

November 17 – 19, 2011

Crystal Gateway Marriott
1700 Jefferson Davis Highway
Arlington, Virginia



Innovative Leadership: Engaging Today's Leaders for Tomorrow's Success

SHRM® 2011 Leadership Conference





DEAR SHRM VOLUNTEER LEADER:

As a human resource professional, you know that HR plays a major leadership role in virtually every business and organization. As volunteer leaders, your mission is to ensure that HR maintains that leadership role— and to ensure that the world knows who in HR is leading them.

Chapter and state council leaders who attend the SHRM Leadership Conference will gain enhanced skills and new insights that will help all of us reach our goals for 2012 and beyond. Our innovative and informative program features:

- Dynamic speakers and presenters who will motivate you
- Experts whose advice you can use to motivate your volunteers
- Members of other chapters who will share best practices
- SHRM staff who can tell you about the latest resources available
- And much more, including a silent auction, and awards dinner.

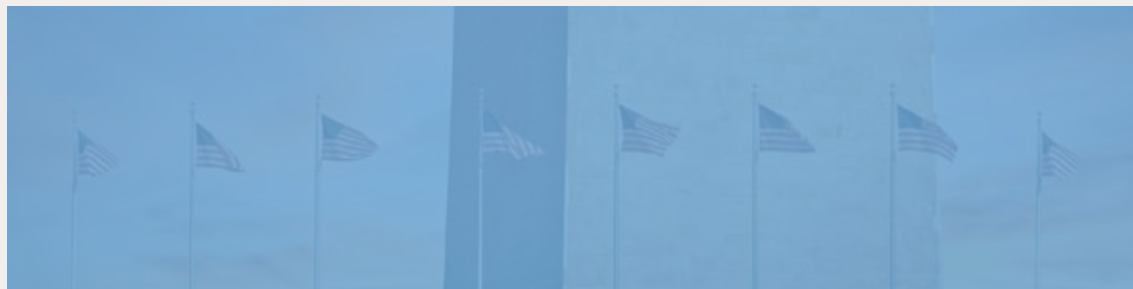
You've told us that you enjoy networking with other volunteer leaders. We heard you! This conference was designed to maximize your opportunities to get to know and learn from your colleagues, and establish broader relationships across the country. So don't forget to bring plenty of business cards!

On behalf of the entire SHRM team, we look forward to seeing you in Arlington, Virginia, in the greater Washington, D.C., metropolitan area this November.

Sincerely,



Pamela J. Green, SPHR
Vice President, U.S. Membership
SHRM



Thursday, November 17	
9:30 a.m.-6:00 p.m.	Registration/SHRMStore®/Booth
8:30 a.m.-9:30 a.m.	Capitol Hill Visit Registration & Breakfast
9:30 a.m.-10:30 a.m.	Capitol Hill Briefing
11:15 a.m.-2:00 p.m.	Capitol Hill Visits (by appointment only)
1:00 p.m.-2:00 p.m.	All Regions Briefing
2:00 p.m.-3:00 p.m.	Regional Council Meetings (by region)
1:00 p.m.-3:00 p.m.	Membership Summit
3:00 p.m.-4:15 p.m.	Welcome and Opening General Session featuring Chair of the SHRM Board of Directors, Jose A. Berrios , SHRM President and Chief Executive Officer, Henry G. (Hank) Jackson , CPA and Barbara Glanz , CSP
5:00 p.m.-7:00 p.m.	Open House at SHRM Headquarters
Friday, November 18	
7:00 a.m.-6:30 p.m.	Registration/SHRMStore®/Booth
8:30 a.m.-10:00 a.m.	Breakfast & General Session featuring SHRM Vice President, U.S. Membership Pamela J. Green , SPHR
10:15 a.m.-12:00 p.m.	Breakout Sessions by Chapter Size and State Councils
12:15 p.m.-2:00 p.m.	General Session Luncheon featuring Ryan Estis
2:15 p.m.-3:30 p.m.	Leadership Development Sessions
3:00 p.m.-6:30 p.m.	SHRM Foundation Silent Auction
3:45 p.m.-5:00 p.m.	Leadership Development Sessions
5:30 p.m.-6:30 p.m.	Volunteer Reception & SHRM Foundation Silent Auction
6:30 p.m.-8:30 p.m.	Volunteer Dinner & SHRM Pinnacle Awards with Master of Ceremonies, Renee Poussaint sponsored by 
Saturday, November 19	
7:30 a.m.-12:30 p.m.	Registration/SHRMStore®/Booth
8:15 a.m.-9:45 a.m.	Breakfast & State of Society Address featuring SHRM President and Chief Executive Officer Henry G. (Hank) Jackson , CPA
9:00 a.m.-2:00 p.m.	SHRM Foundation Silent Auction pick-up
9:45 a.m.-12:15 p.m.	Successful Practices Sessions by Chapter Size and State Councils
12:30 p.m.-2:00 p.m.	Closing General Session Luncheon featuring Scott Milligan , SPHR

