

Work Life Conference

March 10–11, 2009 Omni Royal Orleans, New Orleans, LA

Collaborations for
Change: Innovations in
Challenging Times



Pre-Conference Activities:
March 9, 2009

**Rebuilding New Orleans:
Exploration and Community
Service Opportunities**

www.conference-board.org/worklife2

Presented with assistance from:



The Conference Board
Work Life Leadership Council

**Trusted
Insights for
Business
Worldwide**

The 2009 Work Life Conference
March 10-11, 2009, New Orleans, LA

Pre-Conference Activities
March 9, 2009

Rebuilding New Orleans: Exploration and Community Service Opportunities

Dear Colleague,

Look ahead one year, five years, ten years—what do you see? This conference will provide a guided tour of the trends and innovations that are shaping the future of work. Our goal is to provide the cutting-edge information, promising practices and tools that shift our perspective from defensive to offensive and equip us to take on challenges and seek out opportunities rather than simply respond.

Join us at the 2009 Work Life Conference, where:

- Members of the new presidential administration will discuss their plans for addressing human resources, work life and diversity issues;
- Scott Cowen, president of Tulane University, will talk about his unique insights on the next generation of employees and provide advice on what you can do to attract top talent;
- Leading experts will share what's new in work life, present cutting-edge technologies (including gaming technology and social media) and discuss the latest research of relevance to business leaders; and
- State and local leaders will provide the results of innovative, public-private collaborations that they have engaged in to create change in their communities.

We are especially excited to be in New Orleans this year, as this city provides us with lessons about what cooperation and leadership can accomplish.

Who should attend? Executives in Human Resources, including work life, diversity, talent management, and workforce strategists, as well as non-HR executives who are interested in learning more about these topics. We look forward to seeing you in March!



Ellen Galinsky
Conference Program Director and President
Families and Work Institute

Pre-Conference Activities

Monday, March 9, 2009

Rebuilding New Orleans: Exploration and Community Service Opportunities

Conference attendees are invited to participate in one or both pre-conference activities, which will be held on the afternoon of March 9th.

- 1) **Bring Quality Books to Children in New Orleans.** Many schools in New Orleans never had classroom libraries, and others have lost what little they had as a result of Hurricane Katrina and the 2008 storm. As part of its "Terrific Tales" initiative, the Center for Companies that Care is organizing a group of Work Life Conference attendees to contribute quality children's books to a local elementary school. We will deliver the books and then spend time reading to children at the school.
- 2) **Take a Tour of Rebuilding Efforts.** We invite you to join us on a tour of rebuilding efforts in New Orleans. The tour will be led by local community leaders who will give us first-hand accounts of the recovery efforts that are still underway in their own neighborhoods, which were seriously impacted by Hurricane Katrina and the 2008 storm. (This tour will begin and end at the Omni Royal Orleans Hotel, and will take place after the visit to the school. A small fee will be charged for the tour.)

For more information about the pre-conference activities, please email shuang@familiesandwork.org or call 212-981-2560.



One small step in the right direction:

Consider this, by making the decision to go paperless with all of our conferences and seminars, in one year The Conference Board will save almost 2 million sheets of paper, preserving hundreds of trees annually.

It's a start...



Work Life Conference

Tuesday, March 10, 2009

Registration and Continental Breakfast: 7:30–8:15 am

Welcoming Remarks: 8:15–8:30 am

Who are the “Millenials”?

A Look at the Next Generation of Employees

A 8:30–9:30 am

Sharing his unique insights on young people today, the President of Tulane University will discuss the skills and assets of Millenials, how they differ from previous generations, and what this means for employers, including ideas for motivating, attracting and retaining this workforce. In addition, as a leader in the rebuilding of New Orleans, he will discuss the importance of service and how employers can help employees contribute to the larger community and thrive in challenging circumstances.

Speaker

Scott Cowen

President

Tulane University

Moving from the Personal to the Public: A Work Life Journey

B 9:30–10:45 am

The 2008 U.S. presidential campaign highlighted the issue of working families. What began in the media as a personal look at how each candidate managed his or her own family and political life, transformed into a national dialogue on the issues and challenges for working families. This session will discuss the transformation of work life from the personal to the public. Members of the new administration will discuss plans to address work life issues.

Work Life in Challenging Times

C 11:15 am–12 noon

Employers and employees are facing many challenges—from the current financial crisis, to disruptions in businesses and communities that raise safety and security issues, to the everyday demands of a 24/7 economy. This session will explore the role of work life in helping companies, individuals and communities manage during challenging times.

