



## Purpose, Passion, and Profits

### 2012 Rockford Area SHRM Conference

Northern Illinois University 8500 East State Street Rockford, IL 61108

Tuesday, October 16<sup>th</sup>

7:30 am - 8:00 am	Registration/ Exhibitor Visits/ SHRM Foundation Basket Raffle		
8:00 am - 8:15 am	Opening Ceremonies		
8:15 am - 9:45 am	<p><b>Morning Keynote Address: Joe Sullivan, Market Insights</b>          Purpose, Passion and Profits, Brand and Human Capital as Profit Drivers          (Auditorium)</p>		
9:45 am - 10:15 am	Break/ Exhibitor Visits/ SHRM Foundation Basket Raffle		
10:15 am - 11:45 am Morning Track	<p><b>4 Dimensions of Leadership Success which Create Purpose and Passion</b></p> <p><i>Daniel Trudell, Peak Performance Associates</i></p>	<p><b>Make the HR Transformation to Rock Star</b></p> <p><i>Mary Lynn Fayoumi, Management Association of Illinois</i></p>	<p><b>Creating Cultures of Success</b></p> <p><i>Jody Holland, MuRF Systems</i></p>
11:45am - 1:00 pm	Lunch (Upper Level Room #)/ Exhibitor Visits/ SHRM Foundation Basket Raffle		
1:00 pm - 2:00 pm	<p><b>Afternoon Keynote Address: Todd Hunt, The Hunt Company</b>          Communication Bleeps and Blunders in HR          (Auditorium)</p>		
2:00 pm - 2:15 pm	Break/ Exhibitor Visits/ SHRM Foundation Basket Raffle		
2:15 pm - 3:45 pm Afternoon Track	<p><b>Personal Responsibility</b></p> <p><i>Jody Holland, MuRF Systems</i></p>	<p><b>Employee Appreciation &amp; Principles for Developing Incentive Plans</b></p> <p><i>Jerry Olson, Leading Edge Consulting Group</i></p>	<p><b>Mind the Gap: Take Advantage of your Multi-Cultural Workplace</b></p> <p><i>Joe Sullivan, Market Insights</i></p>
3:45 pm - 4:00 pm	Closing Ceremonies, SHRM Foundation Raffle Winners (Lobby)		

Exhibits Open Main Floor