Texas Bay Area SHRM Presents

"Cultivate Your HR Garden: The More You Know, The More You Grow"

2024 Annual Conference

Hope Village – Friendswood, TX - April 11th - 8 AM to 5 PM

Registration & Details @ txbashrm.org

Join us for an amazing event full of incredible speakers, networking, lunch, activities, silent auction, and the opportunity to get 6.5 CEUs all in one day!

SPEAKER LINE-UP

Stephen Senterfit
HR Analytics Powered by AI for Employee Engagement and Organizational Success

RJ Boatman
Securing Workplace Facilities for a Safer Environment

Sandy Adams
Cultivating Community & Culture: Harnessing the LinkedIn Landscape for HR Success

David Barron
Top 10 Employment Law Challenges for 2024

Alan Tenenbaum
Compensation Trends

Ruth Calabrese
Building Resilience

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Texas Bay Area SHRM Presents

"Cultivate Your HR Garden: The More You Know, The More You Grow"

CONFERENCE AGENDA

7:30–8:00 Registration & Breakfast

8:00–8:30 Welcome & Sponsor Intros

8:30–9:30 Session 1

- David Barron – "Top 10 Employment Law Challenges for 2024"

9:30–9:45 Morning Networking Break

9:45–10:45 Session 2

- Ruth Calabrese – "Resilience"

10:45–11:45 Session 3

- Alan Tenenbaum – "Compensation Trends"

11:45–12:45 Lunch Break

12:15–12:45 A Word From Our Gold Sponsor, Jill Hickman Companies

1:00–2:00 Session 4

- RJ Boatman – "Securing Workplace Facilities for a Safer Environment"

2:15–3:45 Session 5 Keynote

- Sandy Adams – "Cultivating Community & Culture: Harnessing the LinkedIn Landscape for HR Success"

3:45–4:00 Afternoon Networking Break

4:00–5:00 Session 6

- Stephen Senterfit – "HR Analytics Powered by AI for Employee Engagement and Organizational Success"

HR Events, Membership, CEUs, Networking, & More!
Get Connected at txbashrm.org

Top 10 Employment Law Challenges for 2024
Presenter: David Barron

A hotly contested presidential election year will bring new challenges for employers in 2024. This presentation will cover expected regulatory changes from the Biden Administration, as well as trends in state and federal employment itigation. Learn practical tips on dealing with politics in the workplace, downsizing, crafting an effective hybrid work policy, and more.

LEARNING OBJECTIVES

- Understand new federal regulatory changes affecting employers and HR professionals
- Learn about trends in state and federal employment litigation and strategies for reducing risk of liability
- Identify best practices and policies in areas such as artificial intelligence and remote work
- Learn practical tips to minimize risk of litigation when dealing with difficult challenges such as downsizing, politics in the workplace, and more.

SPEAKER BIOGRAPHY

David is a member of Cozen O'Connor's Labor and Employment Department and is Managing Partner of the Houston Office. David is Board Certified in Labor and Employment Law by the state of Texas and has been named a Texas Super Lawyer in Texas Monthly magazine. Because of David's common sense approach to labor and employment issues, he is often quoted in newspapers and magazines. He has also appeared as an employment law professional on talk radio and local CBS and Fox affiliates. When not helping clients, David can be found leading his son's Boy Scout troop, running a marathon, or hiking on a mountain.

Building Resilience
Presenter: Ruth Calabrese

When it comes to stress and burnout, or productivity and engagement, does building resilience work? And if so, how? Participants will have an opportunity to pause and reflect upon their recent accomplishments which are the direct result of successful resilience before moving on to assess how their current thinking and habits align with their values, energy levels, and influence. Using the science behind stopping the stress cycle, they will commit to small changes that can make a big difference in the ability to be resilient.

LEARNING OBJECTIVES
- Develop deeper self-awareness on resilience strengths and blind spots.
- Gain practical knowledge and tactics for building resilience through values alignment and an energy audit.
- Understand the importance of the stress cycle and how to break it.

