

BizLibrary
ONLINE TRAINING FOR
SMALL & MID-SIZED COMPANIES

ALIGN

2011

PROGRAM GUIDE

BizLibrary, Annual Conference
SEPTEMBER 20-22, 2011



PROUDLY SPONSORED BY:



PROGRAM GUIDE

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WELCOME!

ALIGN Attendees,

Welcome to ALIGN 2011 – our fourth annual client conference. We are delighted with your decision to attend this year's conference, and just like last year, our attendance is up again!

This year we have three excellent keynote speakers – Eve Ash, Wendy Kirkpatrick and Barbara Carnes. We also have a great program of breakout sessions, and for the first time you can get CE credit – 10 hours – at ALIGN. This is our second year at the Ballpark Hilton – right next to Busch Stadium. We are hosting this year's networking event at City Museum – a truly unique and one-of-a-kind venue here in St. Louis we know you will enjoy.

2011 is shaping up to be one of the most exciting years in our 15-year history. We've earned three excellent awards from the training and online training industry. We are a finalist in the Best of Elearning! 2011 awards in two categories – best learning management system and best soft skills content. These two awards really mean a lot to all of us here at BizLibrary because these awards are based upon the support we've gotten from you – our clients. We've also been named a Top 20 Learning Portal Company by Trainingindustry.com. We've believed for a long time that we offer a great solution, and it's very gratifying to see the industry recognizing what we hope you already know. BizLibrary is a great training partner for small and mid-sized organizations.

The economy continues to be challenging, and we've responded by continuing to provide new products and improved technologies to you – our valued clients. New products and improved technology can only take you part of the way to true success in your training initiatives. It's important that you make learning an integrated part of the day-to-day experience of the people within your organizations. This is where ALIGN 2011 can help you. During the course of the conference, you will hear from your peers how they are doing exactly that – making learning a part of their organization's culture and day-to-day business operation. At this year's breakout sessions, your peers will be presenting on a wide range of topics and issues they faced, and they will be offering real-world solutions.

I know I speak for all of us here at BizLibrary – by telling you how pleased we are to welcome you to ALIGN 2011. We look forward to meeting you and hearing more about your plans, challenges and successes. We appreciate your business and remain your partner in achieving your training and development goals.

Sincerely,



Dean Pichee
President & CEO
BizLibrary



HOTEL INFORMATION

HILTON AT THE BALLPARK, ST. LOUIS

1 South Broadway
St. Louis, Missouri, United States 63102

HOTEL SERVICES

- Complimentary state of the art Business Center with T3 wireless capabilities
- Wireless Internet access in main lobby & Concierge Lounge
- Guest rooms with both wireless and wired high speed Internet access
- Kiosk Check-In
- Cyber Lounge
- Concierge
- Guest laundry
- Dry-cleaning service
- Gift shop

TRANSPORTATION TO/FROM THE AIRPORT

- Super Shuttle: \$27.00 (approximate)
- Taxi: \$35.00 (approximate)
- MetroLink: \$3.75

PARKING OPTIONS

- \$10.00 per day (Self Park)
- \$12.00 per day (Valet Parking)
- \$18.00 per day (Overnight Parking)

INTERNET ACCESS

- Internet access in your hotel room: \$9.95/day (optional)
- Free Internet Café is available

ON-SITE LEISURE FACILITIES

- Starbucks (full service)
- Market Street Grill
- Market Street Bar
- Lobby bar
- Indoor pool/Jacuzzi with view of Busch Stadium and Ballpark Village
- Living Well Health Club with wide selection of top of the line Precor cardio exercise equipment

GENERAL INFORMATION

- Valet service
- Nearest Airport – Lambert International
- Walking distance to major attractions
- Ballpark Village, Gateway Arch, Convention Center, Edward Jones Dome, Scott Trade Center, City Museum, Busch Stadium, downtown dining district, Old Post Office District, Casinos and Laclede Landing
- Walking distance to (2) MetroLink Stations

