

# Keynotes Take HR Conference to New Level Viewpoint

The 2009 Alberta HR Conference explored different aspects of change to help delegates better capitalize on the remarkable opportunities that change can present. Four world-class keynote speakers really got delegates thinking about the impact of change from very different perspectives.

If you were to ask Warren MacDonald what his top 10 challenges are during an average day, mobility is simply not on the list. Even though he lost both

allow each of us to achieve our full potential. Warren challenged delegates to really take advantage of the next two days to learn from and help others.

"It's absolutely the best time to be in human resources," stated Dr. Janet Lapp on Wednesday afternoon. Why? "When systems change and things are ambiguous, that's when the executives are listening." Janet's keynote focused on managing change in a positive and proactive way. An analogy that resonated with delegates

Thursday kicked off with Tod Maffin, who is not a huge believer in demographics as a tool for recruiting the Facebook Generation. He believes that psychographics – understanding the person and what makes them tick – is how to really get through to people. With the Facebook Generation, employees are recruiting companies, not companies recruiting employees. So, organizations really need to understand their culture and values, and promote themselves in an anti-advertising kind of way to get

Anyone who has seen and heard Peter Mansbridge speak, would agree that he is a gentleman and a patriot. His love and appreciation of Canada and Canadians came through clearly as he addressed the Alberta HR Conference for Thursday's lunchtime keynote. "I am a pretty lucky guy, having travelled around the country and the world with CBC for 40 years," explained Mr. Mansbridge. "I've seen a lot of things, some good, some not so good, but you can learn from all those things." Peter recounted stories of how others see Canadians, and our impact on the world, that gave the audience a whole new appreciation of this great country we live in. "I know that you all have lots to think about after an excellent conference like this. But, please, think about this. Our responsibility goes beyond the box in which we're enclosed with our job," explained Mr. Mansbridge. "Citizenship and how we're seen by others both here in Canada and around the world is the responsibility of each of us."

Members of the Human Resources Institute of Alberta can read more about the lessons of these amazing speakers in the next issue of Network magazine. ■

## What was the most important thing you learned at the Alberta HR Conference?

"Warren was very motivating with his message that perception is the key. It doesn't matter what's out there, it just matters how you perceive people and situations. It's also important that HR people get out and meet other HR people to know what's going on. This conference is perfect for that."

*Lynn Corbett, CHRP  
Human Resources Manager  
Katch Kan*

"It's been a few years since I attended, and I am very impressed with the professionalism of the entire event. The concurrent sessions were relevant and timely, and the keynote speakers were incredibly inspirational."

*Elaine Zambo, CHRP  
HR Business Partner  
Alberta Research Council*

"Starting with Warren Macdonald on Wednesday morning, there seemed to be one theme that continued throughout the conference. No matter how bad things may be, don't sweat the small stuff. Things will get better."

*Reg Skwarek, MBA, CHRP  
HR Advisor  
Albian Sands Energy Inc.*

"I attended a session on communications for organizational change and learned that analysis is far more important than delivery. It was fantastic! In fact, both my sessions on Wednesday were very good."

*Laura Porret, CHRP  
Human Resources Manager  
Tyco Thermal Controls*

"I know that you all have lots to think about after an excellent conference like this. But, please, think about this. Our responsibility goes beyond the box in which we're enclosed with our job."  
*Peter Mansbridge*

his legs above the knee in a freak hiking accident, "Going through life without legs is not that big a deal," explained Warren. "It's not that big a deal because I choose not to see it as a big deal." Warren's message, "When you change the way you see the world, you change the world," really hit home with Alberta HR Conference delegates on Wednesday morning. Perceiving obstacles as opportunities will

was Janet's Q&A: "When you squeeze an orange, what do you get? Orange juice. Why? It's what's inside the orange." Her advice? Put a little pressure on yourself to really get what's inside of you out. "Do something every day that scares you." This quote by Eleanor Roosevelt was an insightful and memorable way of explaining that we have to risk something to get better.

through in a meaningful way. "This new generation wants to change the world and often do. And they want their job to mean more than a paycheck." Many organizations pull back on their recruiting efforts during dips in the economy. Tod suggested that there is "access to more quality talent during a recession, so it's the perfect time to build your team and company profile."



