

**Association of  
Healthcare Human Resources  
Administrators of Greater New York**

**AH-HRA**

**A Chapter of the American Society For Healthcare Human Resources Administration**

**2011**

**Human Resources Conference**

**Thursday, September 22, 2011**

**8:15 am**

**How Technology and Social Media  
are Impacting HR**

Baruch College  
151 East 25<sup>th</sup> Street, Seventh Floor  
(between Lexington and 3<sup>rd</sup>)  
New York, New York

## CONFERENCE SCHEDULE

**8:15 am**

### Registration and Continental Breakfast

**8:45 am**

### Welcome

**Barbara Felker**, President, AHHRA  
**Richard Kopelman**  
Professor and Academic Director  
Baruch MSILR Program

**9:00 am**

### Labor Law Update

Speaker: **Fredric C. Leffler, Esq.**  
Senior Counsel  
Proskauer, Rose, LLP

This session will review recent developments in labor & employment law, including State and Federal Court and Agency decisions that affect employer and employee rights.

**10:00 am**

### Break/Vendor Exhibits

**10:30 am**

### Social Media: How to Connect with Employees and Potential Employees

Speaker: **Steven Z. Ehrlich**  
Global Vice President  
TMP Worldwide

Twitter, Facebook, LinkedIn. Are you in control of how your employees and potential employees see your organization? See how recruitment, retention and engagement can be driven by and through social media.

**11:30 am**

### Panel Discussion: How to Acquire Talent in the Age of Social Media

Speakers: **Sue Shevlin**  
Assistant Vice President, Talent Acquisition  
North Shore/LIJ Health System

Are you ready to interact with your talent pool? See the technology and some of the approaches that are available and in use today, then hear representatives from two healthcare organizations discuss the advantages and disadvantages of implementing social media tools for talent acquisition.

**Valerie Orellana**

Director, Recruitment and Staffing  
Mount Sinai Medical Center

**Jeff Fish**

Vice President, Digital Director  
Bernard Hodes Group

**12:30 pm**

### Lunch/Vendor Exhibits

**1:45 pm**

### E-learning Systems that Really Work

Speaker: **Emily Hacker**  
E-Learning Manager  
NYU Langone Medical Center

Healthcare workers need easy, 24/7 access to continuous education – whether it is for clinical, regulatory and compliance training or for general professional development. Hear about how e-learning, enterprise Learning Management Systems and other technology-based solutions provide the healthcare industry with new capabilities to deliver training to their highly specialized and dispersed workforces and streamline the tracking and reporting of data.

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## CONFERENCE SCHEDULE

2:45 pm

### Break/Vendor Exhibits

3:15 pm

Speakers: **Tom Flannery, Ph.D.**

Partner  
Mercer Consulting

**Scott Turner**

Principal  
Mercer Consulting

### Managing Performance, Communication and Compensation in 2011

The age of information has changed the way we manage almost everything: shopping; travel; even dating. Access to information is changing our ability to manage the workforce. Hear how employers are changing their systems to assess, reward, recognize and communicate with employees.

4:15 pm

### Closing Comments followed by presentation of the Fred Eisgrub Memorial Award and Reception

## REGISTRATION

Registration Fee Member.....\$100.00

Non-Member.....\$125.00

Registration form should be faxed to (631) 864-8397 or mailed by September 9, 2011.

Tear off and return with check.

Name \_\_\_\_\_ member non-member

Institution/Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Additional Registrations

Name \_\_\_\_\_ Title \_\_\_\_\_ member non-member

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ member non-member

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Enclosed please find \$\_\_\_\_\_ for \_\_\_\_\_ registration(s).

Checks should be made payable to **AHHRA** and mailed to:  
**AHHRA**

30 Jericho Turnpike, #168, Commack, NY 11725

Or pay by credit card (Mastercard, Visa or American Express)

card number \_\_\_\_\_ exp. \_\_\_\_/\_\_\_\_ CW Code \_\_\_\_\_

Zip code for billing address \_\_\_\_\_ Signature \_\_\_\_\_

Questions? Contact Bill Innes at 212-305-9789 or [wli2101@columbia.edu](mailto:wli2101@columbia.edu)  
Debbie Goldman at (631) 864-8392 or [dgoldman@ahhrany.org](mailto:dgoldman@ahhrany.org)

## Exhibitors

Cure Staffing

Bernard Hodes Group

EmblemHealth

Gannett Healthcare Group / Nurse.com-Nursing Spectrum

InsMed Insurance Agency, Inc.

Press Ganey Associates, Inc.

Professional Placement Associates

TACT Medical Staffing

TMP Worldwide Advertising and Communications, LLC

Winston Staffing Services

XL Communications, Inc.

## Sponsors

Bernard Hodes Group - **Breakfast**

Executive Healthsearch Inc. - **Lunch**

Gannett Healthcare Group / Nurse.com-Nursing Spectrum - **Morning Break**

Lee Hecht Harrison - **Afternoon Break**

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