



SHRM Puerto Rico Chapter 44th Annual Conference & Exposition

December 13th, 14st and 15th, 2017

Sheraton Puerto Rico Hotel & Casino

Conference Program

Convention District Area, San Juan, Puerto Rico

Welcome Message

Jennifer Zapata Nazario, SHRM-SCP, SPHR, GPHR, President SHRM-PR 2017

Nydia Torres Rodríguez, MA, Director of SHRM-PR 2017



Jennifer Zapata Nazario



Nydia Torres Rodríguez

Welcome to our 44th Annual Conference and Exposition: ***IGNITE, Leading Differentiation***. As Human Resources leaders, we are taking a step forward towards the benefit and advancement of our island. Thus, and in line with our theme, we have created a conference experience to re-ignite the passion for our profession. We will provide tools that will enable us to work with strategic vision, energizing our teams, daring to be curious, to

discover new and better ways of doing things, to highlight what makes us unique and lead the differentiation that creates the competitive advantage that drives organizational success.

Our educational program has been designed in an innovative way to assist you in transforming yourself and your organization. Over 25 local and international speakers have worked hard to ensure their presentations inspire, challenge and encourage you to explore new paths. All presentations have also been prepared to strengthen your competencies aligned with SHRM's Body of Competence and Knowledge.

You will also have the opportunity to network with over 800 colleagues and over 90 service providers in our Expo Area, who will provide you with valuable information so you can continue expanding your knowledge, resources and contacts.

In addition, this year we are proudly celebrating SHRM-PR's 50th Anniversary with our campaign *Todos Somos Recursos Humanos, 50 años encendiendo la pasión por nuestra profesión*. Come join us and celebrate this great milestone in our social activities which will feature music, *plenarios*, bands and as a grand closing, a Sunset Party with our spectacular San Juan Bay as a backdrop.

To conclude, transforming Puerto Rico is possible and begins with each of us. As Dr. Stephen Covey said: "I am not a product of my circumstances. I am a product of my decisions. So, we ask you: What will you do different today onwards?"

Welcome!



2017 SHRM-PR Conference Committee



Our Staff

From left to right, first row

Nicole L. Astor Pérez, AON
Aimeé M. Correa Torres, SHRM-PR
Nydia Torres Rodríguez, MA, Franklin Covey PR
Jennifer Zapata Nazario, SHRM-SCP, SPHR, GPHR, Oriental Bank
Grisel Castro Medina, Fidelis Savvy HR Solutions
Ana M. Iglesias Díaz, MPA, SHRM-PR
Carla Llanos Santos, MBA, Marketing Director

From left to right, second row:

Christopher Cruz Prado, Pro Assets Inc
Beatriz Menendez-Prieto, MA, Franklin Covey PR
Ana G. (Annita) Muñoz Espada, SHRM-PR
Aixa M. García Maldonado, SHRM-PR
Ana L. Albertorio Cintrón, MS, Communications & Industrial Electronics Corporation
Noelia González Ortiz, Caribbean Temporary Services, LLC
Rossana L. Badillo Otero, SHRM-PR
Joselyn Ponce Barnés, MA, Public Relations and Social Media Manager
Alexander Córdoves Morales, Oriental Bank
Elisa Pacheco Rivera, MA, GFR Media

Absent:

Josuepht Santiago Ginestre, PhD, Coach & OD Consultant

2017 Ushers Committee | Student Chapters

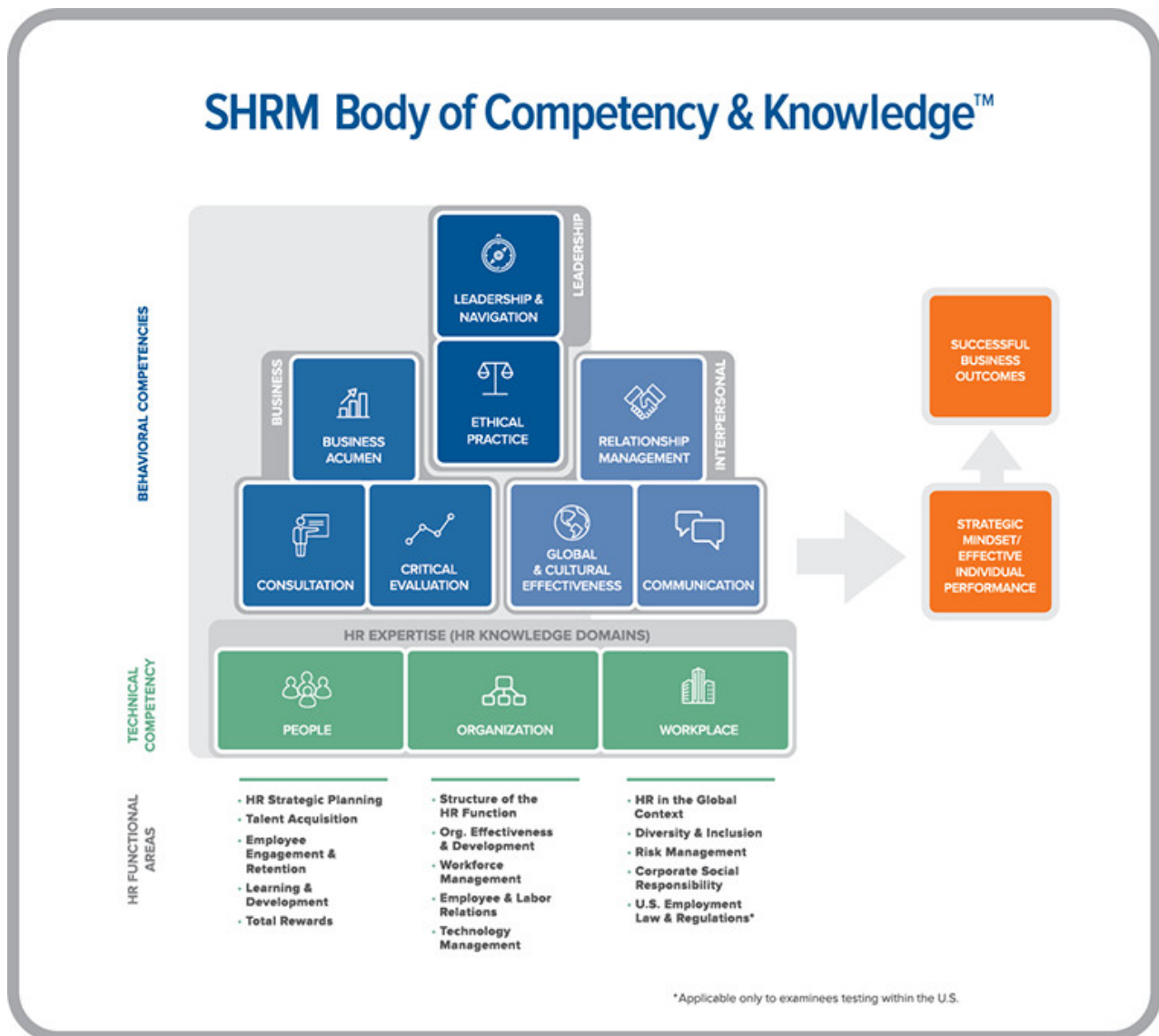
Alexandra Gonzalez- UPR Mayagüez, Fénex Torres- UPR Bayamón, Harold Maysonet- UPR Bayamón, Jan G. Negrón- UPR Bayamón, José W. Candelario- UPR Río Piedras, Kevin O. Miranda- UPR Bayamón, Laura C. Hidalgo- UPR Aguadilla, Mariangelly Echevarría - UPR Bayamón, Nicole M. Nieves- UPR Aguadilla, Omar De Jesús - UPR Bayamón, Paola Rodríguez - UPR Mayagüez, Stephanie Cartagena- UPR Cayey.