*Schedule subject to change.



CONFERENCE AT-A-GLANCE



WHY YOU SHOULD ATTEND

In today's volatile economy, strategic and innovative leadership is more important than ever, especially in HR. It's a key driver of success in business. *Your* success—as an HR professional and as a volunteer leader—is SHRM's ultimate goal.

That's why the SHRM 2011 Leadership Conference was put together. Strategy, innovation, and leadership are all qualities that can be taught and *learned*, particularly in a collegial atmosphere that encourages clear, farsighted thinking.

We designed a versatile and exciting program for you, to provide the tools you need to succeed as a leader, as a professional, and as a person. You'll discover and understand what it takes to lead, enhancing your skills and knowledge, and earning others' respect and trust.

Be inspired at the SHRM 2011 Leadership Conference... and become someone who inspires others.

WHO SHOULD ATTEND

- Chapter President/President-Elect
- State Council Director/State Council Director-Elect
- State Membership Director
- State Council District Director
- Chapter Management Professional

Please note:

When we say this Conference was designed for you, that's exactly what we mean: All registrants and attendees **must be current SHRM members** engaged in the role of volunteer leader in their chapter or state council.

PRECONFERENCE WEBINARS

Chapter presidents, state council directors, state council district directors, membership directors, and CMPs can view a recorded webinar before the Conference. Whether you are new to the position of volunteer leader or want a refresher to prepare for 2012, this information will aid the success of your chapter or state council. The webinars will be posted on the VLRC on October 17 and an email with webinar access information will be sent out to notify you that it is available. After viewing the webinar, print the completion certificate and bring it with you so that your name can be entered in the prize drawing.

CAPITOL HILL VISIT

Back by popular demand! While you're in Washington, D.C., take advantage of the opportunity and visit your Senators' and Representatives' congressional offices to discuss the impact of certain public policy initiatives on HR professionals. Only SHRM can provide this type of special access so that HR leaders have their voice heard by Congressional Leadership.

MEMBERSHIP SUMMIT

This session is ideal for people who have not attended the summit in the past and for leaders who need help shaping their membership marketing strategy. This interactive forum covers the essentials of planning and implementing a successful membership initiative, from how to leverage marketing resources, to tips for budgeting, planning and lead generation. Learn from your colleagues by sharing effective practices to address everyday challenges.

REGIONAL COUNCIL MEETINGS

Regional Council meetings are scheduled for Thursday afternoon prior to the opening session; state council directors and directors-elect should plan to attend. The All Regions briefing will include updates for the coming year. The five Regional Council breakout discussions will immediately follow.

THURSDAY, NOVEMBER 17, 3:00 P.M.-4:15 P.M.

Welcome and Opening General Session featuring the chair of the SHRM Board of Directors, **Jose Berrios**, SHRM President and Chief Executive Officer, **Henry G. (Hank) Jackson, CPA**, and **Barbara Glanz, CSP**.

Kick off the Conference with an overview of what to expect, an introduction to SHRM's regional team, and time to meet and mingle with volunteer leaders from across the country.



Jose Berrios is the Chair of the SHRM Board of Directors and has been a SHRM member since 1989 and was elected to the SHRM Board of Directors in 2006. Additionally, he was a founding member and past chairman of The Conference Board's Workforce Diversity Council and a founding member of the National Hispanic Corporate Council.



