



HR Star Conference Los Angeles

Wednesday,
March 25, 2009
9:00 am - 4:30 pm
Los Angeles
Convention Center

Register

Speakers

Attendees

Exhibitors

Contact



There will be 17 sessions in total.

(Print this page out for easy reading and reference.)

Keynote Address:

The 2009 Economic Crisis: Situational Analysis & Strategic Responses for HR

Human Resources is certainly not responsible for the current economic crisis, but in order to make it through the storm, organizations of all sizes are turning to HR to help guide the way back to calmer waters and safer shores. So, how is your human resources department responding to the crisis? Would you like to hear what other organizations are doing to be proactive? Interested to learn how HR is positioning certain companies for unprecedented success once the harsh business conditions begin to stabilize again? This keynote session will examine the current economic crisis from several points of view. Employing an engaging and informative format, our panel of experts will offer insights from a wide range of backgrounds and insider perspectives. With their finger on the pulse of the human resources community and the regional business conditions, the topic experts in this unique, interactive keynote session will highlight the responses and strategies that leading organizations are embracing to make it through these challenging economic times.



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Downsizing with Dignity

Ann E. Feyerherm, Ph.D.

Director of MSOD Program and Professor of Organization and Management, Pepperdine University

With recent economic news and the prospect of downsizing and layoffs, HR professionals are faced with challenges in how to layoff people in ways that preserve the culture for those continuing to remain and run the business. Research and practice have given some insights for potential ways to downsize with dignity and avoid sabotage and destructive behaviors. By attending, participants will grasp a better understanding of how to:

- Engage people constructively even in the face of layoffs.
- Build a set of principles to use in downsizing situations.
- Manage communications.
- Manage change and flux.
- Manage their own emotional reactions to adversity.



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Key Wage & Hour Issues: How to Stay Ahead in a Troubled Economy

Tracy L. Cahill, Esq.

Partner, Mitchell Silberberg & Knupp LLP

In light of the recent economic turmoil, many companies are re-evaluating their wage and hour practices. By proposing new work schedules, altering commission, bonuses, and other compensation practices, and by implementing forced shutdowns, California employers are increasingly faced with new and challenging wage and hour complexities. In this session, you will learn the current state of the law on key wage and hour issues ranging from the most recent meal and rest period caselaw to the most recent caselaw and administrative guidance on which positions are properly classified as exempt from overtime. Also, you will receive training on the basic steps to be taken in evaluating when an employer may alter its normal practices to save money and address its economic challenges. While cutbacks on expenses may be sensible in some cases, employers still have obligations to reimburse employees for expenses under certain circumstances. Learn what those circumstances are without overpaying for unnecessary expenditures. As your organization tries to survive and even thrive in this economy, make sure it stays compliant with the wage and hour rules.



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HR Metrics: How HR Leaders are Turning Tough Economic Times into Opportunities

Richard Greenberg

President, The BreakThru Alliance

An economic maelstrom. Intense pressure to make an impact. A lack of focused action. Maybe it is time to take a fresh look. What can you and your HR teams do to make an immediate and positive difference? Do you know which HR and workforce metrics you must track, trend, and benchmark in today's environment to drive organizational success? Once the basics of HR administration are on track, great HR professionals know that two key factors will help them get the attention of senior leaders:

- 1) Using creativity and innovation to help drive revenue and reduce costs, and
- 2) Quantifying results.

This session is designed to help provide insight into how the use of innovation and measurement can be critical bridges to link your people strategy to business outcomes. This interactive session will provide examples of both innovation and key performance indicators that leading companies need to adopt in their workforce and HR scorecards. By attending, you will learn practical tips for building and/or enhancing workforce metrics at your organization, and you will be in a far better strategic position to turn raw employee data into meaningful information and concrete results. In particular, this session will focus on:

- A review of the best innovation practices.
- A methodology for developing "line of sight" from strategy to metrics.
- An overview of the most critical and most utilized metrics.
- An evaluation of which metrics should matter the most to you and to your executives right now.



