

CONFERENCE BROCHURE



Brighten up your workplace



CONFERENCE FOR HUMAN RESOURCE PROFESSIONALS
OCTOBER 15 & 16, 2007 | FOUR SEASONS HOTEL - VANCOUVER, BC



What is PeopleFocus?

PeopleFocus is a renewal of our longstanding human resources conference. For over 10 years, we have been hosting conferences and forums to support the professional development of credit union individuals responsible for human resources activities and leading people. This year we are opening our doors to our peers in the financial services industry and welcome delegates from banking, insurance and investment services.

As the *only* human resources conference for financial service industry professionals in Canada, you will learn about HR issues relevant to our industry and have ample opportunity to network with your peers. This event will showcase a palette of engaging and knowledgeable speakers, many who are recognized experts in their field. You will be inspired by stories of courage, success and be provided with tools to create a vibrant and energizing work place for others and yourself. And at times you may be challenged to reconsider your views and approaches to issues. It will be exciting!

This conference has been designed to be relevant and meaningful for anyone who wants to create a workplace in which people thrive - human resources professionals, training and organizational development professionals, benefits and wellness specialists, and anyone who leads people, regardless of professional discipline.

Earn CHRP Credits

Attending the PeopleFocus Conference may qualify you for up to 18 CHRP credits!

Conference attendees may be eligible to earn 1.5 CHRP credits per hour of the conference attended.

You can't afford to miss this conference

Unlike any other time in our careers, we are in an employee's market. They have more employment options and are in a position to demand more from the employment relationship. Development opportunities, active involvement in decision-making, and work-life balance are only a few areas where employees have increased expectations. If your organization isn't addressing these issues, your competitor down the street likely is.

More and more studies are showing that the work environment and relationships with managers and co-workers play an integral role in whether employees stay or leave. People's lives have gotten much busier, role demands and role conflict are increasing, and people are literally getting sick and tired. And this is costing organizations dearly in terms of recruiting costs, lost productivity, rising benefit costs, and human costs. It's a pretty grey picture.

To paint a brighter picture, many organizations and managers are having great success by putting programs in place to identify and address the high risk areas in their workplace and acting on their desire to create a great workplace.

Brighten up your workplace

This year's theme, **Brighten Up Your Workplace**, is focused on introducing ideas to increase your understanding of these issues, arm you with practical ideas and solutions, and help your organization attract and retain talent.

We will focus on these issues through various lenses to provide you with different perspectives on how to brighten up *your* workplace.

CONTACT US:

☎ 604.730.5127

✉ PeopleFocus@cucbc.com

🌐 www.PeopleFocus.ca



Agenda & Conference Schedule

DAY ONE - MONDAY, OCTOBER 15

| | |
|-------------------------|---|
| 7:30 - 8:45 AM | REGISTRATION & BREAKFAST |
| 8:45 - 9:00 AM | OPENING REMARKS |
| 9:00 - 10:30 AM | OPENING KEYNOTE - HUGH CULVER |
| 10:30 - 10:45 AM | BREAK |
| 10:45 - 12:15 AM | SESSION 1A - REBECCA BUDD SESSION 1B - TERRY SMALL |
| 12:15 - 1:45 PM | LUNCH |
| 1:45 - 3:15 PM | SESSION 2A - MAUREEN CLARKE SESSION 2B - INGRID OTTO |
| 3:15 - 3:30 PM | BREAK |
| 3:30 - 5:00 PM | PLENARY - KAREN SEWARD |
| 5:00 - 6:30 PM | NETWORKING RENDEZVOUS |
| 7:00 - 9:00PM | NETWORKING DINNER - TOP OF VANCOUVER REVOLVING RESTAURANT |

