

April 29-May 3, 2001

Hyatt Regency, Chicago, IL

HRtech™ 2001

Leveraging Best Practices in HR Technology, HRIS, Information Portals and HR Call Centers

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- Cisco Systems
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CONFERENCE HIGHLIGHTS:



Special Keynote:

Bob Hirschfeld,
Technology Bytes: A Satirical Look
At the Digital Age

Special Networking Events
30+ Skill-Building Sessions
Learning Workshops
Extensive Exhibition Hall
Vendor Demonstrations

HRtech 2001™ BREAKFAST WITH THE EXPERTS!

There is No Extra Cost To The First 100 Paid Registrations!

Don't Miss the Only Opportunity to Have Breakfast and Network With:



Sid Simon
Co-Founder of IHRIM



William Berry
ARIS Corporation



Al Walker
Towers Perrin



William Sebra
Knowledge Workers



James Spoor
Spectrum Corporation



Al Doran
Phenix Management

Explore Today's Hottest HR Technology Topics

- Portals and Employee Self-Service
- Recruiting and Retention
- Compensation & Benefits
- Managing Global HR Technology



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HRtech™ 2001

Leveraging Best Practices in HR Technology, HRIS, Information Portals and HR Call Centers

Dear Colleague:

HRtech™ 2001 exhibition hall.

Keeping up with the pace of technology is nearly impossible!

Managing HR technology in the new millennium is a daunting task of seismic proportions. Consider this:

- Many "leading" organizations throughout the world are still laboring over outdated HRIS systems, incompatibility issues, and paper trails of administrative forms.
- Today's workforce expects rapid access to information.
- HR must find ways to increase employee satisfaction with benefits while not significantly increasing costs.
- With all the competition for talented employees, today's HR organizations need to demonstrate the value of the services they are providing.
- Companies today face unprecedented demands to protect their use of HR information, systems and Internet technology.

Feel overwhelmed? What about managing global assignments online, recruiting and staffing on the Internet, e-career development, managing employee information portals, and integrating your HR call center with your Internet site?

The good news is that the results for organizations breaking new ground in HR technology are clear—these new tools are providing easy, smart, flexible, collaborative and secure applications to streamline the human resources process and allow the HR organization to become THE source for competitive advantage within the organization...this is why your attendance at HRtech™ 2001 is nothing short of essential.

More than just a conference—HRtech™ 2001 is an event—cleverly designed as a result of more than 50 human resource technology conferences worldwide, detailed surveys with leading practitioners and attendees, and frontline reports from industry leaders that enabled us to once again break new ground in leveraging HR technology for competitive advantage.

HRtech™ 2001 will offer unparalleled opportunities for networking with your peers, learning from industry leaders, and previewing leading technology and services from 50+ top service providers in the

This event is an efficient and thorough way to help you benchmark what successful practitioners are doing to get results from proven, leading-edge technology!

✓ **Presentations** from the most dynamic experts detailing proven solutions to today's most pressing issues related to technology and recruitment, staffing, retention, compensation and benefits, employee and manager self-service, career development, internal communications, performance management, training and human resource development and managing shared service centers.

✓ **Case studies**—over 30—presented by front-line human resource executives—providing you with the tactics and insights into best practices and solutions for driving technology throughout HR and the organization.

✓ **Pre-and Post-Conference Workshops** designed to assist you in examining your current technology strategies and how to streamline the administrative tasks that take up too much of your time.

✓ **An exclusive opportunity** to have your most pressing questions answered and to network with HR technology pioneers during the **BREAKFAST WITH THE EXPERTS** and **VENDOR**

DEMONSTRATION sessions.

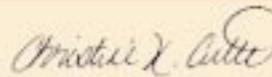
✓ **Planned networking and social programs** including a cocktail reception, dinner cruise, and a Chicago White Sox baseball game.

I look forward to meeting you in Chicago at HRtech™ 2001!

Who Will Attend?

CEO's, Vice Presidents, Directors, Consultants, Managers and Analysts for:

- Human Resources
- HRIS
- HRMS
- HR Data Management
- Organizational Development
- Global Sourcing
- Payroll Administration
- Recruitment & Selection
- Compensation & Benefits
- Career Development
- Staffing
- Employee Communications
- Information Technology
- Web Development
- Web-Based Training
- Technical Engineering
- Call Centers
- Training & Development



Christine N. Cutti
Senior Conference Director
christine.cutti@hrevents.com

P.S. Act now, space is limited! As a bonus to the first 100 people to register, BREAKFAST WITH THE EXPERTS is available at no additional charge!

Registration Hours

Sunday	9:00 am - 11:00 am
Monday	8:00 am - 5:00 pm
Tuesday	6:30 am - 5:00 pm
Wednesday	6:30 am - 5:00 pm
Thursday	8:00 am - 12:00 pm

HR TECHNOLOGY E-LETTER

Visit www.hrtechevents.com and subscribe to the HR Technology e-Letter to receive updates, information and special news on HRtech™ 2001 as well as industry news, expert interviews and special offers.

What Makes This Conference Unique?

Breakfast With the Experts

May 1, 2001 • 7:00 AM - 7:45 AM

No pre-planned agenda, slides or lectures. Just a great opportunity to have your questions answered. Our experts have experience in all facets of HR technology. Our list of experts include:

- **Al Walker, Senior Fellow, Towers Perrin**
- **Sidney Simon, Co-Founder of IHRIM**
- **James Spoor, CEO, Spectrum Corporation**
- **William Berry, VP Enterprise Systems, ARIS Corporation**
- **William Sebra, CEO, Knowledge Workers**
- **Al Doran, President, Phenix Management International**

Don't miss this networking opportunity with thought-provoking leaders while enjoying a fabulous breakfast. Join them for lively discussion and pose your HR Technology challenges.

Explore Today's Hottest HR Technology Topics

Based on extensive research from surveys, journals, e-letters and articles it seems that the same pressing issues consistently challenge HR executives. What are some of the key obstacles within each of these disciplines? Don't miss an afternoon of concurrent sessions designed to give attendees the attention and focus needed on these specific areas:

- **Portals & Self-Service Challenges in HR**
- **Recruiting & Retention**
- **Compensation & Benefits**
- **Managing Global HR Technology**

Explore each of these challenging sessions presented by top notch corporate speakers and experts on May 2, 2001. Discussions, informative Q & A and "takeaways" will make these sessions invaluable!

HRtech™ 2001 Special Networking Events



A Day at the Ballpark

Sunday, April 29, 2001

Want an instant replay? Here goes: nine innings of major league baseball action plus all the food and beverages you like... all while surrounded by the luxury of the Terrace Suites at Comiskey Park.

