



PREPARING FOR THE RECOVERY

*REINVENT • REENERGIZE • REINFORCE
FOR SUCCESS*

EANE 6th Annual Management Conference

For Managerial and Supervisory Professionals
from all areas of your organization

Thursday, March 25, 2010
8:00 am - 4:00 pm
Publick House, Sturbridge, MA



5.5 HRCI Credit Hours

The use of this seal is not an endorsement by the
HR Certification Institute of the quality of the program.
It means that this program has met the HR Certification
Institute's criteria to be pre-approved for recertification.

*Properly positioning your
organization for post-recession
opportunities.*

*Don't wait for the recovery –
lead the way!*

www.eane.org

877-662-6444

EANE's 6th Annual Management Conference

PREPARING FOR THE RECOVERY Reinvent, Reenergize and Reinforce for Success

March 25, 2010

With the recession recovery on our minds, savvy business leaders are looking beyond the recession into the future. Is your company prepared to generate high level innovation, create and sustain customer loyalty, cultivate employee engagement and maximize the subsequent profitability? If you cannot emphatically answer "Yes!" to these questions, your organization may find itself lagging while others are taking advantage of the new opportunities that exist. As the recession gives way to recovery, learn what you need to do to get back on track and position your organization for long-term success. Get your creative juices flowing. Don't be left behind!



Keynote Speaker

You Need Innovation Now More Than Ever

Stephen Shapiro

8:45am - 9:45am

Business Innovation Speaker, Author and Consultant with over 20 years of innovation experience, Stephen Shapiro established and led a 20,000 person Global Process Excellence innovation practice at Accenture and has authored four books on innovation. Stephen shares his unconventional approach to innovation speaking throughout the world. He has delivered his groundbreaking keynotes in 34 countries and has changed perspectives on innovation for hundreds of thousands of people. Learn about instilling a mindset of ongoing innovation within your organization to achieve and sustain a leadership position in any market. Experience his latest innovation assessment tool - Innovation Personality Poker® an enlightening and engaging, card-based personality profile that helps organizations understand personality mixes and their impact on driving or blocking innovation.

"Stephen Shapiro is the best presenter of ideas since Tom Peters."

— Michael Johnson, former Business Week writer

"When Stephen steps on stage he is like a bolt of lightning."

— Traci Fenton, CEO, WorldBlu, Inc.



Morning Breakout Sessions

10:00am - 11:45am

Session 1: The Loyalty Factor - Increasing Employee, Customer and Brand Loyalty

Dianne Durkin, founder of the Loyalty Factor LLC, and author of *The Loyalty Advantage: Essential Steps to Energize Your Company, Your Customers and Your Brand*

Explore the relationship between employee, customer and brand loyalty, including real life examples from other companies on improving loyalty.

- Techniques for creating employee, customer and brand loyalty
- Communication strategies for monitoring the employee pulse
- A process for developing goals and strategies for employee and customer retention

Session 2: Leading Innovation and Creativity for Growth and Profit

Mike Seabury, Training Specialist for the Employers Association of the NorthEast

Refine your strategy, culture and processes for driving creativity and innovation in the workplace. Learn how to create a workplace that fosters and encourages a culture of innovation and creativity.

- Learn tools to generate, expand and refine innovative ideas
- Adopt proven, practical techniques to make creative leaps
- Build a culture where innovation and creativity become part of your organizational mission

Afternoon Session

1:00pm - 2:30pm

What Every Company Must Know About Creating and Sustaining Employee Engagement

Deborah Bercume, Principal, Bercume Associates, Leadership Coaching and Facilitation Services

Reinforce the need to focus on employee engagement in increasing employee loyalty, customer loyalty and sustaining long-term profitability.

- Linking employee engagement to critical business outcomes
- Employee engagement's proven ROI
- What is your organization's engagement ratio?

Creating a Great Place to Work 2:45pm - 4:00pm

A panel discussion examining the business case for creating a great workplace by encouraging creativity, improving loyalty and engaging employees. Workplace practices at some "best companies to work for."

Beekley Corporation, Bristol, CT
Maureen Gallo, Director of Human Assets

Health New England, Inc., Springfield, MA
Peter Straley, President and CEO

RBC Bearings, Torrington, CT
Pam Kaczer, Human Resources Manager

Woodmeister Master Builders, Holden, MA
Jay Scully, Director of Human Resources



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Register by March 8, 2010 and SAVE!



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and Training Partner

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REGISTRATION FORM

Register via the form below, by faxing to 413-789-6470, 203-686-1793, 508-767-3419 or register online at www.eane.org or by calling us at 877-662-6444.

Organization: _____
Address: _____
City/State/Zip: _____

REGISTRANT #1:

Name/Title: _____
E-mail/Phone: _____
AM Breakout Session: Circle One **A** or **B**

REGISTRANT #2:

Name/Title: _____
E-mail/Phone: _____
AM Breakout Session: Circle One **A** or **B**

REGISTRANT #3:

Name/Title: _____
E-mail/Phone: _____
AM Breakout Session: Circle One **A** or **B**

**\$245 Members, 3 or more at \$215
\$325 Non-Members; 3 or more \$295
Early Bird Discount**

Register by March 8 and Save 15%

Total Fee: _____

Payment Options: Check Bill My Company

Credit Card - If Credit Card, circle one:

MasterCard VISA AmEx

Card Number: _____

Expiration Date: _____

Name as it appears on the card: _____

Billing Address: _____

EANE offices located in: Agawam, MA - Meriden, CT - Worcester, MA

www.eane.org **877-662-6444**