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# WELCOME

## NATIONAL LEVEL

The Society for Human Resource Management (SHRM) is the world's largest HR professional society representing 300,000 members in more than 165 countries. Join SHRM today by visiting [www.shrm.org](http://www.shrm.org)!

## STATE LEVEL


SHRM New York State is the local affiliate of SHRM that supports the 15 local chapters across New York state. Our mission is to HR with EASE (Engage, Advise, Support, Educate). Be sure to follow us on LinkedIn by scanning the QR Code on this page. Our main program of the year is the state conference, thank you for joining us!

## LOCAL LEVEL

Connect with a chapter near you by visiting <https://nys.shrm.org/new-york-state-chapters>! Local chapters offer programming and networking closer to home. We have chapters in Albany, Binghamton, Buffalo, Elmira, Ithaca, Jefferson/Lewis Counties, Long Island, Middletown, New York City, Potsdam, Poughkeepsie, Rochester, Syracuse, Utica, and Westchester.



# PRE-CONFERENCE CHECKLIST

Status	Checklist Item	Information
	Register & Pay For Conference	Thank you!
	Register for Sessions	<a href="#">Click Here</a>
	Book Hotel	<a href="#">Click Here</a>
	Attend Virtual Orientation	<b><u>Attend 1 of 2 Options:</u></b> September 17, 2025 at 12PM September 17, 2025 at 6PM
	Download the Conference App & Pack Business Cards	(More information to come) Download Cvent Events App

\*\*Please note that the email address you use to register for the conference will be your identifier for any modifications you need to make to your registration, as well as allowing you access to ATTENDEE HUB, the conference app.

**DISCLAIMER:** WHILE WE EXPECT OUR SCHEDULE TO REMAIN UNCHANGED, THERE MAY BE CIRCUMSTANCES OUT OF OUR CONTROL THAT REQUIRE ADJUSTMENTS. AS A RESULT, PLEASE NOTE THIS SCHEDULE IS SUBJECT TO CHANGE.

# CONFERENCE INFORMATION

## Venue

**ALBANY CAPITAL CENTER**

**55 Eagle Street, Albany NY, 12207**

[Click Here  
for Parking  
Information](#)