2017 SHRM Body of Competency and Knowledge™

A set of competencies that collectively defines the requirements for effective performance in a specific job, profession or organization may be called a competency model. Competencies can be either technical or behavioral. Technical competencies reflect the knowledge specific to a given profession that is required for a professional in that field to perform a particular role. Behavioral competencies, on the other hand, describe the KSAOs that facilitate the application of technical knowledge to job-related behaviors. In sum, technical competencies reflect what knowledge HR professionals apply to their jobs, and behavioral competencies reflect how they apply this knowledge.

Our educational program focuses on the 2017 SHRM Body of Competency and Knowledge™. Each session will stimulate and lead the development of one or more of the eight behavioral competencies and the 15 HR functional areas within the technical competencies.





W E D N E S D A Y , D E C E M B E R 1 3 , 2 0 1 7



10:00 am - 4:30 pm **Conference Registration**



12:00 am - 1:30 pm **Educational Conference Program**

Impact of PR Tax Law Changes in Retirement Plans and Severance Payments



René J. Avilés García, Esq.
Ferraiuoli LLC



12:00 pm - 1:30 pm

LAGUNA 2 SALON

Cluster: *Business*

Behavioral Competency: *Critical Evaluation*

HR Expertise Domain: *Workplace*

Functional Area: *Employment Law & Regulations*

Intended Audience: *All Levels*

Session Summary

The presentation discusses recently enacted Act 4 - 2017 of Labor Reform, taxpayers, in particular the taxation of payments from Law 80 and Act 9 - 2017 of Retirement Plan changes and how they impact various employer provided benefits, retirement and severance payments in Puerto Rico.

Speaker Bio

René J. Avilés García is a Capital Member of Ferraiuoli LLC and is the Chair of the firm's Taxes and Employee Benefits Practice Group. He practices law specializing in Employee Benefits and trust states. He focuses on complex pension plan design, operation and reorganization consultations (including mergers, spinoff and transfer of assets between qualified retirement plans), as well as other deferred compensation arrangements. He also has substantial experience representing clients in ERISA litigation, pension plan administration and qualification with P.R. tax authorities and correction procedures with the U.S. Department of Labor.



Gratitude: A Twist to Corporate Culture



Paul E. González Mangual, CEO
The Thankful Company



12:00 pm - 1:30 pm
BAHIA 2 SALON

Sponsored by:



Cluster: *Interpersonal*

Behavioral Competency: *Relationship Management | Global & Cultural Effectiveness*

HR Expertise Domain: *People*

Functional Area: *Employee Engagement & Retention*

Intended Audience: *All-Levels*

Session Summary

A culture of gratitude is the beginning of a happier life, a more relaxed work environment and a better world for everyone. The objective of the workshop is to motivate a simple, powerful and cost-effective corporate culture based on gratitude.

Speaker Bio

Paul E González Mangual is a millennial writer and award winner entrepreneur from the Caribbean island of Puerto Rico. As a writer he has published two books, *Thankious* and “*Extractos de mi Diario*”, and is a blogger for the gastronomic guide *Sal!* His entrepreneurial career started in 2010 as a co-founder of CUBE Group Events (producers of the Coffee & Chocolate Expo). Today he’s the VP of Puerto Rico Gourmet Products (distributor of local gourmet products) and founder of The Thankful Company (a grassroots movement born to engage everyone in developing a culture of gratitude).



An Employer's Guide to Operating in Puerto Rico after Hurricane Maria



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



12:30 pm - 1:30 pm
BAHIA 1 SALON

Cluster: *Business*

Behavioral Competency: *Critical Evaluation*

HR Expertise Domain: *Organization & Workplace*

Functional Area: *Employee & Labor Relations | Employment Law & Regulations*

Intended Audience: *All-Levels*

Session Summary

Paying salaries for non-work days due to Hurricane María; Employer emergency gifts, loans and cash advances to affected employees; Loan repayment agreements and related salary deductions; Special tax treatment for emergency payments, gifts and loans to employees; Alternative work schedules and/or reduction of work hours; Changes in schedule, number of hours, and/or workplace; Employee requests to make-up hours; Remote work arrangements; Statutory leaves, personal leaves and their interplay; Conducting furloughs, layoffs, temporary and/or permanent closing of operations due to aftermath losses; Recalls, re-employment and new hires post hurricane Maria.

Speaker Bio

Anita Montaner-Sevillano & Reinaldo Luis Figueroa-Matos - both are partners of the law firm and lawyers in McConnell Valdés LL Practice Group Labor and Employment Law. Their practice areas focus on employment laws: such as Americans with Disabilities Act, Title VII of the Civil Rights Act, Law Against Age Discrimination in Employment Act Compensation System Work Accident, Claims of employment discrimination, wrongful termination, wage and hour and immigration. They also provide consultations related to labor and employment laws and represent employers before agencies and courts defending clients in state and federal litigation related to employment laws. Also, they assist employers in the formulation, revision and implementation of employee handbooks, rules of conduct and other human resources policies. Also, Montaner and Figueroa obtained their degree of Juris Doctor, Magna Cum Laude from University of Puerto Rico.