SPEAKER BIOGRAPHY

Before starting her leadership coaching and consultancy practice, Ruth Calabrese was a senior executive at a Fortune 500 firm for over two decades. As a certified leadership coach and consultant, Ruth now uses her corporate expertise to maximize leadership potential and performance excellence. She specializes in working with senior executives, emerging leaders, and teams, and has successfully helped companies navigate change, build engagement, and create leadership bench strength. Ruth is a PCC accredited coach through the International Coaching Federation, and a graduate of the Rice University CoachRICE Leadership Coaching program. She is also a Certified Gallup StrengthsCoach, a Birkman Certified Professional, and certified EQ-i Assessment Coach. When she isn't traveling the globe for work, she is based in Houston, Texas.

Compensation Trends
Presenter: Alan Tenenbaum

As compensation management evolves to include more complex market and legal frameworks, understanding emerging trends and issues helps to mitigate risk and ensure a strong employee value proposition. Explore the emerging topics of pay transparency, geographic differentiation of pay, and rewarding multiple generations with Mercer's latest data and insights.

LEARNING OBJECTIVES

- Review trends in pay transparency
- Discuss geographical pay considerations
- Understanding how to reward multiple generations in the workplace
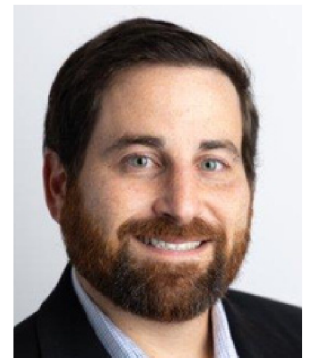
SPEAKER BIOGRAPHY

Alan Tenenbaum is a Principal in Mercer's Houston office specializing in talent and rewards strategy consulting. Alan has nine years of experience in human capital consulting, crossing many of talent strategy's most important areas: incentive plan design including sales compensation, broad-based and executive rewards, career frameworks, workforce analytics, Workday HCM talent management, and human capital-focused transaction (M&A) support. He has worked with clients across industries, with a special focus on the oil & gas, chemicals, health care, not-for-profit, and retail / consumer goods industries.

Alan has robust experience in working with clients to optimize company compensation programs and strategies, including market benchmarking studies, compensation strategy reviews, salary administration guideline development, job architecture design and build, and incentive plan design. Alan has earned a Master of Business Administration degree from the University of Florida's Warrington College of Business, a Master of Business Analytics degree from Indiana University's Kelley School of Business, as well as a Bachelor of Science in Business Management degree from the University of Arizona's Eller College of Management.

Securing Workplace Facilities for a Safer Environment
Presenter: RJ Boatman

This session will help employers to identify potential threats and risks in the workplace, implement practical and effective security measures, learn best practices for emergency preparedness and response, understand the role of ongoing security measures in maintaining a safe workplace, and create a culture of safety and vigilance among employees

LEARNING OBJECTIVES

- Reduced Liability
- Increased Productivity
- Enhanced Regulatory and/or Policy Compliance
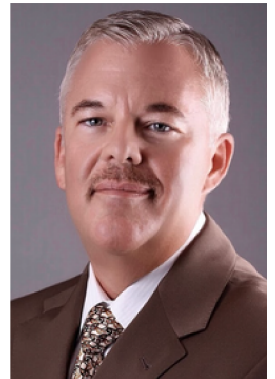
SPEAKER BIOGRAPHY

RJ Boatman's career and leadership span over four decades at the municipal, county, state, and national levels. He has served as a Chief of Police, Organized Crime Board Governor, Federal Task Force Director, Emergency Management Coordinator, Regulatory Compliance Director, State Education Director, Adjunct University Professor, Chief Government Officer, and Magistrate / Judge. He is a graduate of the Law Enforcement Management Institute of Texas, the Department of State Diplomatic Security Services Academy, the DEA Drug Unit Commander's Academy, the FBI Command College, the Secret Service Dignitary Protection Course, Sam Houston State, Dallas Theological, and Purdue University.

