

# 21ST ANNUAL NORTH ALABAMA HUMAN RESOURCE MANAGEMENT CONFERENCE

*In Partnership With Shoals Chapter SHRM®*

**Wednesday, August 3, 2016**

**University of North Alabama**

**Guillot University Center**

**Florence, Alabama**



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**21st Annual North Alabama  
Human Resource Management Conference**  
August 3, 2016 • UNA Guillot University Center  
Florence, AL

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Wednesday, August 3, 2016 • University of North Alabama Guillot University Center • Florence, Alabama

\$129 per person • \$99 SHRM Members • Fee includes: Continental breakfast, lunch, course materials & a certificate of attendance.

Student discounts are available, call for details.

## AGENDA

- |                            |   |
|----------------------------|---|
| <b>7:30 – 8:15 am</b>      | <b>Registration/Continental Breakfast</b>   |
| <b>8:15 – 8:30 am</b>      | <b>Welcome &amp; Introductions</b><br>Crystal Wilson, President, Shoals Chapter SHRM®<br>Meghan Fike, UNA Continuing Education  |
| <b>8:30 – 9:30 am</b>      | <b>Managing The UnWorking</b><br><i>John J. Colman, III, Partner, Burr &amp; Forman LLP</i>   |
| <b>9:30 – 10:30 am</b>     | <b>Handbook Pitfalls</b><br><i>John J. Colman, III, Partner, Burr &amp; Forman LLP</i>  |
| <b>10:30 – 10:45 am</b>    | <b>Networking Break &amp; Vendor Review</b>   |
| <b>10:45 – 11:45 am</b>    | <b>Multiplying Leaders For Purpose<br/>Driven Companies</b><br><i>Cord Sachs, President &amp; CEO, Fire Seeds</i>   |
| <b>11:45 am – 12:45 pm</b> | <b>Lunch &amp; Vendor Review</b>  |
| <b>12:45 – 1:45 pm</b>     | <b>Understanding Employee Assistance Plans</b><br><i>Alicia Kelly, LPC-S, Kelly Counseling<br/>and Associates, LLC</i>  |
| <b>1:45 – 2:00 pm</b>      | <b>Networking Break &amp; Vendor Review</b>   |
| <b>2:00 – 4:00 pm</b>      | <b>Unleashing Your Employees' Passion, Potential,<br/>&amp; Performance Through Organizational Culture</b><br><i>Cindy Beresh-Bryant, SPHR, SHRM-SCP, RCC, MHRD,<br/>President, HR Solutions By Design, LLC</i> |
| <b>4:00 – 4:15 pm</b>      | <b>Conference Wrap-up, Door Prizes &amp; Presentation<br/>of Certificates</b>   |

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& 6 Hours  
SHRM-CP®/  
SHRM-SCP®  
Credits



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or phone in your registration at (256) 765-4862



[www.facebook.com/UNAContinuingEducation](http://www.facebook.com/UNAContinuingEducation)

### SPONSOR SPACE IS AVAILABLE

Contact Crystal Wilson for an Exhibitor Registration

Form - [crystal.wilson@timesdaily.com](mailto:crystal.wilson@timesdaily.com) or

register online at <http://shoalschaptershrm.shrm.org>

# MEET YOUR SPEAKERS



**CYNTHIA BERESH-BRYANT, SPHR, SHRM-SCP, MHRD, RCC**, Owner and President of HR Solutions by Design, LLC; Cindy started her business in 2009 after more than 20 years as an HR professional working primarily in the manufacturing industry for Fortune 250 and Fortune 500 companies. Author of "The OC Equation™ Unleashing Your Employees' Passion, Potential and Performance

through Organizational Culture", she specializes in helping her clients build strong organizational cultures that maximize profitability through employee involvement and high engagement. Cindy earned her Bachelor's degree in Industrial/Organizational Psychology and Master's Degree in Human Resources Development from Clemson University in Clemson, SC. Cindy is a certified Senior Professional in Human Resources (SPHR), a SHRM Senior Certified Professional and a Registered Corporate Coach. During her career, she's held progressive leadership roles in both corporate and field environments including multiple country and multiple-location business units with responsibility for union and non-union workgroups. Cindy has led and managed a wide variety of HR functions, including acquisition and mergers, talent acquisition, talent management, organizational development & training, compensation and benefits administration, HR policy and practices, employee relations and environmental, health and safety. Cindy was secretary of Duck River SHRM from 2012-2013 and President of Duck River SHRM 2010-2011. She is a Registered Corporate Coach and her professional memberships include the National Society of Human Resources Management (SHRM), the Middle Tennessee Society of Human Resource Management (MT-SHRM), where she is also an active member of the HR Excellence Program. She is an adjunct professor at Athens State University in Athens, AL teaching Human Resources, Compensation & Benefits, Organizational Behavior, Business Ethics and Leadership courses. She currently serves as a board member for The Refuge Center and Gaits to Heaven. She is a member the National Association of Professional Women and was recognized in the Who's Who of Professional Women in 2007. Cindy is a Founding member of the On to Plan B...Career Transition Support Group and Christian Business Connections in Maury County and a past board member of the American Red Cross, Teen Challenge of Middle Tennessee and Lake Erie College.