**MEGA SESSION****The Bonding Influence: Igniting Followership through Insightful Conversations**

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



12:00 pm - 1:30 pm

San Felipe & San Cristóbal Salon

Cluster: *Interpersonal*

Behavioral Competency: *Relationship Management | Communication*

HR Expertise Domain: *People*

Functional Area: *Employee Engagement & Retention | Learning & Development*

Intended Audience: *Mid-Level*

Session Summary

Organizations need followers that are engaged, committed, and accountable for results. This session presents a practical framework on how HR can help collaborators into developing the four key attributes of Trust, Stability, Compassion and Hope. Participants will practice how insightful and intelligent conversations that consider the neurochemistry of our brains will impact followers' mindsets. In this way HR promotes bonding to the organization and unleashes their capabilities to successfully work in teams and solve conflicts.

Speaker Bio

Andria M. Salvá, PhD is a Strategic Organizational Development International Consultant applying the latest in Neuroscience Research, Organizational Psychology, Business Wisdom, and Emotional Intelligence in ensuring effective and transformational solutions for innovation, agility and change management at multinationals and local companies. She has been instrumental in supporting leaders in manufacturing, medical devices, electronics, and other industries in transforming their mindsets, acquiring strategic and people management skills, defining new career paths, and handling team communications for ensuring business results. Andria is a long-time collaborator to SHRM-Puerto Rico chapter as a volunteer in several roles, including Treasurer.

 1:30 pm - 2:00 pm BREAK

 2:00 pm - 5:30 pm PRE-CONFERENCE OPENING ACTIVITY

*** Pre-Conference Day**

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

**Challenges & Opportunities after Hurricane Maria
New realities for HR professionals**

 2:00 pm - 5:30 pm Pre-Conference Opening Activity

Organizational Culture Behavior	Recruitment	Economic Perspective in the labor sector	Benefits	Technology Information System and Risk Control	Closure
					
Nilda Guerrero Telemedik	Nairda Martínez Kelly Services	Ernesto Villarini Consultiva International	Luis E. Pizarro, Esq. MCS	Wilfredo Cosme Renova Soluciones	Carlos Saavedra, Esq. Secretary of Labor Department

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



* Pre-Conference Activity has an additional cost. For registration assistant, call 787.767.2141.



T H U R S D A Y , D E C E M B E R 1 4 , 2 0 1 7

First Day

- 7:00 am - 4:30 pm Conference Registration
- 7:30 am - 7:45 am Opening Ceremony @ EXPO AREA
- 7:45 am - 8:30 am Breakfast @ EXPO AREA
- 8:30 am - 10:00 am First Block of Educational Conference Program

CONCURRENTS SESSIONS

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*

Sponsored by:



8:30 am - 10:00 am
BAHIA 1 SALON

Cluster: *Business*

Behavioral Competency: *Consultation*

HR Expertise Domain: *Workplace | Organization*

Functional Area: *Employment Law & Regulations | Employee & Labor Relations*

Intended Audience: *Mid-Level*

Session Summary

Law 4-2017 overhauled our labor laws and brought major changes to our wage and hour provisions. These amendments expand the definition of exempt employee under Law 379-1948 to include external salespersons and drivers paid by commissions or fix rate, among other classifications. The changes incorporate the use of FLSA's exempt categories for determining those employees exempted from Law 379-1948. The federal exemptions include employees in retail, sales, agriculture, car dealerships among other industries. This session will discuss all the exempt classifications under Law 379-1948, the available federal exemptions, the regulatory requirements and the convenience to use those exemptions in your operation.



Speaker Bio

Reynaldo A. Quintana Latorre, Esq. is involved in labor and employment law counseling and litigation before local and federal courts, and labor arbitration before the Conciliation and Arbitration Bureau of the Department of Labor. Also, He is actively involved in representation issues under the National Labor Relations Act collective bargaining negotiation. He has conducted hundreds of labor and employment law seminars to clients of the firm and to a variety of professional groups and associations. Mr. Quintana-Latorre is a former Director of Government and Legislative Affairs for SHRM-PR Board of Directors and was the President of the Association of Labor Relations Professionals for 2009.

Promoting a Vortex Organization for Achieving Sustainable Business Results



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



**8:30 am - 10:00 am
Bahia 2 Salon**

Cluster: *Business*

Behavioral Competency: *Business Acumen*

HR Expertise Domain: *People | Organization*

Functional Area: *HR Strategy Planning | Organization Effectiveness & Development*

Intended Audience: *Mid-Level*

Session Summary

Our organizations are experiencing challenges, especially at the local level. In order to move forward and continue our operations, we need to support, implement and facilitate organizational development strategies in a dynamic and aligned way. Vision and values, operational processes in place, and team wisdom and competencies provide the basic map for transforming employees into organizational citizens. They will be engaged and committed, while successful operations are tracked and measured. This is fundamental for ensuring high performance results that impact the bottom line. Some suggestions and ideas will be shared during the session so that you can go back and start impacting your organizational culture immediately.

Speaker Bio

Andria M. Salvá, PhD is a Strategic Organizational Development International Consultant applying the latest in Neuroscience Research, Organizational Psychology, Business Wisdom, and



Emotional Intelligence in ensuring effective and transformational solutions for innovation, agility and change management at multinationals and local companies. She has been instrumental in supporting leaders in manufacturing, medical devices, electronics, and other industries in transforming their mindsets, acquiring strategic and people management skills, defining new career paths, and handling team communications for ensuring business results. Andria is a long-time collaborator to SHRM-Puerto Rico chapter as a volunteer in several roles, including Treasurer.

Medical Cannabis in the Workplace: Do's and Don'ts



*María Judith (Nani) Marchand-Sánchez, Esq.
Ferraiuoli, LLC.*



2:00 pm - 3:30 pm
LAGUNA 2 SALON

Cluster: *Business*

Behavioral Competency: *Consultation*

HR Expertise Domain: *Workplace*

Functional Area: : *Employment Law & Regulations*

Intended Audience: *All-Levels*

Session Summary

During this session we will discuss several questions, such as: What employee can use medicinal cannabis? How can you use it? What are the debilitating diseases that allow the use of medicinal cannabis? What is the legal framework related to the use of medical cannabis in employment? What challenges does it present for employers the incursion of medical cannabis into employment? Should the employer have policies for accommodation and acceptance of medicinal cannabis use in the workplace? Can an employer take adverse action against an employee authorized to use medical cannabis that tests positive for THC in a doping test?

Speaker Bio

María Judith (Nani) Marchand-Sánchez is one of Ferraiuoli's founding members and a Capital Partner of the Firm. She has over 26 years of experience in labor & employment matters & has successfully litigated before local & Federal Courts as well as administrative agencies including participating in mediation proceedings. Her practice also includes consulting & counseling in the management of Human Resources. She has vast experience as a public speaker & has presented many seminars to employers & organizations, including SHRM-PR.

