



NCHHRA

North Carolina Healthcare
Human Resources Association

Strategic Leaders for Healthcare's Future Leading the Wave of Change

Tri-State Conference

Wednesday, April 29 - Friday, May 1, 2015

Marriott Myrtle Beach Resort & Spa at Grande Dunes

About the Conference

Great things come in 3's! NCHHRA, SCHHRA and VaSHHRA have joined forces to present a premier educational and networking opportunity for healthcare HR professionals and Business Partners. Earn CEUs, renew old friendships, foster new professional alliances and hone your skills in a beautiful beachfront setting for a very modest cost.

Marriott Myrtle Beach Resort at Grande Dunes was recently named the best

hotel in Myrtle Beach by U.S. News & World Report Travel. Located at 8400 Costa Verde Drive, it is the only four diamond oceanfront resort at Myrtle Beach.

Whether you prefer quiet walks on the beach, reading by the pool, or visiting the nearby attractions, this oceanfront resort is sure to please. Amenities include indoor and outdoor dining options, convenient golf and tennis, a fitness center

and a full service spa. *Receive a 20% discount by mentioning our conference. Call 843-692-3730 to make spa reservations.*

We hope you will reach out to members and other HR professionals and encourage their participation.

This conference would not be possible without the support of our sponsors, so let's show our appreciation by setting attendance records!



Important Dates

March 15 - Deadline for sponsorship and exhibit fees.

April 1 - Registration deadline for lowest fee. There will be no refunds after this date.

April 7 - Hotel room cutoff date for discounted conference rate.

Helpful information

- Additional credit details will be provided upon notification of approval, hopefully before the conference. An update will be provided in a future edition of this newsletter.
- For information about the many activities available in the area, including golf, tennis, Brookgreen Gardens, fishing, shopping and dining reservations, call 843-449-8880 and ask for the concierge.
- For spa reservations, call 843-692-3730.
- For information on sponsorship opportunities, general information and questions, contact Meetings & Events at 704-847-8229.
- Suggested dress for the meeting is Business Casual. Suggested dress for the Wednesday social is Resort Casual.



This program has been submitted to the HR Certification Institute for review.

TRI-STATE CONFERENCE AGENDA

Wednesday, April 29

9-11 a.m. **Executive Committee Meetings—NCHHRA, SCHHRA, VaSHHRA**

10 a.m.-1 p.m. **Exhibit Hall Setup/Business Partner Registration**

11 a.m.-1 p.m. **Member Registration**

1-1:15 p.m. **Welcome**

1:15-2:15 p.m. ***The Choice is Yours: Be a Daily Positive Influence***

Burt Owens, CEO, Simpli Fi Managed Services

This presentation will explain how to consciously evaluate decisions and interactions based on core principles and how use of these principles can enhance our personal and professional lives.

Learning Objectives:

- Describe the three C's — Character, Chemistry and Competence
- Recognize that a positive attitude can boost morale and help others succeed
- Discover how operating by fundamental core values creates alignment and leads to corporate stability, personal and professional success

2:15-3:15 p.m. **Break with Business Partners**

3:15-4:45 p.m. ***Covering Your Assets: What Every HR Professional Should Know About Employment Law and Motivating Employees***

Jeffrey Thompson, Partner, Constangy Brooks & Smith

Jeff will lead an interactive discussion to include the latest developments in employment law that every HR executive must know when dealing with employment matters. Discussion will include strategies for resolving problems with difficult employees.

Learning Objectives:

- Review the latest amendments to the Americans With Disabilities Act and Equal Employment Opportunity Commission and explore preventive measures to minimize claims
- Explore social networking and the new wave of complaints
- Discuss the Family Medical Leave Act and how to minimize abuses

4:45-5:30 p.m. **New Member Orientation**

5:15-6:15 p.m. **Welcome Reception with Business Partners**

6:30-10 p.m. **Dinner/Entertainment - Band of Oz**



Thursday, April 30

7-8 a.m. **Registration/Breakfast with Business Partners**

8-9:30 a.m. **Breakouts:**

A: *Living the Examined Life*

Gary Parker, PhD, Vice President, Relationship Management, VALIC

Socrates said “The unexamined life is not worth living.” Examining how we are programmed or “wired” helps us avoid unconscious repetition. This uplifting presentation will encourage self reflection and help us develop a clear sense of direction and purpose.