Henry G. (Hank) Jackson, CPA is the president and CEO for the Society for Human Resource Management (SHRM). Prior to holding this position he served as the Society's Chief Global Finance and Business Affairs Officer.



3:00 P.M.-4:15 P.M. (CONTINUED from page 4)

General Session featuring Barbara Glanz, CSP



Barbara Glanz, CSP, works with organizations that want to improve morale, retention, and service and with people who want to rediscover the joy in their work and in their lives. She is the author of eleven bestselling how-to books.

Spreading Contagious Enthusiasm: Creating Workplaces of Passion, Purpose and Productivity

Just imagine what could happen to the productivity in your workplace and your chapter or state council if you could inspire people to do their very best! Current research shows that only about 12 to 15% of American workers are giving their very best to their jobs, and 8 to 10% are burned out. In this presentation, you'll learn how to create an environment in which people treat one another like valuable human beings, with a sense of mission, knowing [that] their work is important, amidst appreciation and joy, even if the work is serious. Using the acronym CARE, Glanz will provide you with dozens of real-life, creative, low-cost, immediately applicable ideas to implement in your own workplace:

- C = Creative Communication
- A = Atmosphere and Appreciation for All
- R = Respect and Reason for Being
- E = Empathy and Enthusiasm

She will spread her contagious enthusiasm to maximize personal productivity and organizational success. You'll leave with a powerful understanding of the difference you can make every single day.

FRIDAY, NOVEMBER 18, 5:00 P.M.-7:00 P.M.

OPEN HOUSE AT SHRM HEADQUARTERS

On Thursday evening, for attendees who are interested in visiting SHRM Headquarters, staff will be available 5:00 p.m.-7:00 p.m. to direct you to the Metro from the Crystal Gateway Marriott and provide you with directions to SHRM Headquarters. Staff will be available to answer your questions and describe what each department does as you tour the facilities.

10:15 A.M.-12:00 P.M.

BREAKOUT SESSIONS

Sessions broken out by chapter size and state council enable you to gather important information with your colleagues. Topics will include execution of strategies, planning for the coming year, operational updates, developing successful initiatives, rewards and recognition, succession planning, resources, and more. Sessions are divided as follows:

- Small Chapters 10-100 members
- Medium Chapters 101-300 members
- Large Chapters 301-500 members
- Mega Chapters 501-1,000 members
- Super-Mega Chapters 1,001+ members
- State Councils

12:15 P.M.-2:00 P.M.

General Session Luncheon featuring Ryan Estis



The former chief strategy officer for the \$100-million People Marketing division of advertising giant McCann-Erickson Worldgroup, **Ryan Estis** is a leading expert in the areas of leadership and culture, sales effectiveness, branding and social media, and HR and workforce trends. His growing consulting practice, Ryan Estis & Associates, helps companies optimize people and performance and more effectively connect to employees and customers through speaking, training, brand strategy and communication design.

Next Level Leadership: Achieving Breakthrough Chapter Performance

Leadership is all about helping others stretch to achieve their potential. It involves teaching, coaching, managing, mentoring, and service... tough decisions, honest conversations, and meaningful relationships... confidence, trust, and commitment. Estis offers a compelling session on influence, effective communication, collaboration, brand ambassadorship, and change, designed to prepare leaders to thrive in the ultra-competitive, hyper-connected business environment that is the new normal. He will examine new tools, techniques, and technologies that keep pace with evolving trends, and leverage case studies from category-leading employers. Estis challenges conventional thinking, emphasizing innovation and strategy to offer leaders "actionable content" that accelerates breakthrough performance.



FRIDAY, NOVEMBER 18

LEADERSHIP DEVELOPMENT SESSIONS

A great lineup of speakers will focus on topics particularly important to you as a volunteer leader and an HR professional.

2:15 P.M.-3:30 P.M.

Leading and Motivating Volunteers

Workplace Application: *Gather practical ideas for managing and motivating your volunteers.*

Getting your volunteer members more engaged is critical to your chapter's and state council's success. Here you'll acquire the tools for managing and motivating volunteers in alignment with your organizational and group 2012 goals. You'll have the inside scoop on:

- The secret to getting and keeping volunteers involved.
- The role of the volunteer leader.
- How to identify team member styles.
- How to run effective meetings and help your team reach consensus.
- How to hold volunteers accountable for results.