Spend a day with fellow HRtech2001™ attendees and speakers watching baseball from the Terrace Suites and, like the song says, "you really won't care if you ever get back." You'll see the White Sox take on the Mariners in Comiskey Park—the first new baseball-only stadium since Royals Stadium opened in 1973. In commemoration of the franchise's 100th year, the White Sox named their All-Century Team during the last home stand of the regular season. See if your favorite Sox player made the list! You can see every pitch and every hit from the Terrace Suites. There's also a Sony JumboTron which makes even the smallest plays seem larger than life. **Meet at the on-site registration desk for ticket pickup and transportation. Guest tickets are available for \$40. Please sign up for each networking event when you register.**



Set Sail For Excitement on the Spirit of Chicago

Tuesday, May 1, 2001

Attendees and speakers will set sail on the Spirit of Chicago. Delicious food, music and sensational views of the Chicago skyline are just some of the things that will make our Spirit of Chicago cruise a first-rate experience. After dinner, take a walk on the beautiful outdoor strolling decks, complete with outdoor patio seating. Or check out the luxurious climate-controlled interior deck complete with dance floor, flexible seating and panoramic sightseeing windows. The ship will leave from the South Side of Navy Pier. Sailing routes may vary, but the Spirit of Chicago typically cruises as far south as McCormick Place and as far north as Montrose Harbor along the Chicago skyline. **Meet at the on-site registration desk for ticket pickup and transportation. Guest are tickets available for \$75. Please sign up for each networking event when you register.**

Faculty of Speakers

Presentations From Leading Practitioners & Experts in the Industry



Sidney H. Simon
VP, Professional Services
CYBERBILLS, INC



Ross Stern
Principal
ARTHUR ANDERSON



Alfred J. Walker
Senior Fellow
TOWERS PERRIN



Ronald Hurt
Vice President
METLIFE



William Berry
VP Enterprise Systems
ARIS CORPORATION



Karen Beaman
Vice President
AG CONSULTING



Tina Haynes
VP, HR Service Center
FIRST UNION



Dr. John Sullivan
SAN FRANCISCO
STATE UNIVERSITY



Doug Murray
President & Founder
NOWALLS



Barbara Vaughan
Product Management
TESSERACT



Jonathan Miller
COO
PROACT
TECHNOLOGIES



Jim Massey
Human Resources
Manager
CISCO SYSTEMS



William E. Sebra
CEO
KNOWLEDGE
WORKERS



David Rhodes
EVP of Implementation
Strategy
Towers Perrin



Al Doran
President
PHENIX MANAGEMENT
INTERNATIONAL



Mr. James Spoor
CEO
SPECTRUM HR
SYSTEMS CORP



Chet Gittleman
Director
HR Information Systems
COLGATE PALMOLIVE



Scot Marcotte
Chicago Communication
Practice Leader
BUCK CONSULTANTS



Diane Robbins
Human Resources Project
Manager
TEXAS INSTRUMENTS



Jenna Calovini
Senior Manager of Personnel
System Management Support
FEDEX EXPRESS



Kathy Vizachero
Team Lead
Learning Strategies
BOOZ-ALLEN &
HAMILTON



Ed Sussek
Vice President and
Director
Talent Acquisition
CITIZENS BANK



PJ Armstrong Smoot
Director
HR Strategic Project
INTERNATIONAL
PAPER



Scott Littlejohn
Director
HR/Payroll Systems
& Services
RALSTON PURINA



Scott I. Tannenbaum, Ph.D.
President
GROUP FOR
ORGANIZATIONAL
EFFECTIVENESS (gOE)



Greg Fink
VP, Product
Management
PROACT
TECHNOLOGIES



Robert Chatfield
Chief IT & Analysis Branch
CENTERS FOR DISEASE
CONTROL &
PREVENTION

Speakers Not Pictured Above:

Arthur S. Friedson
Vice President of
Coworker Services
CDW

April Hartness
Principal
Global Practice Leader
TOWERS PERRIN

Kathy Allen-Eads
VP of Operations and
Development
EMPLOYEE TECHNOLOGY
SOLUTIONS, INC.

Dan Sherman
Director of Marketing
BRASSRING SYSTEMS

Patty Shanley, Recruiting
Technology Manager
UNISYS CORPORATION

Larry Muzzy
Manager HRSC/Strategic Benefits
DOW CORNING CORPORATION

Monday, April 30, 2001

A • 9:00 AM - 12:00 PM



HOW THE WEB CAN CHANGE YOUR WORLD: BUILDING AN EFFECTIVE SELF-SERVICE STRATEGY

Portals have been viewed as a panacea for managing a variety of disparate technology tools, applications and information sources. Portals can provide the key to effective self-service for managers and employees (from the factory floor to the IT chat room), giving people the personalized information they need to better manage their own work-lives. But the effectiveness of self-service as the HR delivery mechanism depends on whether it's part of a comprehensive Web strategy that connect all the various pieces in a way that communicates the personality of the organization. As with all successful endeavors, planning is key. Learn how to develop a web strategy, visit some portals and explore best practices and pitfalls in building an employee self-service model.

At this interactive workshop, you will gain an understanding of how to:

- Decide on the strategy that's right for you
- Define a path for achieving it

- Engage key players in the process
- Shape a vision to support the strategy
- Build a business case for senior decision-makers
- Improve the likelihood of success

We'll also look at your organization's readiness to "go web" and explore the scope of information and transactional data that can be put on the web. The highlight of this workshop will be a virtual tour through an exceptional employee portal.

Workshop Leader:

David Rhodes is a Principal of **Towers Perrin** and shares responsibility for leading the firm's global e-HR business. He has 20 years of experience helping HR create the people component of business strategies, redesigning HR organizations and measuring the effectiveness of HR programs.

B • 1:00 PM - 4:00 PM

INTEGRATING SELF-SERVICE WITH KNOWLEDGE MANAGEMENT DURING THE IMPLEMENTATION PROCESS

Today's corporate HR departments are interested in providing the tools AND the content necessary to facilitate true "self-service." Many vendors offer self-service or knowledge management tools, but leave the choice of how to integrate them up to the company.

This can be a daunting process—to avoid high implementation costs, companies must understand the mechanics of their environment, their back-end HRMS, the technology of the solutions they're purchasing, and what they can realistically hope to achieve.

As a representative of a company that is integrating self-service with knowledge management, Jonathan Miller is uniquely qualified to help attendees understand:

- The value of self-service/knowledge management integration, and why this trend has exploded recently
- The 10 most important elements to a successful implementation
- How HR can be both facilitators and customers in the implementation process

- How HR can leverage an integrated solution to control the costs of retaining and developing employees
- Why HR must work hand-in-hand with other key constituents—such as corporate communications and outside benefits providers—to facilitate this process

Workshop Leader:

As EVP of Implementation Strategy, **Jonathan Miller** is responsible for the overall success of business-to-workforce (B2E) customer technology deployments. As COO and Co-Founder of iClick (acquired by **ProAct Technologies** in May 2000), Jonathan ensured that ClickHR self-service solution development remained on the leading edge and was defined to meet the needs of the company's customers. He has more than fifteen years experience in advanced data networking and information technology, including five years with ANS, a major national Internet service provider and now an MCI Worldcom company.

HRtech™ 2001 NETWORKING RECEPTION • 4:00 PM - 6:00 PM

Meet & Greet Attendees, Speakers and Sponsors

Join us for appetizers and drinks at the official opening of HRtech™ 2001 exhibition hall for attendees, speakers and sponsors and don't forget to bring plenty of business cards! This is prime networking time with other conference attendees and a wonderful opportunity to preview the exhibition hall and meet many of our speakers and experts in advance of their sessions.

Sponsored By: **Towers Perrin**

Tuesday, May 1, 2001

BREAKFAST WITH THE EXPERTS

7:00 AM -7:45 AM

Act Now Space is Limited! Free to the first 100 paid registrations.