**MEGA SESSION****Neuro-Leadership and It's Role In Human Resources**

**Maritza Soto-García, PhD, JD, SHRM-SCP, SPHR, GPHR, CCP
UPR-Mayagüez**



**8:30 am - 10:00 am
San Felipe & San Cristobal Salon**

Cluster: *Interpersonal*

Behavioral Competency: *Relationship Management*

HR Expertise Domain: *People | Workplace*

Functional Area: *Employee Engagement & Retention | Diversity & Inclusion*

Intended Audience: *All-Levels*

Session Summary

The field of Neuro-Leadership has been studying the relationship of the brain to decision making processes for various years. HR professionals can apply these neuroscience findings to human resources functions as well as leadership development in their organizations. Some may include: educating leaders about the link between the brain and the importance of building positive relationships with employees; the relationship between neuroscience and leaders that encourage engagement and positive working relationships; HR and talent managers can emphasize trust development in leadership development activities, and highlight the neuroscience behind why trust is so important.

Speaker Bio

Maritza Soto-García, PhD, JD is a professor at the College of Business Administration of the University of Puerto Rico, Mayaguez Campus, as well as Human Resources consultant and attorney. She has various Human Resources related certifications such as: SHRM-Senior Certified Professional (SCP), Senior Professional in Human Resources (SPHR), Global Professional in Human Resources (GPHR), Certified Compensation Professional (CCP), Global Remuneration Professional (GRP), Family Business Advisor (FBA) and is a Certified Online Instructor (COI). In addition, Dr. Soto has had extensive participation in conferences and seminars in United States, Latin America and Europe. She has also published articles in local and international journals. As part of her extensive experience, Dr. Soto has worked in various start-up operations in the private sector, including the manufacturing and pharmaceuticals industries.



10:00 am - 10:30 am MORNING BREAK @ EXPO AREA



10:30am - 12:15pm PLENARY SESSION

PLENARY SESSION | AWARDS & KEYNOTE SPEAKER

SHRM-PR Awards Ceremony

Keynote: HR Learning: Where Are We Headed Next? SHRM 2017 Body of Competency and Knowledge and the Value of Competency Based Credentialing



*Alexander Alonso, PhD, SHRM-SCP, SVP of Knowledge Development & Certification
Society for Human Resource Management*



10:30am - 12:15pm
MIRAMAR SALON

Sponsored by:



Intended Audience: *All-Levels*

This session will have Spanish translation

Summary

Have you ever wondered what successful HR looks like in the future? Do you find yourself pondering the best ways to develop? Dealing with macro trends like the GIG economy, shifting labor forces, and the reintroduction of aging workers call for a nimble and agile form of HR. During this session, Dr. Alexander Alonso, SHRM's Senior VP for Knowledge Development & Certification, will describe ways in which the HR can focus development to address these trends and develop like other leaders. This session will also discuss the research that led to the development of the SHRM Body of Competency and Knowledge™ (SHRM BoCK™) and will provide compelling logic as to why you should want to become certified. It will also present to you the updated version of SHRM BoCK

Speaker Bio

Alexander Alonso, Ph.D., SHRM-SCP is the Society for Human Resource Management's (SHRM's) SVP for Knowledge Development. He was responsible for all research activities including the development of the SHRM Competency Model. He oversaw the teams responsible for research products like People Insight engagement tools, SHRM Benchmarking Services, and the Workplace



and Employment Trends Center. During his career, he has worked with numerous subject matter experts worldwide with the aim of identifying performance standards, developing competency models, designing organizational assessments, and conducting job analyses

Dr. Alonso received his doctorate in Industrial-Organizational Psychology from Florida International University in 2003. During his career, he has received multiples recognitions for his work and contributions. He currently serves as the Society for Industrial and Organizational Psychology (SIOP) Executive Board Communications Portfolio Officer.

LUNCH @ EXPO AREA | RAFFLE & PRIZES | IGNITE POWER LUNCH



12:15pm - 2:00pm



Lunch @ EXPO AREA



Raffle & Prizes



12:45pm - 1:15pm



Ignite Power Lunch

Ignite Power Lunch

Puerto Rico Benefits Outlook: View of factors, metrics and challenges for successful strategies



Wanda Conde, MBA
AON



12:45 pm - 1:15 pm

San Felipe & San Cristóbal Salon

Cluster: *Business*

Behavioral Competency: *Business Acumen*

HR Expertise Domain: *People | Organization*

Functional Area: *HR Strategy Planning | Structure of the HR Function*

Intended Audience: *All Levels*

Session Summary

This session seeks to know the factors, metrics and challenges that have the development of strategies of profit and what entails its implementation to achieve success.



Speaker Bio

Wanda Conde is a Senior Consultant of the Health & Benefits team. She has over 15 years of experience in benefits consulting. Clients she has worked with include Abbott, Pfizer, Synchrony Financial, and Hewlett Packard, among others. She is also a Subject Matter Expert in the interpretation of the results from the actuarial evaluations of benefits plans for clients in Puerto Rico, Central America and the Caribbean. Wanda is based in San Juan, Puerto Rico. Wanda has also worked in benefits due diligence analysis and harmonization in mergers and acquisitions for clients with operations in Puerto Rico, Central America, and the Caribbean. Her experience in M&A projects includes working with clients such as General Electric, IBM, Siemens, P&G, and Puma Energy, among others. She has extensive experience in alignment of benefits packages and HR strategies, addressing cultural issues, integration as well as developing communication plans.

Before joining Aon, Wanda worked in the Health and Life Insurance industry for eleven years. She worked for several Puerto Rico and a U.S. based health insurance carriers in service, account management and business development roles. Wanda holds a Bachelors' degree in Business Administration from the University of Puerto Rico and a Masters' Degree in Finance from the Interamerican University of Puerto Rico, graduating Magna Cum Laude. Her native language is Spanish and she is fluent in English with some knowledge of French.

P L E N A R Y | K E Y N O T E S P E A K E R

Keynote: Millennials In The Workplace



Kristen Hadeed
Start With Why, LLC



2:00pm - 3:30 pm
MIRAMAR SALON

Sponsored by:



Cluster: *Interpersonal*

Behavioral Competency: *Communication*

HR Expertise Domain: *People | Workplace | Organization*

Functional Area: *Employee Engagement & Retention | Workforce Management | Diversity and Inclusion*

Intended Audience: *All Levels*

 *This session will have Spanish translation*



Session Summary

Interesting fact: By 2020, 75% of the workforce will be "Millennial" (births between 1980-2000), a generation that is highly familiar with communications, media and digital age. Kristen came to tell us how we can develop and promote a culture of retention for the millennials. She lives to unleash potential in others so that they exceed their own expectations.

