



# *Strategic HR: A Beacon for Your Success*

## 2011 National Conference of the International Personnel Management Association

*May 29 to June 1, 2011  
Holiday Inn, St. John's, Newfoundland and Labrador*

### *Keynote Presentations:*

- Ferio Pugliese, Executive Vice-President, People and Culture with **WestJet**.
- ***No one Ever Bored Anyone into Buying Anything*** by Noel O'Dea, President and CEO of **Target Marketing and Communications Inc.**
- Analyzing and understanding work is ***"The Power Within"*** as it enables a strategic compensation approach for your organization and its leaders, from **Hay Group**.
- Hear first-hand a CEO's view of ***"HR Role in Accountability"*** from Vickie Kaminski, President and CEO of **Eastern Health**.
- Find out how to create an environment where your employees ***"LOVE Their Jobs"*** with Dr. Kevin Kelloway discussing recent research results.
- ***Bringing the Employee Experience to Life Through Flexible Rewards*** by Neil Crawford, Canadian Innovation Leader for Talent, Rewards and Communication for **Aon Hewitt**.
- ***"Your Everest"*** by Dr. T. A. Loeffler, **Memorial University of Newfoundland**

### *Come stay awhile and:*

- ✓ Create memories that will last forever when you visit the oldest street in North America – historic George Street in downtown St. John's
- ✓ Experience Newfoundland and Labrador's hospitality and culture
- ✓ Interact with fellow HR professionals, make new friends and renew old acquaintances.
- ✓ Visit family, friends and colleagues that you have worked with over the years.

***Welcome to Newfoundland and Labrador!***

For more information on our beautiful province, please visit:  
<http://www.newfoundlandlabrador.com>      <http://destinationstjohns.com>



# Strategic HR: A Beacon for Your Success

## Conference Program

*May 29, 2011*

6:00 – 8:00 pm President's Reception

*DAY #1: May 30, 2011*

Time	Session
8:30 – 9:30 am	Opening Ceremonies
9:30 – 10:30 am	Keynote Speaker:  Ferio Pugliese, Executive Vice-President, People and Culture with <b>WestJet</b>
10:30 – 11:00am	<i>Break - Catered</i>
11:00 – 12:00 pm	Concurrent Sessions: <ul style="list-style-type: none"> <li>• <b>Mandatory Retirement – Legislation and Implications</b> by Dr. Amy Warren.</li> <li>• <b>Leadership Development and Coaching: The Perfect Match</b> by Hazel Piacentini, <b>Aon Canada</b>.</li> <li>• <b>International Recruitment</b> by Roseanne Doody, <b>College of the North Atlantic</b></li> </ul>
12:00 – 1:00 pm	<i>Lunch - Catered</i>
1:00 – 2:30 pm	Keynote Speaker:  <b>No one Ever Bored Anyone into Buying Anything</b> by Noel O'Dea, President and CEO of <b>Target Marketing and Communications Inc.</b>
2:30 – 3:00 pm	<i>Break - Catered</i>
3:00 – 4:30 pm	Concurrent Sessions: <ul style="list-style-type: none"> <li>• <b>Digital Media for HR Managers</b> by Lyle Wetsch.</li> <li>• <b>Unions: Critical Ingredients for an Effective Labour Relations Environment</b> by Wayne Lucas, Provincial President of <b>CUPE</b>.</li> <li>• <b>Employee Engagement</b> by Eddie LeMoine, President of <b>Eddie LeMoine Consulting Inc.</b></li> </ul>
4:30 – 6:30 pm	<i>FREE TIME</i>
6:30 – 8:30 pm	Social Event
9:00 – 11:00 pm	Networking

**DAY #2: May 31, 2011**

Time	Session
9:00 – 10:30 am	<b>Keynote Speaker:</b>  <b>The Power Within-Enabling Strategic HR via Leveraging your Understanding of Work</b> by Suzanne Cunningham and Suzanne Liska, Consultants with <b>Hay Group</b> .
10:30 – 11:00am	<i>Break - Catered</i>
11:00 – 12:00 pm	<b>Concurrent Sessions:</b> <ul style="list-style-type: none"><li>• <b>Duty to Accommodate</b> by Raelene Lee, Partner with <b>Otteneheimer Baker</b>.</li><li>• <b>Diversity and Equity</b> by Bobbie Boland and Kay Mullins.</li><li>• <b>The FISH! Philosophy</b> by Deborah Wells Smith</li></ul>
12:00 – 1:00 pm	<b>Awards Luncheon</b>
1:00 – 2:30 pm	<b>Keynote Speaker:</b>  <b>HR Role in Accountability</b> by Vickie Kaminski, President and CEO, <b>Eastern Health</b>
2:30 – 3:00 pm	<i>Break - Catered</i>
3:00 – 4:30 pm	<b>Keynote Speaker:</b>  <b>Creating a Healthy Workplace: Some New Thinking on an Old Idea</b> by Dr. Kevin Kelloway, Canada Research Chair in Occupational Health Psychology at <b>Saint Mary's University</b>
4:30 – 5:00 pm	<i>FREE TIME</i>
5:00 – 7:00 pm	<b>Student Events</b>
7:00 – 9:00 pm	<i>FREE TIME</i>
9:30 – 11:00 pm	<b>Networking</b>

**DAY #3: June 1, 2011**

Time	Session
8:00 – 9:00 am	<b>IPMA Canada's AGM</b>
9:00 – 10:15 am	<b>Keynote Speaker:</b>  <b>Bringing the Employee Experience to Life Through Flexible Rewards</b> by Neil Crawford, Canadian Innovation Leader for Talent, Rewards and Communication for <b>Aon Hewitt</b>
10:15 – 10:30 pm	<i>Break - Catered</i>
10:30 – 11:45 am	<b>Keynote Speaker:</b>  <i>"Your Everest"</i> by Dr. T. A. Loeffler, <b>Memorial University of Newfoundland</b>
11:45 – 12:00 pm	<b>Closing Ceremonies</b>
12:30 – 3:30 pm	Post Conference Session: <b>(Additional Registration Fee of \$100 + 13% HST, includes lunch at 12:30) Effective Interviewing in an Investigation</b> by Brent Snook of Memorial University of Newfoundland and Todd Barron, Constable with the Royal Newfoundland Constabulary hosted by the Gardiner Centre

*Subject to change depending on final scheduling.*

## Registration fees for 2011 IPMA National Conference

Registration Category	National Honourary Life Member	Certified Member	Member	Non-Member	Student
<b>Early Bird, before March 31, 2011</b>	Complimentary	\$675	\$725	\$875	\$225
<b>Full Conference</b>	Complimentary	\$750	\$800	\$950	\$300
<b>Daily</b>	Complimentary	\$400	\$425	\$500	\$150
<b>Post-Conference Session</b>	\$100 + 13% HST, please indicate by email if you are attending the Post Conference session and method of payment				

***For more information on the conference, sponsorship or registration***

Check [www.ipma-aigp.ca](http://www.ipma-aigp.ca) or contact John Peddle at [john.peddle@nl.rogers.com](mailto:john.peddle@nl.rogers.com) or 709-364-1989.

**Online Conference Registration:** Available at [www.ipma-aigp.ca](http://www.ipma-aigp.ca)

**Hotel Accommodations:** Holiday Inn, St. John's, NL Tel: 709-722-0506 or 1-877-660-8550 [www.holidayinn.com/stjohnsnl](http://www.holidayinn.com/stjohnsnl) and refer to Group Code: **IPM**

**Airlines:** WestJet is offering a discount to IPMA conference delegates. Call 1-877-952-4696 and refer to Code: **CC6890**