Presenter: *Randy G. Pennington, president, Pennington Performance Group, Addison, Tex.*

11 Steps to Integrate Social Media into Your Organization, Chapter or State Council

Workplace Application: *Learn how to successfully incorporate social media as part of an overall employee and volunteer communication strategy.*

Social networking, an aspect of the Web 2.0 paradigm shift, should be part of an enhanced membership communications strategy for your chapter, no matter its size. Explore an 11-step plan to successfully supplement your chapter's existing communication plan with social media initiatives. Find out about:

- Measuring successful social networking campaigns.
- Effective web governance guidelines for incorporating social media into overall communication plans.
- The metrics of social marketing.

Presenter: *Joe Rotella, SPHR, chief technical officer, Delphia Consulting, LLC, Columbus, Oh.*

Step Out of the Ivory Tower: The Right Way to Develop a Strategic Plan

Workplace Application: *Help your company, chapter or state council achieve success by getting employees and volunteers involved, in order to produce outcomes aligned with strategic plan goals and objectives.*

Learn how to develop a performance-focused strategic plan that aligns employee performance outcomes with organizational objectives. This approach counters the all-too-commonly used "ivory tower" approach to strategy, whereby a group of talented, well-intentioned individuals closet themselves away in a working session and later emerge like prophets with the awaited strategy scrolls, leaving leaders, managers, and employees to try and understand how the new strategy links to day-to-day performance with their personal outcomes... from which the only truly predictable outcome is a frustrated workforce.

Presenter: *Mason Holloway, senior director, Beacon Associates, Inc., Severna Park, Md.*

Great Minds DO NOT Think Alike! Putting Cognitive Diversity to Work for Your Team

Workplace Application: *Teams and organizations can be more innovative and better able to solve problems by leveraging cognitive (mental) diversity.*

We live in a time of significant change and complex challenges. Innovation is becoming an increasingly critical component of success and the ability of our teams (and chapters) to adapt to change. Often thought to be the product of lone genius, innovation is actually driven by diversity, especially cognitive diversity. This timely and actionable update for the diversity and inclusion conversation gives you a framework for understanding what cognitive diversity is, how it drives better outcomes and how to capture its value. You can use this framework to support better group process and decision making by your current and potential volunteers.

Presenter: *Joe Gerstandt, speaker, joegerstandt.com, Omaha, Neb.*

3:00 P.M.-6:30 P.M.

SHRM FOUNDATION SILENT AUCTION

This important fundraising event helps the SHRM Foundation and helps you get an early start on your holiday shopping! The auction features something for everyone—original artwork, jewelry, gift certificates, and much more—at a wide variety of prices. Proceeds will support SHRM Foundation programs, such as scholarships, research grants, Effective Practice Guidelines series, and educational DVDs. Items will be available for bidding Friday from 3:00 p.m. - 6:30 p.m. Winners will be announced Saturday.

FRIDAY, NOVEMBER 18

LEADERSHIP DEVELOPMENT SESSIONS

3:45 P.M.-5:00 P.M.

The Orange Revolution: How One Great Team Can Transform an Entire Organization

Workplace Application: *Learn how to pull together a breakthrough team that can revolutionize a company, a community, and the world.*

An offshoot of the presenters' Carrot Principle—great managers lead with carrots, not sticks—the Orange Revolution is based on data from more than 350,000 people, and highlights the key traits of the world's most stellar teams (such as Zappos, Pepsi Bottling Company, Texas Roadhouse, and Apple), showing how true teamwork produces results. In your volunteer leader role, you can leverage the steps that breakthrough teams take to conquer barriers, exceed expectations, and overcome mediocrity. Discover how to tap into the power of your chapter boards and state councils. This presentation introduces prescriptive, outcome-based applications that can be implemented immediately—simple steps to inspire an Orange Revolution.

