



AFFILIATE OF  
**SHRM**<sup>®</sup>  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

# CRHRA Annual Conference & Marketplace

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May 20 & 21, 2019 | Albany Capital Center | Albany, NY

Registration Packet





# CRHRA Annual Conference & Marketplace

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Join us for a day and a half of learning and networking you won't find anywhere else in the region. There are two exciting changes to this annual event that you won't want to miss.

This year's conference will be held at the Albany Capital Center, and we have expanded our event conference by a half day.

Monday, May 20 will host the half-day "welcome" to the conference, including a Keynote address, legislative advocacy workshop and panel discussion, followed by a networking cocktail reception.

Tuesday, May 21 will offer our traditional conference format including a Legal Update and several exciting breakout sessions, as well as the option to visit our state and local legislators for an impactful day of lobbying at the State Capitol.

Visit us [crhra.org/events/EventsDetails.aspx?id=1190270](http://crhra.org/events/EventsDetails.aspx?id=1190270) to register!

[Click here to register!](http://crhra.org/events/EventsDetails.aspx?id=1190270)

# Schedule *(subject to change)*

## May 20, 2019

12:30 - 1:00 pm Registration

1:00 - 2:15 pm



Conference Welcome & Keynote Address: The Future of HR: Promoting Business Success in a Changing Global Workplace  
*Susan Post, Field Service Director, SHRM*

2:15 – 2:30 pm Break

2:30 – 5:00 pm

Advocacy Workshop

*Government Affairs experts from National & State SHRM and Jackson Lewis PC, will be sharing their knowledge on key legislative items impacting HR professionals at the State and Federal level. This workshop will prepare participants for taking an active role in the legislative process, and will serve as a primer to legislative appointments taking place at the Capitol scheduled during day two of the conference*

5:00 – 6:00 pm

Networking Cocktail Hour

## May 21, 2019

8:30 – 9:00 am

Registration & Breakfast

9:00 – 10:30 am



Keynote Address: Labor & Employment Law Update - The Latest!  
*By: John M. Bagyi, Esq., Member – Bond, Schoeneck & King*

10:30 – 11:00 am

Coffee Break with Vendors

11:00 – 12:00 pm

*“Continuing Education” Track*  
**Breakout Sessions 1**

*“Legislative” Track*  
**Business Lobbying Opportunity\***

12:00 – 1:30 pm

Lunch & Vendor Marketplace

Lunch & Vendor Marketplace

1:30 – 2:30 pm

**Breakout Sessions 2**

**Business Lobbying Opportunity\***  
(continued)

2:30 – 2:45 pm

Break

2:45 – 3:45 pm

**Breakout Sessions 3**

**Business Lobbying Opportunity\***

\*Participants who have elected the “Legislative Track” will have the opportunity to replace 2 hours of the conference with lobbying appointments, by joining with their peers and visiting State Legislators at the Capitol.

CRHRA & SHRM will be coordinating these group visits on your behalf. Specific detail on legislative appointments will be available to participants at least 2 weeks prior to the event. Depending on the timing of lobbying appointments, participants may also attend some of the Breakout Sessions on site at the Albany Capital Center.

# Meet Your Keynotes

## Susan Post, SHRM-SCP, CAE

### The Future of HR: Promoting Business Success in a Changing Global Workplace

As an HR professional, you can play a significant role in promoting the success of your organization by understanding your business objectives and the changing environment – nationally and globally – in which you compete. In this session, you will learn the business skills you need to develop to become a strong contributor to the “bottom line.” You will also review ways to leverage technology and three key tools – analytics, leadership development, and workplace flexibility – to more effectively engage your human capital assets in fulfilling your business goals.

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As Field Services Director for the Society for Human Resource Management, Susan Post has accountability for the membership and relationship management strategies for SHRM affiliates in a nine-state territory (CT, DE, MA, ME, NH, NJ, NY, RI and VT.) She serves SHRM members, prospective members and volunteer leaders from her home office in upstate NY.

Prior to joining SHRM in 1999, Susan had 15 years of progressively responsible HR experience with several organizations, including Eastman Kodak and Cornell University. She has a bachelor’s degree in Industrial and Labor Relations from Le Moyne College, is certified as a SHRM-Senior Certified Professional (SHRM-SCP) and holds the Certified Association Executive (CAE) credential from the American Society of Association Executives (ASAE).

Susan’s affiliation with the Society began in the early 1980’s, when she served two terms as President of the Le Moyne College student chapter in Syracuse, NY. Throughout her professional career, Susan held numerous SHRM volunteer leadership roles, including two terms as President of her local professional chapter and District Director on the New York State Council.

Outside of SHRM, Susan has served in a variety of volunteer leader capacities for many organizations. She is currently a member of the Elmira Little Theater board of directors, a non-profit community theater group in Elmira, NY.