DAY TWO - TUESDAY, OCTOBER 16

| | |
|-------------------------|--|
| 7:30 - 8:15 AM | EARLY BIRD (TBA) |
| 7:30 - 8:30 AM | BREAKFAST |
| 8:30 - 10:00 AM | PLENARY - DR. GRAHAM LOWE |
| 10:00 - 10:15 AM | BREAK |
| 10:15 - 11:45 AM | PLENARY - DR. GRAHAM LOWE <i>CONTINUED</i> |
| 11:45 - 1:00 PM | LUNCH |
| 1:00 - 2:30 PM | SESSION 3A - TOM BEASLEY SESSION 3B - JENNY LEWIS |
| 2:30 - 2:45 PM | BREAK |
| 2:45 - 4:15 PM | CLOSING KEYNOTE - DR. MARTIN COLLIS |
| 4:15 - 4:30 PM | CLOSING REMARKS |

CONFERENCE SPONSORS

WORKLIFE BC

HOSTED BY

CreditUnionCentral BC
HUMAN RESOURCES CONSULTING



The Sessions



HUGH CULVER, MBA - PRINCIPAL, MARATHON COMMUNICATIONS



The Imperatives of Leadership - Lessons for Moving from Busy to Strategic

Hugh will share essential lessons that every leader needs to hear. You will learn the power of focus and determination towards only a few, critical goals. Hugh will demonstrate how leverage is the secret to maximizing your effectiveness and reducing your workload. And you will learn proven secrets for gaining at least one half hour everyday for doing what is most important.

Hugh Culver is an author, master trainer, professional facilitator and speaker. As President of Marathon Communications, Hugh's learning programs reach over 25,000 people each year.

REBECCA BUDD, CFP, PFP, MBA - CANADIAN MENTAL HEALTH ASSOCIATION



Mental Healthworks - Issues and Solutions

This workshop will create awareness and recognition of mental health issues in the workplace. This fascinating look at mental health issues and solutions is provocative and engaging. Rebecca will share stories about challenging, but successful cases that will change the way you think about these issues forever.

Rebecca Budd, Manager of Scotiabank, South Granville Branch, has over 25 years of experience in the financial services industry. Rebecca's passion and commitment to mental health has found fulfillment in her current volunteer engagement with Canadian Mental Health Association.

TERRY SMALL, B.ED., M.A - THE TERRY SMALL LEARNING CORPORATION



The Business of Learning - Preparing Your Brain for the Future

The success you achieve in life depends on your ability to learn, the knowledge you acquire, and your ability to use it! This session will give you clear and practical ideas to help you to use your brain more effectively and to help you master the skills of thinking, absorbing, retaining and using knowledge. Terry's knowledge, warmth, humour and dynamic presentation style will be sure to amuse and inspire you.

Terry Small is a master presenter and learning skills specialist with a wealth of teaching experience and extensive involvement in the development of study strategies and techniques.

MAUREEN CLARKE, BA, MA, ACC - PRINCIPAL, THE BLUEPRINT GROUP



Trailblazing Towards Talent Retention - Post-Maternity Leave

This inter-active workshop will provide you with the knowledge and know-how to proactively address employee retention issues, more specifically the retention of talented working women/mothers returning to work after a hiatus. Maureen will draw on current research to explain the exodus of female employees from the workforce and highlight key issues faced by women during their transition back to work post-maternity leave/extended absence.

Maureen Clarke specializes in the area of leadership development and return-to-work transition, particularly with women, post-maternity leave. Her practice was founded on the premise that women with young children want to work, and that organizations want to retain this talent.



INGRID OTTO - DAVIS, LLP



Treating People Right, Limits Legal Liability

Treating people right is an effective way of limiting legal liability. Ingrid will speak about some recent cases and provide practical tips on how to effectively manage legal risk in what seems to be an increasingly complex workplace.

Ingrid Otto is a lawyer with Davis LLP and advises clients on a broad range of matters including employment law, human rights, labour law, administrative and regulatory law, privacy and dispute avoidance. Prior to completing her M.B.A. and LL.B., Ingrid worked for several years as a human resources professional in both the private and public sectors.

KAREN SEWARD - VP, MARKETING, BUSINESS DEVELOPMENT, PRODUCT DEVELOPMENT, RESEARCH, SHEPELL-FGI



Prevention Strategies that Help Manage Costs and Help Employees at Risk

Hear about an integrated group benefits and health management framework that enriches the employee experience, promotes better health and helps improve your bottom line.