DIRECTIONS TO THE HOTEL

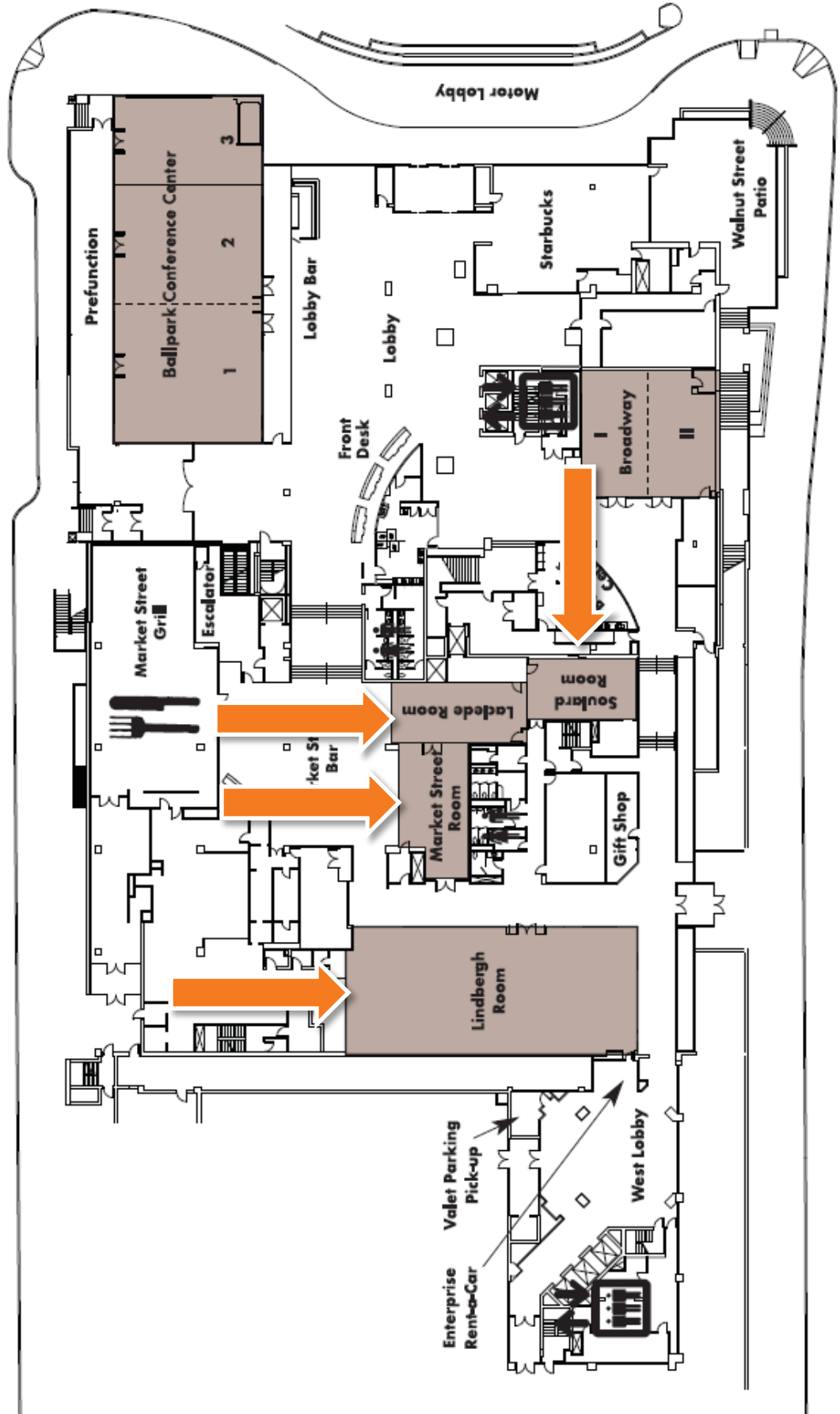
From the airport, take I-70 East to Memorial Dr./Broadway Exit. Go 10 blocks and the hotel is on the right.

Taking 1-55 North to the I-70 West exit – Exit 209B on the left. Take the Memorial Drive exit – Exit 251C – toward downtown/arch/stadium. Turn slight left to take the ramp toward Arch/Stadium. Stay straight to go onto S. Memorial Drive. Turn left onto Market St. Turn left onto S. Broadway.

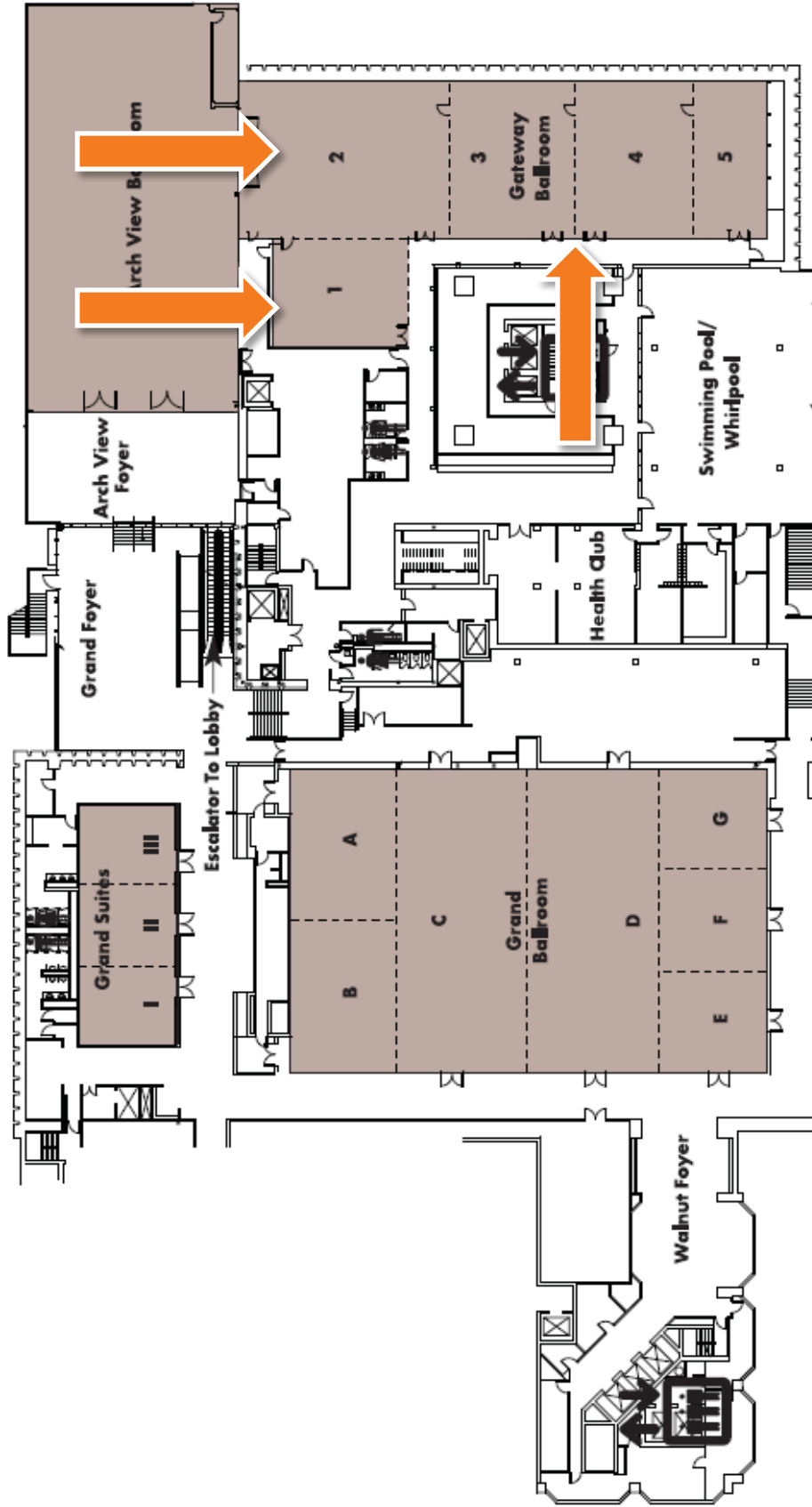
From I-64 East take the Memorial Drive exit toward Arch-Riverfront/Convention Center. Turn slight left onto S. Memorial Drive. Turn left onto Market St. Turn left onto S. Broadway.

