**44th Annual Conference & Exposition**  
SHRM Puerto Rico Chapter

September 20th, 21st and 22nd, 2017  
Sheraton Puerto Rico Hotel & Casino  
Convention District Area, San Juan, Puerto Rico

*Pre-Conference Day*

**WEDNESDAY, SEPTEMBER 20, 2017**

**OPENING ACTIVITY OF THE SHRM PUERTO RICO CHAPTER**  
**44TH ANNUAL CONFERENCE & EXPOSITION**

**IMPACT OF LAW: TRANSFORMATION AND LABOR FLEXIBILITY IN THE FUNCTIONAL AREAS OF HUMAN RESOURCES**

**2:00 pm - 5:30 pm  Pre-Conference Forum**

At 236 days (8 months) to approve the Law of Flexibility and Labor Transformation. What has been the impact?  
**SPECIAL GUEST**

**Human Resources Functional Areas Forum**

<table>
<thead>
<tr>
<th>Organizational Culture Behavior</th>
<th>Recruitment</th>
<th>Economic Perspective in the labor sector</th>
<th>Benefits</th>
<th>Technology Information System and Risk Control</th>
<th>Closure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eva González AON Puerto Rico</td>
<td>Nairda Martínez Kelly Services</td>
<td>Myrna M. Rivera Consultiva International</td>
<td>Luis E. Pizarro, Esq. MCS</td>
<td>Wilfredo Cosme Renova Solucions</td>
<td>Carlos Saavedra, Esq. Secretary of Labor Department</td>
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</table>

**5:30 pm - 7:00 pm  Cocktail Party & Annual Conference Opening Hosted by:**

*Pre-Conference Day have a minimum additional cost. If your are interesting to assist, you can call 787.767.2141 for registration.*
## Conference Program

**Thursday, September 21, 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 am – 4:30 pm</td>
<td>Registration Area</td>
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<tr>
<td>7:30 am – 7:45 am</td>
<td>Opening Ceremony and EXPO</td>
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<tr>
<td>7:45 am – 8:30 am</td>
<td>Breakfast</td>
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### Concurrent Sessions

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 am – 10:00 am</td>
<td><strong>Concurrent Sessions</strong></td>
</tr>
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</table>
| 8:30 am – 10:00 am  | **Maximizing The Impact Of Law 4-2017 In Your Organization: A Discussion Of The Exempt Categories Under Puerto Rico Labor Law Reform**
| Reynaldo Quintana Latorre, Esq. | Baerga & Quintana Law Offices, LLC |
| BAHIA 1 SALON | Sponsored by: RENOVAsolutions |
| Cluster: Business | Behavioral Competency: Consultation |
| HR Expertise Domain: Workplace / Organization | Functional Area: Employment Law & Regulations / Employee & Labor Relations |
| Audience - Mid-Level |
| 8:30 am – 10:00 am  | **Rehire Don’t Retire: How To Keep The Wisdom Of Your Baby Boomer To Reduce The Leadership Gap**
| Guillermo Mendoza, CEO, Certified Executive International Coach & ICC Certified Trainer | Impact Coaching Solutions |
| BAHIA 2 SALON | Cluster: Interpersonal |
| Behavioral Competency: Relationship Management | HR Expertise Domain: People / Workplace |
| Functional Area: HR Strategy Planning / Diversity and Inclusion | Audience - Mid-Level |
| 8:30 am – 10:00 am  | **Neuro-Leadership and It’s Role In Human Resources**
| Maritza Soto-García, PhD, JD, SHRM-SCP, SPHR, GPHR, CCP | UPR-Mayagüez |
| LAGUNA 2 SALON | Cluster: Interpersonal |
| Behavioral Competency: Relationship Management | HR Expertise Domain: People / Workplace |
| Functional Area: Employee Engagement & Retention / Diversity & Inclusion | Audience - All Levels |
### MEGA SESSION