Warren Macdonald, Janet Lapp, Tod Maffin and Peter Mansbridge deliver two days of motivation and inspiration.



ideas + strategies = RESULTS

**2010 ALBERTA HR CONFERENCE**  
April 21 + 22, 2010 Calgary Stampede Roundup Centre, Calgary, Alberta

As the leading HR association in the province, the Human Resources Institute of Alberta is pleased to once again present Alberta's premier professional development and networking opportunity for HR professionals. The 5th annual Alberta HR Conference will focus on exploring, encouraging and advancing the strategic value of human resources.

Speakers and delegates will engage in dynamic dialogue about the importance of higher level, big-picture thinking. We invite dynamic speakers to begin thinking about presenting at the conference. Abstract submissions will be accepted online starting September 1, 2009 – visit the conference website for details.  
[www.abhrconference.com](http://www.abhrconference.com)

**MARK YOUR CALENDAR**



[www.hria.ca](http://www.hria.ca)

## IMPORTANT DATES

**May 2, 2009**

NKE and NPPA dates

**July 15, 2009**

Deadline for membership applications for those who plan to write the NKE on Oct 3, 2009

**Aug 3, 2009**

Exams registration deadline for the Oct 3, 2009 session

**Sept 1, 2009**

Conference Call for Speaker Submissions Open

**Oct 1, 2009**

Conference Call for Speaker Submissions Deadline

**Oct 1, 2009**

HRIA Annual General Meeting & 25th Anniversary Celebration

**Oct 3, 2009**

NKE and NPPA Exams

**Oct 15, 2009**

Conference Call for Exhibitors Opens

**Dec 1, 2009**

Conference Registration Opens

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# Start Planning for the 2010 Tradeshow

The Human Resources Institute of Alberta invites you to reserve your time now to participate as an exhibitor at Alberta's premier professional development and networking opportunity for HR professionals on April 21 and 22, 2010 in Calgary.

The 5th annual Alberta HR Conference will focus on exploring, encouraging and advancing the strategic value of human resources. Speakers and delegates will engage in dynamic dialogue about the importance of higher level, big picture thinking. Interactive discussion will reinforce how HR ideas and strategies contribute to the bottom line of any organization.

Our theme for 2010 is Ideas + Strategies = RESULTS and that is what we are giving you... Keeping up with demand, we have expanded our Tradeshow Exhibition to a 1-1/2 day show!

April 21, 2010 8:00 am – 5:00 pm  
April 22, 2010 8:00 am – 1:00 pm

Each day will be filled with tradeshow networking breaks and a networking lunch. Plus, delegates will once again be able to take advantage of the opportunity to network with exhibitors and fellow HR professionals at the Mini-Breaker to wrap up the first day.

**Call for Exhibitors will open on October 15, 2009!** "Think Up" will have 100 exhibit booths available – the most space we have ever offered. Space will be sold on a first come, first paid basis. Exhibit space sells out quickly, so avoid disappointment – starting on October 15, you can reserve your booth online at [www.abhrconference.com](http://www.abhrconference.com).

10 x 10 booth \$1,000.00  
10 x 20 booth \$1,250.00

**Sponsorship Opportunities.** Thank you to all of our 2009 sponsors – we truly appreciate your support. If you are interested in becoming a 2010 sponsor, contact Jenny Chapman, HRIA's Sponsorship & Event Manager, at 403.541.8703 or [jchapman@hria.ca](mailto:jchapman@hria.ca). Reserve your participation now as a leading partner in the HR industry – the earlier you come onboard, the more your organization benefits from high-profile exposure to Alberta's HR decision makers.

