

# 2011 ASHHRA

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Region 5 Conference

## CONFERENCE AGENDA

JULY 21-22, 2011



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**SHERATON INDIANAPOLIS  
HOTEL & SUITES  
INDIANAPOLIS, IN**

**ashhra**

American Society for Healthcare  
Human Resources Administration  
of the American Hospital Association



## Conference Agenda

**Thursday, July 21, 2011**

**7:00 – 8:15 a.m.**

**Breakfast and Visit with the Exhibitors**

**8:15 – 8:30 a.m.**

**Welcome and Opening Remarks**

**8:30 – 9:30 a.m.**

**Keynote: “Why I Dislike Those Who Hate HR”** - Bob Walters, MS, SPHR, **Corporate Director, HR Operations, Health First, Inc.** In 2005, Keith Hammonds wrote a scathing article about why he hates HR and everything about us. His lame attempt to brand HR as "not ready for strategic prime time," "not equipped for doing business," and a "necessary evil" led Bob to develop a counter attack that will set the record straight. Through humor and fact, once and for all, Bob will reinforce to his peers in HR that we are the "the sharpest tacks in the box!"

**9:30 – 10:00 a.m.**

**Morning Break in Exhibit Hall**

**10:00 a.m. – 11:30 p.m.**

**Keynote: “The Florence Prescription”** – Joe Tye, **CEO, Values Coach America.** You can hold people accountable for showing up on time, but you cannot hold them accountable for caring. In this entertaining and enlightening presentation, Joe will describe practical strategies for making your facility a great place to work and for creating a sustainable source of competitive advantage by building on the “Invisible Architecture” of core values, corporate culture, and emotional attitudes. He will describe eight essential characteristics of a culture of ownership and share real world examples of how organizations create such a culture. The presentation will include both personal strategies for being a more effective leader and organizational strategies for building a culture of ownership.

**11:30 a.m. – 12:30 p.m.**

**“Accountable Care Organizations”** – Tony Anastasia, **Vice President, Hospital Market, UMR.** An accountable care organization (ACO) is a new model of coordinated team care for Medicare beneficiaries that was enacted in 2010 as part of the PPACA. Tony’s presentation will define an ACO and discuss structures and target markets. He’ll discuss choosing a payer partner, measured outcomes, and challenges facing the implementation of an ACO.

**12:30 – 2:00 p.m.**

**Lunch and Visit with Exhibitors**

**2:00 – 3:00 p.m.**

**“This Year’s Hottest HR Legal Developments”** – Steve Lyman, **Partner, Hall Render.** Every year there are new developments and burning issues that Human Resource Professionals must confront and master. This year is no exception. Facebook, social media, employee privacy, health care reform, a flood of EEOC charges, meal period class actions, FMLA confusion, Supreme Court decisions, and an aggressive NLRB have made the news. This presentation will provide a practical update on what are the hottest developments so that you won’t get burned.

**3:00 – 4:00 p.m.**

**Concurrent Sessions (pick one)**

- **“Strategic HR in a Nutshell”** – Norma Tirado, **Vice President of Human Resources and Health Information Technology, Lakeland HealthCare.** Many healthcare organizations are working diligently at being “the best.” Many have engaged in everything from achieving Nursing Magnet Status to Being a Great Place to Work, or better yet, getting the National Baldrige Quality Award. All of these organizations have something in common; an unwavering commitment to creating a High Performance Culture. In all of these organizations, HR has played a leadership role in creating that culture. This presentation will discuss the characteristics of a High Performance Culture and what the HR function has to do to help an organization get there.





**3:00 – 4:00 p.m. (Continued)**  
**Concurrent Sessions (pick one)**

- **“Wellness – A Strategic Opportunity”** – Lola Brysz, **Director of Human Resources at Elkhart General Hospital**. The wellness landscape has changed from piecemeal stand-alone programs to dynamic evidenced-based strategic initiatives. Learn how one Indiana hospital turned wellness into a business need that illustrates the amazing opportunities to reverse the negative employee wellness trends. The presentation will include information on strategic wellness initiatives, program overview and components, and how outcomes are measured.
- **“Screen for Fit and Drive Service Excellence: Behavioral Assessments for Healthcare”** – Paul Buterakus, **Regional Consultant, TestSource**. Paul and a representative from one of his client companies (undetermined at press time) will show you how to manage large applicant populations by identifying top-scoring applicants from a behavioral perspective. You’ll be able to use this resource to: (1) Identify top-performing, service oriented applicants in a fair, objective manner, (2) Screen for behavioral competencies to support HCAHPS and Service Excellence initiatives, and (3) Quickly screen-in the top 50% of your applicant pool, saving time and money filling your open positions.
- **“Union Organizing in 2011 and Beyond: A Rapidly Changing Landscape”** – Chris Cimino, **President and CEO of Chessboard Consulting, Inc.** During this session, Chris will examine how new union-organizing initiatives and the favorable regulatory environment may increase vulnerability for ASHHRA’s members in Region 5.