No pre-planned agenda, slides or lectures. Just a great opportunity to have your questions answered. Our experts have experience in all facets of HR technology. Our list of experts include:

Alfred J. Walker, Senior Fellow at **Towers Perrin**, is the author of the best selling book, *Handbook of Human Resource Information Systems*, and renowned lecturer in the Human Resources field. Al is an adjunct university professor, founder and board member of IHRIM and the Human Resources Planning Society. He is the Global Thought Leader and leading technologist of the Human Resources Administration practice at Towers Perrin, which includes optimizing the performance of the HR function. His new text *Web-Based HR*, has just been published by McGraw-Hill.

Sidney Simon is a Co-Founder of IHRIM and its first president. He has remained active in IHRIM most recently chairing the Edward S. Goldmacher Educational Fund and co-author of *21 Tomorrows: HR Systems in the Emerging Workplace of the 21st Century*. He has worked in various capacities in the HRIS/HRIM industry including practitioner, vendor, consultant and services provider. He is Vice President of Professional Services at **Cyberbills, Inc.**

James Spoor is the Founder, President and CEO of **Spectrum Corporation** and on the Board of Directors of IHRIM. Jim also serves on the Editorial Advisory Board of the *IHRIM Journal* and is co-author of *21 Tomorrows: HR Systems in the Emerging Workplace of the 21st Century*.

William Berry is recognized as a "pioneer" in the Human Resource Management Systems Industry. Mr. Berry has over 30 years of experience in the Human Resource Systems field as a Corporate Executive,

Personnel Director, Management Consultant, President, CEO and Co-Founder of several prominent companies in the HRMS field. He has authored numerous articles and lectured on Human Resource Management. He has served on the Board of Directors for IHRIM. He received the IHRIM "Summit Award" in 1996. "Bottom line" results best describe his management style!

William E. Sebra has been the President of **Knowledge Workers** since its formation in 1995. He has over twenty years of experience as a highly successful executive with a track record of building cohesive teams that consistently achieve record revenues and profits. He has co-founded and managed three successful companies: Knowledge Workers; The Wilshire Group, a contingency and executive search firm; and Destech Corporation, the builder of an automated picture data base management system for the CIA.

Al Doran is President of **Phenix Management International**, a Toronto, Ontario management consulting firm specializing in HRMS issues. He is the director of IHRIM and of CCHRA. Al writes a regular column "Internet and HR" for the *Canadian HR Reporter* and is a regular contributor to the IHRIM.link magazine, *The IHRIM Journal*, *The HR Professional*, *Dialogue*, and other industry publications. Al is the co-author of the 1997 HRMS book, published by Nelson Canada as part of their HRM Series. This book has sold out and has been reprinted by Carswell and sold out again. Al teamed up with his fellow authors to write the latest book, *HRMS: A Practical Approach*, which was published in January 2000.

Don't miss this networking opportunity with thought-provoking leaders while enjoying a fabulous breakfast. Join them for lively discussion and pose your HR technology challenges.

7:45-8:00 Chairperson's Welcome & Opening Remarks

Alfred Walker, Senior Fellow
TOWERS PERRIN

2001 - A WORKER AND WORKPLACE ODYSSEY

KEYNOTE PRESENTATION

ALFRED WALKER, TOWERS PERRIN • 8:00 - 8:50

We have arrived at the year 2001, made famous by the movie, and certain aspects of the vision of where we would be at this point in time have occurred, such as a highly computerized society. However other views of the future have not taken place, and we find ourselves asking what do we know about the future that will impact our work as HR staff members, or technologists. It turns out we are in the midst of a dramatic societal shift among our North American workers, moving from the Greatest Generation and Baby Boomers, to the Generation X'ers and the Millennials. The changes in these workers' values and their loyalties portend an end to many HR programs as we know them, with serious implications for our HR service delivery systems. In this session Mr Walker will explore:

- The primary demographic and social trends that are driving change in the workplace
- What the wired workplace holds for the workers of the future
- The changes that will be necessary in our HR plans and programs to accommodate the future workers' needs
- How our HR service delivery methods must also adapt

Alfred J. Walker, Senior Fellow at **Towers Perrin**, is the author of the best selling book, "Handbook of Human Resource Information Systems", and renowned lecturer in the Human Resources field. Al is an adjunct university professor, founder and board member of IHRIM and the Human Resources Planning Society. He is the Global Thought Leader and leading technologist of the Human Resources Administration practice at Towers Perrin, which includes optimizing the performance of the HR function. His new text "Web-Based HR", has just been published by McGraw-Hill.

9:00-10:00 Choose A, B or C

A HOW TO OPTIMIZE WORKFORCE PERFORMANCE AT CISCO SYSTEMS

Jim Massey, Human Resources Manager
CISCO SYSTEMS

Workforce Optimization is about shifting an employee's focus to adding value to the company and increasing employee satisfaction utilizing Web-based solutions. This allows a company to scale easily while retaining employees. Cisco Systems is one example of an organization that has utilized workforce optimization solutions to accomplish these goals. Explore Cisco's philosophy on workforce optimization. Experience several examples of solutions that have been deployed and explore the impact to the business of deploying workforce optimization solutions. Highlights include:

- Why Workforce Optimization is all about leveraging Internet technologies
- How to maximize employee time so they can focus on the core value of their job
- How to gather all the information and tools needed to get the job done most efficiently

Jim Massey is the Human Resources Manager for the Midwestern area of Cisco's Worldwide Sales organization. He has responsibility for a 13 state area covering over 600 people. Jim has been with **Cisco Systems** since November 1997. Prior to Cisco, he was Vice President of Human Resources and Quality at Jason Incorporated, Human Resources Manager at AMCA International and Labor Relations Manager at Ford Motor Co.

A, B or C... Can't Decide? Bring a team and get the educational benefits of all three!

B CONSULTING IN THE 21ST CENTURY: MANAGING THE PARADOX

Karen Beaman, Vice President
AG CONSULTING

You've probably heard the joke about the client who asked the consultant what time it was. The consultant responded, "Give me your watch and I'll tell you." Consultants are much derided throughout the world, nevertheless, they fill a vital role in our industry. As illustrated by this joke, consultants help clients see things right before their eyes, however, they also bring different and fresh perspectives to a situation, helping their clients to see things that they themselves could not see. This presentation will explore:

- Changes occurring in the workforce and the trend toward consulting as an integral organizational role, both internal and external
- Six seemingly "paradoxical" characteristics that successful consultants in the 21st century must possess

Karen Beaman is a Vice President and General Manager for **AG Consulting**, a subsidiary of ADP, Inc. Karen provides management and IT consulting services for human resources and finance. She is a former member of the IHRIM Board of Directors and currently the editor-in-chief of the *IHRIM Journal*.