### **ALBANY CAPITAL CENTER PARKING GARAGE**

 Enter at 7 Wendell St., Albany, NY 12207

### **MVP AREA PARKING GARAGE**

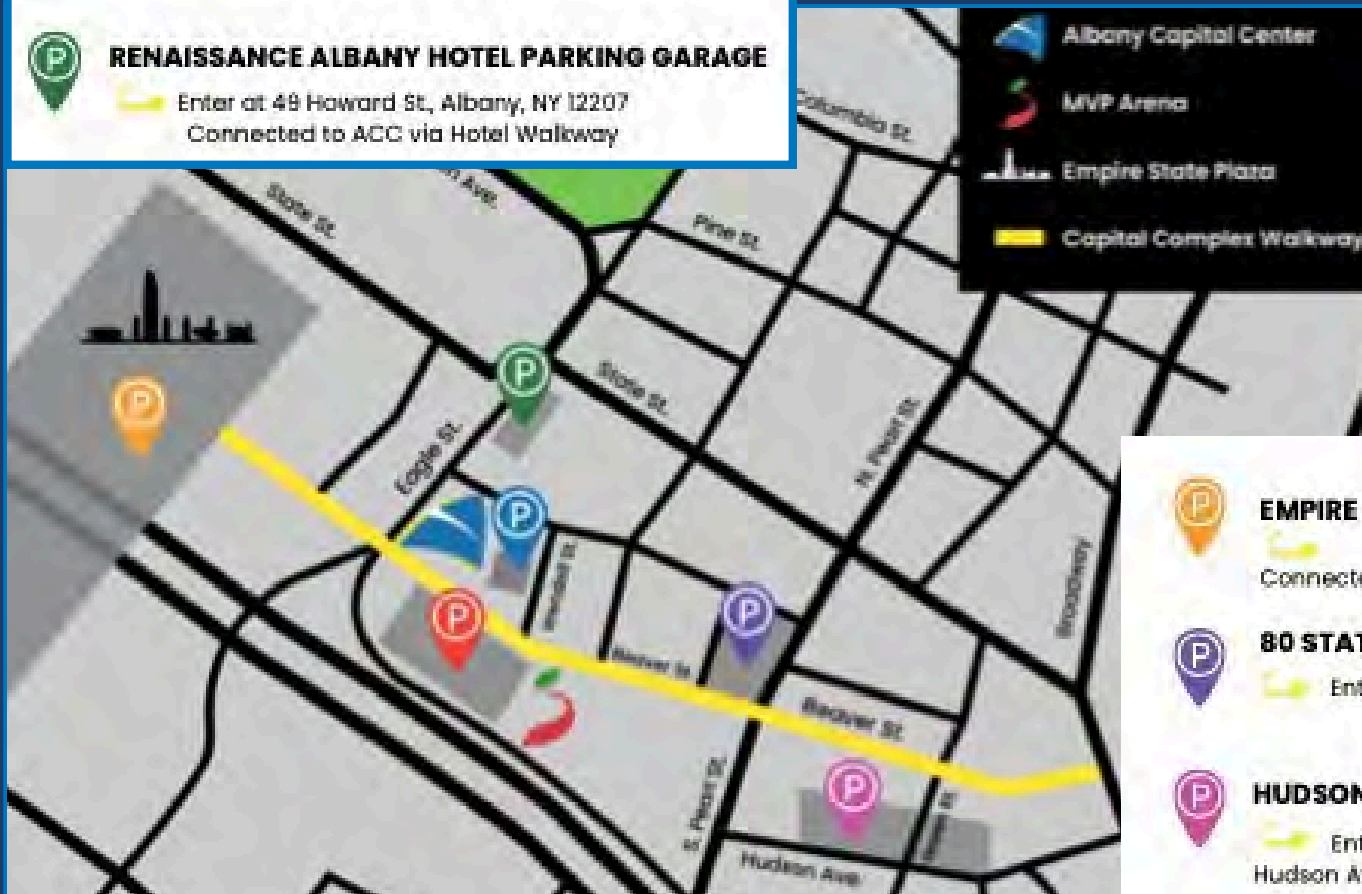
 Enter at 100 Beaver St., Albany, NY 12207

Connected to ACC via Capital Complex Walkway


### **RENAISSANCE ALBANY HOTEL PARKING GARAGE**

 Enter at 49 Howard St., Albany, NY 12207

Connected to ACC via Hotel Walkway




### **EMPIRE STATE PLAZA VISITOR PARKING LOT**

 Enter at S. Mall Arterial, V Lot  
Connected to ACC via Capital Complex Walkway

### **80 STATE STREET PARKING GARAGE**

 Enter at 11 S. Pearl St., Albany, NY 12207

### **HUDSON-GREEN PARKING GARAGE**

 Enter at the intersection of  
Hudson Ave. & Green St., Albany NY 12207

# CONFERENCE INFORMATION

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## Program Overview

Schedule At-A-Glance: [Click Here](#)

## Our Keynote Speakers

**JOHN  
BERNATOVICZ**



**JOHN  
BAGYI**



**PENNY  
ZENKER**



**TRAVIS  
DOMMERT**



# CONFERENCE INFORMATION

## BREAKOUT SESSION SPEAKERS - September 28th (Day 1)

8:45 AM - 9:45 AM:

➔ **ATTENDEE ORIENTATION: PRESENTED BY MICHELE WILKES-HAWKINS**



### CARLOS CADOGAN

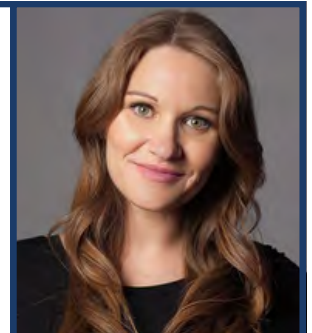
*The Power of Behavioral Preferences in Shaping Organizational Culture*

Participants will understand how behavioral preferences shape organizational culture and develop strategies to align individual behaviors with company values to foster high-performing workplace.