From I-70 East to the Memorial Drive exit – Exit 250B – toward downtown/Pine St. Stay straight to go onto N. Memorial Drive. Turn right onto Market St. Turn left onto S. Broadway.

Lobby Level



Meeting Rooms





Clockwise from top left

Barbara Carnes
Wendy Kirkpatrick
Eve Ash

KEYNOTE **SPEAKERS**



Finding Our Magic for Inspirational Leadership

Eve Ash, psychologist and founder of Seven Dimensions has created over 500 training videos, 40 assessment tools, an iPhone app, 2 books, has won 150 awards for creativity and excellence and been a Businesswoman of the Year in Australia.

Background:

Eve Ash trained and worked as a psychologist and trainer for the Australian Government, and began producing films and videos to motivate people to change behaviors. Eve is one of Australia's most successful producers of training films. Eve founded Seven Dimensions in 1979, and inspired by John Cleese, pioneered comedy training films in Australia. Eve worked with some of Australia's best creative talents, including John Clarke, Ian McFadyen, Peter Moon, Graeme Blundell, Julie McGregor and Ted Robinson. In 1986 she teamed up with fellow psychologist, Peter Quarry, to create an internationally successful company – Ash.Quarry Productions and together they have created best-selling titles that have inspired thousands of people around the world.

Achievements - Books and Films:

Eve, founder of Seven Dimensions, has produced over 500 business training, health and educational films, videos and television episodes and 40 assessment tools. Topics cover all areas of management, communication, service, relationships, change, best practice and personal motivation and success. Eve has had offices in Melbourne, Auckland and Los Angeles. Her films are distributed in over 40 countries through a network of 50 distributors and resellers. Her two books *Rewrite Your Life!* and *Rewrite Your Relationships!* are published by Penguin Books. There are around 20,000 client organizations internationally that have purchased or used products by Seven Dimensions and Ash.Quarry Productions.

FINDING OUR MAGIC FOR INSPIRATIONAL LEADERSHIP

Eve will share her insights into the characteristics of inspirational leaders, the impact of childhood mindsets, how to 'switch on' a motivating culture and thrive in tough times.

In this keynote Eve will provide powerful strategies for delegates to use, including:

- Magic Box Thinking - exploring our childhood 'me messages' and how they have impacted our lives in the past and how they can be sharpened to help us succeed in the future
- Switching On – ways to develop a positive open culture through reframing our language where respect, caring, assertiveness and service are the focus
- Thriving on Innovation - how to survive in times of rapid change and thrive through finding and building new opportunities

WENDY KIRKPATRICK

KEYNOTE
SPEAKERS



The New World Kirkpatrick Four Levels

Wendy Kayser Kirkpatrick is the founder of Kirkpatrick Partners, a company dedicated to helping organizations become more effective through business partnership. She applies her skills as a certified instructional designer and expert presenter and facilitator to lead companies to measurable success.

Kirkpatrick Partners carries on and builds on the work of Don Kirkpatrick, the creator of the Kirkpatrick Model. Don is actively involved in the company as the honorary chairman and is thrilled to have Jim and Wendy, his son and daughter-in-law, carry on his work.

Wendy's results orientation stems from her two decades of business and training experience. She has held positions in merchandising, direct importing, and product development with Venture Stores and ShopKo Stores (regional retail companies). From there she was a product manager with Springs Industries and Rubbermaid. This leveraged her ability to organize complex, multifaceted projects and yield rapid results. Most recently Wendy was a Training Manager for Hunter Douglas Window Fashions where she managed the training curriculum for 1500 sales and customer service representatives across North America.

Wendy and her husband, Jim, have written two books: Kirkpatrick Then and Now (2009 Kirkpatrick Publishing) and Training On Trial (2010 AMACOM Books). The books introduce the Kirkpatrick® Business Partnership Model and the Kirkpatrick Foundational Principles.