C BECOMING AN HR BUSINESS PARTNER

Scott I. Tannenbaum, President
GROUP FOR ORGANIZATIONAL EFFECTIVENESS (gOE)

As HR transactional work is streamlined, outsourced, or handled through "self-service," the successful HR professional of the future will need to provide other services that enhance company success. This can create an exciting opportunity for us to add real value, but only if we can successfully perform as an internal consultant or business partner. Emerging technological applications can help ensure personal success as well as the success of your HR function by building and enabling consulting capabilities. This presentation will:

- Describe future HR functions to illustrate the importance of becoming an HR business partner
- Clarify what it means to be an effective HR business partner
- Identify how technology (e.g., HRIS, knowledge management systems, and performance support tools) can be used to help build the readiness of HR professionals
- Demonstrate how technology can be used to build HR's internal consulting capabilities

Scott I. Tannenbaum, Ph.D., is president of the **Group for Organizational Effectiveness (gOE)**. Dr. Tannenbaum helps ensure that HR functions make valued contributions to organizational success. Dr. Tannenbaum is an active author and presenter on human resource, internal consulting, and technology issues. His research has received awards from the National Academy of Management and the American Society for Training and Development. He has also served as an award-winning business school professor, where he helped build the world's first MBA specialization in human resource information technology, and co-authored the first university level text on the topic. IHRIM recently published his new book, *Knowledge Management: Clarifying the Key Issues*.

10:00-11:00 Morning Refreshments in the Exhibition Hall

11:00-12:00 Choose A, B or C

A STORIES FROM THE FRONT: IMPLEMENTING A LEARNING MANAGEMENT SYSTEM

Kathy Vizachero, Team Lead, Learning Strategies
BOOZ-ALLEN & HAMILTON

In July 2000, the Center for Performance Excellence, Booz-Allen & Hamilton's corporate university, joined forces with KnowledgePlanet.com, a market leader for workforce performance management systems, to implement a learning management system. The system fits inside the firm's already existing virtual campus. This presentation will highlight how these companies were able to:

- Enable the firm's employees to do online registration
- View transcripts, track and play of 450 web-based training courses, and assess their skills
- Guide you through the recent implementation of a learning management system

Kathy Vizachero is Team Lead, Learning Strategies, **Booz, Allen & Hamilton** with 10 years of training and development experience, three of which have been with Booz-Allen & Hamilton. Within the Center for Performance Excellence, the firm's corporate university, she leads the team dedicated to expanding the reach of performance development services to the 8,000 staff of the Worldwide Technology Business. Projects include implementation of a firm-wide learning management system, technology training strategy, and the firm's virtual campus.

B HR INTERNET APPLICATIONS—"WHAT YOU SHOULD HAVE KNOWN BEFORE YOU DEVELOPED AND ROLLED OUT YOUR APPLICATION... AND DIDN'T!"

Sidney H. Simon
Vice President, Professional Services
CYBERBILLS, INC.

Use of the Internet for HR applications has resulted in a software paradigm design and processing shift—or at least it appears to be a shift! The reality is, as will be demonstrated in this presentation, the paradigm isn't new—rather it's an old one that is being "dusted off" and re-established with a new "look and feel" for eHR! Many companies and vendors have been scrambling to make their HR software applications Internet enabled before they fall too far behind in the race to the Internet and "eHR." What might be assumed or appear on the surface to merely require placing a new front-end on an existing application is far from reality. Taking this "quick and dirty" approach will have dire results and consequences as will be described. This presentation will encompass such critical topics as:

- Internet technology idiosyncrasies that should be understood for eHR applications
- Designing for eHR users, instead of developers
- Infrastructures required to support eHR
- Lessons learned the hard way—by making mistakes that could have been avoided

Sidney Simon is a Co-Founder of IHRIM and its first president. He has remained active in IHRIM most recently chairing the Edward S. Goldmacher Educational Fund and co-author of *21 Tomorrows: HR Systems in the Emerging Workplace of the 21st Century*. He has worked in various capacities in the HRIS/HRIM industry including practitioner, vendor, consultant and services provider. He is Vice President of Professional Services at **Cyberbills, Inc.**

C USING A CONSOLIDATED EMPLOYEE WEALTH STATEMENT AS A RETENTION TOOL AT TEXAS INSTRUMENTS

Greg Fink, VP,
PROACT TECHNOLOGIES

Diane Robbins
Human Resources Project Manager
TEXAS INSTRUMENTS, INC.

To help employees and managers understand the value of their total financial package—and manage its components—Texas Instruments (TI) recently implemented a Web-based Consolidated Employee Wealth Statement, helping the company attract and retain top talent. This session will review the trend of these Web-based tools for employee retention, what makes a successful implementation, and what can be gained—and saved—by deploying it. Learn how TI has:

- Responded to employee requests for a single intranet-based wealth site—with one point of entry and one password
- Armed managers with a tool for assessing the competitiveness of company-provided, financial-based employee benefits and explaining the value of these benefits to employees during performance reviews

• Ensured the new application is scalable and can aggregate data from existing financial services vendors and internal HR systems

Greg Fink brings 10 years of financial experience to his product management role at **ProAct Technologies**, where he manages all wealth, investment and brokerage products — including the Consolidated Employee Wealth Statement™, an innovative solution that gives employees a comprehensive, real-time summary of their assets as they relate to a company's cash compensation, defined contribution, profit-sharing, stock plans and other financial benefit programs. Greg also supervises development of wealth-related products on YouDecide.com, ProAct Technologies' voluntary benefits platform.

Diane Robins brings nine years of financial, information technology and human resources experience to her current project manager role in the HR department of **Texas Instruments, Inc. (TI)**. Recently, Diane managed the implementation team that delivered "My Financial Statement," ProAct's Consolidated Employee Wealth Statement™ to TI's 22,000+ U.S. employees, managers and HR. Prior to this role, Diane was in TI's Mergers and Acquisitions group responsible for developing strategies to resolve employee compensation and benefits issues. She also held positions as Finance Manager in TI's software business and was a Business Liaison for one of TI's semiconductor financial software systems.

12:00-1:00 Attendee and Speaker Luncheon
Sponsored By: 

1:00-2:30 EXCLUSIVE VENDOR DEMONSTRATIONS

Several Sponsors will present a series of showcases highlighting a solution, product or service in a hands-on interactive environment. They will give you up to the date briefings on solutions, technologies, services and approaches to leverage HR technology, HRIS, Information Portals and HR Call Centers. Each showcase will focus on specific problems the industry faces. View the latest simulations and see a wide range of online advances in HR technology. Don't miss this opportunity to talk to the developers and designers of leading products and services.



2:30-4:00 Afternoon Break In Exhibition Hall

IERM: INTERACTIVE ENTERPRISE RELATIONSHIP MANAGEMENT

KEYNOTE PRESENTATION

Bill Berry, ARIS CORPORATION • 4:00-5:00

From shareholders to employees, customers to applicants, the Internet will change Human Resources...once again. This engaging keynote presentation will explore the implications of the Internet and the constantly evolving face of Human Resources. Bill Berry will apply more than 30 years of experience in Human Resources to offer a glimpse of HR of the future.

Mr. Bill Berry is recognized as a "pioneer" in the Human Resource Management Systems Industry. Over 30 years of experience in the Human Resource Systems field as a Corporate Executive, Personnel Director, Management Consultant, President, CEO and Co-Founder of several prominent companies in the HRMS field.



