additional cost to attend:

\$179/KYSHM and/or Kentucky Chamber Member  
\$229/Non-member



Read about our preconference speakers online at [kyshrmconference.com/preconference-speakers](http://kyshrmconference.com/preconference-speakers)

# SPONSORS

## CONFERENCE HOSTS



Kentucky Society for Human Resource Management State Council  
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### Kentucky Chamber

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## PRESENTING SPONSOR



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The conference Mobile App is back this year!

# WORKSHOPS

Management

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Motivation

Management and Motivation are now 2 tracks instead of 1!

## Wednesday, September 23

<b>Session 1</b> 12:30 p.m. - 2 p.m.		<b>M1</b> Hiring under the Microscope: 5 Steps for Improving the Science of Selection — <i>Whitney Martin, MS</i>	<b>11</b> The PROACTIVE Communicator — <i>Hope Zoeller, EdD</i>
		<b>M2</b> How HR Managers Can Build a Top-notch Safety Program — <i>Brandon Keltner, CSP</i>	<b>12</b> The HR Lawyer Within You - Human Resource Strategies for Legal Success — <i>Robert Hudson</i>
<b>Session 2</b> 2:15 p.m. - 3:45 p.m.		<b>M3</b> Recruiting Secrets (Hunting the Elusive Purple Squirel) — <i>Susan Woods, SPHR &amp; Renee Fulton, CPA</i>	<b>11</b> The PROACTIVE Communicator — <i>Hope Zoeller, EdD</i>
			<b>12</b> The HR Lawyer Within You - Human Resource Strategies for Legal Success — <i>Robert Hudson</i>

## Thursday, September 24

<b>Session 3</b> 7:30 a.m. - 8:30 a.m.		<b>M4</b> Seven Ways to Improve Internal Communications in Your Company — <i>Jonathan Erwin</i>	<b>13</b> Increase Your Energy, Change Your Life — <i>Carlos Rivas, MS, CSCS, ACSM-CPT</i>
<b>Session 4 (1 hour track)</b> 11 a.m. - 12 p.m.	choose one class from 1 or 1.5 hour track	<b>M5</b> Youth Employment Solutions — <i>Angie College, Mike Donta, Mary Taylor &amp; Megan Searles</i>	<b>14</b> Blocking and Tackling in HR — <i>Jon Hall PhD, SPHR</i>
<b>Session 4 (1.5 hour track)</b> 11 a.m. - 12:30 p.m.		<b>M6</b> Get the Most Out of Your Training Every Time — <i>Nancy Ahlrichs, SPHR, CDE</i>	<b>15</b> Creating an Insanely Positive Workplace Culture — <i>Larry Johnson, CSP</i>
<b>Session 5 (1.5 hour track)</b> 1:15 p.m. - 2:45 p.m.	choose one class from 1 or 1.5 hour track	<b>M6</b> Get the Most Out of Your Training Every Time — <i>Nancy Ahlrichs, SPHR, CDE</i>	<b>15</b> Creating an Insanely Positive Workplace Culture — <i>Larry Johnson, CSP</i>
<b>Session 5 (1 hour track)</b> 1:45 p.m. - 2:45 p.m.		<b>M5</b> Youth Employment Solutions — <i>Angie College, Mike Donta, Mary Taylor &amp; Megan Searles</i>	<b>14</b> Blocking and Tackling in HR — <i>Jon Hall PhD, SPHR</i>
<b>Session 6</b> 3:45 p.m. - 5 p.m.		<b>M7</b> Best Practices for High Impact HR — <i>Lyle Hanna, SPHR, Allison Pettrey, PHR, Candra Bryant, PHR &amp; Jean-Paul Philippe</i>	<b>16</b> Where's Everyone Going? Keys to Reducing Unnecessary Employee Turnover — <i>Cara Silletto, MBA</i>
		<b>M8</b> Minimizing the Risks of Terminations — <i>Laurie Kemp</i>	<b>17</b> When Warm Fuzzies Work with Cold Pricklies — <i>Anne Murray, MA</i>

## Friday, September 25

<b>Session 7</b> 7:30 a.m. - 8:30 a.m.		<b>M4</b> Seven Ways to Improve Internal Communications in Your Company — <i>Jonathan Erwin</i>	<b>18</b> SHRM Certification: The New Credential — <i>Shelly Trent, SPHR, CAE</i>
<b>Session 8</b> 8:45 a.m. - 10 a.m.		<b>M9</b> Creating an Evidence-based Coaching Culture — <i>Whitney Martin, MS &amp; Hope Zoeller, PhD</i>	<b>19</b> Best Practices for Building a Culture of Feedback — <i>Danny Nelms, MBA</i>
		<b>M10</b> Diversity is a Fact; Inclusion is a Leadership Behavior! — <i>Tim Findley Sr., EdD, MBA, CCDPI/AP</i>	
<b>Session 9</b> 10:30 a.m. - 11:45 a.m.		<b>M9</b> Creating an Evidence-based Coaching Culture — <i>Whitney Martin, MS &amp; Hope Zoeller, PhD</i>	<b>19</b> Best Practices for Building a Culture of Feedback — <i>Danny Nelms, MBA</i>
		<b>M10</b> Diversity is a Fact; Inclusion is a Leadership Behavior! — <i>Tim Findley Sr., EdD, MBA, CCDPI/AP</i>	