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Reducing Liability Associated with Reductions in Workforce

Todd D. Wozniak, Esq.

Shareholder, Greenberg Traurig LLP

In our current volatile economy, employers are faced with an unyielding array of difficult business decisions. Whatever the name - lay-offs, downsizing, reductions-in-force or workforce ("RIFs") - there is no business decision more difficult than having to terminate employees. While it is virtually impossible to eliminate post-RIF litigation, employers can minimize liability through strategic planning and execution as well as a clear understanding of the relevant rules and regulations and common pitfalls. This session covers issues such as:

- Selection of employees for the RIF list.

- Adverse impact/EEO reviews.
- Considerations in unionizing/bargaining.
- Guidelines for an effective release agreement.
- Federal and State WARN Act.
- Maintaining employee morale/loss of productivity and public relations.
- Voluntary vs. involuntary termination programs.
- ERISA considerations.
- Intellectual property and non-compete issues.
- Communicating the RIF decision to impacted employees.

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When California and Federal Leave Laws Collide

Leonora "Lenny" Schloss, Esq.

Partner, Sedgwick Detert Moran & Arnold LLP

Managing the absence of an employee who requires time off because of a medical condition can be a significant challenge to supervisors and human resources professionals alike. The challenge is not simply finding creative solutions to get the work done during the employee's absence. Rather, the challenge also lies in sorting through and making sense of the overlapping employee rights and employer obligations created by the explosion of state and federal laws that regulate and protect medical absences. State and federal medical leave laws were enacted at different times, for different purposes, and contain varying employer obligations. Is it any wonder that compliance with these complex and unforgiving laws is not simple? Of course, the recent amendments to the FMLA make compliance an even more daunting task. Are you and your organization up to date on the latest medical leaves? An out-of-date approach to leaves may be costly. This advanced session will provide tried and true approaches to some of the most challenging leave conflicts due to differing state and federal laws that are guaranteed to simplify and streamline your next employee request for a leave.

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Finding the Mental Toughness to Overcome Current Challenges

Murray Johannsen, Ph.D.

President, Legacee Management Systems, Inc.

Underlying all success is the mental toughness to overcome defeats, losses, problems, obstacles, mistakes, the critics, the naysayers, the pessimists, the complainers, and those who say it can't be done. The fundamental truth is that nothing rolls

down the hill until after it has been pushed up the hill. Once you realize it is not going to be easy, you begin to take the steps required to get mentally tough and program yourself for the journey toward success. Learn the mental secrets of the champion - characteristics that can be applied to the world of business, as well. This session will examine the six pillars of mental toughness:

- Making goals more compelling: turning goal-setting into goal-driven.
- Accepting bedrock beliefs: the implications of having an internal or external locus of control.
- Overcoming the "monkey mind": the importance of focused attention and concentration.
- Resilience: rebounding in the face of adversity by not playing the role of the victim.
- Employing self-talk: techniques to remain positive and to stay motivated.
- Controlling stress: options for dealing with anxiety and the stressors of life.

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[2009 Employment Law Update: The Legal Year in Review and New Developments in the Courts and the Legislature](#)

Laura Petroff, Esq.

Managing Partner, Winston & Strawn LLP

This session will address the key employment issues of our time - both doing business under the Obama Administration and in these extremely challenging times - and will provide a concise yet engaging review of the most compelling rulings from the Courts as well as the most significant pieces of State and Federal legislation from the past 15 months. In addition, there will be a fast-paced examination of the most recent employment law developments that are likely to impact your organization throughout the year. Topics include recent legislation and new case law concerning:

- The Ledbetter Fair Pay Restoration Act
- The Employee Free Choice Act
- The Worker Adjustment and Retraining Notification (WARN) Act
- Disability accommodation
- Harassment
- Discrimination
- Employee fraud and embezzlement

In addition, Ms. Petroff will provide a brief survey of recent trends and a look ahead at what HR professionals will need to focus on in 2009 to protect against the next wave of claims and lawsuits.