6:00 PM-10:30 PM
HRtech™ 2001 Attendees and Speakers Set Sail For Excitement on the Spirit of Chicago
 See page 3 for details

Wednesday, May 2, 2001

7:00 - 7:45 Continental Breakfast

7:45 - 8:00 Chairperson's Recap

TECHNOLOGY BYTES: A SATIRICAL LOOK AT THE DIGITAL AGE

Special Presentation



Bob Hirschfeld • 8:00 - 9:00

Bob Hirschfeld is the first self-proclaimed "Cybersatirist" who has turned his own struggles with all the foibles of the Digital Age into a hilarious presentation lampooning technology. He is the creator of the popular satirical web site "Bob's Fridge Door" which has been featured in *Newsweek* and named one of the "Top 100" by *PC Magazine*. Mr.

Hirschfeld is also featured in the book "NetPeople.com" as one of the most intriguing personalities online. The impact he is making on the Internet and in live presentations has been profiled in *The Wall Street Journal* and *USA Today*. Bob Hirschfeld's columns have been published for over ten years in *The Wall Street Journal*, *USA Today* and *The Washington Post*.

AGILE HR: THE FUTURE OF HUMAN RESOURCES

DR. JOHN SULLIVAN, SAN FRANCISCO STATE UNIVERSITY • 9:10 - 10:10

We all realize that the world is changing at an increasingly faster rate. Unfortunately most HR strategies and practices are a result of "straight line" thinking...that one approach fits all. Great HR strategies must be capable of varying (being Agile) when the business environment shifts. When the economy is crashing shouldn't our HR strategy change (as our business strategy does) to meet the new economic reality? Should we treat workers differently when the economy is strong vs. when it is weak? Shouldn't a firm shift it's basic HR strategy to respond to changes in technology? Dr John Sullivan, leading HR "guru," will demonstrate how technology and changes in the business world will force HR to completely transform what it does and the way it does it! Key topics to be covered will include:

- How changes in the economy impact HR
- What is the future of HR?
- Agile HR - Varying HR strategies when business strategies change
- What HR functions/jobs will disappear or grow?
- Who are the new HR "customers"?
- How will technology improve HR's impact?
- What are the top firms planning?

In this energetic and enlightening session Dr. Sullivan will challenge your thinking and show you what you must do to remain on the leading edge of HR.

Dr. John Sullivan is an international speaker, author and advisor to Fortune 500 and Silicon Valley firms. His ability to push the envelope and make the audience rethink HR is second to none. He specializes in making HR the competitive advantage for organizations world-wide.

KEYNOTE PRESENTATION

10:10-11:30 Morning Break in the Exhibition Hall

A, B or C... Can't Decide? Bring a team and get the educational benefits of all three!

11:30-12:30 Choose A, B or C

A APPROPRIATE ACCESS—ANYWHERE, ANYTIME FOR ANYONE—THE SEQUEL TO ESS AND MSS**Mr. James Spoor, CEO
SPECTRUM CORPORATION**

ESS and MSS have been around for a while but they are getting a bit "long in the tooth." What's the state-of-the-art today and what is coming next?

How are organizations going to provide everyone who needs data with the access to what they need? What will replace the current era of IVR, kiosks, desktop, and LAN-based employee and manager self-service solutions as they move into history and become the next generation of legacy systems? This session will:

- Provide an opportunity to learn the future of new delivery vehicles
- Discover how easy it is becoming to provide "appropriate access" for everyone
- Find out how smart phones, hand-helds, and other wireless devices can deliver the full range of information needs to the "disconnected" user

James Spoor is the Founder, President and CEO of **Spectrum Corporation** and on the Board of Directors of IHRIM. Jim also serves on the Editorial Advisory Board of the IHRIM Journal and is co-author of *21 Tomorrows: HR Systems in the Emerging Workplace of the 21st Century*.

B USING ON-LINE STATEMENTS TO ATTRACT AND RETAIN KEY EMPLOYEES**Scot Marcotte
Chicago Communication Practice Leader
BUCK CONSULTANTS****Larry Muzzy
Manager HRSC/Strategic Benefits
DOW CORNING CORPORATION**

With the tight labor market, companies are searching for creative and effective tools for attracting and retaining key employees. On-line statements can offer significant value to both employees and employers, and serve as a key recruiting and retention tool. During this session we will explore how Dow Corning:

- Dealt with security issues
- Collected and maintained data
- Models and sells opportunities
- Selling the tool internally

Scot Marcotte is the Chicago Communication Practice Leader for **Buck Consultants**. He has over ten years of experiences in helping clients use technology to deliver personalized communication. His work has included IVR and Web enrollment systems, personalized print, intranet strategy consulting and on-line total rewards statements. Prior to joining Buck, he managed consulting and quality control teams at ADP and at William M. Mercer, Inc.

Larry Muzzy is responsible for strategic planning, plan design and administration of corporate welfare plans, pension plans, 401(k) savings plans, payroll and human resources service center at **Dow Corning Corporation**. He also serves as an editorial advisor to *Employee Benefit News* and advisor to the Chamber of Commerce Healthcare Subcommittee and County Council on Aging. He is a past recipient of an Employee Benefits News "Benny Award" for benefits excellence.

C LEVERAGING TECHNOLOGY FOR A WORLD CLASS HR CALL CENTER**April Hartness, Principal & Global Practice Leader
Administration & Technology Consulting
TOWERS PERRIN**

- Fundamentals of call center leadership
- Top call center issues, challenges and trends
- How to handle call center management
- Lessons learned and wisdom shared from America's best call centers

April Hartness is a Principal and Global Practice Leader--Administration and Technology Consulting for **Towers Perrin**. She specializes in development and implementation of HR Shared Service Centers and Call Centers, the administration of health and welfare benefit plans, including general consulting, outsourced vendor evaluation and implementation, administrative assessment, requirements definition, system implementation, and interactive employee communications systems. Ms. Hartness- has over 12 years of experience with service center projects and benefit administration.

Explore Today's Hottest HR Technology Topics

Select the sessions that best suit your needs based on the following topics:

PORTALS & SELF-SERVICE CHALLENGES IN HR

The Internet portal approach allows small and midsize companies to gain the same kind of functionality as large companies at very low start-up costs. This results in faster implementation of services and a significant reduction to the cost. Find out how successful companies are using these web-based systems for the competitive advantage.

RECRUITING & RETENTION

Electronic/Online Recruiting is moving beyond the simple classified ad/job board posting stage to a new level. Companies need to build their image by advertising, reaching new mediums, marketing, promoting the corporate image, etc., as well as source candidates online and develop performance measurements for online recruiting. Technology and the Internet are tools that are essential in quick efficient recruiting, but ultimately success will only be achieved by being able to strike a balance between technology and the human side of human resources.

COMPENSATION & BENEFITS

As companies compete in this technology driven age, there is increasing pressure to reduce the time and manpower spent in compensation & benefits programming. Tools have been developed to streamline administrative processes and simplify communications between managers and compensation business coordinators. Executives now need to learn how online compensation planning works by setting goals and objectives for the project, defining and implementing the model, measuring results and understanding the advantages of key learnings.

MANAGING GLOBAL HR TECHNOLOGY

The challenges of managing a global workforce continue to be one of the biggest obstacles for even the world's largest and most successful companies. How do you deploy a global HR system to over a dozen countries through a regional rollout strategy? Companies need to centralize their worldwide HR information and services, support worldwide reporting and analysis while meeting the needs of their home offices.