### KATIE DUARTE

*Feedback for Change: A New Approach for Better Outcomes*

Participants will gain insight into how adopting a dyadic approach to feedback can strengthen relationships, build trust, and improve organizational effectiveness.



10:00 AM - 11:00 AM:



## MARK FOGEL

### *Now What? Responding to the New Whitehouse Agenda*

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Navigating Compliance & Risk – Understand the latest Executive Orders on DEI, gender policies, and immigration, and learn strategies to ensure compliance while maintaining workplace equity.

## JANELL SNIPES

### *Five Essential Ways to Develop Business Acumen*

---



This session will help you develop your business acumen as an HR partner and have a higher strategic impact on the business.



## SCOTT TILLEMA

### *Creating Positive Change: A Hostage Negotiator's Steps to Success*

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Join Scott Tillema, a retired SWAT negotiator and expert in crisis communication, as he reveals the strategies used by elite negotiators to create positive outcomes in the most high-stakes situations. Drawing on years of experience in law enforcement, Scott shares the principles of connection, empathy, and strategic communication that have not only resolved life-or-death crises but also transformed everyday interactions. Discover the mindset and tools of a professional negotiator, and start leading with purpose today.



**11:15 AM - 12:15 PM:**



## **JOE URBANSKI**

### ***Multiplier Capabilities: The Future of Leadership***

---

Reshape organizational culture to inspire your people with a vision for the future, empower them to unlock what's possible, prepare them for the shift that's coming, and care deeply about them throughout the journey.

## **JOHN TOY**

### ***Leading with Ethics***

---

Understand the environmental factors managers control that can enable or hinder employees from doing the right thing when faced with ethical dilemmas – with a roadmap to enable success.



## **DENNIS MELLEN**

### ***Full Throttle Leadership: The Ultimate K.P.I. to Ignite Elite Performance***

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Full Throttle Leadership: The Ultimate K.P.I. to Ignite Elite Performance delivers actionable strategies to align culture with vision, inspire teams, and drive peak performance through proactive leadership, accountability, and engagement.

1:30 PM - 2:30 PM:



## KIM LAUGHLIN

### *Workplace Drama Costs Money*

---

Human resource professionals will gain a clear understanding of the financial impact of poor communication and unresolved conflict, while learning the essential soft skills, practical techniques, and emotionally intelligent frameworks needed to build trust, inspire accountability, and confidently lead teams with clarity and purpose.

## DR. LAWRENCE HENDERSON

### *Agile by Design: Leading Change with Confidence, Connection, and Clarity*

---

Participants will learn how to strategically lead teams through organizational change by fostering adaptability, enhancing engagement, and aligning leadership practices with core business objectives.



## NICOLE BAKER ROSA

### *"Yes, and...": How HR Can Lead Change with a Foresight Mindset*

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This session introduces Strategic Foresight through the "Yes, and" tool, a method that fosters open collaboration and futures-oriented problem-solving. Participants will practice this technique, gaining a practical tool to engage stakeholders, build shared ownership of ideas, and co-create resilient HR strategies in times of change.

**2:45 PM - 3:45 PM:**



## **TOM SCHIN**

***Putting PIPs in the Ground - Building Change-Ready Leadership***

---

Creating an alternative path to PIPs by investing in giving managers better skills .

## **RANDAL WEIDENAAR**

***Creating Psychological Safety in the Midst of Change***

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Learn how to create Psychological Safety in teams.



## **ED BRZYCHCY**

***One Team, One Fight (Organization and Culture)***

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Inspire your audience to work as one team - a dedicated community growing with shared culture and purpose. Drawing from their experiences in the military, Ed Brzychcy will explore the unique leadership lessons, teamwork dynamics, and adaptive strategies that are directly applicable to your organization.