**2017 SHRM Body of Competency and Knowledge**

*Alexander Alonso, PhD., SHRM-SCP, SVP of Knowledge Development & Certification*

*Society for Human Resource Management*

**Audience** - All Levels

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 am – 10:00 am</td>
<td>San Felipe &amp; San Cristóbal Salon</td>
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<tr>
<td>10:00 am – 10:30 am</td>
<td>Morning Break</td>
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<tr>
<td>10:30 am – 12:15 pm</td>
<td>PLENARY SESSION - AWARDS AND KEYNOTE SPEAKER</td>
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<tr>
<td>12:15 pm – 2:00 pm</td>
<td>Lunch @ EXPO</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td>PLENARY SESSION - KEYNOTE SPEAKER</td>
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**PLENARY SESSION - AWARDS AND KEYNOTE SPEAKER**

**SHRM-PR Awards Ceremony**

**Keynote: The Art of Work: How to Make Work, Work for You!**

*Janice Bryant Howroyd*

**Cluster:** Leadership  
**Behavioral Competency:** Leadership & Navigation  
**HR Expertise Domain:** People  
**Functional Area:** HR Strategy Planning | Employee Engagement & Retention

*This session will have Spanish translation | Audience - All Levels*

**Sponsored by:**

**PLENARY SESSION - KEYNOTE SPEAKER**

**Keynote: Millennials In The Workplace**

*Kris Hadeed*  
*Start With Why, LLC*

**Cluster:** Interpersonal  
**Behavioral Competency:** Communication  
**HR Expertise Domain:** People | Workplace | Organization  
**Functional Area:** Employee Engagement & Retention | Workforce Management | Diversity and Inclusion

*This session will have Spanish translation | Audience - All Levels*

**Sponsored by:**

**General:**

**Sponsored by:**

*SHRM*
EDUCATIONAL CONCURRENT SESSIONS

3:30 p.m. – 5:00 p.m

BAHIA 1 SALON

Separation of Church and Workplace: A Practical Guide to Effectively Manage Religious Diversity in the Employment Context

Anita Montaner Sevillano, Esq. & Reinaldo L. Figueroa Matos, Esq.
McConnell Valdés, LLC

Cluster: Leadership
Behavioral Competency: Ethical Practice
HR Expertise Domain: Workplace
Functional Area: Employment Law & Regulations

80% by 2018: Innovative Wellness Program to Achieve Prevention Goals in the Workplace

Roberto García-Rodriguez, Esq., President & CEO
Dr. José Novoa, Chief Medical Officer
Iraida Ojeda, SPHR, SHRM-SCP, CCP, Chief HR Officer

Triple-S Management Corporation

Cluster: Business
Behavioral Competency: Business Acumen | Critical Evaluation
HR Expertise Domain: People | Workplace
Functional Area: HR Strategy Planning | Corporate Social Responsibility

Linking HR Strategies to Financial Performance

Lianabel Oliver, MBA, CPA, CMA, CGMA
OBA Learn

Cluster: Business
Behavioral Competency: Consultation
HR Expertise Domain: Workplace | Organization
Functional Area: Risk Management | Organizational Effectiveness & Development

MEGA SESSION

3:30 p.m. – 5:00 p.m

MIRAMAR SALON

Authentic Leadership: Develop Your Best. Inspire the Rest

Dr. Marie Harper & Michelle Lopes Maldonado, J.D.
American Public University (APU)

Cluster: Leadership
Behavioral Competency: Leadership & Navigation
HR Expertise Domain: Organization
Functional Area: Workforce Management

Sponsored by: American Public University

This session will have Spanish translation | Audience – Mid-Level
FRIDAY, SEPTEMBER 22, 2017

5:00 pm - 8:00 pm  
**Cocktail & Music Band | Networking @ Expo**  
Batucada Bombayá | Raffles & Prizes | San Blas Miguel Vargas

### FRIDAY, SEPTEMBER 22, 2017

#### 7:00 am – 4:30 pm
**Register Area**

**Conference Registration**

#### 7:30 am – 8:30 am
**Expo Area**

**Breakfast**

#### 8:30 am – 10:00 am
**Miramar Salon**

**Ignite Smart Talks**  
*Speakers to be announced*

#### 10:00 am – 10:30 am
**Expo Area**

**Morning Break**

#### 10:30 am – 12:15 pm
**Miramar Salon**

**Plenary Session - 2018 Announcements & Keynote Speaker**

**2018 President Induction and New Conference Theme Presentation**

Steering Your Ship Through Rough Waters: Lessons on Leadership from Captain Phillips  
*Captain Richard Phillips*