Speaker Bio

Kristen Hadeed is a member of the group of speakers "Why Igniters" by Simon Sinek. Currently, CEO and President Student Maid™, a company that hires university students to do different services at home. She has never met a person she didn't believe in. When she was in college, she launched Student Maid™, which has since grown into a company that has employed hundreds of millennials. Student Maid™ is known for its industry-leading retention rate and its culture of trust, accountability and empowerment. Over the last nine years, Kristen has challenged the millennial status quo. Kristen's experience as CEO has earned her a unique perspective on leadership, organizational culture and engaging the next generation. She is an expert in developing and teaching practical, ready-made tools that inspire people to take action. Kristen didn't always get it right. Her first leadership disaster, which resulted in three-quarters of her workforce quitting on the spot, was the catalyst to beginning her leadership journey. A millennial herself, she overcame her own greatest obstacles and learned how to help those around her overcome their challenges, too.

Today, Student Maid™ is thriving. Kristen has opened (and sold) her company's second location and successfully handed over day-to-day operations to a leadership team composed of millennials. Kristen has learned what it takes to create a work environment that brings out the best in people. She now spends most of her time helping organizations across the country make a lasting, meaningful impact on people by creating environments in which they thrive. Through her eye-opening story, she inspires her audiences to transform into leaders and do the same. In addition to Student Maid™ and speaking to colleges and businesses across the nation, Kristen and her team also launched a tech company, MaidSuite. MaidSuite is an application that optimizes scheduling and streamlines business processes for cleaning companies.

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

*Roberto García-Rodríguez, Esq., President & CEO
Iraida Ojeda, SPHR, SHRM-SCP, CCP, Chief HR Officer
José E. Novoa-Loyola, MD, Chief Medical Officer*

Triple-S Management Corporation



3:30 pm -5:00 pm
LAGUNA 2 SALON

Sponsored by:



Cluster: *Business*

Behavioral Competency: *Business Acumen | Critical Evaluation*

HR Expertise Domain: *People | Workplace*

Functional Area: *HR Strategy Planning | Corporate Social Responsibility*

Intended Audience: *All Levels*

Session Summary

Colorectal cancer is highly preventable, yet is the leading cause of death due to cancer in Puerto Rico. That is why, in support of the American Cancer Society's initiative to raise screening rates to 80% by 2018, a multidisciplinary team at Triple-S designed and launched a program to reach this goal among employees aged 40 and older. The initiative, which is easily replicated, includes education, health interventions and incentives that can result in fewer late-stage diagnoses and deaths, as well as avoided healthcare and productivity costs. This program reflects our responsibility and commitment to the well-being of our most precious resource, our people.

Speakers Bio

Roberto García-Rodríguez, Esq., President and Chief Executive Officer of Triple-S Management, where he was previously Chief Operating Officer and Legal Advisor. Before, he was vice president and legal counsel of Puerto Rico Telephone. He has a Harvard Bachelor's Degree, an MBA and a Juris Doctor from Stanford University and completed Harvard's Advanced Management Program. Presides CEOs Against Cancer and MMAPA, an organization of Medicare Advantage participating companies.

Iraida Ojeda, SPHR, SHRM-SCP, CCP, Chief Human Resources Officer of Triple-S Management. During the past 30 years, she has worked in various sectors, including government, educational institutions, manufacturing and insurance. She is a certified Senior Human Resources Professional and Compensation Professional. She received twice the Manuel Laborde Award awarded by the Society for Human Resources Management for professionals who stand out in this field.



José E. Novoa-Loyola MD, Chief Medical Officer of Triple-S. Previously, he was the Medical Director of the Centro Cardiovascular de Puerto Rico y el Caribe, as well as head of its Department of Cardiology. Dr. Novoa-Loyola is certified by the Board of Cardiovascular Diseases and the American Board of Internal Medicine. He studied medicine at the University of Puerto Rico and completed training in echocardiography at the Mayo Clinic in Minnesota.

Linking HR Strategies to Financial Performance



Lianabel Oliver Bigas, MBA, CPA, CMA, CGMA
OBALearn



3:30 pm -5:00 pm
BAHIA 2 SALON

Sponsored by:



Cluster: *Business*

Behavioral Competency: *Consultation*

HR Expertise Domain: *Workplace | Organization*

Functional Area: *Risk Management | Organizational Effectiveness & Development*

Intended Audience: *Senior-level*

Session Summary

Studies have shown that companies with a strong HR function have higher financial performance. HR must move beyond its traditional, administrative functions to play a more strategic role, demonstrating how it supports business objectives and contributes to the bottom-line. In this session, you will learn about the financial competencies that you need to link strategy to financial performance and how to insert yourself in the strategic planning process of your organization to make a difference.

Speaker Bio

Lianabel Oliver Bigas, MBA, CPA, CMA, CGMA, is the CEO and Chief Learning Officer of OBALearn, online learning company that empowers professionals with financial knowledge to make better business decisions. Mrs. Oliver has an extensive industry experience and is a recognized expert in the fields of strategic planning, cost management, and management accounting. She has participated as a speaker in national and international conferences. Mrs. Oliver is the author of several books in accounting and cost management, holds an MBA from Stanford University, in California and a B.A. in Psychology and Administrative Sciences from Yale University in Connecticut.

**MEGA SESSION****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*



3:30 pm - 5:00 pm
SAN FELIPE & SAN CRISTOBAL SALON

Sponsored by:

mc21

people caring for people

Cluster: *Leadership*

Behavioral Competency: *Ethical Practice*

HR Expertise Domain: *Workplace*

Functional Area: *Employment Law & Regulations*

Intended Audience: *All-Levels*

Session Summary

Religion is among the most difficult areas for employers to navigate. In our increasingly religiously pluralistic society, conflict in the workplace is bound to happen. In fact, the number of religious discrimination complaints keeps climbing. What are the rights of people of faith? What are the employer's obligations? What can an employer do to protect employees against unwelcome religious behavior of coworkers? Religion is serious business for those of faith, those without, and employers who must balance intricate issues.

