



TUESDAY, FEBRUARY 10, 2009
SCOTT CONFERENCE CENTER
6450 PINE STREET

REGISTRATION 11:15-11:30
 LUNCHEON MEETING 11:30-1:00
 TECHNICAL SESSIONS 1:30-4:30

HRAM Luncheon & Technical Sessions

Luncheon Keynote:

"Generation X: Magic (or Mayhem) in the Middle"

Joe Gerstandt & Jason Laurtinsen
Talent Anarchy

We know a lot about the generations in the workplace. The boomers are planning to retire. We don't have enough people to replace them. Generation Y is confident, but aren't sure they want to sign up for the 80 hour work weeks. But what about the forgotten generation in the middle? What happened to Generation X?

As Generation Y garners headline, Gen X is plotting a revolution. The generation who grew up with corporate downsizing, rising divorce rates and government scandal has done enough. As the boomers retire, we are expecting Gen X leaders to fill the gaps left behind. Find out why Gen X might not want those jobs. Many Gen X leaders have a very different perspective on work, workplace and the future of leadership.

Joe Gerstandt is an organizational and leadership development consultant with a focus on diversity and inclusion working with Fortune 500 corporations, grassroots non-profits and everything in between.

Jason Laurtinsen is an accomplished human resource leader and professional speaker. His early professional experience led him from a career in sales to the field of executive recruitment. After 5 years of success in executive search, he made the transition to corporate human resources.

Technical Sessions:

"Bridging the Gap: The HR Imperative"

The world of work is changing. Every day, leaders at organizations are asking the question, "how can I successfully work with this new generation of employee?" As HR leaders, it is imperative to help organizations successfully answer this question.

The "Bridging the Gap" technical session will help HR professionals and leaders learn practical strategies and approaches to navigating the current generational transition occurring in our workplaces.

The content includes:

- Description of the changing nature of work including a discussion regarding how the shift to a knowledge economy has changed the balance of power in the employment relationship.
- Explanation of the new psychological employment contract and how it has evolved out of the last 20 years of corporate downsizing, right-sizing and scandals.
- Detailed overview of the generational groups in the workplace today. This will include an examination of why each generational group tends toward particular beliefs and behaviors.
- A specific call to action for Human Resources practitioners regarding their role in successfully navigating this generational transition. This will include specific activities to get attendees started on a personal action plan.
- Overview of specific tactics and approaches organizations can take to embrace and maximize the contributions of all generations in the workforce with special emphasis on Generation X and Y.
- Tutorial on Web 2.0 and social networking tools and the role these tools will play in how organizations interact with their employees in the future.

HRAM members:

Luncheon only \$25.00 _____
 Tech session only \$35.00 _____
 Luncheon & Tech session \$40.00 _____

Non-HRAM members:

Luncheon only \$35.00 _____
 Tech session only \$45.00 _____
 Luncheon & Tech session \$50.00 _____

Corporate Table (7) \$250.00 _____

Name: _____ Company: _____

Make checks payable to HRAM. Mail reservation form, with payment, to HRAM, 12565 West Center, Suite 220, Omaha, NE 68144.
 Credit card payments may be faxed to 402-932-1095.



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ALL ATTENDEES MUST PRE-REGISTER.
REGISTRATIONS MUST BE RECEIVED BY
WEDNESDAY, FEBRUARY 4, 2009

Cancellations must be received by Friday, February 6th. Substitutions may be made.
 Reservations can also be made online at
www.hram.org.