Mr. Boatman has been a certified instructor for the Texas Commission on Law Enforcement Officer Standards and Education since 1992 and has taught over three thousand cadets, officers, and command staff through area colleges and agency-based academies. He has taught multiple courses at the FBI and DEA, regional training facilities.

In addition to his extensive experience in government work, Mr. Boatman owns a successful real estate brokerage, development, and construction company. Apart from his professional endeavors, Mr. Boatman has been actively involved in Christian ministry since 1976, serving as a volunteer, deacon, and pastor.

Cultivating Community & Culture: Harnessing the LinkedIn Landscape for HR Success
Presenter: Sandy Adams

Explore the dynamics of 'Cultivating Community & Culture: Harnessing the LinkedIn Landscape for HR Success' with brand and career strategist, Sandy Adams. This presentation delves into practical strategies aimed at enhancing connections between HR and employees by utilizing the LinkedIn platform. Participants will gain insights into collaborative approaches, success stories, and effective initiatives, showcasing the platform's potential as a tool for HR success. Join for a comprehensive exploration of fostering a connected workplace community and nurturing a vibrant company culture for current and future employees.

LEARNING OBJECTIVES

- Understand the strategic role of HR in fostering connections on the LinkedIn platform to cultivate a more engaged and interconnected workplace community.
- Learn practical initiatives and strategies for initiating and nurturing meaningful connections between HR professionals and employees on LinkedIn.
- Explore collaborative approaches to address challenges within the HR-employee relationship, fostering a sense of unity and teamwork.
- Gain insights into leveraging LinkedIn as a powerful tool for HR success, with a focus on improving HR-employee relationships and contributing to the development of a vibrant and inclusive workplace culture.

SPEAKER BIOGRAPHY

Sandy Adams, a speaker, author, educator, and award-winning photographer turned versatile creative professional, brings a wealth of experience and passion to the stage. With over two decades of navigating career, brand, and business strategy, Sandy's journey between Memphis and Houston has shaped her into a dynamic thought leader. Whether captivating global audiences with motivational talks or sharing inspiring stories on her podcasts, she goes beyond coaching, emphasizing resilience in the face of change. Sandy has empowered thousands of professionals to confront their biggest fears, bounce back, and forge careers they truly enjoy. Her unique blend of authenticity and self-empowerment creates a lasting positive impact on any audience.

HR Analytics Powered by AI for Employee Engagement and Organizational Success

Presenter: Stephen Senterfit

Artificial intelligence (AI) and Machine Learning (ML) can provide organizations with solutions to analyze, predict, and diagnose data collected, such as HR data, to help teams understand their current state and make more informed decisions for their future state. We'll explore practical use cases to integrate AI/ML into HR such as Employee Flight Risk Analytics and Employee Sentiment Analysis. We'll also look at generative AI and how it can help HR in areas such as crafting training and engagement content, workforce planning, and providing employee assistance and support. Understanding and implementing these solutions can enhance efficiency and improve the overall employee experience.

LEARNING OBJECTIVES

- Discover the possibilities of taking the data that is already present across your organization's enterprise systems and use it to solve problems you may be facing within your workforce or uncover new business opportunities.
- Use Natural Language Processing (NLP) and other AI techniques to analyze employee feedback, opinions, and engagement to better learn how your workforce is feeling and why.
- Walk away with knowledge of how leveraging generative and conversational AI in HR can streamline processes, enhance communication, and ultimately contribute to a more efficient, engaged, and inclusive workplace.

SPEAKER BIOGRAPHY

Steve Senterfit is President of Smartbridge, leading the firm's strategy, sales, service delivery, and day-to-day operations. Prior to his appointment to President, Steve served as Managing Director of Digital Innovation where he focused on helping clients simplify their digital transformation journey through digital innovation, data and analytics, robotic process automation, intelligent content management, and systems modernization.

Steve has over 30 years of experience in management and technology consulting, spanning strategy through implementation and execution. Steve held executive leadership positions with NCG (as founder and CEO), Halliburton, SAIC, and Fidelity Investments. He is committed to the education of our next generation of professionals and supporting STEMs efforts in the Houston Metro Area. Steve has a Bachelor of Science in Computer Science from Lander University.