Speaker Bio

Anita Montaner-Sevillano & Reinaldo Luis Figueroa-Matos - both are partners of the law firm and lawyers in McConnell Valdés LL Practice Group Labor and Employment Law. Their practice areas focus on employment laws: such as Americans with Disabilities Act, Title VII of the Civil Rights Act, Law Against Age Discrimination in Employment Act Compensation System Work Accident, Claims of employment discrimination, wrongful termination, wage and hour and immigration. They also provide consultations related to labor and employment laws and represent employers before agencies and courts defending clients in state and federal litigation related to employment laws. Also, they assist employers in the formulation, revision and implementation of employee handbooks, rules of conduct and other human resources policies. Also, Montaner and Figueroa obtained their degree of Juris Doctor, Magna Cum Laude from University of Puerto Rico.



, emotional intelligence and conscious business practices has been presented to organizations across diverse industries. She also has been featured in conference keynotes and leading industry publications including Training, Chief Learning Officer and Leadership Excellence magazines and has been recognized as a “Top Corporate Leader” by HR.com’s Leadership Excellence and as “Woman of The Year” by the National Association of Professional Women. Michelle is a graduate of Barnard College at Columbia University in New York City and The George Washington University Law School in Washington, D.C.



5:00 pm –8:00 pm @ EXPO AREA

🍹 COCKTAIL & MUSIC BAND | NETWORKING @ EXPO | 💰 Raffles & Prizes

Batucada Bombayá



San Blas





F R I D A Y , S E P T E M B E R 2 2 , 2 0 1 7

Second Day



7:00 am - 4:30 pm Conference Registration



7:30 am - 8:30 am Breakfast @ EXPO AREA



8:30 am - 10:00 am Ignite Smart Talks

IGNITE SMART TALKS | TEN SPEAKERS

8:30 am - 10:00 am | IGNITE SMART TALKS SESSION | Miramar Salon

Campaign: *Todos Somos RecurSOS Humanos*

Ignite Smart Talk 1:



*Puerto Rico necesita mejorar su autoestima.
Apoya, reconoce y felicita a tu empleado.*



8:32 am - 8:50 am

Sponsored by:



Alicia Echevarría, MS
Puerto Rico Supplies

Cluster: *Leadership*

Behavioral Competency: *Leadership & Navigation*

HR Expertise Domain: *People*

Functional Area: *Employee Engagement & Retention | Total Rewards*

Intended Audience: *All-Levels*

Summary

Share how the impact of acknowledgement strategies transcend the organizational level as it strengthens the self-esteem of every human being that is a part of it.



Speaker Bio

Alicia Echevarría graduated Magna Cum Laude from the University of Puerto Rico, Mayagüez Campus. She completed graduate studies at the University of Bridgeport where she obtained her Master's Degree in Counseling. Her outstanding professional career as a Human Resources executive led her to hold different positions in the Society for Human Resources Management; President in 2003, President of the Executive Committee in 2004 and Director of the State Council for years 2004 and 2005. She joined the MIDA Education Committee in 2008, assuming the Chairmanship of the Committee in 2009 through 2011. Under her leadership, the educational offer to partners was strengthened to contribute to the growth of the competitive capacity of the food industry in Puerto Rico. She currently serves as Vice President of Human Resources at Puerto Rico Supplies Group, the leading food distribution company in Puerto Rico

Ignite Smart Talk 2:



*Los boricuas somos apasionados.
Vamos a transformarnos como país. Abraza la innovación.*



8:52 am - 9:10 am

Sponsored by:

alight



Heriberto Ginés Reyes, MS
Toyota de Puerto Rico

Cluster: *Leadership*

Behavioral Competency: *Leadership & Navigation*

HR Expertise Domain: *Organization*

Functional Area: *Organizational Effectiveness & Development*

Intended Audience: *All-Levels*

Summary

We'll share innovative ways that promotes the transformation of the organizational culture and their people. Also, how this transformation generates actions that turn into seeds of transformation for PR.

Speaker Bio

Heriberto Ginés, since 1997, He has worked in a variety of roles in Toyota Puerto Rico. During this 20 years He has worked in Human Resources, Organizational Development, Sales and Marketing, Dealers Operations, Market Representation, Client Service, Information Systems and Purchases.



Actually, Heriberto is the Human Resources Department Director and part of his responsibilities have to do with Developing and Implementing Toyota Puerto Rico’s Strategic Plan. Also, He is in charge of developing and implementing the Talent Management Strategy for Toyota Puerto Rico and all of the Dealers in Puerto Rico. In 2016, Toyota Puerto Rico Human Resources Team was acknowledged by the Society for Human Resources Management (SHRM) with Manuel Laborde’s Excellence Award.

Heriberto has a Master’s Degree on Organizational/Industrial Psychology from El Centro Caribeño de Estudios Post-Graduados and a variety of professional certifications in areas such as Organizational Development, Leadership Development and Toyota’s Business Practices. He has actively participated as a speaker and as a trainer in different workshops and activities sponsored by SHRM, ASTD, SME and EMPRENDE, among others.

Ignite Smart Talk 3:



En Puerto Rico, necesitamos trabajar en equipo. Abre tu mente y corazón, colabora con todos en tu organización.

Sponsored by:



9:12 am - 9:32 am

alight



Valeria M. Rodríguez Massó
Ivelisse Bonet
Paola C. Negrón, Vice President Enactus Team UPR-Bayamón
Christian Ortiz, President Enactus Team, UPR-Bayamón
Yaritza M. Pérez Rivera, Project Manager Bottle of Hope
Giliannie de Castro, Former President
Enactus

Intended Audience: *All-Levels*

Summary

Enactus brings the best of Puerto Rico’s university students and business talent with one purpose; transform the country through social, economic and environmentally sustainable projects. The development and strengthening of these young people have a multiplier effect on the communities around them. The experience of each project reveals the creative capacity, ideas, and innovation that drive the social, economic and environmental change of our Island. They are young people eager to build a new country, promoting justice and strong progress. The collaboration between business and academia is the ideal combination to transform Puerto Rico.



Speaker's Bio

Enactus UPR Bayamón has participated for the past eleven years in Enactus, becoming one of the most reliable and stable teams in the organization. With four National Championships and two spaces in the semi-finals competitions at the global level, this team is one of the best results not only in Puerto Rico but the world. The "Bottle of Hope" project gives a comprehensive and holistic look at the continued development of a community in the Dominican Republic. These young people have taken on the task of educating the community of Barrio El Berrinche in San Juan de la Maguana, in a community with a safe roof, sustainable businesses and lifelong learning that transforms them into a community empowered by their future with an Impressive social, economic and environmental impact. In Puerto Rico also have impact projects at the level of business education in the country schools, advice to small merchants and various services at your university. Undoubtedly, they are an example of solidarity work, dedication, passion and commitment to the country and Latin America.

