



2012 Spring Conference & Membership Meeting

“Leading With Excellence”

Thursday, April 12 & Friday, April 13

**Omni Hotel
Charlottesville, Virginia**

Conference Highlights

- Networking opportunities with HR professionals with all levels of expertise & experience.
- Real-time information pertinent to your workday and goals.
- Informative keynote speakers.
- One-stop access to business partners and consultants specializing in the healthcare arena.
- A relaxing environment where you can talk and learn.

Speaker Highlights



“ARE YOU PREPARED FOR THE RESULTS YOU CAN CREATE?” AND “COACHING STAFF TO A HIGHER STANDARD OF EXCELLENCE”

JEANNE SEXSON, JE SEXSON ENTERPRISES

Jeanne Elizabeth Sexson holds a Master's degree -- emphasis psychology and a Master's Certification in Education. For over twenty-eight years, she has traveled in and out of the continental United States speaking at national, state and regional healthcare conventions. She also keynotes special events and presents training sessions for large corporations and individual facilities.

Her background includes facilitating leadership training for the University of Evansville, University of Southern Indiana and Indiana Technical State College where she received the Outstanding Adjunct

Teaching Award.

Jeanne is published author/illustrator of several motivational books, including her double-award winning book about dealing with loss and change entitled *"Down But Not Out--Living through your setbacks, major whacks, and broken-heart attacks."* She has also been published in numerous health care magazines.

She was recipient of both the "EDIT IT" Book Award for Commitment To Achieving Precision In Communication and Mid-America Publisher's Association Award for Illustrating.

Her honors and recognition's include Outstanding Creative Woman of the Year and recipient of the National Mental Health Association's Outstanding Service Award.

Jeanne is an accomplished sculptor and photographer.



“BE 212 IN 2012!”

SAM PARKER

Sam Parker co-founded GiveMore.com in 1998. Located in Richmond, Virginia, Give More is a group of people creating content and tools to encourage and reinforce the fundamentals that make good things happen at work and in life. The driving force behind Give More is the belief that work is not a job. It's how we make our lives and the world better. Give More works to minimize apathy and entitlement and encourage remarkable contribution.

Sam is a graduate of James Madison University and holds a degree in Marketing. Before GiveMore, Sam sold products and services in several different industries. A native of the Washington, D.C. area, he now lives in Richmond, Virginia with his wife Jennifer (an artist) and their three children.

Sam is the author of two bestselling books – 212 The Extra Degree® (how a little more effort and attention can have a big impact on results) and Smile & Move™ (a call and reminder to be positive and take action.) His 'with awareness comes responsibility' message has led to the development of training programs currently being used by thousands of organizations across all industry categories including healthcare and education.



“EMOTIONAL INTELLIGENCE”

EMILY STERRETT, OWNER PERFORMANCE WORKS

Emily Sterrett lives in Staunton with her husband of many years. She is an author, career counselor, college instructor, and organizational trainer. She has a Ph.D. in Social and Organizational Psychology from The Union Institute and University in Cincinnati, Ohio and is certified as a Senior Professional in Human Resources (SPHR). Emily is currently employed as a participant advocate and counselor for a U.S. Department of Labor workforce grant and also teaches graduate school online for

Kaplan University.

Emily is author of *The Manager's Pocket Guide to Emotional Intelligence*, published by HRD Press and *Leadership Foundations: A Dialogue at the Front*®, a successful leadership training program for supervisors and middle managers, published by PerformanceWorks, LLC. She is co-author of *World Class Leadership: Building a Continuous Improvement Culture*, published by Virginia's Philpott Manufacturing Extension Partnership, specifically developed to address the missing "human factor" in Lean and Six Sigma implementations. She also provides online courses for several providers of continuing education credits in the area of management skill development.

Speaker Highlights

“HOW HR CAN IMPROVE PATIENT SATISFACTION AND HCAHPS SCORES”



MIKE BARTKUS, SKILLSURVEY

Mike Bartkus has helped human resources leaders at hospitals improve their quality-of-hire, increase their recruiting efficiency and implement new best-practices for hiring. His work includes helping large and small healthcare organizations along the East Coast leverage technology to drive behavioral reference-checking programs. Before joining SkillsSurvey, Mike held leadership positions with several other leading technology firms and he has over 10 years of experience maximizing results through the use of software and the web.

