FALL - O - US
to the
2012 HHRAM
FALL CONFERENCE

Madden’s on Gull Lake
11266 Pine Beach Peninsula
Brainerd, MN 56401

October 10-12, 2012
HHRAM, Inc. is the official chapter of the American Society of Healthcare Human Resources Administration (ASHHRA).

HHRAM, Inc. is comprised of more than 225 healthcare HR professionals from across the state of Minnesota. All types of healthcare organizations (hospitals, clinics, long-term care and assisted living centers) are represented.

As part of HHRAM’s educational commitment to its members, we offer two conferences each year. We encourage you to attend the conference outlined in this brochure.

The American Society for Healthcare Human Resources Administration (ASHHRA) of the American Hospital Association (AHA) is the nation’s only membership organization exclusively dedicated to meeting the professional needs of human resources leaders in healthcare.

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HR Delivery
HR Leaders “Reach Beyond the Expected”
Select sessions with this symbol when you are seeking information on integrating the “people” side of healthcare with organizational business structure.

Healthcare Business Knowledge
HR Leaders “Embrace New Learning”
Select sessions with this symbol when you want to demonstrate cross-functional capability, healthcare knowledge, and strategic vision for your organization.

People Strategies
HR “Leads with the Heart”
Select sessions with this symbol when your goal is to create and implement operating models and structures that support a high-performance culture of care for employees.

Community Citizenship
HR Leaders “Raise Their Voices”
Select sessions with this symbol to better connect employers with employees and link both to customers and communities.

Personal Leadership
HR Leaders “Exemplify Excellence”
Select sessions with this symbol when you accept the personal challenge to hold yourself to a higher standard than expected by others and serve as a model for excellence.

Look for these symbols describing each presentation’s core competency, as part of ASHHRA’s HR Leader model.

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Registration

How to Register

Online:
www.hhram.org

Mail registration form and check (payable to HHRAM, Inc.) to:
HHRAM
W175 N11117 Stonewood Drive, Ste 204
Germantown, WI 53022

Questions? Contact
Jody Bjerke (bjerke@mchsi.com)
Kim Carlson (KCarlson@fl-hs.org)
Sarah Fredrickson (fredrickson.sarah@mayo.edu)

Accommodations

Madden’s on Gull Lake
11266 Pine Beach Peninsula
Brainerd, MN 56401

HHRAM Room Rate: $121.68 / night (includes service fee & MN taxes)

See brochure insert for Madden’s Reservation Request information

Room Reservation deadline: September 10, 2012
Registration

Name: ____________________________________________
Title: ____________________________________________
Organization: ______________________________________
Address: __________________________________________
___________________________________________________
___________________________________________________
Email: ____________________________________________
Phone: ___________________________ County:___________

Registration: Due Friday, September 20, 2012

$______ HHRAM Member Fee - $175
$______ Non-HHRAM Member Fee - $225

Cancellations received after September 28, 2012 are non-refundable.

Fun & Food

To assist with planning, please check all that you plan to attend. Each activity is free to conference participants.

______ New Member Orientation
______ President’s Reception _______ Guest $10
______ Wednesday Dinner & Entertainment _______ Guest $10
______ Thursday Dinner & Entertainment _______ Guest $10
______ Golf _______ Guest $15

The application for CEUs has been submitted.

Conference Schedule—Day 1

Wednesday, October 10, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 10:00 AM</td>
<td>Registration</td>
</tr>
<tr>
<td></td>
<td>Visit Business Partners</td>
</tr>
<tr>
<td>9:30 - 10:00 AM</td>
<td>New Member Orientation</td>
</tr>
<tr>
<td>10:15 – 11:00 AM</td>
<td>Welcome Business Partner Introductions</td>
</tr>
<tr>
<td>11:00 – 12:15 PM</td>
<td>Igniting your Personal Engagement: Gain the Positive Advantage</td>
</tr>
<tr>
<td>12:15 – 1:00 PM</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>Visit Business Partners</td>
</tr>
<tr>
<td>1:00 – 2:15 PM</td>
<td>Igniting your Personal Engagement: The Power of Getting PSST!</td>
</tr>
<tr>
<td>2:15 – 2:45 PM</td>
<td>Break</td>
</tr>
<tr>
<td></td>
<td>Visit Business Partners</td>
</tr>
<tr>
<td>2:45 – 3:45 PM</td>
<td>Breakout by Region</td>
</tr>
<tr>
<td></td>
<td>Topic Discussion</td>
</tr>
<tr>
<td>3:45 – 5:00 PM</td>
<td>The Master Communicator: Think Quality, Not Quantity</td>
</tr>
<tr>
<td>5:00 – 5:30 PM</td>
<td>Visit Business Partners Room Check-In</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>President’s Reception</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Dinner</td>
</tr>
<tr>
<td></td>
<td>Entertainment: Minute to Win It</td>
</tr>
</tbody>
</table>
Keynote Speaker - Scott Carbonara

Igniting your Personal Engagement: Gain the Positive Advantage

Igniting your Personal Engagement: The Power of Getting PSST!