Karen is Senior Vice-president of Business Development and Marketing at Shepell-FGI – North America's leading provider of integrated employee health and wellness programs. In her capacity, Ms. Seward leads the development of innovative health and wellness solutions that address clients' critical business issues, and implements these strategies in some of North America's most progressive organizations.

DR. GRAHAM LOWE - PRESIDENT, THE GRAHAM LOWE GROUP



Beyond 'Employer of Choice' Rhetoric: Practical Strategies for Creating Tomorrow's Workforce

Discover how you, as HR managers and professionals, can play a leading role in implementing strategies that go beyond recruitment and retention, creating the kind of workplaces that support employees to contribute their best and developing the capabilities needed for future success. For credit unions, the risks of not doing this are huge: a decline in the quality of member service and shrinking market share.

Dr. Lowe's keynote will be followed by a facilitated, interactive workshop. Participants will have opportunities to learn from each other about successful workforce and workplace renewal strategies, assess their organization's readiness to adopt a long-term and integrated approach to renewal, and identify existing opportunities and specific steps they can take to move in this direction.

Graham Lowe is President of The Graham Lowe Group Inc. and a Partner in Great Place to Work® Institute Canada. He has conducted extensive research on workplace and labour market issues and has given hundreds of talks and workshops on creating higher quality and more productive workplaces. He received the 2004 Canadian Workplace Wellness Pioneer Award.

JENNY LEWIS - LEWCO CONSULTING



Designing a Sustainable Mentoring Program

The key to a successful mentoring program is in the planning and design. In this workshop the essential elements of program design will be reviewed. Guidelines are provided on how to conduct a readiness-assessment, link to strategic goals, and evaluate program success. Strategies for matching mentoring partners, how to talk-it up and using a coordination team to facilitate sustainability will also be explored.

Jenny Lewis is the owner of LEWCO Consulting Inc. Jenny helps organizations to empower their people to perform to their full potential by creating sustainable coaching and mentoring programs. She has over 26 years business experience including 16 years experience in leadership training and development and performance consulting.



TOM BEASLEY - COUTTS PULVER, LLP



An Ergonomic and Economic Approach to Mental Health Issues in the Workplace

Mental health problems in the workforce have serious implications for employee quality of life, workplace morale, corporate productivity and benefit costs. The issues are complex and managers are often ill equipped to deal with them. Tom's presentation will cut through that complexity and give a simple overview of the law, and of your responsibilities and duties to employees with mental health issues.

Tom Beasley is a Senior Associate Counsel with Coutts Pulver LLP where he practices all aspects of employment law and with a focus on human rights and labour relations law.

DR. MARTIN COLLIS, PIONEER OF WELLNESS



Healing, Humor and High-Level Wellness: The M.E.L.L.O.W. Approach

A dynamic presentation that informs, entertains and inspires, and sends the audience out of the auditorium feeling great about themselves. Martin uses music and humor in providing some fascinating insights into the functioning of the human body/mind. The 6 elements of M.E.L.L.O.W. (Magic of the Mind, Exercise, Laughter, Love, Optimal Nutrition and Wonder) are used to point the way to lifestyle artistry and high-level personal and professional performance.

Martin Collis is one of North America's great speakers on the many facets of wellness. He is one of the first four Canadians to be recognized by the U.S. and Canadian governments for his work in inspiring life change. Using music, laughter and science, Martin's presentations move audiences to improve personal and professional performance.

Networking Events

NETWORKING RENDEZVOUS

Monday 5:00 pm to 6:30 pm (included in conference fee)

Join us after the Monday sessions for light snacks and a beverage. Catch up with old friends and make new ones while you enjoy the ambiance of the Four Seasons.



NETWORKING DINNER

Monday 7:00 pm to 9:00 pm (optional event - additional \$50 per person)

End the days' activities on top! Top of Vancouver, that is. Top of Vancouver Revolving Restaurant offers fine continental dining 553 feet (167 m) above the city. Enjoy spectacular, unobstructed views of the city, coastal mountains and ocean in the company of your colleagues, old friends and new ones. Visit www.topofvancouver.com for restaurant details.