“HEALTHCARE REFORM UPDATE”

DARREN PARKER, Health & Governments Market Manager, American Fidelity

Darren Parker is a Health and Governments Market Manager for American Fidelity Assurance Company. He has helped businesses implement expense management services with American Fidelity since 2005. Prior to joining American Fidelity, Darren spent 15 years working in the cruise industry, both onboard as an Officer and shore side as an Operations Manager. Educated in England, Parker holds a degree in Business & Finance from Bournemouth & Poole College.

American Fidelity began operations in 1960 and has achieved success as one of the largest private, family-owned life and health insurance companies in the United States. American Fidelity's goal is to be the primary resource for assisting with the challenges and changes resulting from Health Care Reform and rising health care costs. With a history rooted in understanding how new laws will impact employers and finding new ways to help make compliance more manageable for customers, American Fidelity is committed to being a resource to help manage the responsibilities in the changing landscape created by Health Care Reform. For more information, visit HCReducation.com.



“2012 LEGISLATIVE UPDATE”

W. Scott Johnson is a founding director in the firm of Hancock, Daniel, Johnson & Nagle, P.C. He holds the highest attorney rating (AV) by Martindale-Hubbell. His emphasis is governmental relations at the Virginia General Assembly, representation of health care providers before the Virginia Regulatory Boards, and matters before the State Corporation Commission. Mr. Johnson serves as general counsel to The Medical Society of Virginia, the Virginia Dental Association, and the Medical Society of Northern Virginia. He is admitted to practice law in the United States District Courts for Virginia and the United States Court of Appeals, Fourth Circuit. Mr. Johnson has repeatedly been selected by his peers as a Legal Elite in the specialty of governmental relations by Virginia Business magazine. Mr. Johnson has also been recognized by “The Best Lawyers in America” and “Super Lawyers” magazine in the specialty area of government relations.

Mr. Johnson was appointed by Governor Bob McDonnell to the Virginia Health Reform Initiative (VHRI). VHRI is comprised of 23 leaders in the healthcare industry from across the Commonwealth. In addition, Mr. Johnson co-chairs the Medicaid Taskforce of VHRI.

Mr. Johnson leads the firm's Governmental Relations Team and routinely appears before the Virginia General Assembly to lobby on a broad number of issues affecting businesses, landowners, hospitals, physicians, pharmacies, and professional associations. His experience and track record of drafting and introducing legislation, advocating, amending, or opposing legislation, has proven indispensable to firm clients in Virginia and beyond. Mr. Johnson represents The Medical Society of Virginia, International Paper, HCA Healthcare, Community Health Systems, Consumer Healthcare Products Association, Comcast, Community Loans of America, Liberty Healthcare, Allergan, Amgen, IBM, and a number of other businesses and associations.

Mr. Johnson frequently lectures on recent legislative actions, case law developments, and risk management strategies.



“2012 LEGAL UPDATE”

KIMBERLY W. DANIEL is a director in the Central Virginia office of Hancock, Daniel, Johnson & Nagle, P.C. She specializes in all types of employment law and medical staff issues. Specifically, Kim provides advice on issues such as employee policies and procedures, employee compensation, overtime, leaves and discipline, employment contracts, covenants not to compete, handbooks, union-free management, federal contractor obligations, separation agreements, and severance plans. Previously she was a partner in the law firm of Troutman Sanders, L.L.P., in Richmond, Virginia. Before going into private practice, she was a law clerk to the Honorable James R. Spencer, United States District Judge for the Eastern District of Virginia (Richmond Division). She has achieved Martindale-Hubbell's highest rating for legal ability and ethical standards and has been recognized as one of Virginia's Legal Elite from 2005 through 2008. In 2007 and 2008 she was also selected as a Virginia Super Lawyer in the practice

area of labor and employment law.

CEUs

CEUs have been applied for with HRCI.

Omni Hotels

<http://www.omnihotels.com>

Reservations – 1.800.THE.OMNI (or 1.800.843.6664)
Direct Charlottesville Omni Hotel Phone #: 434.971.5500

Special Room Rate: \$149*

*Cut-off date for room rate and # of rooms blocked: March 21, 2012

Conference Questions?