Presenter: *Chester Elton, senior vice president, The Culture Works, Summit, N.J.*

Louder Than Words: 10 Practical Employee and Volunteer Engagement Steps That Drive Results

Workplace Application: *Discover the 10 steps that will help you transform the culture of your workplace as well as your chapter or state council.*

Becoming an employer of choice is “louder than words.” An engaged workforce will stand the test of time, during boom as well as recession. Half of organizations worldwide report the largest decline in employee and volunteer engagement levels in 15 years. Lack of engagement costs companies hundreds of billions of dollars in lost productivity, damages client satisfaction and loyalty, and poses one of the biggest threats to business. This presentation reinforces the 10 key steps necessary to sustain an engaged culture, improve business results, and maintain credibility with employees, using humor, multimedia, and best practices. Leaders are reminded that success involves the mutual commitment of both leadership, employees and volunteers.

Presenter: *Bob Kelleher, author of Louder Than Words, CEO, The Employee Engagement Group, Waltham, Mass.*

EBIT-Duh!™ Finance for the HR Professional

Workplace Application: *Be perceived as a true business partner by becoming financially literate and knowing where you contribute to the bottom line, both in your organization and your state council or chapter.*

Having a better understanding of financial terminology will help you be a better business partner in your organization and will help you lead your chapter or state council more effectively. This session begins with a pretest to assess your knowledge of common financial terminology—margin, gross profits, revenues, earnings, capitol investments, capital expenditures, amortize, zero-based budgeting and, of course, EBIT-DA. There are 10 items in the pretest, including multiple choice, calculations, and identification. Each item is then defined, with a detailed explanation of when, how, and by whom the term is used in business, and why it matters to HR.

Presenter: *Clare Novak, president, Business Leadership Qualities, Chester Springs, Pa.*

How to Inspire People to Achieve More

Workplace Application: *Walk away with a deeper understanding of and a new twist on what it takes to move people to higher levels of achievement.*

This is a fast, fun, and humorous session that dispels many misconceptions about motivating employees. You can't motivate people; people have to be self-motivated. What you can do is inspire people, whether employees or volunteers, and facilitate an environment in which self-motivation can flourish. Understand why systematic rewards are not effective, how to facilitate input, what effective feedback looks like, how you might be “de-motivating” people, where purpose and passion play a role, and why laughter needs to fill the building. Discover the leadership style most likely to inspire people to achieve more.

Presenter: *Kimberly Alyn, best-selling author, professional speaker, founder, Kimberly Alyn, Inc., San Luis Obispo, Calif.*



FRIDAY, NOVEMBER 18, 5:30 P.M. -6:30 P.M.

Volunteer Reception and SHRM Foundation Silent Auction

See page 6 for details.

6:30 P.M.-8:30 P.M.

SHRM Volunteer Celebration and Awards Dinner with Master of Ceremonies Renée Poussaint

Drum roll please...Who will win one of the SHRM Pinnacle Awards this year? Join your colleagues for dinner and share in the excitement surrounding the announcement of the 2011 SHRM Pinnacle Award winners! This annual award recognizes innovative activities, programs and initiatives that go beyond a chapter or state council's normal operations. Enjoy an evening of celebration and networking in recognition of your contributions as a volunteer leader.



Recipient of three national Emmy awards for her work on ABC's *Prime Time Live* for reporting, writing, and interviewing, **Renée Poussaint** is a former network correspondent for both CBS and ABC. She has conducted more than a hundred in-depth interviews with icons from politics, entertainment, and education, and has reported from hotspots around the world, including Haiti, South Africa, Uganda, and Ku Klux Klan territory in the U.S.

SATURDAY, NOVEMBER 19, 8:15 A.M.-9:45 A.M.

Breakfast and State of the Society Address featuring SHRM President and Chief Executive Officer, Henry G. (Hank) Jackson, CPA (Annual Business Meeting 9:00 a.m.-9:45 a.m.)



Henry G. (Hank) Jackson is the president and CEO for the Society for Human Resource Management. Prior to holding this position he served as the Society's Chief Global Finance and Business Affairs Officer.

9:45 A.M.-12:15 P.M.