## John M. Bagyi, Esq., SPHR, SHRM-SCP

### Labor & Employment Law Update - The Latest!

It’s been six months since CRHRA’s annual legal update and John is back to address the continuing flurry of judicial decisions and federal and state legislative and administrative developments impacting employers. John will provide updates on the federal white collar exemption regulations, the state’s on-demand scheduling regulations, other wage and hour developments, the latest from the NLRB on protected, concerted activity – and much, much more. This program will get you caught up on all the latest developments and provide practical guidance on what they mean for your organization.

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One of 200 attorneys nationwide to be recognized by Human Resource Executive magazine as the Nation’s Most Powerful Employment Attorneys, John counsels and represents employers on labor and employment issues helping them achieve and maintain legal compliance, while improving employee engagement and workplace productivity. John has served as a guest lecturer at Albany Law School, the University at Albany, Union Graduate School and the Lally School of Business at RPI and is a frequent speaker at national, regional and state conferences, including the National SHRM Conference. He also serves as the General Counsel to the New York State Society of Human Resource Management.

John is AV Preeminent Rated by Martindale-Hubbell, listed in New York Super Lawyers and has been listed in The Best Lawyers in America for labor and employment law since 2007, when he was the youngest attorney in New York State to be recognized. Most recently, The Best Lawyers in America named John the 2017 Albany Labor Law – Management “Lawyer of the Year”.

## Breakout Session 1: 11:00 AM – 12:00 PM *(choose one)*

### Implementation Without Frustration - Keys to HCM Success

*Michael Maddalone, Director of Business Sales – GTM Payroll Services*

Many companies are upgrading their HR solutions to keep pace with a younger workforce and rapid advances in technology. A fully-integrated Human Capital Management (HCM) solution eliminates duplicate data entry, reduces errors and compliance risk, and increases productivity and employee engagement; but just knowing the benefits of such a system isn't enough for success. The implementation process of an HCM solution is critical to its overall effectiveness for not just your HR department, but for your entire organization. Get tips for successfully implementing any HCM system and learn what to watch out for so the process isn't derailed.

**About our Speaker:** Michael Maddalone is Director of Business Sales with GTM Payroll Services. Michael's expertise centers on payroll, HR, and Human Capital Management technology for businesses of every size. Through Michael's consultative approach, he helps his clients with innovative solutions to reduce their overall expenses and improve business operating efficiencies. He consistently achieves his goal of ensuring compliance and improving the experience for GTM's business clients.

### Mental Health & Wellness in the Workplace

*Joelle Monaco, Director of Outreach & Business Engagement – MHANYS*

Why is mental health and wellness in the workplace important? Consider this: 1 in 5 American adults experiences a mental illness each year. It is likely that employees and colleagues will interact with someone experiencing a mental health concern at work. Employers face an estimated \$80 to \$100 billion in indirect costs annually due to mental illness and substance use; including lost productivity and absenteeism. Mental Health and recovery are dependent on an individual's ability to recognize and manage where he/she is each day on the continuum between wellness and illness and take care accordingly, an important piece to quality of life. Education and early intervention promotes wellness. This presentation aims to provide attendees with the tools to help reduce the stigma surrounding mental illness in the workplace and promote wellness, treatment-seeking behavior, recovery, and self-care for employees and family members.

**About our Speaker:** Joelle Monaco is the Director of Outreach & Business Engagement for the Mental Health Association in New York State, Inc. where she oversees the Workforce Development & Outreach Program within the Capital Region and across the MHA Affiliate Network. This statewide initiative is designed to improve the employment opportunities for individuals living with mental health challenges. In addition, she works closely on the Capital Region Project AWARE Grant that is supported through the Substance Abuse and Mental Health Services Administration (SAMHSA). Through this grant, Joelle trains individuals to improve mental health literacy – helping them identify, understand and respond to signs of mental illness. Since 2016, Joelle has trained over 750 individuals in Mental Health First Aid.

### Linking Human Resources to Financial Performance

*Kenneth W. Moore, Strategic Management Professor – University at Albany*

Human Resources as a strategic partner is rapidly evolving into a discipline that is profitability directed, productivity focused, generates competitive advantages and is performance outcome oriented. Learning how to link HR work to the financial and non-financial performance objectives will add to the credibility of your functional discipline's arguments, positively impact executive decision making, and advance your career. In this session, we will examine 3 elements of business finance: 1 – how to read and understand the three basic financial statements; 2 – how to calculate selected ratios critical to HR's financial contributions, and 3 – directly link these ratios to strategic Human Resources deliverables.