<b>Advanced Strategic</b> 	<b>Human Resource Law</b> 	<b>Benefits &amp; Compensation</b> 
<b>S A1a</b> Coaching in Key Relationships (Part 1) — <i>Bonnie Cox, MA Organizational Management</i>	<b>L1</b> Employment Law Jeopardy — <i>Wendy Hyland</i>	<b>B1</b> Employee Benefits Update — <i>Benjamin Evans &amp; Laura Stallard, CPA</i>
<b>S A2</b> New Tools and Train Wrecks in HR Strategy — <i>Karl Ahlrichs, SPHR</i>		<b>B2</b> Mental Health Will Drive You Mad — <i>Cynthia Effinger &amp; Anne-Tyler Morgan</i>
<b>S A1b</b> Coaching in Key Relationships (Part 2) — <i>Bonnie Cox, MA Organizational Management</i>	<b>L2</b> 9 in 90: Hot Topics in Employment Law — <i>Cynthia Doll</i>	<b>B3</b> Worksite Wellness - Reaching Beyond the Employee — <i>Jennifer Hoert, PhD, PHR, SHRM-CP &amp; Angela Bailey, SPHR, CCP, SHRM-SCP</i>
<b>S A2</b> New Tools and Train Wrecks in HR Strategy — <i>Karl Ahlrichs, SPHR</i>	<b>L3</b> I-9 Compliance and the Unlawful Employment of Foreign Nationals — <i>Brett Reynolds &amp; Heather Coleman</i>	<b>B4</b> FMLA Update — <i>Demetrius Holloway</i>
<b>S A3</b> Workforce Planning: The Next Big Thing for HR — <i>Susan Harmansky, SPHR</i>	<b>L4</b> NLRB: Limiting Use of Company Email — <i>Thomas Williams &amp; Leah Smith</i>	<b>B5</b> Complex Executive Benefits 101 — <i>Jeanne Fisher, CFP, MBA</i>
<b>S A4</b> How to Think Like a CEO — <i>Bonnie Cox, MA Organizational Management</i>	<b>L5a</b> Mock Employment Jury Trial (Part 1) — <i>Mitzi Wyrick</i>	
<b>S A5</b> The Silver Lining of Cloud Computing — <i>Amy Cabbage &amp; Matthew Koch, CPA</i>	<b>L6</b> Employment Law & Legislative Update — <i>Mauritia Kamer</i>	<b>B6</b> Wage and Hour Update — <i>James Cockrum</i>
<b>S A5</b> The Silver Lining of Cloud Computing — <i>Amy Cabbage &amp; Matthew Koch, CPA</i>	<b>L6</b> Employment Law & Legislative Update — <i>Mauritia Kamer</i>	<b>B6</b> Wage and Hour Update — <i>James Cockrum</i>
<b>S A4</b> How to Think Like a CEO — <i>Bonnie Cox, MA Organizational Management</i>	<b>L5b</b> Mock Employment Jury Trial (Part 2) — <i>Mitzi Wyrick</i>	
<b>S A6</b> Strategic Business Partnering: Organization Diagnosis and Assessment — <i>Reed Deshler</i>	<b>L7</b> Wellness Under Reform: Legal and Practical Updates — <i>Matt Schwartz, RHU &amp; Sherry Porter</i>	<b>B7</b> Preparing for a DOL Health and Welfare Plan Audit — <i>Deanna Johnson</i>
	<b>L8</b> Criminal Background and Credit History Checks: Hiring and Retention Policies in the Crosshairs — <i>Joseph Bilby</i>	<b>B8</b> Speaking Compensation — <i>Douglas Brown, SPHR, SHRM-SCP, CCP &amp; Steve Roberts, SPHR, CCP</i>
<b>S A3</b> Workforce Planning: The Next Big Thing for HR — <i>Susan Harmansky, SPHR</i>	<b>L9</b> Is the Road to Court Paved With Good Intentions? — <i>Lynn Ingmire, SHRM-SCP, SPHR &amp; Marian Ahl</i>	<b>B5</b> Complex Executive Benefits 101 — <i>Jeanne Fisher, CFP, MBA</i>
<b>S A7</b> Drive Business Success with Workplace Flexibility — <i>Shelly Trent, SPHR, CAE</i>	<b>L10</b> Conducting Lawful and Defensible Workplace Investigations — <i>LaToi Mayo &amp; Jay Inman</i>	<b>B9</b> Understanding the Cost and Effectiveness of Your Retirement Plan — <i>Lee Topley, AIFA</i>
<b>S A8</b> Achieving Wellness Program ROI in the Era of Health Care Reform — <i>Paul Kolodzik, MD, MBA</i>	<b>L11</b> Workplace Bullying: Should I be Concerned? — <i>Jay Ingle</i>	<b>B10</b> Compliance: ERISA & ACA New Reporting Requirements — <i>Lauren Johnson, APA, CFC</i>
<b>S A7</b> Drive Business Success with Workplace Flexibility — <i>Shelly Trent, SPHR, CAE</i>	<b>L10</b> Conducting Lawful and Defensible Workplace Investigations — <i>LaToi Mayo &amp; Jay Inman</i>	<b>B11</b> Current Drug Trends — <i>Adam Argullin</i>
<b>S A8</b> Achieving Wellness Program ROI in the Era of Health Care Reform — <i>Paul Kolodzik, MD, MBA</i>	<b>L11</b> Workplace Bullying: Should I be Concerned? — <i>Jay Ingle</i>	<b>B12</b> Reasonable Accommodation or Regrettable Obligation? Don't Let Your Good Deed be Punishment — <i>Josh Salsburey</i>

**S** = approved for strategic credits



Kentucky SHRM Conference  
464 Chenault Road  
Frankfort, KY 40601

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DATED MATERIALS — PLEASE RUSH

635312

# 31<sup>st</sup> Annual Conference **HR** **KYSHRM** September 23-25, 2015 | Louisville, Ky. **Rethink**



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## New this year!

HR Marketplace (exhibit hall) is open on Thursday only!  
Keynote luncheon closes the conference on Friday!

## Back again!

Wednesday KYSHRM Welcome Reception on the Belle of Louisville!



## Professional Development!

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