Wendy is a national American Society of Training and Development (ASTD) member AND HAS served on the ASTD 2009 and 2010 International Conference and Expo Program Advisory Committee. She is a faculty member for the American Management Association (AMA).

THE NEW WORLD KIRKPATRICK FOUR LEVELS

Think you know Kirkpatrick?

This program includes:

- The most modern ways to use the Kirkpatrick Model to plan, execute and measure training that creates true business value
- A rendering of the updated model that focuses on the importance of the transfer of learning to behavior
- Tips for how to align training with your most important organizational goals
- An overview of required drivers, leading indicators and their importance in creating organization value through training
- Whether you are new to training or an industry veteran, this eye-opening session will show you how a 50-yearold model can be refreshingly new and relevant.

BARBARA CARNES

KEYNOTE
SPEAKERS



Making Training Stick

Barbara has a PhD in Human and Organizational Systems from Fielding Graduate University, and a master's degree in Organizational Behavior from the University of Missouri - Kansas City. She coauthored two popular books: *Making Training Stick* and *Making Training Stick: A Training Transfer Field Guide*.

Barbara's book, *Make Learning Stick*, a collection of techniques for trainers and HR professionals has consistently placed in the top 5 best-selling books by ASTD Press.

Barbara is Past President of the St. Louis Chapter of the American Society for Training and Development (ASTD) in 2009, and is currently the President of the St. Louis Human Resources Management Association chapter of SHRM.

Check out Barbara's websites: www.MakeTrainingStick.com and www.CarnesandAssociates.com

Barbara teaches HR and HRD classes for Webster University - in the classroom and online, and for the University of Phoenix doctoral program.

MAKING TRAINING STICK

HR professionals, trainers and managers know that the true test of training is how the learning is applied on the job. The best training techniques may or may not result in effective learning transfer. Barbara's energetic, interactive session will share current research on effective learning transfer techniques and strategies with clear business impact. You will learn some Techniques to Integrate Education (TIEs): sure-fire, practical, low-budget, easy to use techniques for before, during, and after any learning event that are guaranteed to increase learning transfer.

CONFERENCE OVERVIEW

Tuesday, 9.20.11

- | | |
|-------------------|--|
| 12:00 - 5:00 p.m. | Check-in and Registration
[Hilton at the Ballpark St. Louis] |
| 5:30 - 9:30 p.m. | Networking Event
St. Louis City Museum
[Transportation will be provided] |

Wednesday, 9.21.11

- | | |
|------------------------|---|
| 7:30 a.m. | Breakfast
[Gateway 4 & 5]
Sponsored by Seven Dimensions |
| 8:00 - 9:20 a.m. | Eve Ash, Keynote Address
[Gateway 4 & 5] |
| 9:30 - 11:45 a.m. | Breakout Sessions
[Gateway 1, 2 & 3] |
| 11:45 a.m. – 1:00 p.m. | Taste of St. Louis Lunch
[Gateway 4 & 5]
Sponsored by Skillsoft |
| 1:00 – 2:20 p.m. | Wendy Kirkpatrick, Keynote Address
[Gateway 4 & 5] |
| 2:45- 5:00 p.m. | Breakout Sessions
[Gateway 1, 2 & 3] |
| 6:30 - 7:30 p.m. | Evening Under the Stars Cocktails
[Market Street Room]
Sponsored by Trivantis |
| 7:45 – 9:30 p.m. | Dinner & Client Awards
[Lindbergh Room] |

Thursday, 9.22.11

- | | |
|------------------------|--|
| 7:30 a.m. | Breakfast Begins
[Lindbergh Room] |
| 8:00 - 9:20 a.m. | Barbara Carnes, Keynote Address
[Lindbergh Room] |
| 9:45 a.m. - 12:00 p.m. | Breakout Sessions
[Soulard, Laclede & Manchester Rooms] |

WELCOME EVENT

TUES
9.20

Welcome to Align! Get settled and join us for food, drinks and an unforgettable experience at the St. Louis City Museum. The Welcome Event is a great way to start meeting new people and get ready to kick off the main conference on Wednesday. Attire for the Welcome Reception is casual. Transportation to and from the City Museum will be provided.

About the St. Louis City Museum

Housed in a 600,000-square-foot building that used to be St. Louis' International Shoe Company, City Museum is an eclectic mixture of children's playground, funhouse, surrealist pavilion and architectural marvel made out of unique, found objects. The museum actually opened its doors back in 1997 and is the brainchild of internationally acclaimed artist Bob Cassilly, a classically trained sculptor and serial entrepreneur whose crew of 20 artisans has constructed the museum from the very stuff of the city. The City Museum continues its ongoing salvage efforts within the city of St. Louis, the collection includes: old chimneys, salvaged bridges, construction cranes, miles of tile and even two abandoned airplanes. A collection of vintage shoelace machines from the St. Louis-based Alox Manufacturing Company are still put to work at the museum, while an Enchanted Caves exhibit makes the most of the spiral conveyor tunnel system used by the building's former tenant.

Named after the enormous double vault doors and salvaged safety deposit boxes that adorn its walls, the Vault Room is bedecked with historical St. Louis relics and a kaleidoscopic, awe-inspiring hallway of mirrors, a marble bar, and a private catwalk to MonstroCity.