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Going Green in HR and Payroll: The Legal Ramifications of Going Paperless

Henry Lonsdale

President and Founder, California Payroll

Is your company thinking about becoming more eco-friendly? Good for you! But before you take the paperless plunge, there are some legal issues and pitfalls to take into account, especially if you are doing business in California. This session will focus on the advantages and significant issues that you may encounter when going paperless. By attending, you will learn how to determine whether or not your company is ready to go paperless, as well as what payroll options are available to help in this process. In addition, the presentation will address the all-important legal issues and other salient factors an employer must consider such as whether or not you can mandate direct deposit and what types of data you are and not allowed to send via email. Specific topics will include:

- How paper intensive are you? Learning to calculate the cost factor for your payroll paper usage.
- Is your company ready? Points to ponder to determine if your company and employees are ready for a paperless transition.
- Taking paper out of the payroll process. Services to consider and steps to take in order to ensure a successful transition.
- Is it legal? The pitfalls and California legal issues to account for when going paperless in HR and payroll.

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Benefits vs. Budget: How HR Can Win This Fight

Ryan Fridborg, MAOD, SPHR

Vice President, Bolton & Company

Employee benefits costs continue to rise and have become one of the largest expenses that most businesses face. Almost every employer offers some type of benefits plan to its employees, including medical, dental, vision, long-term disability and life insurance. Additionally, benefits programs play a big role in attracting and retaining the best talent for your organization - but then there are the rising costs. Balancing these two competing concerns is not only a critical component of effective plan design and management, but the ability to achieve this balance can give you a tremendous strategic advantage in the marketplace for talent. In addition, this session will discuss:

- What is hot in employee benefits.
- Strategies to reduce employer costs.

- 10 things you never knew about your employee benefits.
- Maximizing benefits utilization.
- Compliance issues.


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Recruiting in a Recession

Adriana Estrada

Regional Manager Professional Search, Volt Workforce Solutions

Do you ever wonder why it is so difficult to find top talent in today's challenging economic climate? One would think recruiting quality candidates would be easy at a time like this, however, many hiring managers are faced with an abundance of unqualified applicants. What is your strategy for identifying the best candidates and attracting them to your company? How can you avoid the hundreds of unqualified resumes that hit your in-box each day your job posting stays open? By attending this session you will learn:

- How to effectively advertise your open positions and achieve quality results.
- How to identify resources that cater to the specific discipline of your search focus.
- How to present your company as an "employer of choice" and attract top talent.
- How to hold on to your best employees and retain them during uncertain times.

In addition, this session will encourage audience participation allowing you to ask your own recruiting questions.


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How to Recession Proof Your Career in HR

Debbie McGrath

CEO, HR.com

In this session, learn what you can do to protect your career in human resources. Find out what is required to make your career recession proof during this tough economy, including building out your network, showcasing your expertise and developing key performance indicators that make you indispensable both to your organization and to management.


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Workplace Investigations: Tell Me What is Really Going On

Christine Farrell

Principal, Work Matters

Whether it is a simple disagreement over a performance appraisal or a serious claim of harassment, investigating and resolving workplace claims is a daunting task. Due to recent court decisions, HR professionals are well aware of the importance of conducting prompt, thorough and objective investigations in order to minimize legal liability for themselves and their organizations. Properly conducted investigations can prevent litigation in its entirety or, at a minimum, make a lawsuit easier to defend. Yet, while a good investigation will uncover the facts of a specific complaint, it also provides a rare opportunity to identify and resolve underlying causes of dissension and dysfunction in the workplace. In addition to discussing the nuts and bolts of an effective workplace investigation, this session will also show you how to incorporate conflict resolution skills into the process. See how an open and sensitive approach can draw out the hidden truths so you may find out what is really going on behind the scenes.

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Hot Topics in Immigration Law for 2009

Bobby C. Chung, Esq.

Principal, Law Office of Bobby C. Chung, P.C.

Kaushik Ranchod, Esq.

Principal, Ranchod Law Group, P.C.