Learning Objectives:

- Develop strategies for becoming more self-aware
- Understand how self-awareness leads to more balance and contentment in all areas of our lives; family, financial, etc.
- Identify a plan for achieving the level of success you desire

B. Filling the Gaps in Retirement Plan Knowledge: Tell Us What You Want to Know

Steve Simpson, Managing Director, Retirement Plan Consultant

Veratis Institutional Advisors

Obtaining unbiased education is difficult for retirement plan sponsors, and HR professionals are often tasked with making decisions that not only carry fiduciary liability, but also impact the retirement readiness of their employees. This session will begin with distribution of a menu of important retirement plan topics. The audience will determine which of these topics are most valuable to them. At the conclusion, Steve and several clients (attendees and members of our associations) will take questions from the audience and share practical responses from their experiences.

Learning Objectives:

- Learn practical ways to increase plan quality and reduce fiduciary liability
- Increase knowledge to promote prudent retirement plan decision making
- Discuss topics such as plan pricing, provider selection, plan design, investment selection asset allocation solutions, and designing employee education strategies

9:30-10 a.m.

Break with Business Partners

10-11:30 a.m.

Breakouts:

C. 10 Minutes that Matter

Join us for an engaging rapid fire update from our industry's thought leaders on provocative best practices. Each panelist will present for 10 minutes (like a TED talk) followed by time for questions and discussion.

D. Employee Engagement

Hear from the hospital leadership team from Annie Penn Hospital in Reidsville, NC as they share their journey to top decile performance in patient, employee and physician engagement for three years in a row!

11:30 a.m.-12:45 p.m. **Strategic HR Leadership in the New Economy: Developing and Empowering a Workforce of Future Leaders**

Andy Masters, MA, CSP, Author, Speaker

A "control-freak" corporate culture is dangerous and damaging to any organization. Leaders who don't effectively delegate have a negative impact on employee development, succession planning and even cause a negative "ROI." This program outlines what organizations should do to develop, empower and delegate to employees.

Learning Objectives:

- Learn how inability to empower and delegate squelches development, damages succession planning and creates a dead-end job mindset
- Implement a leadership development plan throughout the organization which aligns with the strategic business plan
- Understand why these functions are more important than ever, given the leadership crisis succession planning crisis, and millennials entering the workforce.

12:45-1:45 p.m.

Lunch with Business Partners

1:45-3:15 p.m.

Breakouts

E. Emerging Healthcare Wage and Hour Issues and Proactive Steps to Avoid Litigation

Steve Dellinger, Shareholder, Littler Mendelson

Healthcare has become a major target for wage and hour disputes and new issues are constantly surfacing. This presentation will address tactics that employers can implement to ensure compliance with these issues.

Learning Objectives:

- Discuss the legal implications of off the clock work
- Understand the underlying principles of the white collar exemptions in the healthcare industry
- Define the impact of new regulations

F: Humor in the Workplace for HR Professionals - Not Just How, but Why

Andy Masters, MA, CSP, Author, Speaker

Downsized workforces are doing more with less, creating pressure on employees. Stress leads to illness, burnout and conflicts, and can translate into poor quality and service. Andy will share the many benefits of utilizing humor in the workplace and in our lives outside of work.

Learning Objectives:

- Create and sustain an environment where employees look forward to coming to work
- Recognize how humor in the workplace improves morale, fosters teamwork and increases productivity
- Ensure that humor is used in accordance with your organization's HR policies

3:15-3:45 p.m.

Break with Business Partners

3:45-5 p.m.

What New Healthcare Growth Strategies Mean for HR

Kate Vonderhaar, Senior Consultant, Research and Insights, The Advisory Board Company

The days of growing just by increasing inpatient volumes or getting higher prices from payers are over. Healthcare organizations must find new ways to grow. Many are pursuing strategies like opening convenient outpatient sites, assuming risk as a population health manager, or even putting a health plan on the market. This discussion focuses on these strategic decisions facing health system executives—and the HR implications of each.

Learning Objectives:

- Assess emerging healthcare market trends and the most critical implications for HR executives
- Learn how to meet new demands from purchasers and patients
- Identify and enact the right initiatives to advance the organization's larger growth strategy

5-6 p.m.

Prize Drawings with Business Partners (dinner on your own)

7 p.m.

Exhibit Breakdown Complete (attention Business Partners: the exhibit hall must be cleared by 7 p.m. - you may begin breaking down after the 3:45 break. Drawings will not be held in the exhibit hall.)



Friday, May 1

8-9:30 a.m.