**About our Speaker:** Kenneth W. Moore is a professor, consultant, retired Human Resources executive with over 25 years of industrial experience and retired Army officer. Ken draws on these varied life experiences to inform his professional ventures. In his consulting work, he teaches people how to read and understand financial statements and how to link their individual work to results that matter to their company. His research, writing and publishing focus on the fast-changing nature of global and technological business and appropriate responses to these competitive forces. For 15+ years he has been an adjunct Strategic Management professor in the School of Business at SUNY-Albany where the focus is on developing the students' critical thinking skills.

## Breakout Session 2: 1:30 PM – 2:30 PM *(choose one)*

### **Interns, Contractors and Volunteers: The Importance of Proper Classification**

*Robert Manfredi, Member/Partner – Bond, Schoeneck & King, PLLC*

In January 2018, the U.S. Department of Labor (DOL) clarified its position of when interns working at for-profit employers are entitled to compensation under the Fair Labor Standards Act. Combined with the DOL's withdrawal of its prior guidance regarding independent contractor status and the standards for determining whether to pay someone who is volunteering for an organization, an employer must be cautious when making a determination of when someone should or should not be classified as an employee. During this presentation we will provide the audience with an overview of the current status of the DOL's position regarding interns, independent contractors, and volunteers, as well as practical tips for employers to mitigate the risk of liability.

**About our Speaker:** Robert Manfredi, Member/Partner at Bond, Schoeneck & King, is an experienced and strategic litigator who routinely represents employers in proceedings before federal and state courts, the New York State Division of Human Rights, the Equal Employment Opportunity Commission, the United States Department of Labor, the New York State Department of Labor Unemployment Insurance Division and the Division of Labor Standards. Recognized as an Upstate New York Super Lawyers Rising Star in the area of Employment and Labor Law, Rob counsels employers in a broad range of industries—including higher education, non-profit, construction, and health care—to ensure compliance with the vast array of laws and regulations that employers encounter on a daily basis.

### **Medicare & HR for the Aging Workforce**

*Stephen Porto, Account Executive – Cool Insuring Agency*

Join us for an educational seminar focused on Medicare & HR for an aging workforce. In this session we will offer a brief update on the components of Medicare, highlight potential company and employee benefits of moving to Medicare, and discuss compliance surrounding Medicare-eligible employees and their Medicare decisions. Once participants have an increased understanding of these important Medicare components, you will be encouraged to consider how they apply to your own organization through an interactive Q&A round with the presenter and your peers.

**About our Speaker:** Stephen Porto is a Medicare and employee benefits Account Executive at Cool Insuring Agency. He specializes in individual Medicare clients as well as new business development and consulting with HR professionals to support their Medicare eligible employees. Stephen holds a B.S. in Business from SUNY Plattsburgh as well as NYS Life, Accident & Health licenses. Stephen is also a licensed Agent with Americas Health Insurance Plans (Medicare).

### **Getting the Message Out - Techniques for Improving HR Communication**

*Gregor Wynnyczuk, Communications Coach and Trainer – Rock Paper Partners, LLC*

As HR professionals we communicate about everything from parties to policy to programs. Yet we are often frustrated because our messages fail to get through or have the impact we intended. So how do you get your messages to stand out from the hundreds of other emails most of us receive each day? How can you ensure every message connects with the reader, supports your culture, and drives the action you desire? In this session we will look at some practical ways to tailor organizational communications through a universal, three-step process for effective communication, and by learning and understanding some of the common barriers to communication.

**About our Speaker:** Gregor Wynnyczuk is an organizational consultant focused on improving communication and creativity in the workplace. In 2017 he founded Rock Paper Partners to provide collaborative communications and leadership programs to organizations across the Capital Region. Gregor holds degrees in Business (B.A. Loyola College) and Communication (M.A. University at Albany) as well as a Certificate in Organizational Behavior (Harvard University).

## Breakout Session 3: 2:45 PM – 3:45 PM (choose one)

### **Calling Off The Engagement: When Employees Just Aren't Feeling It Anymore**

*Donal Conn, President – Donal Conn Associates*

According to a recent Gallup poll, less than one-third of all workers in North America are “engaged” in their current job roles. And while there are always a few others who are “disengaged,” the vast majority of today’s workers are defined as “neutral.” What does this mean? Employees are pretty much punching their time cards and performing at a level just high enough to maintain their employment, without any complications; but it doesn’t have to be that way. This presentation borrows tactics from the leading organizations across multiple industries who report engagement levels above 80%, and the impact employee engagement levels have on retention, productivity, and your workplace.

**About our Speaker:** With nearly 25 years of experience, Donal has delivered training workshops and consulting services to dozens of the world’s largest corporations. He is considered an industry leader in designing and delivering dynamic leadership and organizational development programs that transcend borders, languages and cultures. Before establishing Donal Conn Associates, Donal held in-house executive positions with multiple global Fortune 500 organizations. He has repeatedly been honored with numerous industry awards from SHRM, HRIQ, Brandon Hall and ATD, and was named a Vanguard Executive of the Year from Chief Learning Officer Magazine in 2009.