Hotel & Travel



THE CITY

Vancouver

Vancouver is a dynamic, multicultural city set in a spectacular natural environment. Majestic mountains, sparkling ocean, rainforests and beautiful foliage in all four seasons make Vancouver one of the most beautiful places in the world. Warmed by Pacific Ocean currents and protected by a range of mountains, Vancouver enjoys mild temperatures year-round. Vancouver's citizens take great pride in our welcoming, clean, safe streets - day or night. Catering to any interest throughout the year, you can enjoy world-class shopping, gourmet meals, outstanding live entertainment, sporting events, theatre, outdoor adventure, spectacular sights and vibrant attractions.



THE HOTEL

Vancouver Four Seasons Hotel

At the hub of this international centre of commerce, culture and natural beauty is the cosmopolitan Four Seasons, rising above Pacific Centre's more than 100 fine shops and featuring Chartwell, one of the city's best restaurants. The Four Seasons, an AAA 4 diamond hotel, boasts one of the city's finest health clubs - a state-of-the-art facility equipped with the latest cardiovascular equipment and free weights. The Four Seasons also features the only indoor-outdoor pool in Vancouver, complete with men's and women's saunas and whirlpool. Complimentary morning coffee is served poolside from 5:30am to 10:00am.



Book your room before September 7, 2007 to take advantage of one of our superior guest rooms that have been reserved for the event at a special conference rate of \$190 per night (plus applicable taxes). After this date, all unreserved rooms are released and special conference room rates are no longer available. To obtain the special conference room rate at the time of booking, be sure to quote "Credit Union HR Conference".

Want to stay longer? No worries - the special conference rates apply to room nights between October 11 to October 18, 2007 on a space available basis.



All booking and payment of hotel accommodations are the sole responsibility of the conference attendee. All individuals will be responsible for their own room charges, incidental charges and hotel taxes of 16% (10% hotel taxes + 6% GST).

To learn more about the hotel, visit www.fourseasons.com/vancouver.

To reserve a room, please contact the hotel directly. Remember to quote “Credit Union HR Conference”.

Four Seasons Hotel Vancouver

Toll Free: 1.800.819.5053 **Local:** 604.689.9333

791 West Georgia Street, Vancouver, British Columbia, Canada V6C 2T4

TRAVEL

Airline Transport

WestJet is the official airline of PeopleFocus 2007. In order to receive special pricing on flights, please fill out the attached WestJet form which can be found on the last page of this brochure. After you have completed the form, simply fax a copy to 1.800.582.7072. Please note, special pricing is only available for travel dates between October 10 to October 20, 2007.

Airport Transfers

Once in Vancouver, there are several options available for delegates requiring ground transportation within Vancouver. Please visit the Vancouver Airport Authority at www.yvr.com for more information on transportation to the hotel from the airport.

Driving

For those individuals planning to commute to the conference each day, parking is available at the hotel. For parking rates at the hotel, please visit www.easyparkvancouver.com and select the Pacific Centre parking lot. Due to the high volume of construction currently underway in the city, please allow ample travel time.

Transit

Go Green, reduce your stress and get some exercise! The Four Seasons Hotel is easily and cost effectively accessible via public transit. The Four Seasons connects to Granville Skytrain Station via Pacific Centre Mall and is just a short walk from the Waterfront Terminal (Seabus and Westcoast Express). Visit the Translink Website for further transit information at www.translink.bc.ca.

Registration



WHAT'S INCLUDED

Your two day conference registration includes Keynote Presentations, Session Options (workshops and breakout sessions), breakfast on Monday and Tuesday, plated lunches on Monday and Tuesday, all wellness/refreshment breaks and a “Networking Rendezvous” on Monday.

Registration will be confirmed within one week of receipt of full payment.

Registrations may not be shared, however, we do offer a daily conference rate which ensures that you get your own registration package and handouts for the FULL conference. Regardless of which day you choose, you are invited to join the group at the “Networking Rendezvous” on Monday.

REGISTRATION DEADLINE

Registration deadline is **September 15th, 2007**. Space is limited, so register early. Registrations received after September 15th will be accepted subject to space availability.

DISCOUNTS

Register early and come as a team to receive maximum discounts.