What’s New in Work Life: Five-Minute Spotlights

D 12 noon–1 pm

In this dynamic, interactive session, take a whirlwind tour of what’s new in work life. Hear about best practices and innovations from fellow attendees—and have the opportunity to share your own! Send an email to:

Worklifeconference@familiesandwork.org. Let us know what you are doing that is new and exciting. Selected ideas will be profiled in this moderated session.

Moderator

Maureen Corcoran

Vice President, Diversity

Prudential Financial

Luncheon: The Conference Board Work Life Leadership Council’s Media Award and Moving into the Future Awards

Sponsored by: 

E 1–2:30 pm

The Conference Board Work Life Leadership Council’s Media Award is presented annually to an individual for outstanding coverage on issues of the changing workplace and changing family. The annual Moving into the Future Awards are given for innovative and cutting-edge practices.

Presenters

Maryella Gockel

Ernst & Young

Co-Chair

Work Life Leadership Council

Nina Madoo

Marriott International

Co-Chair

Work Life Leadership Council**Moving into the Future Award Recipients**

Accenture

Human Capital and Diversity Redesign: Enabling Collaboration

CCLC

Eco-Healthy Child Care Programs

EdgeQuests

Career Sabbaticals

IBM and WFD Consulting

*Managing a Dispersed Workforce: Challenges of Crossing Language, Culture, Distance, & Time***Nuts & Bolts Workshops: What Is New?**

Choose F1, F2 or F3: 2:30–4 pm

Select one of three interactive workshop sessions featuring best practices, take-home tools, and case studies on key talent management issues in a work life context.

The Real Deal: A Conversation with MBA Students

F1 2:30–4 pm

This session will feature a frank conversation with a panel of students from Tulane's Freeman School of Business on their thoughts, expectations and ambitions for life on and off the job—and the impact, if any, of current events.

Transforming Company Culture: Innovative Collaborations for Increasing Employee Engagement and Embedding Flexibility

F2 2:30–4 pm

This workshop will explore how to “connect the dots” between work life and other functions to create culture change and achieve business goals. Accenture will discuss innovative collaborations for engaging employees including: a personal engagement tool; a skills-based volunteering program; and a nationwide wellness campaign. Ernst & Young will discuss how they evolved into a flexible firm by expanding flexibility to include flexibility of time, place, thought, behavior and communication style, and embedding it in initiatives throughout the firm, such as corporate responsibility, “green” efforts, technology, and alumni relations.

Speakers

Sharon K. Klun

Director, US Work/Life Initiatives

Accenture

Richard S. Westphal

Director, US Retain Talent

Accenture

Maryella Gockel

Flexibility Strategy Leader

Ernst & Young**Supporting People with Special Needs and Their Families**

F3 2:30–4 pm

In this session, attendees will hear about new programs to support employees who have or care for those with special needs, framed by research from LifeCare on the impact of workplace caregiving programs on employees' health and on-the-job performance. The American Business Collaboration will discuss their new one-stop, comprehensive website where employees can find information on caring for a child or family member with special needs and related work-family issues. KPMG and Springboard Consulting will discuss a national disabilities network to create a supportive, inclusive environment.

Register online
www.conference-board.org/worklife2

Or by phone 212.339.0345



Speakers

Debbie Phillips

Vice President

WFD Consulting

Director

American Business Collaboration

Betty Purkey

Manager, Work-Life Strategies

Texas Instruments

Barbara Wankoff

Director, Workplace Solutions

KPMG LLP

Nadine Vogel

President

Springboard Consulting, LLC

Barbara McMahon

Practice Leader

LifeCare, Inc.

Nuts & Bolts Workshops: What Is New?

Choose G1, G2 or G3: 4:30–6 pm (choose one)

Select one of three interactive workshop sessions featuring best practices, take-home tools, and case studies on key talent management issues in a work life context.

Are You Connected? An Introduction to Social Media and Its Potential for Work Life

G1 4:30–6 pm

From Facebook to Second Life, new technologies and social networking tools are changing the way information is communicated and the way people interact at work and in their personal lives. Love it? Hate it? Don't know what it is? This session will provide an overview of the landscape of social media and discuss the implications and possibilities for the work life field. IBM will share promising practices for using social media as part of a work life strategy, with specific applications for training, communicating and networking.

Speakers

Morra Aarons-Mele

Principal

Women and Work Consulting

Julie Baskin Brooks

Global Work Life Integration &

Flexibility Team Leader

IBM

Raising Organizational IQ

G2 4:30–6 pm

This session will focus on company strategies to engage employees in thinking and learning about a variety of work life issues. Panelists will share experiences and lessons learned from initiatives that have been launched at Dow Chemical, KPMG and Procter & Gamble to train and support employees and leadership on topics such as flexibility, diversity and inclusion.