Ignite Smart Talk 4:



***Puerto Rico nos necesita a todos.
Con tu esfuerzo, contribuyes a su transformación...***

 9:34 am - 9:52 am

Sponsored by:

alight



***Michelle M. Hernández de Fraley, PhD
Policía de Puerto Rico***

Cluster: *Leadership*

Behavioral Competency: *Leadership & Navigation*

HR Expertise Domain: *Workplace*

Functional Area: *Corporate Social Responsibility*

Intended Audience: *All-Levels*

Summary

Techniques and practices used at the Police Academy that have led to the organization's transformation and the people that are part of it. How these actions have turned into a body of policemen and policewomen in support of their communities and Puerto Rico's transformation.



Speaker Bio

Michelle M. Hernández de Fraley, PhD, studied at Nuestra Señora de la Providencia and graduated from High School from Robinson School. The Colonel (Retired) received her commission as a second lieutenant from the United States Military Academy, as the first female from Puerto Rico to graduate from West Point in 1984. She holds a Bachelor of Science Degree with a concentration in Russian and German; a Masters in Business Administration, a Masters of Science in International Relations, a Masters of Arts in National Security and Strategic Studies, and a Doctor of Management in Organizational Leadership. She recently completed a Master of Arts in Education/Adult Education and Training. Her first assignment was to the United States Army Information Systems and what was supposed to be a five year military experience after graduation became a 30-year military career.

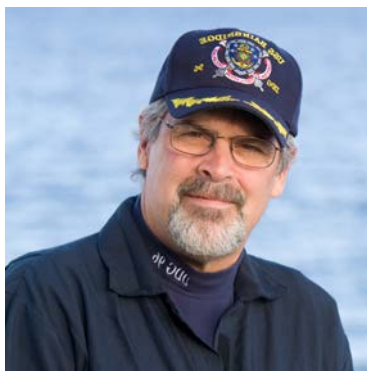
COL (Retired) Fraley’s awards include the Distinguished Service Medal, Defense Superior Service Medal, Legion of Merit, Defense Meritorious Service Medal, Meritorious Service Medal, Joint Service Commendation Medal, Army Commendation Medal, Joint Achievement Medal, Army Achievement Medal, NATO Medal, and Presidential Service Badge. Upon retirement, She was hired by the Puerto Rico Police Department. On January 2, 2016, She assumed duties as the Superintendent after almost three years as the Provost of the Puerto Rico Police Academy. Additionally, She is the Director of Selective Service System for the Commonwealth of Puerto Rico.



10:00 am - 10:30 am MORNING BREAK @ EXPO AREA

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



10:30 am - 12:15 pm
MIRAMAR SALON

Sponsored by:



Intended Audience: *All-Levels*

This session will have Spanish translation



Session Summary

Captain Phillips will share his compelling story and draw lessons from those dramatic events that can help your organization survive and thrive. He will discuss the vital importance of leadership and teamwork, combined with a belief in the power and potential of yourself and your team, as seen through the eyes of an unassuming hero who conquered an extraordinary challenge.

Speaker Bio

Captain Richard Phillips is a graduate of the Massachusetts Maritime Academy, a member of the International Organization of Masters, Mates & Pilots Union, and a licensed American merchant mariner. He became Captain of the MV Maersk Alabama in 2009. Captain Phillips married Andrea Coggio in 1987. They have two children, Mariah and Danny and reside in Underhill, Vermont. Captain Richard Phillips is the author of *A Captain's Duty: Somali Pirates, Navy SEALs, and Dangerous Days at Sea*, about his experience and his remarkable rescue. This dramatic story was also transformed into an Academy-Award and Golden-Globe nominated film, *Captain Phillips*, which hit the big screens in fall of 2013. President Barack Obama, who spoke with Captain Phillips by phone after he was freed, said, "I share the country's admiration for the bravery of Captain Phillips and his selfless concern for his crew. His courage is a model for all Americans."

LUNCH @ EXPO AREA | RAFFLE & PRIZES | IGNITE POWER LUNCH



12:15pm - 2:00pm



Lunch @ EXPO AREA



Raffle & Prizes

Sponsored by:



12:45pm - 1:15pm



Ignite Power Lunch Session

Ignite Power Lunch



Employment Law Trends To Keep Your Eyes on For 2017-2018

*Carmen R. Juarbe Montijo, Esq.
Silva-Cofresí, Manzano y Padró, LLC.*



12:45 pm - 1:15 pm

San Felipe & San Cristóbal Salon



Cluster: *Business*

Behavioral Competency: *Consultation*

HR Expertise Domain: *Workplace | Organization*

Functional Area: *Employment Law & Regulations | Employee & Labor Relations*

Intended Audience: *Mid-Level*

Session Summary

This session presents us the new tendencies on the Labor Laws for 2017 and its impact on the work place. She will share practical tips on how to manage personnel in times of crisis, changes and reforms. During this session, you will be able to exchange information related to the impact caused by the rapid changes suffered on the Labor Laws in Puerto Rico. This will be an ideal setting to share ideas about everything that has happened recently, what is still coming ahead and how to manage it effectively as a Human Resources Professional or as an authorized representative in your organization.

Speaker Bio

Carmen R. Juarbe Montijo is a Special Counsel at Silva-Cofresí-Manzano & Padró, LLC. Her counseling practice is focused on preparation and review of employment policies and handbooks, preparation and review of employment contracts; due-diligence and human resources audits; employment trainings for management and personnel; employee discipline, termination and reductions in force; and other related material. She has been a speaker at seminars on labor and employment topics for SHRM, among others. She lectures on employment discrimination and mandatory leaves at the University of Puerto Rico School of Law. Before joining SCMP, she worked as a shareholder in the Labor and Employment Division of one of Puerto Rico's major law firms.

EDUCATIONAL CONCURRENT SESSIONS

Ignite: The Power of One - Linking Life Journeys and Conquests to HR Leadership Success



*Jason T. Collett, CEO
Adaptivity Development, LLC*



2:00 pm - 3:30 pm

BAHIA 2 SALON

Sponsored by:



Cluster: *Leadership*

Behavioral Competency: *Leadership & Navigation*

HR Expertise Domain: *Organization*

Functional Area: *Structure of the HR Function*

Intended Audience: *All Levels*



This session will have Spanish translation



Session Summary

Transformation requires focusing one step at a time, while leading through inspiration. “Ignite, the Power of One” reveals three short stories of igniting success as a metaphor for the role that HR plays in organizations. 1) A Czech Republic single mom of three that inspired my career to develop others, 2) my brother’s struggle, but eventual summit of Mt. Kilimanjaro, together, 3) a disaster turn success on Aconcagua, highest summit in South America.