The Vault Room is especially beautiful for evening events. As light filters through the wall of vintage Vess soda bottles and twinkling lights dangle from the ceiling, guests can wander outside to the second tier of MonstroCity and enjoy the view of the City's largest outdoor sculpture illuminated against the nighttime sky. The whimsical, unexpected details of City Museum's Vault Room are sure to make this an unforgettable event.

source: www.citymuseum.org



BREAKOUT SESSIONS

WED
9.21

Session Title	Speaker(s)	Room
9:30 – 10:30 a.m.		
How to Make the Leap to E-Learning Without Falling on Your Face	Beth Ipock	Gateway 1
Q5 - Coaching for Improved Employee Performance for HR Professionals	Kevin Pallardy	Gateway 2
Dismantling the Elephant	Nancy Whatley-Blaine	Gateway 3
10:45 a.m. – 11:45 a.m.		
The Five Biggest Mistakes Managers Make in Recognizing Their Employees	Bridget Lewis John Schaefer	Gateway 1
Development Plans: a Business Necessity	Brittany Thomas	Gateway 2
Hiring Strategies for Success	Julie Harrison	Gateway 3
2:45 – 3:45 p.m.		
The Perfect Mix: Aligning Blended Learning with Corporate Competencies	Marianne McLean	Gateway 1
Is a Picture Worth a Thousand Words? How to Leverage Visual Communications	Rebecca Ellis	Gateway 2
Incorporating the Performance Appraisal	Sandra Rohrick	Gateway 3
4:00 – 5:00 p.m.		
Old School Workforce Training: Building a Training Program without LMS or Streaming Content	Lesley Kinney	Gateway 1
Evaluating Training: 1+2 ≠ 4	Richie Irvin	Gateway 2



BREAKOUT SESSIONS

WED
9.21



Presenter: Beth Ipock

Special Projects Manager at Central States Industrial Equipment

9:30 – 10:30 a.m. Gateway 1

Session: How to Make the Leap to E-Learning Without Falling on Your Face

Description: So you've decided to use an LMS to manage training in your organization and you are also trying to move some of your topics from classroom to e-learning or a blended approach. The problem is, it sounded like a really great idea but implementing it is much different than what you expected. Does this sound familiar? From making the same decision and jumping in with both feet, Beth has learned some good lessons on change management in general as well as lessons specific to making the leap to e-learning. Come and add your best practices and lessons learned to this session designed to help you get your project back on track.

Presenter Background: Beth has always loved learning, and planned to be an elementary teacher. In 1997 she started developing formal classroom training for CSI on software, industry and products. In 1999 she started the HR department. Today, CSI has 110 employees in 5 states. They have recently rolled out 3 custom e-learning modules with plans to deliver at least 4 more by the end of the year.



Presenter: Kevin Pallardy

Managing Partner BPI Group

9:30 – 10:30 a.m. Gateway 2

Session: Q5 - Coaching for Improved Employee Performance for HR Professionals

After attending the session, participants will:

- Understand a simple, practical results oriented coaching model called Q5
- Be able to offer behavior based suggestions for improved performance to colleagues using the Q5 model
- Understand the differences between coaching for success and coaching for remediation using the Q5 model

Presenter Background: Managing Partner BPI Group - 30+ years experience as an executive coach, leadership development professional, writer and presenter on coaching and the application of coaching models.

BREAKOUT SESSIONS

WED
9.21



Presenter: Nancy Whatley-Blaine

President, Facilitation Specialist at Minding Moments

9:30 a.m. – 10:30 a.m. Gateway 3

Session: Dismantling the Elephant

Description: Every day, we see them! Those awkward, uncomfortable and emotionally charged situations we're just not sure how to address. You know, the "Elephant in the Room"... Maybe it's a difficult personality you have no choice but to work with – although you'd rather not. Perhaps it's the fact that no one respects your opinion – even though you know you're right! It could even be unfair circumstances that have left you holding the "short end of the stick". Unclear of a course of action, we're tempted to simply ignore them, hoping they'll go away. Problem is, of course, that these issues do just the opposite of what you'd like. They grow, propagate and start breeding new problems.

There's good news! These "Elephants" can be overcome – successfully and permanently. What's more, they can empower you to achieve results you've never thought were possible.

Join Nancy Whatley-Blaine for Dismantling the Elephant. An interactive and results-driven discussion on how to identify, address, and eliminate these "taboo topics" we try so hard to ignore, avoid and sweep under the rug.

The session will end with participant examples, offering tangible steps that help you deal effectively with the "Elephants" in your life.

Session objectives:

- Communication skills and strategies for addressing sensitive issues with diplomacy
- Collaborate and influence constructively in difficult situations
- Appropriate approaches for increased interpersonal effectiveness

Presenter Background: Nancy Whatley-Blaine offers fresh perspectives and unconventional wisdom to address barriers to team performance running rampant within organizations. She specializes in "simplifying the science of soft skills", especially in tough to address areas such as conflict resolution, office politics, and difficult personalities.

With 18 years experience as a consultant, project manager and facilitation professional, Nancy has led award-winning teams and helped organizations – in both the government and private sectors – achieve high-performance results.