**28**  
**SEPT**



**7**  
**PM**

**JOHN BERNATOVICZ**

*HR Like a Boss*

**OPENING KEYNOTE**

# BREAKOUT SESSION SPEAKERS - September 29th (Day 2)

7:30 AM - 8:30 AM:



## KASSI KINCAID

*The Edge of Creativity*

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Unlock your creative potential to boost engagement, drive innovation and create meaningful impact.

## BEN EDEN

*How Self-Perception Makes or Breaks Your Success as an HR Leader During Times of Change*

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This transformative session reveals how an HR leader's self-perception directly impacts their ability to support, equip, and engage employees through organizational change.



## DANIELLE ROBERTS

*The Workforce is Unwell: Understanding true well-being in the modern workplace*

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By the end of this session, participants will be equipped to challenge outdated success myths and build work cultures rooted in trust, meaning, and personal purpose.

**29**  
**SEPT**

**9**  
**AM**



**JOHN BAGYI**

*Navigating HR Challenges by Asking the Right Questions*

**KEYNOTE #2**



10:15 AM - 11:15 AM:



## JOHN BAGYI

### ***DEI - Where We're at and Where We Go from Here***

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As a result of court decisions, Executive Orders, and administrative actions, DEI initiatives have been questioned, challenged, and in some cases ruled unlawful. This presentation will address steps employers should take to evaluate their DEI practices, the lawful actions they can take to promote DEI, and how to prepare for an increase in "reverse discrimination" litigation.

## INAUDY GIL

### ***The Art of Inclusive Leadership***

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To equip participants with practical strategies and tools to lead with equity, cultural humility, and empathy in order to foster belonging and create inclusive workplace cultures by design, not by chance.



## KENSTON HENDERSON

### ***Cultural Transformation: 7 Keys to Recruiting and Retaining Talent Through Civility***

---

Gain practical tools and frameworks to assess your current workplace culture, foster trust and collaboration through civility, and confidently navigate conflict with respectful, solution-focused conversations-all aligned to support your organization's goals.

**29**  
**SEPT**



**12:30**  
**PM**

**PENNY ZENKER**

***Focus-Driven Leadership - Make The Complex Simple***

**KEYNOTE #3**



1:45 PM - 2:45 PM:



## FRANK CANIA

***U.S. Supreme Court: Quiet No More***

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Provide HR professionals with a thorough understanding of the most important labor and employment-related decisions from the U.S. Supreme Court and how to help protect their organization from potential liability.

## CLAIRE STROH

***Building your Personal Brand: How to communicate your value and network online to advance your career!***

---

This session will teach you what is a personal brand and the importance of having one, how to develop, build and communicate your brand, and techniques to connect, post and engage online to build and communicate your brand.



## LORNE EPSTEIN

***Reducing Bias in Decision Making***

---

The workshop gives you greater cognitive flexibility to examine, understand, change your worldview, and expand your horizon.

**4:00 PM - 5:00 PM:**



## **KATHY GRUVER**

***Retain, Maintain and Motivate***

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This session will provide you with a multi layer overview on how to streamline your hiring processes, make good staffing decisions, and keep the incredible staff you already have.

## **TIM SORGE**

***Bridging the Gap: Understanding the CFO perspective on benefits and what keeps employees up at night***

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Attendees will learn challenges facing employees while developing a financial strategy to make their benefits programs future ready.



## **ADRIENNE SCHLEIGH**

***Collaboration in Action: Leveraging Cross-Functional Teams for Hiring Success***

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This session focuses on how Talent Acquisition professionals can lead organizations through today's significant hiring challenges through strategic collaboration with Marketing, Training and Development, and Employee Engagement Business Partners.

# BREAKOUT SESSION SPEAKERS - September 30th (Day 3)

7:30 AM - 8:30 AM:



## EMINA PORICANIN

***AI, Automation, and Compliance: How HR Can Leverage Technology to Streamline Operations and Mitigate Legal Risks***

---

Participants will leave with a framework for adopting technology responsibly, ensuring compliance, and improving operational efficiency.

## SHANNON JOHNSTON

***Confident by Design: Harnessing Grit & Resilience to Build the Life You Want***

---

This session will help participants build practical resilience by exploring neuroscience-based strategies for overcoming setbacks and leading with strength.



