

National Association for Employee Recognition

*April 29-May 2, 2007*

*10th Annual Conference*



*Savannah, Georgia*

*Hyatt Regency Savannah*

# NAER's 10th Annual Conference

The key to an organization's success is in its employee's hands. A Northwestern University's study found a direct link between employee satisfaction and customer satisfaction, and between customer satisfaction and improved financial performance. Improved financial growth begins with employee satisfaction. An organization's most successful and proven tools to achieve this satisfaction are solid employee recognition programs.

## Strategic Implications of Recognition:

- Reduces turnover
- Increases productivity and profitability
- Creates a positive work environment
- Elevates customer service, sales and satisfaction
- Attracts a better recruiting pool
- Improves retention of top performers

**Register Online Today!**  
[www.recognition.org](http://www.recognition.org)

NAER has the knowledge and skills and the expertise required for all of today's Employee Recognition Professionals.

Now in our 10th year! NAER is an international non-profit association of employers from all industries, levels and departments. NAER has over 800 members, 81% are human resources, compensation and management professionals, 19% are providers of recognition related services and products.

*If you are responsible for any or all aspects of your organization's employee recognition initiatives you can't afford to miss the NAER 10th Annual Conference!*

## Keynote Speakers

**Ginger Hardage**  
SOUTHWEST AIRLINES  
*Still Crazy After All These Years*  
Sunday, April 29, 2007

6:00 – 7:00 pm

Southwest Airlines has been consistently recognized as one of the Americas most admired companies by Fortune Magazine. Through storytelling, Ginger Hardage will take you behind the scenes to see the role that a unique--some say, zany-- corporate culture has played in making Southwest the largest and most successful airline in America.



**Jacqueline Coulter & Nancy Kaiser**  
THE BOEING COMPANY  
*Engaging Employees Through Employee Recognition*  
Tuesday, May 1, 2007

8:15 – 9:30 am

This session will be covering The Boeing Company's journey in developing a world-class recognition program. We will be discussing the importance of recognition in the corporate world; its impact on the bottom line and lessons learned.



**Mike Convery**  
METLIFE AUTO & HOME  
*Using Recognition to Engage Employees and Get Real Results*  
Tuesday, May 1, 2007

12:45 – 1:45 pm

MetLife Auto & Home's Chief Claim Officer and Vice President, Mike Convery will share his secret of success to engaging employees and getting real, measurable results. Learn how Mike and his team identified opportunity areas and used recognition to increase employee satisfaction, increase customer satisfaction and decrease turnover. Mike will share how he tied recognition to corporate objectives and made managers accountable for generating meaningful recognition at all levels. If you are looking for an example of how one company used recognition as a business tool to get results, this is the seminar for you.



**Chester Elton, O.C. TANNER**

***The Carrot Principle: How the Best Managers Use Recognition to Engage Their Employees, Retain Talent, and Drive Performance***

**Monday, April 30, 2007**

**9:00 – 10:15 am**

In the Carrot Principle presentation Chester Elton will share the finding of one of the most comprehensive studies ever done on employee engagement and recognitions impact on the workplace.

**George Delta, Esq.**

***What's taxable? What's not?***

**Tuesday, May 1, 2007**

**2:00 – 3:00 pm**

During this presentation Mr. Delta will address some common misconceptions, describe the types of awards that merit exemption and discuss the tax implications of tangible versus intangible awards.

**Dr. Bob Nelson, NELSON MOTIVATION, INC.**

***Teaching Recognition***

**Monday, April 30, 2007**

**3:00 – 4:15pm**

Ultimately□

managers for this task? Dr. Bob Nelson will share his experience and perspectives on this topic from having trained managers, supervisors and employees in over 1000 organizations.

**Mac Anderson, SIMPLE TRUTHS**

***The Keys to Creating a 212 degree Culture***

**Wednesday, May 2, 2007**

**8:45 – 9:45 am**

This presentation is built around Mac's new book, **212 .... The Extra Degree**. At 211 degrees water is hot, but at 212 degrees it boils, and turns to steam. And steam can power a locomotive. It is the extra degree that makes all the difference. He presents how 212 service, 212 teamwork and 212 attitude can change a company from good to Great.

## ***Concurrent Workshops***

Attendees will learn from educators and leaders from Massachusetts Institute of Technology, Verizon Wireless, United States Postal Service, Wells Fargo, Spectrum Health, and more.