Presenter: Brittany Thomas

Human Resources Coordinator at 1st Farm Credit Services

10:45 a.m. – 11:45 a.m. Gateway 2

Session: Development Plans: A Business Necessity

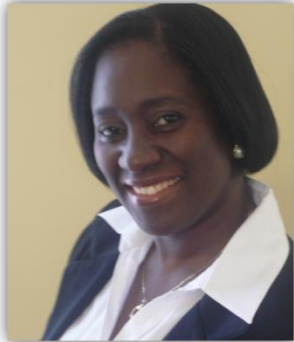
Description:

- What are development plans?
- How they benefit the company and team members.
- How to implement them with BizLibrary

Presenter Background: In charge of hiring and recruiting for 17 locations in Northern Illinois. Also responsible for the organization's development plans

BREAKOUT SESSIONS

WED
9.21



Presenter: Bridget Lewis

Employee Engagement Specialist at Workplace Learning Solutions

Presenter: John Schaefer

Founder and President, Schaefer Recognition Group

10:45 a.m. – 11:45 a.m. Gateway 1

Session: The Five Biggest Mistakes Managers Make in Recognizing Their Employees



Description: Most organizations use a disjointed array of programs to recognize and reward their employees. We will explain how to wrap your arms around all of your Award/Reward/Recognition initiatives, to keep employees engaged and optimize their performance with a comprehensive training-based recognition strategy.

In this session participants will explore the four criteria for creating employee engagement – a great welcome, opportunities to grow and learn new skills, ability to contribute creatively to company success, and rewards and recognition for accomplishments. Participants will explore each criterion but will focus more heavily on rewards and recognition.

Participants will learn how small changes in communication style will show that you truly care about your employees, as opposed to creating the impression that you're just trying to manipulate their behavior by dangling carrots.

The program will share the importance of a strategy to monitor, evaluate, report and make recommendations that will help you keep your organizations awards/rewards programs fresh, relevant, and engaging.

Session Learning Objectives:

- Why employee engagement matters
- The importance of organizing disjointed recognition programs into one, consistent strategy
- The importance of manager and supervisor training
- The importance of keeping programs fresh, current and relevant to your organization's goals

Presenter Background: John Schaefer is a Consultant who specializes in helping companies realize and react to what he calls the Employer/Employee Disconnect. After graduating from Arizona State University with an Industrial Engineering degree in 1980, he went to work for a large manufacturing firm, then a small, family business. The politics and crazy employee habits he witnessed during these two jobs are introduced in his new book *Get More Productivity for Less Money ... You're Employees will Love You For It!* How to turn your existing recognition and incentive expenses into profit.

For the past 20 years, John has been helping clients optimize their employee communications and training to maximize the benefits of their award, gift and incentive programs.

Presenter Background: Bridget Lewis is the owner of Workplace Learning Solutions, BA – Organization Leadership, Mercer University Atlanta, MBA – Small Business

BREAKOUT SESSIONS

WED
9.21



Presenter: Julie Harrison

Vice President of Human Resources at Farmway Co-op

10:45 a.m. – 11:45 a.m. Gateway 3

Session: Hiring Strategies for Success

Session attendees will learn:

- How to overcome challenges in sourcing candidates – even in this job market
- How to form strategic industry alliances to cast a broader net for qualified and interested candidates
- Identify tools to identify traits not found on resumes
- How to make defensible hiring decisions – identify clearly what is needed and how to collect applications and resumes

Presenter Background: Julie leads the HR function for agriculture business including design and strategic decision making of all hiring programs.



Presenter: Marianne McLean

Director of Corporate Training Services at DWA Healthcare Communications Group

2:45 p.m. – 3:45 p.m. Gateway 1

Session: The Perfect Mix: Aligning Blended Learning with Corporate Competencies

Description: During this 1 hour session, attendees will learn the basics of creating a blended learning program. Discover how this small Midwest company was able to design and build a Corporate University based on a competency model, with blended learning at the heart of it all! Utilizing the e-learning courses available through BizLibrary, experience how a one person department implements learning that aligns with both a corporate competency model and the strategic direction of the organization. It can be done successfully!

Objectives:

- Summarize the value of blended learning
- Explain the importance of aligning competency gaps with corporate strategy
- Identify steps to create and implement a blended learning program at their organization

Presenter Background: Bachelor of Science – Purdue University, Director of Operations - Advanced Interface Solutions, Inc., Business Coach and Facilitator – Six Disciplines, Corporate Training – DWA Healthcare Communications Group

BREAKOUT SESSIONS

WED
9.21



Presenter: Rebecca Ellis

Training and Development Manager at Fabick Caterpillar

2:45 p.m. – 3:45 p.m. Gateway 2

Session: Is a Picture Worth a Thousand Words? How to Leverage Visual Communications

Description: Although there is no hard evidence that a picture is indeed worth a thousand words, there is compelling evidence that a picture is highly valuable and useful in conveying thoughts and ideas. Richard Mayer's (2007) research shows an 89% improvement in learning when a relevant visual was added to a previous text-only lesson. In addition, Mayer has research that proves an 80 word, 5 illustration course was more effective than one with 6 times the amount of words and the same amount of illustrations (Clark and Mayer, 2007). This session will discuss the latest research on visual communications that reduce cognitive load and maximize learning as well as best practices to follow when designing training and other organization communications.

At the end of this presentation, the attendee will be able to:

- Describe the challenges related to information overload and inattention blindness
- List the benefits of using visuals in training and organization communications
- Implement 6 visual communication best practices

Presenter Background: Manager, Training and Development – Fabick CAT (2010 – present) w/ over 15 years experience in training, instructional design, leadership development and employee development.