Speaker Bio

Jason T. Collett has held HR executive positions with several Fortune 500 Companies, including Bank of America, Honeywell, and Domtar. Simultaneously, Mr. Collett is also a successful entrepreneur, initiating, building, and selling divisions of ARCpoint Labs, Kifaru Development, and Leadership Development Training Companies. Mr. Collett began his career instructing rock and Ice climbing and has experience with high altitude mountaineering and traveled to 6 continents for business, education, adventure and pleasure. Mr. Collett is a family-oriented man with advanced degrees in Psychology and Business Administration. Now, Mr. Collett owns two companies, spends his time developing leaders and businesses around the world.

The Penta Holistic Management Model: How HR Can Add Value to the Business?



Adrian Büchner, PhD
Compass Consultoría Organizacional HR-Latam LLC



2:00 pm - 3:30 pm

LAGUNA 2 SALON

Cluster: *Business*

Behavioral Competency: *Business Acumen*

HR Expertise Domain: *Workplace*

Functional Area: *HR in the Global Context*

Intended Audience: *Senior Level*

Sponsored by:



Session Summary

This presentation will add value because it will help position the HR professional as a "real" strategic partner with our internal clients through thinking and organizing business management in a different paradigm. The model to be shared is an instrument to think and execute the strategy in a different way, making the most of the HR portfolio in a systemic and non-linear way or by specific functions.



Speaker Bio

Adrian Büchner, PhD, Consultant in Corporate Governance, Strategy, Culture and Leadership. He holds a PhD in Business Administration, a Master's Degree in Education and a Specialist in HR, as well as having completed management and managerial training programs in Germany and the United States. He is an international member of SIOP (Society for Industrial & Organizational Psychology), ATD (Association for Talent & Development). He is Founder and Director of Compass Consulting, regional distributor of Hogan Assessment Systems, Inc. and Denison Consulting. He currently serves as a postgraduate professor at universities in South America and a visiting professor at universities in Germany.

Technology Disruptions: HR Trends Driving a Complete Re-invention of HR Software



*Mindy Chester, Workday HCM & Payroll Solution Consultant
Mike Kaupe, Manager of Solution Consulting
Workday*



2:00 pm - 3:30 pm
BAHIA 1 SALON

Cluster: *Business*

Behavioral Competency: *Business Acumen / Critical Evaluation*

HR Expertise Domain: *Organization*

Functional Area: *Technology Management*

Intended Audience: *Mid-Level*

Session Summary

Today's business world sees constant changes, and companies need systems with maximum flexibility to meet both external, marketplace-driven demands and internal, talent-driven demands. Innovative HR leaders require solutions that are engaging, effective, productivity-oriented, and scalable, while simultaneously aligning with how today's employee works, learns, and manages his or her career. People drive profits, and with executives depending on HR to attract and retain the best people, come learn how disruptive technologies can keep these dynamic employees motivated and engaged.

Speaker Bio

Mindy Chester, a Workday Solution Consultant based in Atlanta, GA with an extensive background in Human Resources and Payroll. Mindy has worked in HRIS and Payroll for over 15 years touching nearly every aspect of Human Resources and Payroll including leading and implementing various ERP solutions. Mindy is consistently applauded for her functional HR and Payroll expertise, technical competence, and consultative nature during her presentations. Mindy is also a local and national member of the American Payroll Association.



At the Forefront of the Legal Battle



*María Judith (Nani) Marchand-Sánchez, Esq.
Ferraiuoli, LLC.*



2:00 pm - 3:30 pm
SAN FELIPE & SAN CRISTOBAL SALON

Sponsored by:

mc21

people caring for people

Cluster: *Business*

Behavioral Competency: *Consultation*

HR Expertise Domain: *Workplace*

Functional Area: : *Employment Law & Regulations*

Intended Audience: *All-Levels*

Session Summary

During this session, we will discuss the recent Federal and State judicial and administrative developments that impact the role of the Human Resources Professionals. We will give special emphasis on the business aspect of the decision-making process regarding legal disputes and how to best prepare for the legal battles that may occur as part of the recruitment process, the execution of a disciplinary action or the implementation of a reorganization business plan, among others.

Speaker Bio

María Judith (Nani) Marchand-Sánchez is one of Ferraiuoli's founding members and a Capital Partner of the Firm. She has over 26 years of experience in labor & employment matters & has successfully litigated before local & Federal Courts as well as administrative agencies including participating in mediation proceedings. Her practice also includes consulting & counseling in the management of Human Resources. She has vast experience as a public speaker & has presented many seminars to employers & organizations, including SHRM-PR.



MEGA SESSION

Cultivating Mindfulness in Leadership: A Radical Strategic Decision



*Irma Ruiz, Senior Consultant
Career Transitions, Inc.*



3 :30 pm - 5:00 pm
BAHIA 1 SALON

Sponsored by:



Cluster: *Leadership*

Behavioral Competency: *Leadership & Navigation*

HR Expertise Domain: *Workplace*

Functional Area: : *Diversity & Inclusion*

Intended Audience: *Mid-Level*

Session Summary

This experiential session invites participants to discover the application of mindfulness practices for developing core competencies of leaders: awareness, focus, clarity, creativity, resiliency and compassion. Backed by scientific data and case studies, mindfulness programs have taken center stage amongst global leaders, spanning pillar sectors of society, as an overlooked yet necessary core quality to develop in order to propel an organization's objectives with a high degree of innovation, meaning and accountability.

Speaker Bio

Irma Ruiz is a Senior Consultant with Career Transitions Inc is dedicated wholeheartedly to cultivating skills for well-being and conscious leadership. She brings in every interaction her 25+ years of experience in corporate training and design, communication strategy, non-profit leadership, endurance competition and contemplative practice. A former Senior Vice-President of a leading financial institution, she tackled integrating diverse work cultures after complex organizational changes; designed managerial trainings; formulated communication strategies; and spearheaded initiatives to incorporate contemplative practices in organizations. She is professionally trained in the Mindfulness-Based Stress Reduction Program at the University of Massachusetts Medical School, the global model of mindfulness programs.



2017 SHRM-PR Annual Assembly



3:30 pm - 5:30 pm
MIRAMAR SALON



5:00 pm - 6:30 pm EXPO AREA

**ALEX DJ MUSIC |
NETWORKING @ EXPO**



6:30 pm - 9:30 pm BELLA VISTA TERRACE



**SUNSET PARTY & 50th
ANNIVERSARY CELEBRATION**

PLENEROS



BANDA SIN NOMBRE



LA TRIBU DE ABRANTE



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