12:30-1:40 Luncheon

1:40-2:40

Choose Concurrent Session By Topic

PORTALS & SELF-SERVICE CHALLENGES IN HR IMPROVING HR SERVICE DELIVERY VIA THE WEB

Scott Littlejohn

Director, HR/Payroll Systems and Services
RALSTON PURINA COMPANY

Barbara Vaughan

Director, Product Management
TESSERACT

In less than a year, Ralston Purina Company developed and implemented a comprehensive employee self-service Web site and an internal call center resource designed to expand and improve HR service at all levels of the corporation. The Ralston Internet site known as "CheckHR" is powered by Web software and HR functionality from Tesseract Corporation and protected by security technology from IBM. Employees use the site to review and update personal records, obtain benefits information, review pay stubs, and to change state and federal tax withholdings all via the Web, enabling employees to access and change information from anywhere. The site and call center were implemented in April 2000, and reaction from employees and managers has been extremely positive. In this case study seminar, you'll hear tangible examples of how to:

- Evaluate and communicate the business benefits of implementing a Web-based HR services system
- Develop a Web-based HR services program that provides value to employees, managers and your company
- Analyze technology vendors—choosing an HRMS system that gives you both easy-to-use Web technology and comprehensive HR functionality and selecting a security solution that ensures both employee and corporate confidentiality
- Effectively plan the implementation so the technology is put in place efficiently and your employees are transitioned smoothly

Scott Littlejohn is the Director of HR/Payroll Systems and Services at **Ralston Purina Company** headquartered in St. Louis, Missouri. Scott provides the technical vision for Ralston's HR Service Center and Employee Self-service project at Ralston Purina.

As Director of Product Management, **Barbara Vaughan** is responsible for assessing market and customer requirements for **Tesseract's** products. Barbara has over 17 years experience with different HR products. She started with the company in 1988 as pre-sales support in the Midwest region, she then moved to San Francisco to be part of the corporate development team as a Project Manager. She was on various strategic product development teams until, in 1998, she became Development Manager of the HR, Benefits and Reporting products.

COMPENSATION & BENEFITS

THE GOOD, THE BAD, THE UGLY: AUTOMATING DELIVERY OF EMPLOYEE BENEFITS AND PAY INFORMATION

Bob Chatfield

Chief, Information Technology & Analysis Branch
CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

As part of its strategic plan for HR automation, the Centers for Disease Control and Prevention (CDC) developed a web-based Automated Services Delivery (ASD) system. Although only fairly recently implemented, the system has already been utilized to provide the agency's world-wide workforce with an on-line Employee Statement of Benefits, performance award notifications, and annual cost-of-living allowance confirmation. The new delivery system has been well received by employees while also promoting the shift in HR professional workload from low value transaction processing to high value consultation services. Highlights of the presentation include:

- Discussion of system security issues and addressing user concerns
- Solutions for providing system access for users "outside the firewall"

- Impacting organizational culture with self-service applications
- "Lessons learned" in implementing the ASD system
- Challenges in meeting the "raised bar" of customer expectations

Bob Chatfield currently serves as the Chief of the Information Technology & Analysis Branch in the Human Resource Management Office at the **Centers for Disease Control and Prevention (CDC)** in Atlanta, Georgia. He holds a Master's Degree in Industrial/Organizational Psychology from San Diego State University and has worked in the areas of demographic analysis and automated systems design and deployment for over 20 years. His diverse work experience includes serving as a Personnel Research Psychologist, Military Personnel Management Specialist, and Supervisory Computer Systems Analyst. He has extensive experience in HR systems analysis and design, Web technology, and strategic planning.

MANAGING GLOBAL HR TECHNOLOGY

HRMS IN THE NEW MILLENNIUM: WHAT WILL THE NEXT 10 YEARS BRING US AND WHAT IS THE INTERNATIONAL PERSPECTIVE?

Al Doran, President

PHENIX MANAGEMENT INTERNATIONAL

Rapid technology advances, global competition and a knowledge-based economy have changed what companies require of their people and how training providers need to respond. Workplace learning is required to occur just-in-time and provide just what is needed: globalization is forcing businesses to exceed expectations and employees are the main source of competitive advantage in the new knowledge-based economy. The prospect of finding a good HRMS with adequate support is even more challenge globally.

Al Doran is President of **Phenix Management International**, a Toronto, Ontario management consulting firm specializing in HRMS issues. He is the director of IHRIM and of CCHRA. Al writes a regular column "Internet and HR" for the *Canadian HR Reporter* and is a regular contributor to the IHRIM.link magazine, *The IHRIM Journal*, *The HR Professional*, *Dialogue*, and other industry publications. Al is the co-author of the 1997 HRMS book, published by Nelson Canada as part of their HRM Series. This book has sold out and has been reprinted by Carswell and sold out again. Al has teamed up with his fellow authors to write a new book, *HRMS: A Practical Approach*, which was published in January 2000.

RECRUITING & RETENTION

UTILIZING TECHNOLOGY TO TRACK HUMAN CAPITAL RESOURCES

William E. Sebra

Co-Founder and Chief Executive Officer
KNOWLEDGE WORKERS

Learn how technology has become an important differentiator in human capital management. Bill will discuss how technology can be used to simplify and focus the collection of HR information. Using real-life examples, he will describe how technology improves the management of internal and external information flow that moves human resources out of the transaction processing business into the people effectiveness business. Sebra will explain how clear processes and methods help a company translate corporate goals into deliverables for teams and individuals, assess and fill skill gaps, measure performance indicators that matter, and effectively manage both outstanding and poor performance.

William Sebra has been the President of **Knowledge Workers** since its formation in 1995. He has over twenty years of experience as a highly successful executive with a track record of building cohesive teams that consistently achieve record revenues and profits. He has co-founded and managed three successful companies: Knowledge Workers, The Wilshire Group, a contingency and executive search firm and Destech Corporation, the builder of an automated picture data base management system for the CIA.

Can't Decide? Bring a team and
get the educational benefits of all the sessions!

2:50-3:50

Choose Concurrent Session By Topic

PORTALS & SELF-SERVICE CHALLENGES IN HR THE BEST OF BOTH WORLDS: LAUNCHING AN EMPLOYEE PORTAL THAT IS PRESENT AND FUTURE FOCUSED

PJ Armstrong Smoot

Director-HR Strategic Projects

INTERNATIONAL PAPER

PJ will explore the staged launch of IP's portal, my-IP and how IP made it a home run for HR. She will focus on how IP approached the web on a dual path: the more structured portal development and the more independent local site development, including:

- The importance of frequent user testing and communication
- The importance of allowing independent web site development to continue while structured development is taking place
- Setting the stage to transition from an HR portal to a total transaction portal
- Making sure people resources are properly utilized

PJ Armstrong Smoot has been with **International Paper** for the past twenty years and is currently Director-HR Strategic Projects. In her current role, PJ identifies processes that will help the organization leverage people's talent and contribution to competitive advantage. In addition, she is developing the implementation plan for the 2001 HR strategy and the redesign of HR policies.

