

JOIN THE MIGHTY FORCES....



# THE HR SUPERHERO

3<sup>RD</sup> ANNUAL SPHR CONFERENCE

SPONSORED BY  
CVSHRM AND IA SENIOR HR ASSOCIATION



NOVEMBER 8, 2012

8:30 REGISTRATION  
9:00 A.M.- 4:00 P.M.

CEDAR RAPIDS ARMED FORCES RESERVE CENTER  
1500 WRIGHT BROTHERS BLVD W SW  
CEDAR RAPIDS, IA

\$50 REGISTRATION FEE INCLUDES  
CONTINENTAL BREAKFAST AND LUNCH.

5.5 STRATEGIC CREDITS PENDING. PHR MAY USE THEM AS GENERAL.

- **BEING A MARKETING SUPERHERO**—TOP 10 PR MISTAKES BUSINESSES AND ORGANIZATIONS MAKE IN THE DIGITAL AGE (1.5 CREDITS PENDING) MARK MATHIS, PARTNER, ME & V
- **FUELING YOUR SUPERHERO TEAM**—FUELING THE TALENT ENGINE—FINDING AND KEEPING HIGH PERFORMERS (SHRM VIDEO) (1.0 CREDIT)
- **KEEPING YOUR CAPE CLEAN**—ETHICS: THE FABRIC OF BUSINESS (SHRM VIDEO) (1.0 CREDIT)
- **HR—THE STRATEGIC SUPERHERO**—HR'S ROLE IN THE STRATEGIC PLAN (2.0 CREDITS PENDING) COURTNEY SMOCK, PERFORMANCE LEADER, PEARSON

REGISTER BY NOVEMBER 1<sup>ST</sup> BY VISITING [WWW.CVSHRM.ORG](http://WWW.CVSHRM.ORG).