



# MANAGERS SYMPOSIUM

SETTING THE TABLE

FOR THE FUTURE of ARKANSAS INDUSTRIES

September 22, 2009

8:00 - 5:00

Embassy Suites  
11301 Financial Centre Parkway  
Little Rock, Arkansas

ALL levels of management will understand, benefit from, and enjoy these superb presentations of strategies and case studies. They will improve the assessment, supervision, and performance of your team, and will help you to weigh your own abilities and image. Concise sessions are each designed to guide and inspire your people management skills based on proven success stories.

Special presentations are included for those in the hospitality and manufacturing industries, with an additional update on critical employment law issues to protect your company.

## FEATURED SPEAKERS - TOGETHER AT LAST

Mac Fulfer and Stephen Gower are both spellbinding speakers. HRMA has brought BOTH of them here together for this rare opportunity to teach you how to profile your team, and learn how your team perceives YOU.



**Stephen M. Gower, CSP,** "The Perception Professional" is known and respected worldwide by organizations who want to lead change. He brings to the forefront an exploration and celebration of the remarkable relationship between individual team member choices and stellar team performance patterns. His unique blend of enthusiasm, experience, and content produces stunning results. His book, *What Do They See When*

*They See You Coming*, is recognized as the signature work on perception across the globe.

Mr. Gower has just been asked to keynote, for the second time, the International Workforce Conference on Collaborative Team Building. He has presented seven times for the National Society of Human Resources, four times for the International Association of Chiefs of Police, four times for the National Sheriffs Association, and three times for the International Association of Fire Chiefs, as well as over 5,000 other speaking engagements.

**Mac Fulfer** practiced law in Fort Worth for nearly 22 years. Initially, he became interested in the practice of face reading for the purpose of jury selection. He quickly discovered that it changed his outlook, allowing him to understand and predict people's priorities and perspectives based upon the experiences reflected in their facial structure.



Mr. Fulfer has researched and honed these skills to become the foremost authority in this field. He has made thousands of presentations to lawyers, educators, corporate executives, law enforcement personnel and others.

He has appeared on CNN and is retained by leading corporations to facilitate effective team building at the highest levels. National security agencies frequently call upon him to assist with special projects and investigations. His presentations give participants a structured pathway for improving their ability to assess the background, abilities, and priorities of others.

8:00 REGISTRATION

8:30 - 9:00 **IT'S NOT ABOUT YOU!**



PRESENTER: **Joe Copeland, President, Performance Food Group - Little Rock**

The minute you move from being a task-oriented professional to being a manager of people, it stops being about your individual talents, your successes, and starts being all about coaching, motivating, teaching, supporting, removing roadblocks, and *servng*.

Of prime importance is the concept that leadership is about identifying and meeting the legitimate needs of your people and removing all barriers so they can serve the customer. One person, no matter how talented, cannot accomplish much in a managed organization of today's complexity and global reach. Transforming through others is the job of the leader at any level.

Joe will discuss the three tenants of his leadership philosophy that turned Performance Foodservice-Little Rock from good...to GREAT!

9:00 - 10:00 **TEAM BUILDING STRATEGIES**



PRESENTER: **Jeff Standridge, Global Workforce Strategy Team - Acxiom Corporation**

**Building teams and improving team effectiveness** rank high on every manager's list of things to do. Expectations from superiors and the demands of a competitive marketplace force many leaders to find new ways to do more work with fewer people. Learn to create a team-oriented environment that will contribute to the overall success of the organization.

10:00 - 10:15 **BREAK**

10:15 - 12:15 **PROFILING YOUR TEAM (AND OTHERS) FOR BEST RESULTS**



Presenter: **Mac Fulfer**

The ability to discern another's attitude and mind-set is a skill we all desperately need. Being a truly gifted communicator is not solely defined by mastery of a verbal style or well-rehearsed techniques; it also requires the ability to immediately read and acknowledge your employees. Through body language and the availability of the face there are opportunities to accurately interpret and respond to every interaction.