SUCCESSFUL PRACTICES FOR CHAPTER & STATE COUNCIL

These facilitated discussions provide an opportunity for chapter and state council volunteers to share their successful practices and challenges, learn from others, and take away valuable information. The track is divided as follows:

- Small Chapters 10-100 members
- Medium Chapters 101-300 members
- Large Chapters 301-500 members
- Mega Chapters 501-1,000 members
- Super-Mega Chapters 1,001+ members
- State Councils

12:30 P.M.-2:00 P.M.

Closing General Session Luncheon featuring Scott Milligan, SPHR



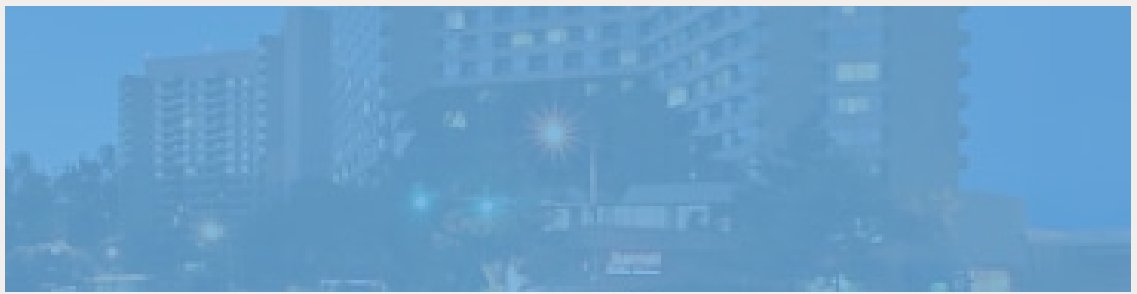
Scott Milligan, SPHR is an internal Business Programs Consultant with Disney Institute. Disney Institute Business Programs open the door to a living classroom, where professionals around the world in various industries have discovered the business behind the magic of the

Walt Disney Company. Scott's career has included executive-level positions in human resource planning and development for major organizations in the service industry, including retail, food service, and hospitality.

Leading the Way

Today's successful leaders provide a clear vision, create a structure for executing work, and engage people in the purpose of the organization. Walt Disney himself was a firm believer in this inspirational style of leadership; he used it throughout his long career and taught it to the leaders who succeeded him.

Milligan will speak about his personal methods for inspiring others and reveal the strategies that Disney leaders employ to keep their teams engaged in their work and sustaining momentum toward the achievement of goals.



REGISTRATION INFORMATION

Volunteer Position	Registration	Housing
President/President-Elect (1 per chapter)	Complimentary	Complimentary (2 nights)
100% Chapter President/ President-Elect (1 per chapter)	Complimentary	Complimentary (3 nights)
State Council Director/ State Council Director-Elect	Complimentary	Complimentary (3 nights)
State core leadership area Membership Director	Complimentary	Complimentary (2 nights)
Chapter Management Professional	Complimentary	Complimentary (2 nights)
State Council District Director	Complimentary	Complimentary (2 nights)
Independent Attendee	\$350	Covered by Attendee

Register online at www.shrm.org/conferences/leadership

ATTENDEE GUIDELINES

Non-100% chapter president/president-elect (one per chapter), state core leadership area membership director and state council district director and chapter management professional:

- SHRM will pay for accommodations for Thursday and Friday night only
- All incidentals are your responsibility.
- Should you decide to arrive early or stay later, room charges for any other nights are your responsibility.
- You may be asked to give a credit card number when making your reservation. Please note this is to hold your reservation only.

100% chapter president/president-elect (one per chapter), state council director/incoming state council director:

- SHRM will pay for accommodations for Thursday, Friday and Saturday night only.
- All incidentals are your responsibility.
- Should you decide to arrive early or stay later, room charges for any other nights are your responsibility.
- You may be asked to give a credit card number when making your reservation. Please note this is to hold your reservation only.

State core leadership areas (except membership) and independent attendees (additional officers from your chapter or state council who wish to attend the conference including state council legislative affairs directors):

- All room accommodations and incidental charges are your responsibility.



CONFERENCE HOTELS

Crystal City Marriott at Reagan National Airport

1999 Jefferson Davis Highway
Arlington, VA 22202

Phone: (703) 413-5500

Room rate: \$209 per night plus tax, single or double

Available only until **Monday, October 24, 2011**, or until the block sells out. Mention "SHRM" for the group rate.