**Call for Speakers will open September 1, 2009!** Every year, the Alberta HR Conference delivers a diverse selection of keynotes and sessions to help HR practitioners excel professionally and improve organizational performance. And we expect 2010 to be no different! Abstract submissions for speakers will be accepted online starting September 1, 2009. ■

# The results are in – it is easy being green!

Was it just coincidence that Earth Day was the same day we kicked off the 4th annual Alberta HR Conference? We think not! After the success of our eco-friendly initiatives in 2008, the HRIA wanted to keep the spirit of environmental responsibility a top priority in this year's conference planning. The many eco-initiatives made it easy for delegates to reduce the footprint they left behind in Edmonton.

Delegates got their first taste of our green meeting initiatives as soon as they registered:

- Bags were made with 25% recycled material and could be reused as a shopping bag.
- USB flash drives were provided to transport files digitally instead of printing.
- Water bottles were provided for each delegate to refill at water stations.

The Shaw Conference Centre has many programs in place to reduce, reuse and recycle, including recycling facilities that were located throughout the facility for delegates. The results were fantastic!

# Trip Around the Tradeshow Winners

The Tradeshow Passport was offered this year as delegates' ticket to enter to win an exciting selection of door prizes provided by our generous sponsors and exhibitors. And we're pleased to report that participation was very active - nearly half the delegates participated in the tradeshow passport activity.

To complete their passport, delegates were invited to take a "trip around the tradeshow" and collect stickers from the exhibitors and sponsors. Participants simply collected stickers from one exhibitor and one sponsor per aisle, then visit the Internet Café where passports were submitted.

Door prizes winners were announced and prizes awarded during Wednesday's Tradeshow Mini-Breaker when delegates took advantage of their last opportunity to meet with exhibitors over a drink and light snacks. Congratulations to all the winners!

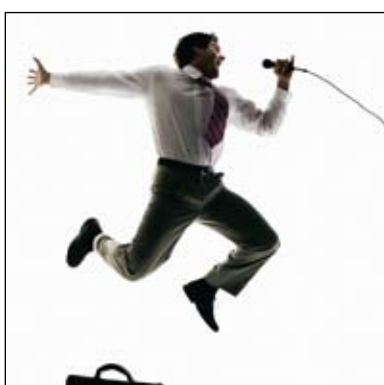
Tammy Anderson	<i>Allstate Insurance Company Of Canada</i>
Corrine Chichak	<i>Custom Learning Solutions Inc.</i>
Diana Civitella	<i>A Fresh Approach</i>
Tanya Davies	<i>Canadian Occupational Resource Consultants</i>
Anne Forge	<i>HRIA</i>
Roxanne Girard	<i>Canadian Immigration Solutions Inc.</i>
Audrey Hanson	<i>The Foundation of Administrative Justice</i>
Ross Hill	<i>Canadian Payroll Association (CPA)</i>
Colleen MacPherson	<i>Jobshop.ca</i>
Tricia Mallett	<i>Monster Canada</i>
Bev Moyan	<i>AON Reed Stenhouse</i>
Seona Noseworthy	<i>Grant MacEwan College</i>
Hazel Ringheim	<i>ScotiaMcLeod</i>
Debbie Rogers	<i>PUBLIPAC</i>
Reg Skwabek	<i>CCH Canadian Limited</i>
Mavis Tessmer	<i>WorkSMART</i>
Brenda Vint	<i>ARPG</i>
Susan White	<i>Coaching That Works</i>
Kristine Williamson	<i>Carswell, A Thomson Reuters Business</i>
Paul Williamson	<i>Money Mentors</i>
Crystal Wong	<i>Family Services Employee Assistance Program (FSEAP)</i>
Elaine Wong	<i>Legacy Executive Search Partners</i>

**Advance Registration Pick Up Draw** – Coleen MacPhersesen  
**Recycle your Badge Draw** – Donna Decoteau



- 172 kg of paper
- 697 kg of cardboard from tradeshow
- 8 kg of plastic shrink wrap
- 37 kg of compostable paper towels from washrooms
- 84 kg of compostable kitchen waste (food production and coffee grounds)
- 780 (approx) water/juice/pop bottles and cans
- 5 wooden pallets recycled