12:15 - 1:15 **LUNCH - EMBASSY SUITES ATRIUM (INCLUDED)  
INDIVIDUAL ATTENDEE FACIAL PROFILING BY MAC FULFER**



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**Arkansas Manufacturing Solutions**

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**The Peabody Little Rock**

**Decisive Management**

1:15 - 2:15 **INDUSTRY TRACKS**

HOSPITALITY INDUSTRY TRACK  
**DEVELOPING ON-THE-JOB TRAINING PROGRAMS**



PRESENTER: **Gregg Herning, General Manager - The Peabody Little Rock**

Case Study: Reducing labor turnover by setting employers expectations and developing on the job programs.

*"Associates are our greatest asset."*

*"We are nothing without our associates."*

*"Our strength is our associates."*

How many companies really believe these words and conduct business accordingly? Obviously there is a correlation between associate satisfaction and customer satisfaction. The more your associates understand - not only about their job, but about the organization, the better they can perform. The employee can do their best job.

When this happens:

- ◆ The number of dollars and percent of budget devoted to associate benefits are acknowledged
- ◆ Exposure to associate-related lawsuits decline
- ◆ Companies throughout the country appreciate that their associates are truly the company's greatest asset and expense.

MANUFACTURING INDUSTRY TRACK  
**TRAINING WITHIN INDUSTRY**



PRESENTER: **Loren Berry, Project Manager - Arkansas Manufacturing Solutions**

Training Within Industry (TWI) is a dynamic program that uses a simple four-step "learn-by-doing" approach to teach supervisors and team leaders from all industries the essential skills that build and maintain positive employee relations, and to train workers to quickly remember how to perform jobs correctly, safely and conscientiously. Implementing the TWI program results in less scrap and rework, fewer accidents, and less tool and equipment damage.

GENERAL TRACK  
**CRITICAL EMPLOYMENT LAWS**



PRESENTER: **Denise Hoggard, J.D., Chisenhall, Nestrud & Julian**

This session is an essential guide through the area of employment law and the changes that face us today. It is aimed at those with little or no knowledge of employment law, as well as seasoned professionals who are interested in the ever-changing laws. Participants will be taken through the employment relationship from recruitment to dismissal, highlighting the key labor laws which must be followed.

2:15 - 2:30 **BREAK**

2:30 - 4:30 **WHAT DO THEY SEE WHEN THEY SEE YOU COMING?**



PRESENTER: **Stephen Gower**

How others perceive you is your business! Do not assume that others know what you know, that others know how you feel, or that others know what you wish they knew! You will learn to recognize assumption awareness and assumption avoidance. You will learn that the perceiver drives the perception of you. Participants will discover that their attitudes and actions do not automatically flow untarnished to another.

4:30 - 5:00 **WRAP-UP AND NETWORKING**

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Questions? Call (501) 372-0929 • Visit our website: [www.hrmaar.org](http://www.hrmaar.org) for more information.

**WHO SHOULD ATTEND:** Small business owners and all levels of managers and supervisors, from the newly promoted to the senior executive.

## REGISTRATION

### Attendee Information

Name: \_\_\_\_\_

Employer: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Work Phone: \_\_\_\_\_

### REGISTRATION FEES (INCLUDES LUNCH)

1 to 4 employees from the same company	\$75.00 per person
5 employees or more from the same company	\$70.00 per person

Total amount of purchase \$ \_\_\_\_\_

Please include a registration form for each attendee with their contact information.

Make Checks Payable to HRMA and Mail with Registration Form to:

HRMA - P.O. Box 250587 - Little Rock, AR 72225

If Paying By Credit Card, You May Fax Your Registration Form to (501) 244-2333

Name on Credit Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Circle Type: VISA MC

Expiration Date: \_\_\_\_\_ V Code: \_\_\_\_\_ Amount Authorized \$ \_\_\_\_\_

Signature: \_\_\_\_\_