Crystal Gateway Marriott

1700 Jefferson Davis Highway
Arlington, VA 22202

Phone: (703) 920-3230

SOLD OUT!

ALTERNATE HOTELS

For those attendees who were not able to book housing at the conference hotel and have to book elsewhere, you will need to complete the reimbursement form and either fax or e-mail it with a copy of the hotel receipt. SHRM will only reimburse up to \$209, plus tax, per night. Reimbursement requests must be submitted by January 6, 2012.

Sheraton Crystal City Hotel

1800 Jefferson Davis Highway
Arlington, VA 22202
(703) 486-1111

Embassy Suites Crystal City - National Airport

1300 Jefferson Davis Highway
Arlington, VA 22202
(703) 979-9799

Hampton Inn and Suites Reagan National Airport

2000 Jefferson Davis Highway
Arlington, VA 22202
(703) 418-8181

RESERVATIONS

- The designated hotels sell out quickly. Make your reservations early to secure the group rate.
- All reservations are for private room accommodations.
- You may be asked to give a credit card number when making your reservation. Please note this is to hold your reservation only. (If eligible for complimentary housing, you will not be charged for the nights specified in the attendee guidelines.)
- Please make sure the name on your hotel reservation matches the name you are registered under for the Conference.
- Please do not make your reservation online through the hotel website. In order to secure the group rate (and, if eligible, to have your room billed directly to SHRM), you *must* make your reservation via phone and identify yourself as a SHRM Leadership Conference attendee.

HOTEL CHANGES/CANCELLATIONS

Please contact the hotel directly for all changes or cancellations to your reservations. You may cancel your reservation for no charge up to 24 hours in advance of your arrival.

HOUSING REIMBURSEMENTS

All complimentary hotel charges for eligible attendees will be billed to the SHRM master account. If you are inadvertently billed for your stay, a reimbursement request must be submitted in writing and should include a copy of your hotel invoice and volunteer role. Reimbursement request forms will be available on site at the conference or from your regional team. All forms should be submitted via fax to (703) 535-6477, attention Leadership Housing Reimbursement. Forms must be received by **Friday, January 6, 2012**.

PAID ATTENDEES CANCELLATION POLICY

Cancellations must be in writing and faxed to (703) 535-6490 or e-mailed to cscresearch@shrm.org by November 16, 2011.



TRAVEL INFORMATION

Three major airports serve the Washington, D.C., area:

- Ronald Reagan Washington National Airport (DCA) (closest to the conference)
- Baltimore-Washington International Airport (BWI)
- Dulles International Airport (IAD)

The Washington, D.C., Amtrak train terminal is Union Station. The Metro (subway) train has stops at Union Station and Crystal City (Arlington, VA).

Altour Travel, Inc., SHRM's official travel agency, makes booking airline reservations easy with quick access to all major airlines.

- **Phone:** (202) 628-4400 or (800) 955-5735, Mon-Fri 9:00 a.m. - 5:00 p.m. ET
- **Fax:** (202) 628-1650

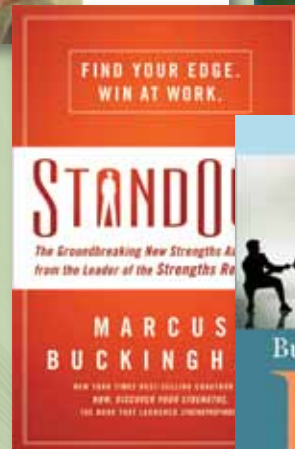
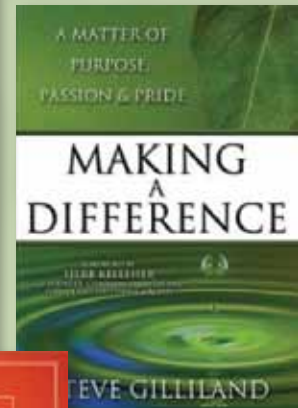
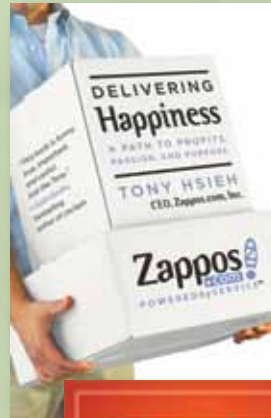
WEATHER

Average temperatures for late November range from 35°F to 57°F. Please be sure to check the weather forecast before you depart at www.weather.com



SHRMSTORE®

Stop by the SHRMStore® and browse through the most current books and periodicals on a variety of HR topics. Choose from a wide array of leading HR publications, many issued by SHRM, to augment your collection of professional resources. Pick up the latest logo accessories for I Love HR, SHRM, and HR certification.