Please contact Linda or Terri if you have questions:

Linda Williams

VaSHHRA President

Phone: 1.804.438.4089

email: williams@rw-c.org

- or -

Terri E. Stevens

VaSHHRA President-Elect

Phone: 1.540.985-9033

email: TEStevens@carilionclinic.org

Community Outreach

VaSHHRA has established a goal to contribute to the well being of others throughout our communities by sponsoring a drive in conjunction with our conference. Donations will be collected for a selected charitable organization in the Charlottesville, VA area. Watch for more details and thank you for helping those in need!



Learning Sessions

Please note the learning sessions have been structured around the core competencies in healthcare Human Resources and are identified by symbols from the ASHHRA HR Leader Model. More information about the HR Leader Model and Competencies is available at www.hrleader.org.

HR Delivery

HR Leaders “Reach Beyond the Expected”

To seek information on integrating the “people” side of healthcare with organizational business structure.

Healthcare Business Knowledge

HR Leaders “Embrace New Learning”

To demonstrate cross-functional capability, healthcare knowledge, and strategic vision for your organization.

People Strategies

HR “Leads with the Heart”

To create and implement operating models and structures that supports a high-performance culture of care for employees.

Community Citizenship

HR Leaders “Raise Their Voices”

To better connect employers with employees and link both to customers and communities.

Personal Leadership

HR Leaders “Exemplify Excellence”

To accept the personal challenge to hold yourself to a higher standard than expected by others and serve as a model for excellence.

HR Product & Service Consultants/Business Partners

A very special thank you to the many Business Partners who are supporting the 2012 VaSHHRA Spring Conference with displays and sponsorship. Vendor displays will be available throughout Thursday during our 30-minute breaks. Vendor door prizes will be drawn during the reception party from 5:30 p.m. to 7:00 p.m. on Thursday evening.

Thursday and Friday Drawings

You must be a current VaSHHRA member and be present to be eligible for drawings.

Thursday Evening’s Event





On Thursday from 5:30 p.m. to 7:00 p.m. there will be a reception with our business partners, including door prizes. Must be present to win.

2012 VASHRA SPRING CONFERENCE

APRIL 12 & 13, 2012



Schedule of Events

Thursday, April 12, 2012



6:00 a.m. – 7:30 a.m.	Business Partner Registration and Exhibit Set-Up
7:00 a.m. – 8:15 a.m.	Member Registration/Breakfast
7:30 a.m. – 8:15 a.m.	New Member Orientation/Breakfast
7:30 a.m. – 8:15 a.m.	Break with Business Partners
8:15 a.m. – 8:30 a.m.	OPENING REMARKS
8:30 a.m. – 10:00 a.m.	 <i>ARE YOU PREPARED FOR THE RESULTS YOU CAN CREATE?</i> Jeanne Sexson, JE Sexson Enterprises
	This presentation will show: <ul style="list-style-type: none"> • How to create future success by capitalizing on present successes (what we are doing right and how we can do even better) • How to more effectively tap into your strengths and those of staff/management • Ways to balance work and play and deflect the negative impact of stress • Ways to enhance your personal/professional best
10:00 a.m. – 10:30 a.m.	Break with Business Partners
10:30 a.m. – 11:45 a.m.	 <i>BE 212 IN 2012</i> Sam Parker, Co-Founder of GiveMore.com
	This presentation will: <ul style="list-style-type: none"> • Show us how a small amount of extra effort and attention can have a big impact on results. • Show how a large majority of the workforce is disengaged. • Show how to encourage positive (real) change and become actively engaged.
11:45 a.m. – 12:45 p.m.	Lunch with Business Partners
12:45 p.m. – 1:00 p.m.	Business Meeting
1:00 p.m. – 1:30 p.m.	 <i>2012 LEGISLATIVE UPDATE</i> Scott Johnson, Hancock, Daniel, Johnson & Nagle, PC
1:30 p.m. – 3:00 p.m.	 <i>2012 LEGAL UPDATE</i> Kim Daniel, Hancock, Daniel, Johnson & Nagle, PC