Speakers

Kristen Piersol-Stockton

Associate Director, Workplace Solutions

KPMG, LLP Midatlantic

Ann Andreosatos

Work-Life Initiatives Leader,

North America Diversity & Inclusion Practice

Procter & Gamble

Darlene MacKinnon

Director, Leadership Capabilities

Global Diversity & Inclusion

The Dow Chemical Company

Meryle Mahrer Kaplan, Ph.D.

Vice President, Advisory Services

Catalyst

Register online
www.conference-board.org/worklife2

Or by phone 212.339.0345



Work Life Conference

Lessons from Working Around the World

G3 4:30–6 pm

In today's global economy, companies must be able to effectively manage a dispersed workforce. This session will highlight key results of The Conference Board's Managing a Distant Workforce Research study, including action steps for companies and managers. IBM will discuss strategies for managing employees across language, culture, distance and time barriers. Boston College's Global Workforce Roundtable will share best practices and lessons learned among leading corporations seeking to enhance their global workforce strategies. Familien Service will share promising practices from Europe.

Speakers

Maria Ferris

Director

Global Workforce Diversity Programs

IBM Corporation

Peter Linkow

President

WFD Consulting

Research Leader

Research Working Group on

Managing a Distant Workforce


The Conference Board

Daniel Erler

Head of Research and Development

pme Familienservice GmbH

Networking Reception and Poster Sessions: 6–7:30 pm

Hosted by: 

The Conference Board
Work Life Leadership Council

Wednesday, March 11, 2009

Continental Breakfast and Poster Sessions: 8 –8:30 am

Research Roundup

H 8:30–9:30 am

Learn about the latest research of relevance to work life leaders:

- Sloan Center for Aging & Work: More than Meets the Eye: Differences in Age, Career-Stage, Life-Stage, and Generation
- Watson Wyatt: Creating an Employee Value Proposition to Achieve Bottom Line Results
- Families and Work Institute: Work Family Conflict: Its Causes and Repercussions: 2008 National Study of the Changing Workforce

Speakers

Marcie Pitt-Catsoupes

Director

Sloan Center on Aging & Work

Diane A. Gerard

Chicago Market Leader

Strategic Rewards

Watson Wyatt Worldwide

Ellen Galinsky

President

Families and Work Institute

Nuts & Bolts Workshops: What Is New?

Choose I1, I2 or I3: 9:30–11 am

Select one of three interactive workshop sessions featuring best practices, take-home tools, and case studies on key talent management issues in a work life context.

Register online
www.conference-board.org/worklife2

Or by phone 212.339.0345

New Experiments in Creating Change

11: 9:30–11 am

This session will explore innovative examples of public-private collaborations that are designed to address challenges ranging from poverty to traffic congestion—and how they have managed to create sustainable, lasting change. Representatives of collaborations from around the country will talk about their initiatives, share lessons learned, and discuss what happens when change is voluntary and when it is mandated.

Moderator

Patricia Kempthorne
 Founder and Executive Director
Twiga Foundation

Speakers

Dale Carlson-Bebout
 Grant Director, Supporting Work Project
 Poverty Reduction Initiative
Step Up Savannah

Bob Metzger
 Program Director
 Michigan’s Next Great Companies
Michigan Economic Development Corporation

The Latest in Flexibility

12 9:30–11 am

This session will showcase new strategies for providing workplace flexibility, maximizing productivity, and increasing employee motivation and dedication. Attendees will learn about:

- An award-winning workplace flexibility initiative in Dallas, Texas that increases employee retention and ensures full functioning during emergencies;
- Sabbatical programs that companies are using as a strategy to attract, retain and develop talent; and
- A broad-reaching, business-focused flexibility initiative at BDO Seidman that was led by a company-wide task force of representatives in order to change corporate culture across all levels of the organization.

Speakers

Barbara Taylor
 General Counsel and BDO Flex Chair
BDO Seidman, LLP

Cali Williams Yost
 Chief Executive Officer
Work+Life Fit, Inc.

Barbara Pagano
 Co-Founder
 yourSABBATICAL.com
EdgeQuests, Inc.

Elizabeth Pagano
 Co-Founder
 yourSABBATICAL.com
EdgeQuests, Inc.

Martha T. Blaine, MBA
 Executive Director
Community Council of Greater Dallas

Corporate Social Responsibility

13 9:30–11 am

When faced with challenges, companies have successfully found ways to make a positive difference in their communities while also building a better workforce and workplace. Panelists will share their companies’ experiences, from dealing with natural disasters to finding ways to improve educational outcomes and labor force participation of under-served youth.