Presenter: Sandra Rohrick

Human Resources Director at Mayline Group

2:45 p.m. – 3:45 p.m. Gateway 3

Session: Incorporating the Performance Appraisal Process to Improve the Intellectual Capital of Your Corporation

At the end of this presentation, the attendee will be able to:

- Identify the Core Competencies that drive your business to succeed
- How to implement and create an online Performance Appraisal Process
- How to use BizLibrary to Bridge the Competency Gap

Presenter Background: Sandra has 20 years of experience in manufacturing management and human resources, ranging from Manufacturing Production Supervisor (7 years) to various HR Generalist roles to Corporate Director of Human Resources (14 years). She has a Masters Degree in Management & Organizational Behavior Bachelors Degree in Business, Economics & Psychology.

BREAKOUT SESSIONS

WED
9.21



Presenter: Lesley Kinney

Corporate Communications and Training Manager at Hood Packaging Corporation

4:00 p.m. – 5:00 p.m. Gateway 1

Session: Old School Workforce Training: Building a Training Program without LMS or Streaming Content

Description: Learn how Hood Packaging Corporation develops and manages ongoing, company-wide mandatory HR training using “low tech” tools such as spreadsheets for reference and tracking, as well as instructor led presentations with DVDs and paper handouts.

Presenter Background: Designed and developed compliance training program for manufacturing environment with 100% utilization.



Presenter: Richie Irvin

Performance Improvement Team Leader at MailSouth

4:00 p.m. – 5:00 p.m. Gateway 2

Session: Evaluating Training: $1+2 \neq 4$

Description: In this interactive session, participants will learn how to evaluate the reaction, learning and behavior change associated with any training class. We'll explore various methods and guidelines for evaluation that will enable us to build a “Chain of Evidence” that demonstrates a positive return on investment (and return on expectations!) for training programs.

By the end of this session, participants will be able to:

- Describe Kirkpatrick’s Four Levels of Evaluation
- Decide when and why to evaluate training
- Discuss guidelines for evaluating at all levels
- Use proven methods of evaluation at all levels

Presenter Background: A corporate trainer for nearly 20 years, Richie Irvin has been with MailSouth, Inc. as a Performance Improvement professional since 2004. His responsibilities include needs analysis, design and development of training programs, training delivery and training evaluation. Prior to MailSouth, he was Lead Trainer for CompUSA and owned a training company in Birmingham, AL. He has conducted various conference breakout sessions in Chicago, Atlanta, Birmingham and Charlotte. He has a Master’s degree in Instructional Design & Development from the University of South Alabama, is certified by the ROI Institute and by Microsoft as an Office Master Instructor.

BREAKOUT SESSIONS

THURS.
9.22

Session Title	Speaker(s)	Room
9:45 – 10:45 a.m.		
Design Training using ADDIE	Glenda Russell	Soulard
2011 Legal Update	Gerald Richardson	Laclede
Improve Work/Life Balance for Yourself and Employees	Meghan Wright	Manchester
11:00 a.m. – 12:00 p.m.		
Building a Stronger, More Competitive and More Productive Extended Enterprise	Lauren Stark	Soulard
New Look at Old Age Benefit Plans	Sue Salach	Laclede
Learning with Strategic Impact	Jaimee Hall	Manchester



BREAKOUT SESSIONS

THURS.
9.22



Presenter: Glenda Russell

Training Coordinator at Administrative Offices of Oklahoma Courts

9:45 a.m. – 10:45 a.m. Souldard

Session: Design Training using ADDIE

Description: This session begins with an overview of the five phases of the ADDIE instructional design model, relating each phase to the unique characteristics of e-Learning. Participants will receive tips, tools, and techniques to aid them in the rapid development of educationally sound e-Learning courses for their own organization.

During this session, participants will:

- Describe the five phases of ADDIE
- Correlate the unique characteristics within e-Learning design and development to ADDIE
- Explore tips, techniques, and tools that aid in the rapid development of e-Learning using ADDIE.

Presenter Background: MHR from University of Oklahoma, responsible for instructional design of all training programs for court system employees.



Presenter: Meghan Wright

Faculty & Consultant Carl Sandburg College/ Wright Consulting

9:45 a.m. – 10:45 a.m. Manchester

Session: Improving Work/Life Balance for Yourself and Employees

This is the perfect session to attend if you are interested in improving the quality of work life for yourself and your employees. This interactive session will give you the tools and realizations you need to make the work and life balance more attainable on a daily basis. It is perfect for the new business owner learning to juggle a multitude of daily tasks, or the seasoned owner that needs to reevaluate the current business processes.

After attending the session, participants will:

- Gain an understanding for the work/life conflict that exists in daily life
- Learn about the importance of identifying guiding principles and living them
- Understand how to effectively manage time and the impact it has on quality work life
- Find new ways to assist employees with work/life balance

Presenter Background: PhD in Organization Development, faculty member at Carl Sanburg College teaching mathematics, business courses and community education.

BREAKOUT SESSIONS

THURS.
9.22



Presenter: Gerald Richardson
Of Counsel at Evans & Dixon
9:45 a.m. – 10:45 a.m. Laclede
Session: 2011 Legal Update

Attendees will learn how to:

- Apply recent court decisions related to discrimination and investigations to ensure minimal legal exposure while protecting the rights of employees
- Work more closely with the EEOC based upon new regulations
- Ensure hiring practices are legally defensible in light of the rising tide of immigration reforms at state level

Presenter Background: Practice Leader, Labor and Employment at Evans and Dixon Law Firm. 30+ years experience in HR related legal matters.



