



SHRM[®]

SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

2010 Regional Council Summit

February 26-27, 2010 | The Westin, Kierland Resort & Spa
Phoenix/Scottsdale, AZ

Friday, February 26, 2010

2:00 pm – 2:30 pm First Timer Orientation Rainmakers Ballroom
Attendance optional

2:30 pm – 5:00 pm All Region Meeting Rainmakers Ballroom
Conference Welcome
Pamela J. Green, SHRM's Chief U.S. Membership Officer

SHRM Legislative Update
Mike Aitken, SHRM's Director, Government Affairs

SHRM Foundation Update
Laurie Perry, SHRM Foundation, Development Manager

HR Certification Institute
Cornelia Springer, CAE,
HR Certification Institute, Operations Director

Update/Details on Chapter Value Enhancement Project
China Miner Gorman, SHRM's Chief Global Member
Engagement Officer

6:00 pm – 8:00 pm Reception Drinkwaters Park
Come relax with your fellow Regional Council members and
SHRM staff for cocktails and great food!

Saturday, February 27, 2010

7:00 am – 8:00 am Networking Breakfast Deseo
Core Leadership Areas: College Relations, Certification, Diversity,
Government Affairs, SHRM Foundation and Workforce Readiness.
This is a great time to share your best practices, so look for the
table tent of greatest interest to you.

8:00 am – 10:00 am SHRM Update & Shape Overview Deseo
for State Councils

10:00 am – 12:00 pm NE Regional Council Breakout Cushing A

10:00 am – 12:00 pm SE Regional Council Breakout Cushing B

10:00 am – 12:00 pm NC Regional Council Breakout Whipple Suite



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Saturday, February 27, 2010

10:00 am – 12:00 pm	SWC Regional Council Breakout	Rainmakers A
10:00 am – 12:00 pm	PW Regional Council Breakout	Rainmakers B
12:00 pm – 1:00 pm	Networking Lunch	Deseo
	Networking discussion will focus on sharing successful practices and challenges in Membership Recruitment & Retention.	
1:00 pm – 2:30 pm	All Region Meeting	Rainmakers Ballroom
	Networking discussion will focus on Finance & Revenue; Succession Planning & Volunteer Engagement; and Chapter & State Council Engagement. Discussion at each table will be reported out in “lightning round” format following each topic.	
2:30 pm – 3:00 pm	Afternoon Break	Visionaries Hall
3:00 pm – 4:45 pm	All Region Meeting Continued	Rainmakers Ballroom
	Panel Discussion – Best Practices for Successful State Conferences in a Challenging Economy	
	Q&A	
4:45 pm – 5:00 pm	Regional Summit Closing	Rainmakers Ballroom



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Florida SHRM Annual State Conference

Sharlyn Lauby, SPHR

*Florida State Council
Director & Southeast
Region MAC*

Sharlyn Lauby, SPHR, is a past president of HR Florida and currently the Membership Advisory Council (MAC) Representative for the Southeast US/Caribbean. She was actively involved with the state conference 8 of her 9 years on the state council and was conference chair for two of those years.

This year (2010) will be HR Florida's 32nd conference. The conference spans over 3 days – typically either a Mon-Wed or Wed-Fri pattern. Pre-conference workshops are held the day prior.

The conference team is comprised of 20-25 members working in teams (programs, sponsors/exhibitors, marketing, etc.) Some council members assist with conference activities (i.e., technology, certification, etc.)

Florida has experienced tremendous conference attendance growth over the years. In 2001, the conference had approximately 550 attendees and, in 2008, 1500 attendees. Like many events, 2009 attendance declined slightly to 1150.

In 2008, the state council's revenue was approximately \$1M with 99% of those funds coming from the state conference. The estimated net profit from the 2008 event was \$227,000.

Details regarding current conference pricing and sponsorship packages can be found on the HR Florida website at www.hrflorida.org

Arizona SHRM Annual State Conference

Laura Krause, SPHR, IPMA-CP

*Arizona SHRM State
Director Elect*

Laura Krause, SPHR, is currently the Division Director for Support Services at the Arizona Department of Corrections—an agency of almost 10,000 employees and 41,000 inmates. In this position, Laura is responsible for the management of both employee and inmate support functions including human resources, staff development/training, inmate education, inmate religious services, and inmate work programs.

She has a Bachelor's Degree in Business Administration and is SPHR and IPMA certified. She is the Director Elect of the Arizona SHRM State Council and has held volunteer leadership roles with Arizona SHRM since 2002 including the State Conference Chair (2008 and 2009) and the Arizona SHRM Legislative Affairs Director (2005-2007.) She has also served her community as the Chair/Member of the Personnel Board for the City of Scottsdale and as a member of the Judicial Performance Review. Laura is a member of the Senior HR Executive Council (SHREC) and SHRM, and has received numerous awards including the 2007 Arizona SHRM Volunteer Leader of the Year.