**4:00 – 5:00 p.m.**  
**Wine and Cheese, Exhibitor Drawing**

**5:30 p.m.**  
**Meet in the lobby of the hotel for transportation to the Eiteljorg Museum**

**6:00 – 9:30 p.m.**  
**Tour of Clowes, Eagle Commons & 1<sup>st</sup> floor galleries, followed by dinner at the Eiteljorg Museum. Check this out at [www.eiteljorg.org](http://www.eiteljorg.org).**

**Friday, July 22, 2011**

**7:00 - 8:00 a.m.**  
**Breakfast**

**8:00 – 9:30 a.m.**  
**Keynote: “The ABCs of Leadership,”** – Jeff Russell, **Principal, Russell Consulting, Inc.** This session explores the foundations of leadership and guides participants in assessing their own leadership effectiveness. Participants will leave with an understanding of their personal strengths and a plan for their self-development as a leader.

**9:30 – 9:45 a.m.**  
**Break**

**9:45 – 12:15 p.m.**  
**“The ABCs of Leadership (cont.)”**

**12:15 – 12:30 p.m.**  
**Concluding Remarks**



## Keynote Speaker Biographies



**Bob Walters** is Corporate Director of HR Operations for Health First, Inc. in Melbourne, FL. Bob received his BA in Human Relations from Mansfield University (Pennsylvania) and his MS in Human Resources Management from Florida Institute of Technology and is certified for life as a Senior Professional in Human Resources (SPHR). He serves as the 2011 ASHHRA president and is also a member of several community boards of directors including The Women's Center of Brevard County, The Diocese of Orlando School Board, and Grandparents Raising Grandchildren.

Bob was honored by the SHRM Florida State Council as their "2006 HR Professional of the Year" and honored by his employer, Health First, with the 2007 President's Award, Health First's highest management honor. His alma mater, Mansfield University, recently honored Bob with their annual Alumni Citation Award, established in 1969, and recognizes contributions to society through professional, civic, and philanthropic work, and leadership activities. Since everyone has five minutes of fame, Bob states his favorite award of all time was extended to him when he was recognized as the "Rugby Player of The Decade – 1970's" at the 30<sup>th</sup> anniversary celebration of the Wilkes Barre (PA) Breakers Rugby Club, where he was captain and played the #8 position for the squad during the 1970s.

Although an HR professional for 31 years, Bob enjoys his many different lives. He has worked as a high school teacher and head coach right out of college, and as an adjunct full professor in the Graduate School of Management at Webster University, where he teaches graduate classes in Human Resources, Organization Development, Labor-Management Relations, and Compensation. He enjoys his family, including his wife of 28 years, Susan, and their three children, Bonnie (24), Brooke (19) and Blake (18). An avid bluegrass musician, Bob has performed at the Grand Ole Opry and recorded a bluegrass album "From Banjo Man's to Opryland" back in 1979.



**Joe Tye** is the CEO and Head Coach of Values Coach, which provides consulting, training, and coaching on values-based leadership and cultural transformation for hospital, corporate, and association clients. The Values Coach course on *The Twelve Core Action Values* is "graduate school for life," and has helped thousands of people bring about profoundly positive changes in their personal and professional lives.

Joe earned a masters degree in hospital administration for the University of Iowa and an MBA from the Stanford Graduate School of Business, where he was class co-president. He is the author or coauthor of eleven books, including *The Florence Prescription: From Accountability to Ownership* and his most recent, *All Hands on Deck: Building a Culture of Ownership*.

Prior to founding Values Coach in 1994, Joe was chief operating officer for a large community teaching hospital. He was founding president of the Association of Air Medical Services, and a leading activist fighting against unethical tobacco industry marketing practices. Joe and his wife Sally have two adult children. They live on a small farmstead in Iowa, and their second home is a tent in the Grand Canyon.




## Keynote Speaker Biographies



**Jeff Russell** is a Principal at Russell Consulting, Inc. Jeff Russell specializes in analyzing and understanding the larger systems origin of organizational challenges and helps RCI's clients identify the areas of high leverage to accomplishing lasting change and improvement. Jeff takes the lead role at RCI in providing innovative and dynamic skill training for leaders, managers, supervisors and employees on a wide variety of organizational and leadership topics. He works closely with his wife Linda on all RCI consulting projects, lending his insights and perspective to hers in service to their clients. Prior to founding Russell Consulting with his wife, Jeff served as the human resources coordinator for the Wisconsin Department of Administration and as an assistant administrator in the Department of Health & Family Services. He is an ad hoc faculty member with the University of Wisconsin's Small Business Development Program, Wisconsin Certified Public Manager Program, and Division of Continuing Education and Applied Studies. Jeff has a bachelor's degree in Humanism and Cultural Change and a masters of Science degree in Industrial Relations from UW-Madison.