With rising immigration audits and enforcement against employers, vigilant compliance with the employment verification requirements and maintaining appropriate records are equally as important as hiring the best and brightest employees. How do companies avoid tripping over the minefield of immigration regulations? This session will focus on critical immigration issues faced by HR professionals. The presentation will suggest best practices and solutions that will benefit organizations of all sizes and their foreign employees. Obtaining a new H-1B visa is akin to winning the lottery, and as we approach the April 1st filing date, not every applicant will be a winner. What do you do if your employee is not granted an H-1B visa? Are there alternatives for employers who can't wait for their candidate to begin employment on October 1st of the same year?

Specifically, the discussion topics will include:

- Being prepared for government audits: Tips and suggestions to ensure compliance with the I-9 employment eligibility verification and H-1B record keeping requirements.
- Social Security Mismatch Letters: What are the employer's responsibilities and strategies for avoiding liability when notified by the government of potential unauthorized foreign workers?
- Alternatives to the H-1B visa: Once the H-1B quota is exhausted, organizations must consider all available visa

options to employ foreign nationals.

- Coping with the immigrant visa backlog: Timing strategies to ensure your foreign workers have continuous work authorization during the PERM and lengthy green card process.
- Recent legislative updates and other hot immigration topics.



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Conducting Background Checks in the Age of MySpace: The Treasures and Pitfalls of Social Networking Sites

Jared Callahan

National Director, Employment Screening Resources (ESR)

Are you currently using social networking sites such as MySpace or FaceBook when screening or sourcing candidates? When more than 75% of job applicants who were surveyed say they have their own web pages, it is easy to see why employers are tempted to check out applicants' profiles online. But what about using information from a person's web page against them in the hiring process? Another consideration is what to do when negative information turns up on a current employee's web page. When privacy issues and due diligence attempts collide in the Internet space, it makes for spirited debate - often with more questions than answers. In addition, employers also face potential legal challenges. This session will discuss the use of search engines, blogs and other Internet resources as tools when screening candidates or current employees. Come learn about how to avoid opening Pandora's Box, what to do if has already been opened and how to effectively apply social networking sites when screening and sourcing your candidates. As a bonus, this session will also focus on unique, "only in California" aspects of certain background checks.



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Saddle Up Your Own White Horse: There is No Glass Ceiling

Sandra Pelletier

Success Coach and Author

Take a refreshing look at how women can create the life they want without expecting or relying on someone else to do it for them. Women are raised to be pleasers, mediators and martyrs. It has been suggested that there is nobility in putting ourselves second, but this is a mistake. Women need to learn to leave a genuine stamp of authorship on their life, both personally and professionally. Whether you are a woman who is climbing the corporate ladder or someone who has already arrived, this session will guide you through a consummate understanding of the core principles of HR success. Topics include:

- Mastering the three C's: confidence, credit and comfort with success.
 - Deliberate creators make their dreams happen.
 - Women possess two unique gifts: multi-tasking and intuition.
 - No woman is an island: every woman must create a cavalry.
 - A new view of leadership and specifically leadership for HR.
- Ms. Pelletier will be present for a book signing at the registration table immediately following her afternoon session.

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Workplace Conflict Management

Michelle S. Park, Esq.

Partner, Park Fryar LLP

Human resources professionals are often skilled at understanding and calculating the hidden costs of important employment-related issues like turnover, but there is an equally important hidden cost that HR professionals frequently overlook - the cost of internal conflict. Poorly managed workplace conflict manifests itself in complaints, grievance filings, reduced productivity, lawsuits, and even workplace violence. When internal conflict is not handled properly or needlessly escalates, companies risk losing unity, efficiency, and potentially millions of dollars in expenses and lost revenue. And when something does go wrong, who does the organization turn to for an immediate fix? You guessed it: human resources. This interactive session will provide HR professionals with insight into identifying areas of potential conflict using real world workplace scenarios and will provide practical guidance and strategies on how to avoid and manage conflict in the workplace.

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