The Master Communicator: Think Quality, Not Quantity

As a corporate leader, Scott guided a staff of 13,000+ through extensive changes and mergers, and solved complex employee engagement issues that resulted in converting a dismal attrition rate of 38%, to a phenomenal 6.5%. He has served as executive director of strategic communications, chief of staff, and key liaison for stakeholders in a multi-billion dollar healthcare organization.

Prior to that, as a therapist, Scott directed a group home for at-risk youth, and later served as a crisis intervention counselor for their families. In that role, through often traumatic circumstances, he learned how to listen authentically, think on his feet, and find and apply simple solutions to complex human problems. His unique approach in this role resulted in a Family Therapist of the Year award for the State of Michigan.

Today as The Leadership Therapist, Scott Carbonara combines his dual background working with people, and applies it as an author, speaker, consultant, executive coach, and passionate communicator. He seeks to “bring authentic leadership to life, from the boardroom to the family room,” as he nurtures, inspires, and trains leaders of all types… including corporate executives, non-profit directors, educators, and students. Scott's presentation and coaching style is dynamic, humorous, skills-based, and highly effective—and covers positive leadership topics.

Scott is also the author of several leadership books including the upcoming A Manager’s Guide to Employee Engagement (McGraw Hill), and Go Positive: Lead to Engage (Pfeiffer). He is also written into several bestselling HR and inspirational books, and is a principal in Spiritus Communications Inc., a marketing and consulting firm.

About HHRAM

Mission

Our mission is to develop excellence in healthcare Human Resource Professionals.

HHRAM, Inc. is the official chapter of the American Society of Healthcare Human Resources Administration (ASHHRA), the HR “arm” of the American Hospital Association.

Vision

The Healthcare Human Resources Association of Minnesota, Inc. will be the professional association of choice for healthcare Human Resource Professionals, supporting the members through advocacy, innovation, collaboration, partnership, education and networking.

HHRAM

For more than 35 years, HHRAM has been the vehicle for stimulating education, invaluable networking, and a comprehensive compensation and benefit resource to hundreds of healthcare professionals.

There are several advantages to members of HHRAM. Visit www.hhram.org for more details.

Please contact Celeste Gardner if you are interested in getting involved with the HHRAM organization. There may be an opportunity waiting for you!

We hope to see you at the 2012 Fall Conference!
Additional Information

Jesse Atkins, *The Biggest Loser* - Season 10

Just over two years ago, Jesse Atkins was a listless, lethargic law student whose education, career and health were hanging in the balance. When he arrived on the campus of the NBC reality series *The Biggest Loser*, he weighed 369 lbs., was suffering from anxiety and depression, was credits short of completing his education and had seemingly run out of options.

As a contestant on season 10 of *The Biggest Loser*, Jesse lost 166 lbs., but more importantly, he regained control of his life. Jesse completed his legal education, began a new career in the wellness industry, and travels to speak with groups about health of body, mind and soul as the foundations of a happy life. Jesse holds his B.A. from St. John's University and his J.D. from the University of Minnesota Law School. He resides in Brooklyn Park, MN.

Community Citizenship

American Red Cross

Since its founding in 1881, the American Red Cross has been the nation’s premier emergency response organization. As part of a worldwide movement that offers neutral humanitarian care to the victims of war, the American Red Cross distinguishes itself by also aiding victims of devastating natural disasters. Over the years, the organization has expanded its services, always with the aim of preventing and relieving suffering. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs.

HHRAM will be showing support of the American Red Cross with monetary donations. Please bring your donation (cash or check accepted) to support relief efforts for those affected by Northland flooding.