That's more than 1,000 kg of waste diverted from the landfill. Compare that to the 409 kg of non-recyclable garbage that was collected during the event, and that translates into a hugely positive impact. Thanks to all the delegates who contributed to this worthwhile effort! ■



## LOOKING FOR EXCEPTIONAL CANDIDATES?

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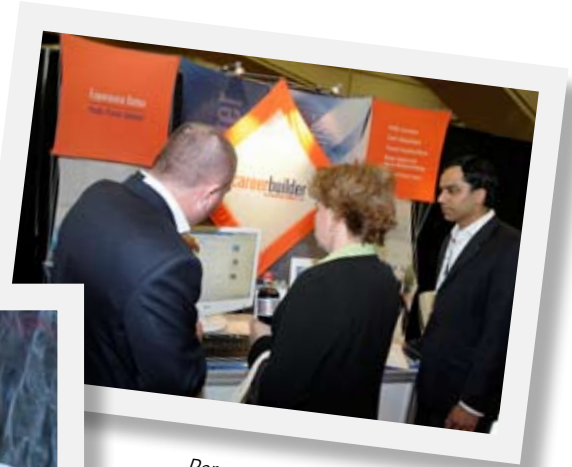
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# Photo Gallery



Delegates demonstrate enthusiasm at one of the Power Sessions.



Personnel at sponsor and exhibitor Careerbuilder.ca take advantage of face time with tradeshow attendees.



Al McC Calder is presented the Distinguished Career Award by Kate Reynolds Braun of The Globe and Mail.



Delegates check out the offerings at the bookstore.



Al McC Calder and David Turner of Strathcona County accept the Award of Excellence from Judith Plotkin of Human Solutions.



Delegates build their networks at the Tradeshow Mini-Breaker.



Asha Tomlinson of CityTV in Edmonton is a hit as emcee of the Evening of Excellence Dinner and Awards Gala.



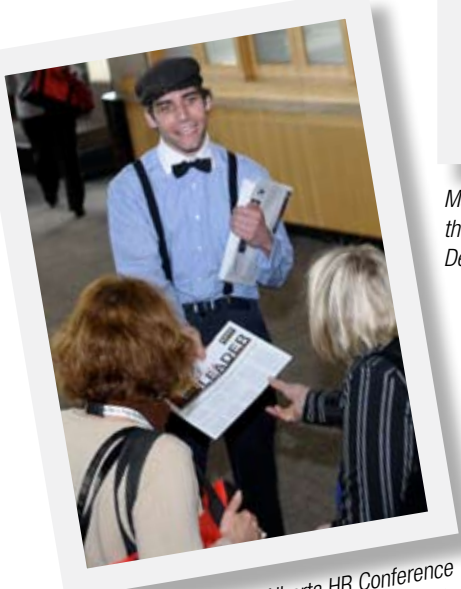
Dr. Janet Lapp gets up close and personal with delegates at her book signing following her keynote presentation.



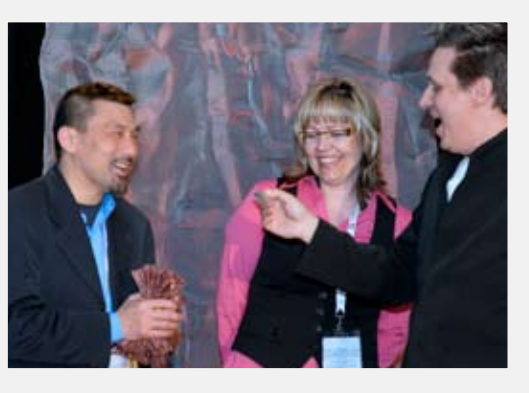
Mason Meyers receives the Rising Star Award from Deborah Spence of Hay Group.



Delegates interact during one of the concurrent sessions.



Newspaper boys greet Alberta HR Conference delegates each morning with The Daily Leader.



Gala guests try to stump illusionist and mind reader, Derek Selinger, with no luck.

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