RECRUITING & RETENTION BEST PRACTICES—IMPLEMENTING TECHNOLOGY FOR SUCCESSFUL ELECTRONIC/ON-LINE RECRUITING

Patty Shanley, Recruiting Technology Manager

UNISYS CORPORATION

Dan Sherman, Director of Marketing

BRASSRING SYSTEMS

Today the war for talent has never been so fierce. Several converging trends have resulted in a highly competitive marketplace for top talent. These trends include a shrinking workforce, a gap in terms of the number of highly skilled workers which are available and those which are needed, and the decrease in employee loyalty which has led to an unprecedented rate of turnover. In order to successfully win the war for talent, Unisys has implemented an enterprise wide recruiting solution. In this presentation, you will learn the following:

- Choosing and Implementing a Talent Relationship Management Solution (there's a lot out there to choose from - how to pick one and live with it!)
- How to develop an effective Internet Recruiting Strategy (simply posting on Monster.com does not count)
- Building a better corporate website (The best job board is your own)
- Metrics (now that you have all this technology in place, how in the world do you track its performance?)

Patty Shanley is currently the Recruiting Technology Manager at **Unisys Corporation**, responsible for all systems and technical issues related to its World Wide Recruiting Department. Prior to joining Unisys, Patty was the Corporate Staffing System Administrator at CIGNA Corporation responsible for all staffing systems and was a member of the Implementation Team which rolled out a national, centralized applicant tracking system (Hiresystems).

Dan Sherman is Director of Marketing for **BrassRing Systems**, the leading provider of Talent Relationship Management (TRM) solutions. He is responsible for advertising, PR, events, web sites and product marketing. Dan has 20 years experience as a Sales and Marketing executive, and spent eight years as a Marketing Manager at Charles Schwab where he helped create a division that has over \$50 billion in assets under management.

COMPENSATION & BENEFITS UNDERSTANDING THE STRATEGIES BEHIND IMPLEMENTING A SUCCESSFUL BENEFITS ENROLLMENT AND COMMUNICATION SYSTEM

Arthur S. Friedson, Vice President

CDW

Kathy Allen-Eads, Vice President

Operations and Development

EMPLOYEE TECHNOLOGY SOLUTIONS, INC

This comprehensive case study details how an e-commerce company utilized BenefitSelections, a benefits enrollment and communication system, to help obtain their Human Resources objectives. This presentation will discuss how we strategically met CDW core objectives of benefits communications, increased benefits participation, and enhanced corporate culture through a customized web communications approach, and various enrollment and modeling features throughout the web-based program. In addition, we interfaced with CDW's carriers and vendors to develop a completely paperless environment. Finally, CDW enhanced their work and family initiatives by providing employees a web portal to additional group discounted insurance and financial products. Presentation highlights include:

- Exploring web-based technologies that can help companies reach their strategic Human Resource goals
- Effectively manage your benefits communications, enrollments and data through technology
- Utilizing web technologies to expand your benefits programs

Arthur S. Friedson, is the Vice President of Coworker Services at **CDW**. During his tenure at CDW, the company has twice been named to *Fortune Magazine's* prestigious list of "Top 100 Companies to Work for in America," and most recently named the "Best Place to Work in Chicago" by *Chicago Magazine*. Art's diverse background has helped him play a major role in building and managing the corporate benefits culture at CDW through team-building, work and family initiatives, and health promotions.

Kathy Allen-Eads is the Vice President of Operations and Development for **Employee Technology Solutions, Inc.** She is responsible for directing the development for the Internet-based employee benefit systems. Kathy has a diverse background in the design, implementation and marketing of benefit plans. Before joining ETSI, Kathy was a national healthcare consultant at Hewitt Associates and an Internet System Developer at Aon Consulting. Kathy was also the Manager of Benefit Communications for Quaker Oats.

PORTALS & SELF-SERVICE HR SERVICE DELIVERY IN THE NEW ECONOMY: LEVERAGING HR E-BUSINESS AT FIRST UNION

Tina Haynes

VP, HR Service Center

FIRST UNION

Learn how the e-business strategy has moved the HR service delivery model for First Union into the 21st century. Through a suite of web-enabled products such as HR Online for Employees, HR Online for Managers, HR Online for Contractors, and JOBS Online, the Human Resource division has achieved increased customer service to employees and managers while also increasing efficiency and reducing costs. Highlights of this session include:

- How the self-service journey began
- The strategy—what came first and why
- Where we are today
- How we measured success—the results of self service
- What's next
- Critical Success Factors—selling the vision, executive sponsorship, and getting started

Tina Haynes is the director for Employee Self Service and Strategic Initiatives in the Human Resources Division of **First Union National Bank**.

In her current role, she manages a team of project managers and specialists responsible for the development, implementation, and change management for First Union's transition to HR e-business. She joined First Union in 1996 as a Payroll Operations Manager in the Human Resources Service Center, functionally led First Union's two largest payroll merger conversions, and implemented case management in a call center environment. Her work experience includes workflow automation, strategic planning, and forecasting to enhance operational efficiency.

3:50-4:30 Afternoon Break In Exhibition Hall

4:30-5:30 Choose Concurrent Session By Theme

PORTALS & SELF-SERVICE CHALLENGES IN HR BUILDING EFFECTIVE INTRANETS: THE FEDEX SERVICE DELIVERY MODEL

Jenna Calovini, Senior Manager of Personnel System Management Support
FEDEX EXPRESS

Organizations are investing in information technology like never before. But few of the investing executives have any real idea how to set up the right team or if they have achieved any of the benefits promised with an intranet. Jenna Calovini has the answers that worked for FedEx HR that take advantage of web-based technologies and effective communications. Highlights from her presentation include:

- Creating the intranet vision
- Developing successful teams
- Strategies for victory
- Lessons learned

Jenna Calovini, Senior Manager of

Personnel Systems Management Support and has been in professional and managerial positions at **FedEx Express** for over 15 years. Jenna has led quality improvement teams, which include divisional preparation for winning the Malcolm Baldrige quality award. She is also responsible for executive and divisional communications as well as integration of web technology for a divisional global workforce.

RECRUITING & RETENTION HOW TO SELECT, INSTALL AND BEST UTILIZE AN AUTOMATED APPLICANT TRACKING SYSTEM

Edward Sussek
Vice President & Director, Talent Acquisition
CITIZENS BANK

Automated Staffing Tools - Are they really the answer? Many Recruiters find things like applicant tracking systems, e-recruiting and web-based solutions to be very exciting, but they can also be very confusing. How do you know what is best for your organization? Ed Sussek has successfully introduced technology-based recruiting solutions to several organizations. He will explain why you need to examine your process before you speak with any vendors. This presentation is a must for anyone considering purchasing any automated tools to enhance their recruiting capabilities. You will learn:

- Useful information to help you decide what you really need before you purchase anything
- How to select the best automated solution to meet your needs
- Some tips to help you successfully install and launch automated tools - it takes more than just installing software!

Ed Sussek is the Vice President and Director of Talent Acquisition for

Citizens Bank, the largest bank in Rhode Island with over \$30 billion in assets and 8,000 employees. There, he is in the midst of re-engineering staffing processes, developing strategies and introducing technology. Prior to Citizens, Ed worked for Boston Scientific as the Manager of Global Staffing. There he was responsible for designing worldwide staffing strategies. He led the project team that introduced Webhire and other automated tools.