Conference Schedule—Day 2

Thursday, October 11, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 8:00 AM</td>
<td>Breakfast &amp; Visit Business Partners Regional Directors Meeting</td>
</tr>
<tr>
<td>8:00 - 8:15 AM</td>
<td>Welcome and Announcements</td>
</tr>
<tr>
<td>8:15 – 9:30 AM</td>
<td>Bullying in the Workplace: An Equal-Opportunity Form of Harassment</td>
</tr>
<tr>
<td>9:30 – 10:00 AM</td>
<td>Break Visit Business Partners</td>
</tr>
<tr>
<td>10:00 – 11:15 AM</td>
<td>Labor Relations 101: Union Avoidance and Handling Grievances</td>
</tr>
<tr>
<td>11:15 – 12:15 PM</td>
<td>MN Unemployment Compensation: Eligibility and Appeals</td>
</tr>
<tr>
<td>12:15 – 1:00 PM</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 – 2:00 PM</td>
<td>Severance Agreements: Typical Terms &amp; Legal Requirements; Mediation Overview</td>
</tr>
<tr>
<td>2:00 – 2:30 PM</td>
<td>Break Visit Business Partners</td>
</tr>
<tr>
<td>2:30 – 3:45 PM</td>
<td>Jesse Atkins</td>
</tr>
<tr>
<td>3:45 – 4:00 PM</td>
<td>Business Partner Announcements / Drawings</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Golf Open / Free Time</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Dinner Entertainment: SongBlast Dueling Guitars</td>
</tr>
</tbody>
</table>
## Conference Schedule—Day 3

**Friday, October 12, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 9:30 AM</td>
<td>Guiding Life Wellness: Biometric Screening</td>
</tr>
<tr>
<td>8:00 – 9:00 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>9:00 – 9:30 AM</td>
<td>HHRAM Business Meeting</td>
</tr>
<tr>
<td>9:30 – 9:45 AM</td>
<td>Break</td>
</tr>
<tr>
<td>9:45 – 12:00 PM</td>
<td>Legal and Labor Update</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Conference Closing &amp; Meeting Adjourn</td>
</tr>
</tbody>
</table>

### Guiding Life Wellness: Biometric Screening

Guiding Life Wellness is partnering with HHRAM to offer all conference attendees a free comprehensive Panel C wellness screening, available on Friday, October 12.

Many people who are unhealthy don’t know it until a costly medical event or condition surfaces. By quantifying certain risk factors, health screenings can provide the “aha” moment many people need to commit to managing their health.

Screenings get right to the source of many preventable health problems: ignorance of risk factors and avoidance of dealing with them. Through the comprehensive Panel C testing, you’ll have the power to make wise choices, prevent serious illness and live life more fully.

### Legal and Labor Update - Brian Benkstein

Brian is an employment and labor law attorney who focuses his practice exclusively on management-side representation. Brian represents clients involving matters that stem from employment and labor laws and he defends claims filed against employers with state and federal administrative agencies and in the Minnesota state and federal courts.

Brian is an experienced, hands-on employment litigator. He has litigated multiple cases to verdict. He argues motions in state and federal court and he has made numerous appearances at the Minnesota Court of Appeals. Brian combines his legal training with eight years of management experience in the health care industry. Prior to joining the Felhaber firm in Minneapolis, Brian worked for a local health care corporation that operated nursing homes in the Twin City Metropolitan area.

Brian rounds out his litigation practice by providing employment law and business law advice and counsel to his clients on employment matters and general business issues ranging from employee performance issues, to legal compliance, to overall business strategy.

### Legal and Labor Update - Penny Phillips

After serving as Labor & Employment counsel for SUPERVALU INC., a national grocery and distribution chain, Penny Phillips rejoined Felhaber, Larson, Fenlon & Vogt in September 2008, where she had formerly been a shareholder.

Since 1990, Ms. Phillips has focused exclusively on counseling and representation of employers in all areas of employment law, including FMLA, wage and hour, employment discrimination claims (including gender, age, religion, disability, national origin, and race), defamation, whistleblower, breach of contract and wrongful discharge. She has worked with and practiced before the state and federal courts, various state and federal agencies, including the Department of Labor, the Equal Employment Opportunity Commission, and state and local fair employment practices agencies.

She frequently conducts FLSA audits for companies, and is the author of the 2007 Wage & Hour Answer Book, A Guide for Human Resource Professionals, published by Aspen Publishers. Ms. Phillips is also a frequent teacher and trainer on employment issues and has spoken to companies and organizations throughout Minnesota, the Midwest, and the United States.