Business Meetings/State Updates/Breakfast

Following the breakfast and business meetings, hospital executives from the North Carolina, South Carolina and Virginia Hospital Associations will discuss emerging issues in their states.

9:30-10:30 a.m.

Bob McClain Forum

Bob McClain was a former member of NCHHRA. To honor his memory a dedicated forum has been a part of each NCHHRA meeting. Moderated by our three association presidents who will take questions from the audience, this session will utilize audience response technology to survey and provide instant feedback to participants.

10:30 a.m.-12 p.m.

Behavioral Styles - Facts and Friction

Chuck Stump, The Performance Group

Understanding behavioral styles is the key to communicating, motivating and coaching. This interactive workshop begins by helping you identify your primary behavior style.

Learning Objectives:

- Understand how your behavioral style impacts others on the team
- Learn to communicate better with people who are "different" and how communication effects recruiting, motivation, and coaching others
- Discover how your ability to be more versatile will increase your capability to get things done through others on your team

12 p.m.

Wrap up and adjourn/Prize Drawings

(Must be Present to Win)



Thank You Sponsors!

Presenting



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Platinum



<http://www.trion.com/>



<http://www.oxfordimmunotec.com/north-america/>



<https://www.valic.com/>

Gold



<http://careercenter.aha.org/>



<http://www.medcost.com/>



Vision Benefits Made Simple

<http://www.communityeyecare.com/>



<http://www.skillsurvey.com/>

**ATTENTION BUSINESS PARTNERS — OVER HALF OF OUR EXHIBIT HALL IS SOLD OUT!
DON'T MISS YOUR CHANCE TO BE AT THE INAUGURAL TRI-STATE CONFERENCE.**

If you need additional information, please contact Meetings & Events
Phone: (704) 847-8229 Fax: (704) 814-9264 email: jayne@kingevents.org

Registration for non-Business Partners

There are three ways to register: (1) Complete and fax the attached **Registration Form** with credit card information to Meetings & Events, (2) Click on the following link to register online and pay by credit card: <http://kingevents.org/tri-state-conference-registration/>, or (3) Complete and mail the **Registration Form** with your check payable to NCHHRA, tax number 59-2294589. In order to qualify for the lowest fee, payment must be received by April 1. Refunds, less a \$50 administrative fee, will be provided if cancellations are received in writing (no telephone cancellations) by April 1; there will be no refunds after April 1. Substitutions are permitted if we are notified prior to the conference. If the substitute is not a member, the difference in fee must be paid. Confirmations and receipts will be emailed to all who register and pay for the conference.



If you need any of the services identified by the Americans With Disabilities Act in order to attend this conference, we will be happy to assist. These services require advance notification by April 17.



Meetings & Events
Phone: 704/847-8229
Email: Jayne@Kingevents.org
Secure Fax: 704/814-9264
Mail: 2611 Cotton Planter Lane
Charlotte, NC 28270

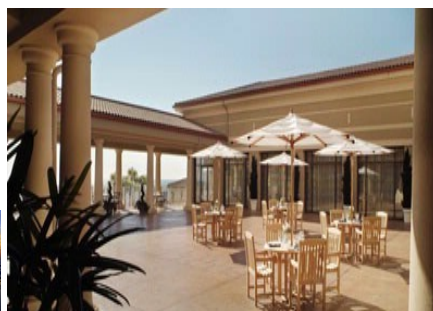
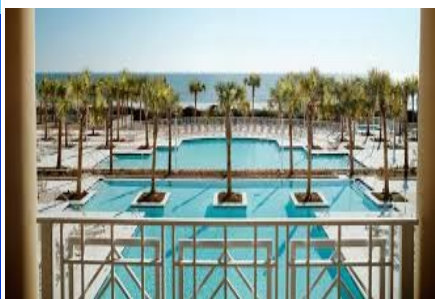
Welcome Banquet Features Band of Oz

After a day of learning, what could be better than a fabulous view of the ocean, a cool drink and some hot music?

Put on your dancing shoes and come on out to the Marriott's Oceanfront

Courtyard where Beach Music Hall of Famers The **Band of Oz** will entertain at our Welcome Banquet. Band of Oz has performed at most of the major beach concerts and is one of the most successful groups in the Southeast, performing over 200 shows a year. In addition to beach music, they have hundreds of other songs on their playlist ranging from top 40 to classic rock and country.

Don't miss this opportunity to enjoy great food and drink, visit with friends and dance to the music made famous right here in Myrtle Beach!