COMPENSATION & BENEFITS THE NATURE OF "PERSONAL" FINANCIAL ADVICE USING INTERNET TECHNOLOGY. IS IT WORKING?

Ronald Hurt, Vice President
METLIFE

Given the growth in 401(k) balances, and employees crying for "Help!" with investment decision-making, employers and their HR directors nationwide are struggling with the role of "financial advice" in the workplace. This emerging issue—how to get the best program for the broadest number of employees at a reasonable cost—is set against a background of both an evolving regulatory landscape and a major push by providers of advice over the Internet. In this provocative presentation, you will:

- Learn how Internet technology is being used to deliver financial-planning solutions to employees (including demos of actual sites)
- Evaluate whether current technology can truly meet the needs of employee-savers, or whether the long-term solutions are still to be developed
- See real-life case studies of how basic marketing fundamentals (strategy, segmentation, media and messages) may drive future developments that the technology "rush" may have overlooked

Ronald D. Hurt is Vice President at **MetLife**, New York, in the Retirement & Savings business. With an array of award-winning communications campaigns to his credit, Ron has more than 25 years experience in financial-services marketing and employee-benefit communications. Prior to joining MetLife, Ron was a Managing Consultant at William M. Mercer, Inc., and spent 10 years with CIGNA, where he served as Director of Marketing Communications for both the Financial Services and Employee Benefits Divisions.

MANAGING GLOBAL HR TECHNOLOGY COLGATE HRIS IN MID-LIFE CRISIS: INTEGRATING INFORMATION FROM AMERICA TO ZIMBABWE

Chet Gittleman
Director of HR Information Systems
COLGATE-PALMOLIVE

Colgate began its global SAP HR implementation following the model established by other functional areas such as Manufacturing and Finance by adding HR functionality to regional databases in North America, Europe, Asia, etc. But midway through the process they realized that the needs of HR are fundamentally different. In order to enable global processes such as Succession Planning, HR's data had to exist in a separate global system encompassing all its employees, transcending geographic borders. This has required deep-seated changes to the system's technical architecture, to the organization supporting this structure, and to the management processes needed to control global project approval and deployment. Like other mid-life crises, the transitional pain will ultimately create a stronger foundation for the decades to come. This presentation will explore learnings to date at the midpoint of the journey.

Chet Gittleman is Director of HR Information Systems at **Colgate-Palmolive**, where his goal is to provide HR with the technology they need to be fast and efficient domestically and globally. He has worked in a variety of functions at Colgate for 20 years, including Product Management,

Can't Decide? Bring a team and get the educational benefits of all the sessions!

Thursday, May 3, 2001

Concurrent
Sessions
Choose C or D

C • 9:00 AM - 12:00 PM

PULLING IT ALL TOGETHER: USING THE WEB TO INTEGRATE YOUR RECRUITING PROCESSES

If you're like most HR professionals, you use a variety of software applications and services for managing the recruiting process: online job boards, applicant tracking systems, and resume handlers, to name a few. You also have traditional "offline" processes for managing job requisitions, interviews, follow-up, and other procedures. Wouldn't it be nice if you could pull all the pieces together?

Discover how the Web can be the backbone for all your online and offline recruiting efforts. With an end-to-end integration of electronic and traditional recruiting initiatives, you can streamline your hiring process and increase the number of qualified hires—while reducing your cost-per-hire and facilitating better communication among recruiters, HR professionals, and hiring departments.

In this three-hour workshop, Mr. Doug Murray will discuss how to develop a Web-based system that will help you to integrate and manage all aspects of your hiring process, including:

- Creating job postings and promoting open positions
- Using resume mining to find the most qualified candidates
- Building and maintaining a resume database
- Performing consistent background checks
- Tracking every contact with a potential hire (phone, e-mail, interviews)

- Following up with all candidates
- "Closing the sale" and placing new hires
- Facilitating collaboration among HR, recruiters, and hiring departments
- Analyzing recruiting and hiring data to discover areas for improvement

Workshop Leader:

Douglas B. Murray is the president and founder of **NoWalls, Inc.**, an e-business strategy, consulting, and development firm in Salt Lake City. With his strong analysis and design background, Mr. Murray has helped many companies develop and implement strategies that integrate e-business with traditional business processes for bottom-line results.

Mr. Murray has been designing and developing interactive communications since 1984. His work includes a variety of Web-based solutions including recruiting systems, training, surveys, and self-service applications for companies such as SkyWest Airlines, Iomega, PowerQuest, Intermountain Health Care, and TrainSeek.com.

Mr. Murray has a Master's degree in Communications from Brigham Young University with an emphasis in Instructional Media Design.

D • 9:00 AM - 12:00 PM

LINKING EMPLOYEE SELF SERVICE WITH CAREER MANAGEMENT AND DEVELOPMENT

With this millennium's growing war for talent, it is becoming increasingly difficult to keep employees challenged and interested in a long-term career in any company. However, research indicates that the opportunity to learn and the ability to influence ones own career growth can have a positive effect on employee retention.

In this workshop you will learn how Arthur Andersen's Performance and Learning organization addressed its retention issues by developing a leading edge career self-management program through their Intranet. You will hear firsthand how over 400 employees use this intranet-based Professional Development Tool for career planning, performance management, training and recruiting. Ross Stern, Performance and Learning's Director of HR and co-developer of this Tool, will discuss the office environment which led to the development of the tool and provide an overall view of the Professional Development System and how employees use it to give/receive feedback and develop training plans for their professional development. You will come away with ideas on how to:

- Post internal career opportunities on your intranet
- Take advantage of your existing technology to develop interactive education tools

- Provide on-line career development opportunities within your organization
- Provide extensive resources of interest including career, activities, books and links to external web sites

Workshop Leader:

Ross H. Stern, a Principal with **Arthur Andersen LLP**, is the Director of Human Resources for the Performance and Learning group located in St. Charles, Illinois. He holds a bachelor's degree in Sociology from Alfred University and a master's degree in Organizational Communication, Learning and Design from Ithaca College. Ross joined Arthur Andersen in January of 1983 as an Instructional Designer in the Tax Education group, and has had a number of leadership responsibilities within the Performance and Learning organization. In September of 1996, he became the Director of the newly formed Human Resources Group, and was leader of the team that designed implemented and administered all of the human resource policies and programs. During his tenure, the office has grown from 180 people to approximately 400. Ross is on the Board of Advocates for the International Society for Performance Improvement (ISPI) and is a member of the Society for Human Resource Management (SHRM)

HRtech™ 2001 Exhibition Hall

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 2:30 PM - 4:00 PM
Wednesday: 10:00 AM - 11:30 AM
 3:30 PM - 4:30 PM

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“The conference was well put together. The topics were relevant to today’s issues in HR and were beneficial at several levels.”

Joan Parrow
Blue Cross, Blue Shield

“The conference format was great. I was able to accomplish more on the first day alone than I have in two days at any other conference!”

Linda Koski
HRMC Inc.

“Dinner with the Experts gets a “5” for the Expert Chat!”

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Raytheon Co.

“The conference and exhibit hall were very good.”

Kelly LaMontagna
Frankel

“I am glad I came. It will be helpful as we move forward with self-service.”

Dan Kravs
Avery Dennison

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