Schedule of Events

Thursday, April 12, 2012

3:00 p.m. – 3:30 p.m.	 <p><i>HOW HR CAN IMPROVE PATIENT SATISFACTION AND HCAHPS SCORES</i> Scott Fuhr, Skillsurvey</p>
	<p>This presentation will:</p> <ul style="list-style-type: none"> • Show how hiring employees with medium or low HCAHPS scores can negatively affect patient satisfaction scores. • Teach/Instruct/Train how to hire employees who already have HCAHPS-related behaviors and skills as identified by their references. • Provide an understanding about how to improve their quality-of-hire to deliver better patient satisfaction scores and to positively impact their hospital's bottom line.
3:30 p.m. – 4:00 p.m.	<i>BREAK WITH BUSINESS PARTNERS</i>
4:00 p.m. – 5:00 p.m.	 <p><i>HEALTHCARE REFORM UPDATES</i> Darren Parker, Health & Governments Markets Manager, American Fidelity Assurance</p>
5:30 – 7:00 p.m.	Reception & Door Prize Drawings with Business Partners
7:00 p.m.	Dinner / Evening On Your Own

Friday, April 13, 2012

7:00 a.m. – 8:30 a.m.	Breakfast and Regional Meetings
8:30 a.m. – 10:00 a.m.	 <p><i>COACHING</i> Jeanne Sexson, JE Sexson Enterprises</p>
	<p>This presentation will:</p> <ul style="list-style-type: none"> • Identify what coaching is and what it does • Identify how personal attitudes affect coaching results • Identify ways to guide staff/self to specific behaviors • Identify how coaching supports success • Provide specific techniques for effectively coaching staff/self to a higher standard of excellence
10:00 a.m. – 10:30 a.m.	Break / Hotel Checkout
10:30 a.m. – 12:00 p.m.	 <p><i>EMOTIONAL INTELLIGENCE</i> Emily Sterrett, Ph.D., SPHR – Owner, Performance Works</p>
	<p>This presentation will:</p> <ul style="list-style-type: none"> • Show how the qualities of self-awareness, self-confidence, self-control, empathy, motivation, and social skills account for 80% of success as a leader.
12:00 – 12:30 p.m.	Drawings /Boxed Lunches/Departure
12:30 p.m. – 1:00 p.m.	VaSHHRA Executive Committee Meeting - Wrap up

Registration

2012 VaSHHRA Spring Conference and Membership Meeting

April 12 – 13, 2012
Omni Hotel, Charlottesville, VA

Name: _____ Phone: _____

Organization: _____ Fax: _____

Address: _____ Email: _____

City/State/Zip: _____ Guest/Spouse: _____

Please indicate the functions in which you plan to participate.

- | | |
|---|-------------------|
| <input type="checkbox"/> Thursday Breakfast | # attending _____ |
| <input type="checkbox"/> Thursday Luncheon | # attending _____ |
| <input type="checkbox"/> Thursday Reception | # attending _____ |
| <input type="checkbox"/> Friday Breakfast | # attending _____ |
| <input type="checkbox"/> Friday Boxed Lunch | # attending _____ |

Please indicate any special dietary requirements: _____

Registration Information

Membership Dues

\$ _____

- 2012 One-Yr Renewal Dues Regular Member - \$ 60.00
- 2012-2013 Two-Yr Renewal Dues Regular Member - \$100.00
- 2012 One-Yr Renewal Dues Consultant Member - \$ 75.00
- 2012-2013 Two-Yr Renewal Dues Consultant Member - \$125.00
- My VaSHHRA membership dues are current - \$0.00

Conference Fees

\$ _____

- VaSHHRA member - \$99
- Additional member/same facility - \$89
- Non-member - \$130 (includes a 2012 One-Year Regular Membership)
- Non-member guest attending with a member - \$100
- Guest not attending conference (meals only) - \$75

Early Bird Discount

\$ _____

- Register prior to March 31 – Deduct \$10

Total Amount Enclosed:

\$ _____

Please make your check payable to "VaSHHRA" and mail or fax (payment will be accepted on-site) with a copy of this form to:

Cathy Dancy, VaSHHRA Treasurer
14255 Pole Run Road
Disputanta, VA 23842
Phone: 1.804.955.1240, ext 1148
Fax: 1.804.665.2400

Requests for refunds must be received in writing by March 31, 2012.
Registrations received after March 31, 2012 are not eligible for a refund, regardless of the reason.