Presenter: Lauren Stark
Education Manager at Retail Solutions Provider Association (RSPA)
11:00 a.m. – 12:00 p.m. Soulard
Session: Building a Stronger, More Competitive and More Productive Extended Enterprise

Description: Retail Industry development and education are top priorities for RSPA. They have increased engagement and loyalty through their Certification Programs and also increased the competitive advantage of both their own organization and their member organizations.

Presenter Background: Lauren Stark is Education Manager with RSPA, a retail technology industry association based in Charlotte, NC. She is spearheading RSPA's certification program for association member companies. Her background is in adult technology training.

BREAKOUT SESSIONS

THURS.
9.22



Presenter: Sue Salach

Author of Caregiving Resource Book and founder of Aging Info. USA

11:00 a.m. – 12:00 p.m. Laclede

Session: New Look at Old Age Benefit Plans

Attendees will learn how:

- Caring for aging parents can be a major productivity distraction
- Develop benefit plans for employees to include elder care for employee parents as a means to improving BOTH productivity and morale
- Identify and select vendors in this space and what types of benefit products and services are available

Presenter Background: Author of Caregiving Resource Book and founder of Aging Info USA - an organization dedicated to providing education to family caregivers in the workplace about the resources available



Presenter: Jaimee Hall

Leadership Development Manager at CHAN Healthcare Auditors

11:00 a.m. – 12:00 p.m. Manchester

Session: Learning with Strategic Impact

Description:

- Learn about a strategic methodology to plan corporate learning
- Participate in an interactive session to apply this methodology
- Learn and apply a leading practice on how to create accountability for personal learning impact
- Participate in an exercise to connect learning outcomes to strategic impact
- Share one key takeaway with the group before leaving the session and how they plan to apply it

Presenter Background: Jaimee has 5.5 year's experience leading talent management, learning and leadership development functions.

ABOUT US

CLIENT SERVICES



Shannon Kluczny
Vice President of Client Services

As Vice President of Client Services, Shannon manages our Account Management and Technical Support Teams. Shannon has served as Chairman for Align since its inception in 2008.

Prior to joining BizLibrary, Shannon was employed as a manager and trainer with Estee Lauder. Shannon is an Alpha Chi Omega Alumni from Missouri State University.



Heather Lyons
Key Account Consultant



Erica Twitty
Key Account Consultant



April Flores
Account Consultant



Jennifer Townsend
Account Consultant



Jordan Zabel
Account Consultant



Travis Buerky
Account Consultant

ABOUT US

TECHNICAL SUPPORT



Matthew Dunn
Client Technical Specialist



Joe Gutridge
Client Technical Specialist



Joe Massara (JoJo)
Client Technical Specialist

DEVELOPMENT



Les Wight
Chief Technology Officer

As Chief Technology Officer, Les is the lead for all software development efforts internal to BizLibrary. This includes base product research and development, client customizations, as well as integration with other systems.

Les brings over 10 years experience in web application development as developer, team lead, and architect, for a variety of projects at organizations including Microsoft and Energizer.



Mihir Patel
Developer



Chris Alton
Development Support Technician



Eric Russell
Sr. Technical Specialist



Jean Harmer
LMS/Data Specialist

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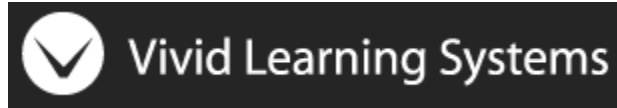
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BizLibrary's 4th Annual Client Conference, Align, has been pre-approved by the HR Certification Institute (HRCI®) for a maximum of 10 recertification credit hours. HRCI awards recertification credits on an hour-for-hour basis for all educational sessions attended, not including breaks, meals, and networking time. For more information about recertification, visit the HRCI website at www.hrci.org.

<p>Wednesday, September 21, 2011 Keynote Address, 8:00 a.m. -9:20 a.m. Session Title: <u>Finding Our Magic for Inspirational Leadership</u></p>	<p>Thursday, September 22, 2011 Keynote Address, 8:00 a.m. -9:20 a.m. Session Title: <u>Making E-Learning Stick</u></p>
<p>Wednesday, September 21, 2011 9:30 – 10:30 a.m. Session Title: _____ _____</p>	<p>Thursday, September 22, 2011 9:45 – 10:45 a.m. Session Title: _____ _____</p>
<p>Wednesday, September 21, 2011 10:45 – 11:45 a.m. Session Title: _____ _____</p>	<p>Thursday, September 22, 2011 11:00 a.m. – 12:00 p.m. Session Title: _____ _____</p>
<p>Wednesday, September 21, 2011 Keynote Address, 1:00 – 2:20 p.m. Session Title: <u>Kirkpatrick Level 3 – Getting Real Business Results Evaluation</u></p>	
<p>Wednesday, September 21, 2011 2:45 – 3:45 p.m. Session Title: _____ _____</p>	
<p>Wednesday, September 21, 2011 4:00 – 5:00 p.m. Session Title: _____ _____</p>	

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THANK YOU
Hope to see you
again in **2012!**