Linda and Jeff are the co-authors of six books, *Managing Change*, *Managing the Problem Employee*, and *So You Want to be a CEO?*, *Leading Change Training*, *Strategic Planning and Problem Solving Training* (April 2005), and *Change Basics* (ASTD Press, 2006) -- as well as numerous articles on business and management (RCI White Papers).  
*ABCs of Leadership*

What are the qualities of leadership that our organization requires today and for the future? What enables someone to become a leader? What is the difference between leading and managing? Does it matter? This session explores the crucial foundations of leadership, explores the characteristics and qualities that enable someone to lead, and guides participants in assessing their own leadership effectiveness. Come to this session prepared to examine your beliefs and practices through the lens of leadership. You will leave this workshop with a clear understanding of your personal strengths as a leader and an action plan for guiding your self-development as a leader.







## Speaker Biographies



**Tony Anastasia** is the Vice President of Hospital Market for UMR, the third-party administrator (TPA) unit of United Healthcare. He is responsible for developing and evolving products and services that meet the needs of existing and prospective hospital and health system clients.

Mr. Anastasia brings almost 20 years of experience in the managed care industry to his role, providing expertise in client relationship management, sales and marketing, benefits consulting and financial analysis.

He came to UMR from HeathEast Care System, one of the largest provider organization in the Twin Cities, where he served as System Director—Business Services. During his nine years at HealthEast, Mr. Anastasia was responsible for a wholly-owned managed care subsidiary that developed customized provider network solutions for its parent company and other large, self-funded employers. He also managed HealthEast's physician sales function and a call center that included a nurse line. He began his career as a group underwriter with The Prudential Insurance Company of America and moved on to a senior position with Blue Cross Blue Shield of Illinois. Mr. Anastasia was also a consultant with an international employee benefits firm and has held significant positions in both payer relations and account services at Medical Health Plan, then part of the Allina Health System.

A native of New York City, Mr. Anastasia holds a bachelor's degree from the University of Rochester (NY) and a master's degree in business administration from the University of St. Thomas, Minneapolis. He has also completed Executive Education at Harvard Business School.



**Steve Lyman** is a Partner at Hall, Render, Killian, Heath & Lyman, P.C. He is a founding member of the firm and has concentrated his practice in labor and employment law since his 1974 graduation from Indiana University School of Law in Bloomington. He represents management in all types of employment law, such as wrongful discharge and employment-at-will to defense of employers in federal and state court and before the Equal Employment Opportunity Commission, the Indiana Civil Rights Commission, the Wage-Hour Division, and the National Labor Relations Board. Steve has participated in front-line collective bargaining negotiations on the management side and advises employers on the legal and practical aspects of employee relations. Steve is a frequent speaker at the national and regional level in matters such as the ADA, FMLA, sexual harassment, employment drug screening, the Fair Labor Standards Act, discipline and discharge, unionization, and employment discrimination. He is a registered mediator and has been identified by his peers as an *Indiana Super Lawyer* and *Best Lawyer in America*.



**Norma Tirado** is Vice President of Human Resources and Health Information Technology at Lakeland HealthCare, a midsize healthcare system in southwest Michigan, where she introduced the concept of creating a High Performance Culture. A native of San Juan, Puerto Rico, Norma came to Wisconsin to attend Marquette University, where she obtained a degree in Foreign Languages and Literature. She worked for a few years before she attended the University of Wisconsin, Madison and obtained her MBA. Norma has been in the HR world for over 20 years and most recently has ventured into managing both HR and Information Technology. Norma loves to share her experiences and love of human resources management with her peers. Developing people is her true calling and her philosophy in life is that "if you're not living on the edge, you're taking up too much space." Today, she invites you to live on the edge, by helping your organization create a culture of high performance.





## Speaker Biographies




**Lola Brysz** has been Director of Human Resources at Elkhart General Hospital for the past seven years. With over 20 years of experience, Lola's work has focused on employee relations, compensation, benefits, employment, leadership development, and wellness. She has work in both for-profit and not-for-profit organizations in Chicago and Minneapolis. She is a regular speaker on the topic of wellness at local, regional, and national events. Lola has served on the boards of several professional organizations and is a Past-President of the Indiana Society for Healthcare Human Resources Administration (ISHHRA). She holds a BS degree in Business Management and Political Science from St. Mary of-the-Woods College and will earn her MBA from Indiana University in 2011.



