

Program:

April 22-23, 2014

Location:

Heathman Lodge
7801 NE Greenwood Dr, Vancouver, WA 98662

Reservations:

360-254-3100

Ask for the WBA Room Block. Room Rate is \$115 per night. **Reservations must be made by April 7 to receive discount room rate.**

Conference Registrations:

Before 4/8 After 4/8

| | | |
|------------------|-------|-------|
| WBA/OBA Members: | \$395 | \$445 |
| Non-Members: | \$750 | \$850 |

Send two attendees, get the third for free!

Cancellation Policy: Registrations may be cancelled up to seven days prior to the conference. All cancellations have a \$50 charge. No cancellation within the seven day period; however, a substitute may attend.

Registration Form

Please complete the following information:

Name _____

Title Bank/Firm _____

Work Address _____

City/State/Zip _____

Phone _____

Email _____

Attending Special Session? Yes No

Payment Amount \$ _____

VISA Mastercard Expiration Date _____

Credit Card # _____

Name on Card _____

Signature _____

Send registration and check payable to Washington Bankers Association, 1601 Fifth Avenue, Suite 1120, Seattle WA 98101. Call us at (206) 447-1700. Fax your registration to (206) 223-6453.



WASHINGTON BANKERS ASSOCIATION

1601 Fifth Avenue
Suite 1120
Seattle, WA 98101
www.wabankers.com

2014 Northwest Education/Human Resources Conference



Northwest Education/ Human Resources Conference

April 22-23, 2014
Heathman Lodge
Vancouver, WA



Who Should Attend?

Specifically designed to meet the needs of bank trainers, HR managers and bank staff members responsible for providing training and encouragement to employees of all levels, the Northwest Education/Human Resources Conference has something of value for everyone. Careful attention has been paid to ensuring a solid agenda with the best speakers in the country.

Tuesday, April 22

9:30 - 10:00 Registration

10:00 - 11:30 Welcome

Liz Wilson, Executive Vice President, Washington Bankers Association, Seattle, WA
Jeff Deuel, President & COO, Heritage Bank, Olympia, WA; WBA Education Committee Chair & WBA Board Member

Attracting and Keeping the Next Generation of Talent

Anna Liotta, President & CEO, Resultance, Inc., Seattle, WA

We all know the Millennials are here; the real question is what to do about them. How do we maximize their energy, ideas and leverage their high expectations to create win/wins? Anna Liotta, best-selling author of "Unlocking Generational CODES" will share how organizations are not only successfully attracting the best and brightest Millennials, but how their Gen Xer and Boomer bosses are engaging them to deliver top results (without losing their minds).

11:30 - 1:00 Networking Lunch with Fun Activity

1:00 - 1:15 State of the Industry Update

Jeff Deuel, President & COO, Heritage Bank, Olympia, WA; WBA Education Committee Chair & WBA Board Member

1:15 - 2:15 Employee Engagement

Andrea Heuston, CEO & Creative Principal of Artitudes Design Inc., Issaquah, WA

The best businesses are those that recognize their employees and strive to increase employee engagement. Gallup Poll studies show higher employee engagement levels increases sales, customer loyalty, productivity and profits. What is stopping your employees from reaching their fullest potential?

Special Seminar: Keys to Continued HR Success

Date: Monday, April 21

Time: 1:00 to 5:00 pm

Cost: \$199, cost to conference attendee \$149

Join Deborah Jeffries, PHR, CPC, Vice President, Senior Consultant, & HR Answers Manager, for an HR-focused critical issues update. Class will be held at the Heathman Lodge the afternoon prior to the Education/HR Conference. Conference attendees receive a discount when registering for both events.

2:15 - 2:30 Coffee Break

2:30 - 3:45 Breakout Sessions

Human Resources Breakout: Adaptive Leadership, Invigorating Motivation: Set Your Workplace on Fire!

Don Phin, National Speaker and Consultant, Esq. Vice President of Strategic Solutions, ThinkHR Company, San Diego, CA

Peter Drucker once said that management tends to recycle ignorance. That's because leadership hasn't done its job of properly communicating its vision, mission, goals, values and more. Today's HR manager is in a leadership position. To what degree have these practices been properly communicated to management? Don will help us to revisit Maslow's Hierarchy of Needs in a way that will set your workforce on fire!

Training Breakout: Training That Impacts Performance and the Critical ROI

Vickie Cussins, President, SkillPoint Professional Solutions, Eugene, OR

Margins are tight, stockholders want a strong rate of return, employees want to be valued and trained. Times in the banking industry are as challenging as ever. To be taken seriously at the executive table, training and development professionals must deliver programs that impact bottom line results.

4:00 - 5:30 The Authenticity Advantage: Ensuring Internal Alignment with your Organization's Values and Purpose

Jason Swain, Executive Coach, Instructor, MBA Program, Gonzaga University, Principle, Jason Swain & Associates, Liberty Lake, WA

Having a differentiated and competitive edge is the key to your organization's success. The organizations that stand the test of time truly understand who they are and consistently manifest that in everything they do. In other words, they are authentic. Authenticity does not mean much if it is not apparent in the everyday experiences of your customers. Learn how to discover your organization's authentic identity and align all of your human systems.

5:30 - 5:45 Closing Comments

6:15 - 9:00 Reception and Dinner

For complete agenda, please visit
www.wabankers.com

The WBA & OBA would like to thank the following sponsors for their support of this event:

**Brown & Brown
Sound Community Bank
Talentwise, Inc.
Think HR
WBA PROS, Inc.**

For sponsorship opportunities, contact Chelsey Mullins at chelsey@wabankers.com or (206) 344-3484.

Wednesday, April 23

7:30 - 8:15 Breakfast

8:15 - 8:45 Healthcare Reform - Now What?

Donna Losch RHU, ChHC and SVP with Brown & Brown and Program Manager for the NWFPA Trust, Tacoma, WA

Just when we thought we knew the rules or at least some of them, they are changing again. Join Donna as she walks us through the most recent changes. Learn that while the Employer Pay or Play Penalties may have been delayed, the Excise Tax Penalties associated with the Affordable Care Act have not. Donna will cover what they are, how to ensure you are in compliance and how to avoid the potentially devastating penalties.

8:45 - 9:45 Harnessing the Resistance to Change

Marcus Mann, Principal, Sound Predictions, Performance Consultant & Professional Facilitator, Seattle, WA

While change is a basic ingredient of success, the need, speed, and mechanics of change have shifted over the past six years. Banking leaders and employees are reporting two new and difficult post-recession challenges. Employees are suffering from saturation-fatigue; too much change in too little time, and the erosion of trust; questioning the need for and permanence of proposed changes. We will address these challenges and much more during a session focused wholly on the solution.

9:45 - 10:00 Coffee Break

10:00 - 11:15 Victims, Villains and Heroes: Managing Emotions in the Workplace

Don Phin, National Speaker and Consultant, Esq. Vice President of Strategic Solutions, ThinkHR Company, San Diego, CA

ENTER STAGE LEFT... We are all actors in a play, for which the stage is set every day, in every workplace, and are all part of the constant, swirling emotional drama we call the Plot: Victims, Villains, and Heroes. Rejection, sabotage, miscommunication, overwork with few rewards and lawsuits are all symptoms of the Plot. In this session, you will quickly learn powerful techniques to become a hero at work- to yourself and those around you

11:15 - 12:00 Wrap-Up, Prizes and Closing Remarks