Speakers

Sandra Turner
 Director, EY Assist
Ernst & Young

Robert W. Kimbro
 Managing Partner, New Orleans
Ernst & Young

Elyse Rosenblum
 Vice President of Workforce Readiness
Corporate Voices for Working Families

Marci Koblenz
 Co-Founder and President
Center for Companies That Care

Register online
www.conference-board.org/worklife2
 Or by phone 212.339.0345

Interactive Media: A New Way to Create Change that Sticks

J 11:30 am – 12:30 pm

Using gaming technology, interactive media engages people as active participants in learning rather than as passive consumers of information. This session will explore how interactive media can be used to create experiential training for key management and leadership skills, such as perspective-taking, in ways that alter perceptions and change behaviors leading to change that sticks.

Speaker

Eric Brown

Co-Founder and Chief Executive Officer

ImpactGames LLC

Conference Program Committee

Kathleen Christensen

Program Director

Workplace, Workforce and Working Families Program

Alfred P. Sloan Foundation

Maureen Corcoran

Vice President

Diversity

Prudential Financial

Maryella Gockel

Flexibility Strategy Leader

Ernst & Young LLP

Kathie Lingle

Executive Director

Alliance for Work-Life Progress

WorldatWork

Nina Madoo

Senior Director of Workplace Strategies

Workforce Effectiveness and Diversity Department

Marriott International, Inc.

Toni Riccardi

Chief Diversity Officer

The Conference Board

Barbara Wankoff

Director, Workplace Solutions

KPMG LLP

The Conference Board's Work Life Leadership Council – 2009 Work Life Conference Sponsors

Accenture

AstraZeneca Pharmaceuticals LP

Deloitte & Touche LLP USA

Ernst & Young LLP

GlaxoSmithKline

IBM Corporation

Johnson & Johnson

KPMG LLP

Marriott International, Inc.

Prudential Financial



To Register

Online www.conference-board.org/worklife2

Fax 212 836 9740

Phone 212 339 0345 8:30 am to 6 pm ET Mon-Fri

Mail The Conference Board
PO Box 4026, Church Street Station
New York, NY 10261-4026

1 Select Concurrent Sessions and Pricing

Conference

March 10-11, 2009

(Pre-Conference Activities on March 9, 2009)

Omni Royal Orleans Hotel

New Orleans, LA (918009-2)

Tuesday, March 10, 2009

F1 or F2 or F3 choose one
 G1 or G2 or G3 choose one

Wednesday, March 11, 2009

I1 or I2 or I3 choose one

Register by February 27, 2009 and save \$500!

Registration Fees payable in advance in U.S. dollars.

Conference Board Associates \$1,695 (\$2,195 after 2/27/09)

Non-Associates \$1,995 (\$2,495 after 2/27/09)

Yes, I would like to participate in the pre-conference service activities.
Please send me information about:

- 1) Bringing Quality Books to Children in New Orleans
- 2) A Tour of Rebuilding Efforts in New Orleans

2 Payment

Check payable to The Conference Board for \$ _____ .

Charge to my: American Express Discover MasterCard Visa

Acct. No. _____ Exp. Date _____

Signature _____ Date _____

3 Agenda Code

Please provide agenda code from mail panel.

4 Please print or attach a business card; for additional registrants, duplicate this form.

Name _____ Title _____

Department _____ Company _____

Address _____ City _____ State _____ Zip _____

Telephone () _____ Fax () _____ E-mail _____

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$200 off each person's registration.

Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Work Life Conference.

Omni Royal Orleans
621 St. Louis Street
New Orleans, LA 70140
Tel 504 529 5333

Hotel Reservations Cut-off Date:
Tuesday, February 17, 2009

Unconditional Guarantee

For over 90 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.

Work Life Conference
March 10-11, 2009 New Orleans

The Conference Board
845 Third Avenue, New York, NY 10022-6600

- **Work Life Under the New Presidential Administration**
- **Who are the “Millenials”? A Look at the Next Generation of Employees**
- **Social Media and its Potential for Work Life**
- **Corporate Social Responsibility**

Agenda Code



Printed and bound by Sheridan Printing Co., Inc., Alpha, New Jersey, an FSC-certified printer. This report is printed on Mohawk Via paper, which is 100% post-consumer waste fiber, manufactured with wind power, and is process chlorine free. The paper is certified by Green Seal and SmartWood for Forest Stewardship Council standards. No films or film-processing chemicals were used in the printing of this report.

THE CONFERENCE BOARD



The 2009
Work Life Conference

**Collaborations for
Change:
Innovations in
Challenging Times**



March 10–11, 2009
Omni Royal Orleans, New Orleans, LA

March 9, 2009
Pre-Conference Activities:
Rebuilding New Orleans: Exploration and
Community Service Opportunities

www.conference-board.org/worklife2