**Paul Buterakus**, TestSource. Paul joined TestSource in 2007 after spending most of his career as a tooling supplier in the manufacturing industry working with companies practicing "Lean" principles. As regional sales director with TestSource, Paul partners closely with hospitals and provides marketing and "Best Practice" training and support for the Healthcare Selection Inventory and Healthcare Leadership Inventory. Paul says, "**I enjoy the close working relationship we have with our clients and get tremendous gratification from the excitement our assessments create with HR professionals and Hiring Managers**". Paul attended Western Michigan University and has his **Bachelor's in Business Administration**.



**Chris Cimino** is President and CEO of Chessboard Consulting and has over 20 years of experience in supporting healthcare clients with strategies that increase employee engagement and reduce vulnerability to union organizing. Chris joined Chessboard Consulting as Executive Vice President in 1998, and at the end of 2002, he purchased all of the outstanding shares of Chessboard Consulting, Inc. to become its sole owner, President, and Chief Executive Officer. Today, Chessboard is a nationally recognized firm, serving thousands of clients throughout the U.S. and Canada.



## Accommodations

### Hotel Reservations

#### Sheraton Indianapolis Hotel & Suites

8787 Keystone Crossing  
Indianapolis, IN 46240

Call: 317/846-2700

A personalized group web page has been published to the web. The address is:

<http://www.starwoodmeeting.com/Book/ashhra>

You can access the site to learn more about the event and to book, modify, or cancel a reservation, or you may phone in your reservation to 888/627-7814. (Check-in is 3:00 p.m. and check-out is 12:00 p.m.).

#### Deadline: June 22, 2011

Discounted room rates are not guaranteed if rooms are booked after the cut-off date. *No charge for room cancellations if made 24 hours (two days) prior to arrival date.*

#### Room Rates

\$89 plus applicable hotel tax (currently 17%), single or double occupancy.

#### What to Wear

Business casual is appropriate for all conference functions. Casual attire is welcomed for the social event.

## Eiteljorg Museum

The Eiteljorg Museum, which opened in 1989, was founded by Harrison Eiteljorg. The museum showcases Western and Native American art and cultural objects. The museum's design is also inspired by the land, people, and architecture of the American Southwest.

The 118,000-square-foot, honey-colored museum is set within a large, round base inspired by the circular symbols and spaces of Indian pueblo communities. Much of the Eiteljorg's exterior consists of nearly 12,000 pieces of hand-sorted Minnesota dolomite, a stone with color and texture that creates the feel of a Southwestern Pueblo. Plum-colored German sandstone serves as the building's base and appears again inside on the floor of the museum's Grand Hall and other areas.

Inside the Eiteljorg Museum, warm earth tones, stone and rich mahogany trim continue the Southwestern motif that began with the first piece of Minnesota dolomite. The expansive Grand Hall features the light-filled Michael and Juanita Eagle Commons. The Gathering Place—a smaller version of the Grand Hall—is located on the canal level and is linked to the Hall by a winding staircase. In the center of the staircase is the famed Indianapolis Totem Pole.

Check the website at [www.eiteljorg.com](http://www.eiteljorg.com) to learn more about the wonderful exhibits at this fascinating museum. A sit-down dinner will be served at the museum.







# Registration

Please print clearly. **Please submit your registration form and payment by 7/1/11.** (Hotel reservation is due by 6/22/11.)

Name: \_\_\_\_\_ ASHHRA Member #: \_\_\_\_\_

Title: \_\_\_\_\_ Credentials: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_

### REGISTRATION FEES

<input type="checkbox"/> <b>Member Rate</b> (Current ASHHRA members only)	<b>\$200</b>	\$ _____
<input type="checkbox"/> <b>Non-member</b> Included in this fee is a one-year ASHHRA membership for non-members only	<b>\$250</b>	\$ _____
<input type="checkbox"/> <b>Evening Activity – dinner and museum</b> (Limit 2 tickets)	<b>\$25 ea.</b>	\$ _____
<b>Total Amount Enclosed</b>		\$ _____

Please make checks payable to **Wisconsin Society for Healthcare Human Resources Administration (WSHHRA)**.

**Yes, I would like a box lunch to take with me when I leave on Friday noon.**

### PAYMENT INFORMATION

Enclosed is check (make payable to WSHHRA) # \_\_\_\_\_ Amount \_\_\_\_\_

**Payment must be made by company check, payable to WSHHRA, and must be received with your registration.**

**Send this form before 7/1/11 to:**  
Christine Henthorne  
Divine Savior Healthcare  
P. O. Box 387  
Portage, WI 53901  
(608) 745-5623/ fax (608) 745-5181  
chenthorne@dshealthcare.com