Hotel Reservations



Not only is the conference rate of \$149 discounted significantly, but the \$18 daily resort fee has been waived for our group. You may wish to take advantage of the low rate by bringing your family and extending your stay at the beach!

There are three ways to reserve your room: (1) Call 800-228-9290 and reference **NCHHRA /Tri-State Conference**, (2) follow this link: [Book your group rate: NCHHRA Tri-State Conference April 28- May 2, 2015](#) or (3) complete and fax the attached form. *The deadline for booking your room at the discounted rate is April 7.*

If our contracted block is not met, our organizations are liable for penalties, so we are asking all attendees and business partners to book accommodations in our block. This block is exclusively for registered attendees and business partners. *Note: When making reservations, you will be made aware of the resort fee of \$18.00 plus tax. Upon check in, the resort fee will be noted as complimentary. If you have difficulty making a reservation, please contact Meetings & Events.*

Conference Speakers

Steve Dellinger
Shareholder
Littler Mendelson

Steve advises and represents employers and management in a broad range of employment law matters and labor issues. His practice focuses on employment-related litigation and counseling. Steve also handles wage and hour and discrimination class and collective actions, provides counseling on wage and hour issues and conducts wage and hour audits. Steve routinely appears before federal, state, and administrative agencies. He is a charter member of the firm's healthcare practice group and been named to the "Best Lawyers in America" list on several occasions.



Andy Masters, MA, CSP
Author/Speaker

Andy is an award-winning author and speaker who has received the highest international recognition for professional speakers, the "CSP" designation, earned by less than 10% of more than 5,000 professional speakers worldwide. He has been featured in many major media outlets, including, *Investor's Business Daily*, *Leadership Excellence* magazine and LifeTime television network. Andy has earned four degrees and written five books, including his latest *Things Leaders Say: A Daily Guide to Help Every Leader Empower & Inspire*.



Burt Owens
CEO
Simpli Fi Managed Services

Burt has over 12 years of experience in healthcare staffing serving as COO of Trinity Healthcare Staffing Group. He co-founded Simpli Fi Managed Services in 2011. He has been integral in aligning staff and achieving growth that has led to the company being named five times to *INC 500* list of fastest growing privately held companies in the country and South Carolina's Top 25 fastest growing companies.



Gary Parker, CFP, PhD
Vice President, Relationship Management
VALIC

In addition to being a Vice President with VALIC, Gary is the author of 23 published books (19 of them fiction), five screen plays (one of them optioned) and scores of national magazine articles. He is an ordained minister and PhD graduate of Baylor University. Gary has previously addressed national, regional and state conferences and universities all over the country. A Certified Financial Planner, Gary approaches retirement issues with VALIC groups and clients through a holistic financial perspective.



Steve Simpson
Managing Director, Retirement Plan Consultant
Veratis Institutional Advisors

Steve is a retirement plan consultant who assists hospital retirement plan committees with plan design, provider selection, investment selection and monitoring, design of employee education programs, and reducing fiduciary liability. He and his team help clients optimize their plans, often using innovative solutions to solve challenges that reduce plan effectiveness, negatively impact retirement readiness, and increase fiduciary liability. Steve is a passionate educator and frequent speaker for professional continuing education programs.



Chuck Stump
Founder
The Performance Group

Founded in 1998, the goal of The Performance Group is to help individuals and organizations achieve their goals by recognizing that attitude is even more important than skill. After working as a corporate trainer for over 15 years, Chuck brings many life lessons to his high energy, interactive presentations and has presented over 1300 workshops and keynotes on topics from attitude to leadership to customer service. His stories not only entertain, but more importantly drive home his proven tips and advice.



Jeffrey Thompson
Partner
Constangy Brooks & Smith

Jeff's practice focuses on representing management in employment, litigation and labor matters, and training them on preventive measures to avoid litigation. He represents clients in State and Federal Court as well as before administrative agencies such as the EEOC, The Department of Labor and The National Labor Relations Board. He is Counsel to the Georgia Employers Association and serves on the Board of The Macon Chapter of The Society of Human Resources Managers.



Kate Vonderhaar
Senior Consultant, Research and Insights
The Advisory Board Company

Kate leads research initiatives for the Advisory Board's HR Advancement Center, which aims to help healthcare HR leaders and their teams work more efficiently and advance their organizations' most critical goals through people. To do this, Kate and her team interview healthcare HR leaders across the country to uncover best practices and develop tools to help HR leaders implement them. Her most recent studies have focused on performance management, merit pay, care team design, and employee health benefits.