- Going Global – The Challenge of Making Incentive Programs Work Worldwide
- The Ten Immutable Laws of Recognition and Why They Matter to You
- Employee Recognition at QUALCOMM- Hashed, Mashed, Baked & Fried
- Get It Together: Aligning Recognition Systems and Practices to Reinforce Corporate Goals
- Developing and Implementing a Recognition Strategy
- How to Become the People Performance Consultant Your Organization Needs!
- Are We Still Having Fun? Creating a FUN Atmosphere in a Stressful Sales Environment
- How the USPS Applied Technology & Partnership to Drive Employee Performance and Recognition
- 50 Burning Recognition Questions Answered in 50 Fast Minutes
- Daily Recognition on a Dime
- Industry-based Round Table Discussions
- Magician? Artist? Coach? The Many Hats of the Recognition Consultant/Manager

## ***Pre/Post-Conference Education***

*(Pre-Registration and separate Registration Fee Required)*

Certified Recognition Professional™ courses are being offered both before and after the Conference.

**April 28, 29, 2007 and May 2, 2007**

***Class size is limited – Register Now!***



A vital part of any professional's growth and development is access to an educational environment that offers the appropriate knowledge and skill set. Responding to employer needs and industry trends, NAER has developed the Certified Recognition Professional™, CRP curriculum. To earn a CRP designation, candidates will complete four facilitator-led courses and pass the required testing. The NAER Certified Recognition Professional™ program sets the standard for assessment of an individuals' abilities and provides a means for Recognition Professionals to acquire the needed skills and knowledge in order to excel.

A NAER CRP designation ...

- sets the standard for assessment of abilities and clarification of future expectations.
- sets you apart as a Recognition Professional equipped with the expertise required to excel.
- provides enterprises performance standards for Recognition Professionals.
- provides enterprises a means to identify individuals who meet those standards.



**recognition.org**

# Schedule at-a-Glance

Sat., April 28	Sun., April 29	Mon., April 30	Tues., May 1	Wed., May 2
 <p>11:00 am - 6:00 pm <b>Pre-Conference Education</b> CRP Courses</p> <ul style="list-style-type: none"> <li>• Structuring Recognition Programs for Success</li> <li>• Applying Recognition Systems</li> </ul>	<p>9:00 am - 5:00 pm <b>Pre-Conference Education</b> CRP Courses</p> <ul style="list-style-type: none"> <li>• Strategic Planning and Measurement</li> <li>• Recognition Admin and Maintenance</li> </ul> <p>Noon - 5:00 pm <b>Registration</b></p> <p>5:30 - 6:00 pm <b>Opening Welcome &amp; Orientation</b></p> <p>6:00 - 7:00 pm <b>General Session</b> <i>Ginger Hardage</i></p> <p>7:15 - 9:00 pm <b>Grand Opening Reception &amp; Exhibits</b></p>	<p>8:00 am - 4:00 pm <b>Registration</b></p> <p>8:00 am - 9:00 am <b>Coffee Chat</b></p> <p>9:00 - 10:15 am <b>General Session</b> <i>Chester Elton</i></p> <p>10:30 - 11:30 am <b>Concurrent Workshops</b></p> <p>11:40 am - 12:45 pm <b>Networking Lunch</b></p> <p>12:45 - 3:00 pm <b>Recognition Fair &amp; Exhibits</b></p> <p>3:00 - 4:15 pm <b>General Session</b> <i>Bob Nelson, PhD</i></p> <p>Open Evening</p>	<p>7:00 am - 4:00 pm <b>Registration</b></p> <p>7:00 am - 8:00 am <b>Coffee Chat</b></p> <p>8:00 - 9:30 am <b>General Session</b> <i>Jacqueline Coulter</i> <i>Nancy Kaiser</i></p> <p>9:40 - 10:40 am <b>NAER Membership Meeting</b></p> <p>10:45 - 11:45 am <b>Concurrent Workshops</b></p> <p>11:50 am - 12:45 pm <b>Networking Lunch</b></p> <p>12:45 - 1:45 pm <b>General Session</b> <i>Mike Convery</i></p> <p>2:00 - 3:00 pm <b>General Session</b> <i>George Delta</i></p> <p>3:15 - 4:15 pm <b>Concurrent Workshops</b></p> <p>6:00 - 7:30 pm <b>Cocktail Reception &amp; Live Auction</b></p> <p>7:30 pm - Midnight <b>Awards Dinner &amp; Dance</b></p>	<p>8:00 - 10:00 am <b>Registration</b></p> <p>8:30 - 10:00 am <b>Closing General Session</b> <i>Mac Anderson</i></p> <p>10:00 am <b>Conference Concludes</b></p> <p>10:15 am - 6:00 pm <b>Post-Conference Education</b> CRP Courses</p> <ul style="list-style-type: none"> <li>• Recognition Administration and Maintenance</li> </ul>