### **Redefining Retirement Plan Success**

*Douglas Cronin, Principal – Crown Risk Management, LLC*

This session will provide participants with the ability to benchmark their current retirement plan using tools and data from the featured case study; two HR professionals and their struggles to find the perfect balance in their retirement plans. See how they each navigate this balancing act between empowering their employees and staying within the company’s budget using benchmarking objectives such as plan design, administration fees, investment selection and compliance practices. You will learn how employee outcomes focusing on small changes can have big effects.

**About our Speaker:** Douglas Cronin is a Principal with Crown Risk Management, LLC. During his seventeen-year career in the employee benefits and retirement planning fields, Doug has worked as a direct liaison between clients and vendors. He effectively manages client relations including administration, funding and claim issues, and works with a variety of employee benefits. Doug received his BA in Business Administration from Roanoke College in Virginia and currently holds his life, accident and health license and his Series 6 and 63 licenses.

### **Mitigating Risk through Social Media Investigations: Merging Technology with Traditional Investigations**

*Mario Pecoraro, President/CEO - Alliance Worldwide Investigative Group, Inc.*

Social media investigations uncover red flags that traditional background investigations miss, including problematic behavior and threats of violence. A recent survey reported that 54% of employers decided not to hire a candidate based on their social media profiles and 35% of employers have found content online that caused them to reprimand or fire an employee. Setting social media policies, proper termination procedures when violations occur, and performing FCRA-compliant social media hiring reports will be discussed in this session. Learn how determining the online presence of applicants and employees through social media investigations can mitigate risk by protecting a company’s information security, reputation and workplace safety.

**About our Speaker:** Mario Pecoraro is an entrepreneur, author and founder of Alliance Worldwide Investigative Group, Inc., a company that specializes in background screening and comprehensive insurance claims investigations. A member of the National Association of Professional Background Screeners (NAPBS), Alliance employees hold FCRA Advanced Certification. Mario is sought after as an expert on investigative matters and has been featured on local and national media outlets and at various conferences and speaking engagements nationwide. He recently published a book called “The Claim Game: Twenty Best Practices When Managing and Investigating Workers’ Comp Claims.” Mario serves on the Executive Boards of several industry and community not-for-profit organizations. Alliance was twice named a “Best Places to Work” by the Albany Business Review.



# CRHRA Annual Conference & Marketplace

## Conference Fees

	CRHRA or SHRM Member*	Non-Member	Student/ Retiree
<b>Full Conference</b> - includes Monday 1/2 Day Program, Cocktail Hour, and Tuesday Full-Day Conference Program <i>(your choice of Continuing Education or Lobbying Track)</i>			
<b>Full Conference - EARLY BIRD (By April 15th) - SAVE \$30!</b>	<b>\$220</b>	<b>\$240</b>	<b>\$50</b>
Full Conference - Regular	\$250	\$270	\$50
<b>One-Day Conference ONLY</b> - includes Tuesday Full-Day Conference Program only <i>(your choice of Continuing Education or Lobbying Track)</i>			
<b>One-Day Conference - EARLY BIRD (By April 15th) - SAVE \$25!</b>	<b>\$200</b>	<b>\$215</b>	<b>\$45</b>
One-Day Conference - Regular	\$225	\$240	\$45
<b>Tuesday Breakfast Program Only</b> (ends at 10:30 AM)	\$50	\$60	\$25

\*Member Pricing is available for any member of CRHRA, SHRM, or another local SHRM chapter

Conference Fee includes all sessions, all meals, prizes (must be present to win), access to vendor Marketplace, conference program, and parking at the Albany Capital Center. Conference expenses may be tax deductible; consult your tax advisor.

## Register today at [crhra.org](http://crhra.org)!

### Parking

We have reserved 100 spaces at the Albany Capital Center parking garage. Overflow parking will be available at the Times Union Center parking garage. More information on parking can be found at the Albany Capital Center website at [http://www.albanycapitalcenter.com/attend/Parking-\\_102\\_pg.htm](http://www.albanycapitalcenter.com/attend/Parking-_102_pg.htm). **Please bring your parking tickets in to be validated.**

### Overnight Accommodations

Here are some hotels we recommend:

**Renaissance Albany**  
Connected to the Capital Center  
Rates starting at \$278/night

**Hilton Albany**  
5 minute walk  
Rates starting at \$259/night

**Fairfield Inn & Suites**  
7 minute walk  
Rates starting at \$188/night

**Hampton Inn Downtown**  
9 minute walk  
Rates starting at \$215/night

[Click here to register!](#)