## SARA MARTIN

***HR at the Helm: Leading Change with People First***

---

In a time of economic uncertainty and tech disruption, HR is expected to lead, not just respond, to change. This session explores how HR professionals can drive people-first transformation using insights from SHRM's CHRO Priorities and People + Strategy podcast.

**30**  
**SEPT**



**9**  
**AM**

**TRAVIS DOMMERT**

*Driving Ownership & High Performance through Change*

**KEYNOTE #4**

10:15 AM - 11:15 AM:



## TRENT GRIFFIN-BRAAF

***Unlocking Potential: Workforce Strategies That Help Employers Succeed with Justice-Impacted Talent***

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This session will equip HR professionals with innovative tools to attract, onboard, and retain justice-impacted talent through strategic hiring practices and inclusive leadership development.

## FABIOLA EYHOLZER

***From Outdated to Outstanding: Performance Acceleration in the Age of AI***

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Learn to implement agile performance management strategies to accelerate team performance in an AI-driven environment.



## JANET HOFFMANN

***Leadership in the Age of AI: Practical Strategies for Today's Workplace***

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This session will help you understand how AI is reshaping leadership and how to navigate AI adoption with your team, including real world actionable strategies you can incorporate into your daily leadership and team practices.

11:30 AM - 12:30 PM:



## BOB CARTWRIGHT

*CompEnomics: An Economic Perspective on Total Compensation & Talent Acquisition Strategies*

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Participants will learn key strategies on how to integration macro and micro economic outlooks and perspectives that feed into the discernment and development of total compensation and talent attraction, recruitment, and retention programs.

## JOHN HANSEN

*Getting Real About Workplace Violence*

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Create a framework of actionable strategies to ensure compliance with the New York Retail Worker Safety Act requirements and prepare your retail workforce on workplace violence issues and critical approaches to protect themselves.



## KAT FREY-JOHNSON

*The Leadership Echo: Navigating Culture, Cost, and Change in Real Time*

---

Participants will learn how to identify the hidden costs of hiring and the cultural impact of leadership decisions in order to strengthen retention, support employees, and lead effectively through organizational change.

**2:00 PM - 3:00 PM:**



## **JEFF HARRY**

***Money? Just Ask Like You're Entitled***

---

This talk will give you tools to transform your inner critic into a hype person, find the courage to ask for what you're worth, and practice bold asks in a playful, judgment-free community.

## **ALISE ISBELL**

***Writing Effective Performance Documentation***

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Write measurable, provable, evidence-based descriptions.





# OTHER CONFERENCE HIGHLIGHTS



## GUEST EXPERIENCE BOOTH

SHRM NYS will have a dedicated guest experience booth staffed by volunteers to answer any questions you have, help you navigate the conference and trouble-shoot the conference app.

## CONFERENCE APP

Cvent Attendee Hub - Your guide for concurrent sessions, keynote speakers, schedules, events and conference info. Important notifications and news at/during the conference shared via this app! Visit the Apple App or Google Play store to download ahead of time

## FOOD & BEVERAGE

Full conference registration includes all meals and beverage breaks. Sunday lunch and dinner; Monday breakfast, lunch and heavy appetizers; Tuesday breakfast and lunch. Day pass holders eligible for meals provided on that day. **SPECIAL NOTE:** There is no dinner Monday evening, plan ahead with reservations at a local Albany restaurant (<https://www.downtownalbany.org/dining>).

## SOLUTION CENTER & COMMUNITY

The Solution Center will be filled with vendors and trade partners ready to solve your troubling human resources conundrums. Visit with them to learn more about their products and win a prize!

SHRM NYS and the SHRM Foundation will also be present to help you network with local members, learn more about SHRM and all of the great work the SHRM Foundation does on behalf of the profession.

Prize drawings will be held during Solution Center open hours as well as the closing Business Meeting. *Must be present to win.*

And don't forget to check out the **Crack the Vault Booth** for a chance to win **\$25,000!**

## SEE YOU AT CONFERENCE!