*Sponsored by: *

- [TRIPLE-S SALUD](https://triple-s-salud.com)  
- [ADP](https://www.adp.com)

*This session will have Spanish translation | Audience - All Levels*

#### 12:15 pm – 2:00 pm
**Expo Area**

**Lunch @ EXPO | Ignite! Power Lunch Sessions**  
[AON](https://aon.com) [ADP](https://www.adp.com)

### Educational Concurrent Sessions

#### 2:00 pm – 3:30 pm
**Laguna 2 Salon**

**Impact of PR Tax Law Changes in Retirement Plans and Severance Payments**  
*René J. Avilés García, Esq.*  
*Ferraiuoli LLC*

*Cluster: Business  
Behavioral Competency: Critical Evaluation  
HR Expertise Domain: Workplace  
Functional Area: Employment Law & Regulations*

*Audience - All Levels*
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<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session Title</th>
<th>Speaker(s)</th>
<th>Affiliation</th>
<th>Cluster</th>
<th>Behavioral Competency</th>
<th>HR Expertise Domain</th>
<th>Functional Area</th>
<th>Audience</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>2:00 pm - 3:30 pm</td>
<td>BAHIA 2 SALON</td>
<td>Ignite: The Power of One - Linking Life Journeys and Conquests to HR Leadership Success</td>
<td>Jason T. Collett, CEO</td>
<td>Adaptivity Development, LLC</td>
<td>Leadership</td>
<td>Leadership &amp; Navigation</td>
<td>Organization</td>
<td>Structure of the HR Function</td>
<td>All Levels</td>
<td>MAPFRE</td>
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<td>This session will have Spanish translation</td>
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<tr>
<td>2:00 pm - 3:30 pm</td>
<td>SAN FELIPE SALON</td>
<td>The Penta Holistic Management Model: How HR Can Add Value to the Business?</td>
<td>Adrian Büchner, PhD</td>
<td>Compass Consultoría Organizacional HR-Latam LLC</td>
<td>Business</td>
<td>Business Acumen</td>
<td>Workplace</td>
<td>HR in the Global Context</td>
<td>Senior Level</td>
<td>Fitelis</td>
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<td>2:00 pm - 3:30 pm</td>
<td>BAHIA 1 SALON</td>
<td>Technology Disruptions: HR Trends Driving a Complete Re-invention of HR Software</td>
<td>To be announced</td>
<td>Sponsored by: Workday</td>
<td>Business</td>
<td>Business Acumen / Critical Evaluation</td>
<td>Organization</td>
<td>Technology Management</td>
<td>Mid-Level</td>
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<td>Clusters: Business</td>
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<td>3:30 pm - 5:00 pm</td>
<td>LAGUNA 2 SALON</td>
<td>At the Forefront of the Legal Battle</td>
<td>María Judith (Nani) Marchand-Sánchez, Esq.</td>
<td>Ferraiuoli, LLC</td>
<td>Business</td>
<td>Consultation</td>
<td>Workplace</td>
<td>Employment Law &amp; Regulations</td>
<td>All Levels</td>
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Cultivating Mindfulness in Leadership: A Radical Strategic Decision

Irma Ruiz, Founder Anew Group & Senior Consultant
Career Transitions, Inc.

Cluster: Leadership
Behavioral Competency: Leadership & Navigation
HR Expertise Domain: Workplace
Functional Area: Diversity & Inclusion

Audience – Mid-Level

Gratitude: A Twist to Corporate Culture

Paul E. González Mangual, CEO
The Thankful Company

Cluster: Interpersonal
Behavioral Competency: Relationship Management | Global & Cultural Effectiveness
HR Expertise Domain: People
Functional Area: Employee Engagement & Retention

Audience - All Levels

MEGA SESSION

The Bonding Influence: Igniting Followership through Insightful Conversations

Andria M. Salvá, PhD, President & General Manager
EU^Quest Talent Consulting

Cluster: Interpersonal
Behavioral Competency: Relationship Management | Communication
HR Expertise Domain: People
Functional Area: Employee Engagement & Retention | Learning & Development

Audience – Mid-Level

DJ MUSIC | NETWORKING @ EXPO

SUNSET PARTY & 50TH ANNIVERSARY CELEBRATION
PLENEROS BOMBAYÁ
BANDA SIN NOMBRE
LA TRIBU DE ABRANTE