**JOHN J. COLMAN, III**, a former chair and member of the firm's Labor & Employment Law section, John's trial experience includes the successful defense as lead counsel of banking, utility, automotive, manufacturing and food service industry employers in over 100 bench and jury trials. John's experience includes one of the first Americans With Disabilities Act cases tried to a jury in Alabama, two of the first ADA

cases in the state in which a jury returned a defense verdict based on the absence of an ADA disability, one of the first ADA verdicts for the employer in a mixed motive case, and one of the first ADA harassment cases nationwide. John's litigation experience spans over several different areas and industries. His OSHA litigation includes the successful defense of willful citations to a nuclear plant, multiple fatality cases involving the Milwaukee Brewers' dome's construction and truck terminals and manufacturing facilities in Chicago, Dallas, rural Louisiana, and the Mobile, Alabama, area, and various warrant and citation proceedings throughout the state. Related litigation involves workplace violence, and whistleblower defense. Class actions include the successful defense at trial of a retiree class action and defeat of class certification of a race selection class. Collective actions include resolution through settlement or summary judgment of FLSA class actions involving issues from lunch interruption to donning and doffing to time going through security. Whistleblower defense includes actions under Sarbanes-Oxley, environmental laws, OSHA 11(c), and state whistleblower actions. He has also counseled clients regarding regulatory compliance, personnel policies, employee handbooks, union organizing and rulemaking

involving the ADA, the FMLA, the Alabama Workers' Compensation Law of 1992, and various regulations related to drug testing and disability management. He has represented The Business Council of Alabama, the Alabama Association of Employers and individual employers in the drafting of both sets of the Americans With Disabilities Act Title I rules, the Family and Medical Leave Act rules, the Alabama Workers' Compensation Law of 1992, and Department of Industrial Relations rules respecting drug testing. He has offered Friend Of The Court briefs on several employment issues on behalf of the BCA, and one on behalf of the Alabama Retail Association to the U.S. Supreme Court in a key discrimination case. An adjunct instructor at two law schools, John has authored Disability Discrimination in Employment, (West Publishing 2006); Employment Discrimination in Alabama (Southern University Press, 1991); coauthored Alabama Workers' Compensation Practice, 1994 Edition, (Guide Publishing, 1994); and authored chapters in the Bureau of National Affairs, Inc.'s Occupational Safety and Health Law. John funds several scholarships for law students and one for graduate teachers at Jacksonville State University. John teaches at Cumberland and at the Birmingham School of Law.



**ALICIA KELLY** is a Licensed Professional Counselor and owner of Kelly Counseling and Associates, LLC. Alicia has provided direct counseling services for over 15 years. Her experience in management combined with clinical expertise allows her to serve as a knowledgeable consultant to Human Resource Directors. She is a credentialed provider for all applicable insurance companies and Employee Assistant Plans in the Shoals area.



**CORD SACHS - PRESIDENT & CEO**, FireSeeds was founded by Cord Sachs in 2011. Leveraging 15 years of recruiting and leadership development experience in the ministry and for-profit space, Cord launched FireSeeds with the vision of multiplying leaders into the for-profit space to create exponential impact. The name, FireSeeds, is significant.

Fire represents training, refining, development. The seed represents life, growth, and fruit. These are elements FireSeeds brings to companies working to make a difference in the world. The FireSeeds Team specializes in recruiting dynamic leaders and installing leader development strategies in world-changing businesses. FireSeeds is a catalyst for companies with the unique desire to invest in their team and positively impact their clients and communities. Cord is passionate about developing multiplying leaders! His pride and joy is seeing this happen first and foremost in his family. He has a beautiful wife of 15 years and 6 unbelievable arrows (kids) to launch out one day into the world. He lived in Southern California until 10, at which point his family moved across the country to Guntersville, AL. From there he made his way to Samford University where he studied business and also identified his calling to multiply his life into others. He spent 7 years on staff with a college ministry before launching out to help start an elementary fundraising company called Booster. Two guys in a basement building a business focused on multiplying remarkable service and intentional leader development turned into a thriving company in 17 cities in just 7 years. They attributed their growth and success to God's favor experienced through the intentional culture of 360 Leader development. Cord transitioned out of Booster with the vision and desire to help other companies reproduce this unique strategy. In 2012 FireSeeds was launched and that same favor and intentional focus has been the key again to their success. Their aim is to leave a legacy that glorifies God through multiplying movements of multiplying leaders in the for purpose market place.