EXPERIENCE D.C.

History is made every day in the nation's capital. Discover the city of Washington, D.C., for yourself at the monuments, memorials, and museums, including the many buildings of the incredible Smithsonian Institution. There's something interesting, educational, and fun to do, everywhere you roam.

Popular Sites

- The White House
- Lincoln Memorial
- **New!** Martin Luther King, Jr. Memorial
- National World War II Memorial
- National Archives
- National Museum of the American Indian
- National Gallery of Art
- Union Station

Great Dining

Indulge in a chili half-smoke and chocolate milkshake at Ben's Chili Bowl on U Street, Washington's historic "Black Broadway" (where you can also catch some live jazz). Head to the Adams Morgan neighborhood, where you'll find an endless variety of cuisines from around the globe. Eastern Market, in the heart of historic Capitol Hill, is an amazing destination for fresh food and community events, and on weekends, locally harvested produce and handmade arts and crafts.

For More Ideas

Go to www.washington.org, the official site of Washington D.C. Convention & Tourism, for plenty of information to plan your stay in this beautiful city. For insider tips, ask a SHRM staff member—this is our home and we love living here, and we want you to have a good time during your visit!



Washington, D.C. Demographic Information

(Source: US Census Bureau, 2006, Bureau of Labor Statistics, 2004-2005 and Greater Washington Initiative Analysis, 2007)

- Population: 581,530.
- 47% male and 53% female.
- 46% of D.C. residents hold a Bachelor's Degree or higher (compared to 27% of U.S. population).
- D.C.'s population is 55% Black/African-American (compared to 12% of U.S. population) and 8% Hispanic/Latino (compared to 14% of U.S. population).
- Median age: 35.
- Median household income: \$61,105.
- Greater Washington has the largest percentage of adults with advanced degrees (19% in the U.S., more than twice the national average. 43.9% of local women have a Bachelor's Degree or higher, the highest percentage in the nation.



To keep track of your recertification activities, check the box by each session you attend. Please refer to the recertification policies and procedures at www.hrci.org/recertification. Speakers, session titles, dates, and times are subject to change.

Sessions preapproved for Strategic Business Management credit:

	Date/Time	Session Title	Hours
<input type="checkbox"/>	Friday, November 19, 2:15 p.m. – 3:30 p.m.	Step Out of the Ivory Tower: The Right Way to Develop a Strategic Plan	1.25
<input type="checkbox"/>	Friday, November 19, 3:45 p.m. – 5:00 p.m.	EBIT-Duh!™ Finance for the HR Professional	1.25
<input type="checkbox"/>	Friday, November 19, 3:45 p.m. – 5:00 p.m.	LOUDER THAN WORDS: 10 Practical Employee and Volunteer Engagement Steps That Drive Results	1.25

The following session has not been awarded recertification credit:

Friday, November 19, 2:15 p.m. – 3:30 p.m.	Leading and Motivating Volunteers
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Note: A PHR may attend any of the sessions for general credit. Any session not listed would be awarded general credit.

This conference has been preapproved for a total of 2.5 general recertification hours. The dates are **11/17/2011 – 11/19/2011**.

*Speakers, session titles, dates and times are subject to change.

2011 VOLUNTEER PROJECT

As leaders we are committed to giving back to our community. At this year's conference we will be providing opportunities for you to improve a child's life through our 2011 volunteer project. Please see the following page for more information.



CHANGING THE WORLD, ONE PAIR AT A TIME®

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Help make a difference in a young child's life by bringing new and gently worn children's footwear with you to donate at the conference.

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