KEY CONFERENCE FACTS

- Held annually for 15 years
- Approximate attendance in 2009 including exhibitors was 700
- Approximate attendance in 2008 was 1000



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- In 2009, expanded conference to 3 days and added 1 day for pre-conference workshops

COST		
Early Bird	Non-SHRM Member: \$374	SHRM Member: \$339
Conference	Non-SHRM Member: \$425	SHRM Member: \$399
Pre-Conference Workshops	Early Bird: \$150	After Early Bird: \$200

- Volunteer Committee
- Profit in 2009 was over \$56,000
- More information at www.azshrm.org

Garden State (NJ) SHRM Annual State Conference

**Ed Dougherty, CLU,
SPHR**

*Garden State (NJ) State
Director*

I have been actively involved with the GSC – SHRM Annual Conference & Expo since 2003 and with the state council since 2004. Our 2010 conference will be our 19th consecutive annual event. The conference website is under development. It will be accessible via www.gscshrm.org by April 1.

When I became involved, we had about 300 paid attendees, which was all we could accommodate at that venue. It was largely a commuter conference; very few people stayed overnight at the conference (40 room nights). At that time the conference was a full-day conference with approximately 30 vendors.

Currently with a change to a larger venue, we average around 430 paid attendees and now use about 300 room nights. In 2009, attendance was off a bit at around 390, but we still used close to 300 room nights. Typically, in addition to paid registrants, we have 50 – 60 volunteers who pay anywhere from nothing to half-price, depending on the work/effort involved.

We now offer a variety of pre-conference events on Sunday: SHRM business education courses (sharply discounted), graduate-level seminars, a networking/social in the evening. The conference actually begins Monday morning and runs until around 3:00 pm on Tuesday. We offer opening and closing keynotes and roughly 40 – 45 concurrent sessions over the two days. We also have a Monday evening networking/social event (pasta stations, hors d'oeuvres, cash bar) which is open to participants, speakers and conference partners. This is very well attended.

Our vendor count has increased to 60 – 65 and we've adjusted pricing to be more reflective of booth location. Vendors are situated in a separate exhibit hall/ballroom.

The cost to attend the conference is \$350 for SHRM members, \$375 for non-members, \$175 for students and those in transition. We do offer a one-day rate, but it is priced (\$300) to



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discourage use of that option. We do not offer an early bird discount or a group discount. Pre-conference courses (Sunday) are priced separately.

The development and execution of the conference is handled by a Conference Planning Committee, led by the Conference Chair and Co-chair. Responsibilities are shared by a group of committees: Programs, Facilities, Pre-conference Courses, Registration, Printed Materials, PR/Marketing, Conference Partners (vendors and sponsors), IT, Foundation, Participant Experience, Students, each headed by a committee chair. The size of each committee varies, with Programs, Registration and Conference Partners being the largest.

The Conference Planning Committee meets monthly, January through October. It consists of the Chair, Co-chair and the committee chairs. All others are welcomed to attend. Typically, the state director, director elect, treasurer and secretary participate as needed and oversee the budget.

Wisconsin SHRM Annual State Conference

Kristine Hackbarth-Horn
Wisconsin State Director

Kristine Hackbarth-Horn, current WI State SHRM State Director. She has had the honor of Co-Chairing two WI State Conferences in 2000 and 2004. She served a total of 10 years on the conference committee leading exhibits, volunteers, and registration, in addition to three years that she served as the Conference Liaison Director on the State Council.

Our first conference was in 1987.

The conference continues to grow over the years. We started back in the late 80s and 90s with 200 – 400 attendees. In 2000 – 2002 attendance jumped to around 500. In 2003 – 2005 attendance reached 600 – 650. In 2006, we jumped to over 800 since that time we have not gone below that number and have gone as high as 950 attendees. We also have ranged between 85 – 130 exhibit booths each year. Our numbers of exhibitors have varied based upon the size of exhibit space available. In recent years we have also had another 100–150 volunteers and speakers.

Our conference is a 3-day event. We open up on a Wednesday afternoon with multiple pre-conference sessions and end the day with the opening of the Exhibit Hall in the evening. Thursday a.m. we kick off with early bird sessions, a keynote session and then move through a variety of breakout sessions throughout the day. In the evening, we have a sponsored networking event with entertainment. Friday we start again with early birds and breakout sessions. We generally close the conference with lunch and a keynote presentation.

Please see www.wishrm.org for cost and additional information on our conference.

We run a conference committee with a full volunteer committee of 24 – 26 individuals. We have developed a succession plan and term limits around the committee positions. In addition, we posted the openings to apply for the committee on our website each year. We have had more people apply to be a part of the committee than we have positions for in the last couple of years.