# UNA HUMAN RESOURCE MANAGEMENT CERTIFICATE

## Two options to fit your schedule!

### UNA Human Resource Management Certificate – ONLINE OPTION

This valuable certificate recognizes that you have completed a professional program in human resource management. When you have completed the required curriculum, you will receive a UNA certificate stating that you have successfully completed the program.

For more information about each online course please visit [www.flexclassroom.com/una](http://www.flexclassroom.com/una)

#### • REQUIRED COURSES •

Fair, Square, and Legal: A Manager's Guide to Safe Hiring, Managing, and Firing Practices  
Fundamentals Of Human Resource Management

#### • ELECTIVE COURSES •

Please visit [www.flexclassroom.com/una](http://www.flexclassroom.com/una) to choose your elective hours. Elective hours must total 6 CEUs.

### UNA Human Resource Management Certificate TRADITIONAL OPTION

This valuable certificate recognizes that you have completed a professional program in human resource management. When you complete the certificate, you will receive a UNA certificate stating that you have successfully completed the 60 hour program.

#### • REQUIRED COURSE •

SHRM® Learning System for SHRM-CP® / SHRM-SCP® Certification Preparation  
(offered each Spring semester)

#### • ELECTIVE COURSES •

Electives must total 25 hours. Courses are offered during the day and evening hours. Electives are offered in the spring, summer, and fall. Brochures are mailed when information is available. Electives must be a UNA sponsored event.

For more information, contact Meghan Fike at 256-765-4289 or [mmfike@una.edu](mailto:mmfike@una.edu)

# DIRECTIONS AND HOTEL ACCOMODATIONS

## Hotels In The Area

### Marriott Shoals Hotel & Spa

10 Hightower Place  
Florence, AL 35630  
256-246-3600

### Hampton Inn - Downtown

505 South Court St.  
Florence, AL 35630  
256-767-8282

### Residence Inn by Marriott

1000 Sweetwater Ave  
Florence, AL 35630  
Phone: 256-764-9966

### Comfort Suites

140 Matthew Paul Court  
Florence, AL 35630  
256-246-2300

### Hampton Inn - Midtown

2281 Florence Blvd • Florence, AL 35630  
256-764-8888

## GUILLOT UNIVERSITY CENTER ON THE CAMPUS OF UNA

Directions: On Tennessee Street (Florence Boulevard and US 72), continue west across Court Street and turn right onto Pine Street. Go five blocks, and turn right into Dormitory Drive and park in Lot K to the left. The back entrance to the University Center is at the north end of the parking lot.

From North Florence, follow Wood Avenue (Cloverdale Road) south to Irvine Avenue, turn right and continue three blocks west to Pine Street. Turn right and proceed to Dormitory Drive.

Parking is also available at Kilby School and next to the Lion Habitat.

## FAST & EASY REGISTRATION

### HOW TO REGISTER:



#### ONLINE

[www.una.edu/continuing-studies](http://www.una.edu/continuing-studies)



#### BY PHONE

Our registration office is open from 8 a.m. to 4:30 p.m. Monday through Friday. We accept Discover, MasterCard and Visa. We also accept company purchase orders. Call (256)765-4862 or 1(800)-825-5862, ext. 4862.



#### VIA FAX

Simply fax the attached registration form any time day or night to (256) 765-4872. All fax orders must contain a credit card number unless we are invoicing your company.



#### IN PERSON

During our office hours, come by our office at UNA East Campus, 1640 Tune Ave., Florence.



#### MAIL

Complete the attached registration form and mail with your check or credit card information (don't mail cash) to Continuing Education & Outreach, UNA Box 5036, University of North Alabama, Florence, Alabama 35632-0001.

**Cancellations:** If you must cancel, notify us three days in advance for a full refund. Later cancellations may receive credit toward future workshops if requested by the date of the seminar. Participant substitution may be made at any time.

**Course Cancellations:** Non-credit courses are subject to cancellation if there is insufficient enrollment. Continuing Education & Outreach apologizes for any inconvenience this may cause you. In the event a course is cancelled, a registrant has the option of applying the fees paid to another course or receiving a complete refund.

## Registration Form

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Company / Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_ ☐ Home ☐ Work

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

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☐ \$129 ☐ \$99 for SHRM® Members

Fee includes: Continental breakfast, lunch, course materials, SHRM® certification credits & a certificate of attendance.

#### PAYMENT METHOD

☐ Check Enclosed (payable to UNA) Please include course name on lower left side of check.

☐ Please invoice company above. If different address than mailing, please provide:

☐ Purchase Order

☐ Money Order

☐ Visa

☐ MasterCard

☐ Discover

Name on Card (please print) \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Credit Card Verification# \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Please make as many copies of this form as you need.