Early bird discount:

Register and pay on or before July 15th, 2007 to receive the Early Bird Discount of \$50 on the two-day conference rate.

Team discount

Maximize the value of the conference by bringing colleagues from your organization. (Only applicable to full two day conference registrations)

- ▶ the second person receives a discount of \$50,
- ▶ the third and subsequent registrations receives a discount of \$100 per person.

To qualify for the Team Discount, all registrations and payment must be received within one week of each other.

Early bird team discount

Register your entire team before **July 15th, 2007** and save even more! To qualify for the Early Bird Team Discount, all registrations and payment must be received within one week of each other AND on or before July 15th.

Conference Reservation Cancellation & Refund Policy

Cancellation requests received in writing up to and including September 7th, 2007 will be fully refunded, less a \$50 administration fee. As many of our expenses are incurred within the month prior to the conference, delegate cancellations received after September 7, 2007 cannot be refunded. Substitutes from your organization are welcomed and may be made at no extra charge. Cancellations can be requested via email at PeopleFocus@cucbc.com or by fax at 604.737.5965. Please note “cancellation request” in the subject line of your email or fax.

Registration Form



PeopleFocus 2007

October 15-16, 2007
Four Seasons Hotel
Vancouver, BC

Registration Options

Complete one form per registrant

- 1 Register online at www.PeopleFocus.ca
- 2 Complete all sections of this registration form:

MAIL TO:
Human Resources Consulting
Credit Union Development
Credit Union Central of BC
1441 Creekside Drive
Vancouver, BC V6J 4S7

FAX TO:
Fax: 604.737.5965

If you have questions regarding registration, please contact us at 604.730.5127 or email PeopleFocus@cucbc.com

Registration will be confirmed within one week of receipt of full payment.

Company Information

Your area of expertise:

Human Resources
Training/Development
Health Promotion
Wellness Professional
Executive Manager
Branch Manager
Other

(please specify)

Number of employees in your organization:

| | |
|-----------|-----------|
| < 20 | 20-50 |
| 51 - 100 | 101 - 200 |
| 201 - 500 | 501 + |

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www.PeopleFocus.ca

GENERAL INFORMATION *please print clearly*

FIRST NAME: _____ LAST NAME: _____

NAME ON BADGE: _____ POSITION/TITLE: _____

CREDIT UNION/ORGANIZATION: _____

MAILING ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

SPECIAL DIETARY NEEDS: _____

Privacy Statement: Registration information provided to PeopleFocus and Credit Union Central of BC may be used to promote future events and products that may be of interest to you and may be shared with conference participants, sponsors and exhibitors. Subject to the receipt of written direction to the contrary, provision of registration information will be taken as consent by each registrant to such distribution.

| | CREDIT UNIONS, CO-OPERATIVES, AND OTHER AFFILIATES | | OTHER GUESTS (GST INCLUDED IN PRICE) | |
|-------------------------------------|--|---------------|--------------------------------------|---------------|
| | BEFORE JULY 15 | AFTER JULY 15 | BEFORE JULY 15 | AFTER JULY 15 |
| <i>please check applicable rate</i> | | | | |
| 2 DAY CONFERENCE RATE | | | | |
| 1 st Attendee | \$850 | \$900 | \$950 | \$1,000 |
| 2 nd Attendee* | \$800 | \$850 | \$900 | \$950 |
| 3 rd + Attendee* | \$750 | \$800 | \$850 | \$900 |
| 1 DAY CONFERENCE RATE | | | | |
| All Attendees | \$475 | \$500 | \$525 | \$550 |

* Please submit your registration with other attendees from your organization.

please indicate if you plan to participate in any of the following networking events

| NETWORKING EVENTS | |
|--|---|
| I will attend (free) | Networking Rendezvous: light snacks & beverage (included in conference fee) Monday, October 15, 5:00pm - 6:30pm at the Four Seasons Hotel |
| _____ X \$50 | Conference Dinner (\$50 per person - guests welcome) Monday, October 15, 7:00pm - 9:00pm at Top of Vancouver Revolving Restaurant |
| <i>If bringing any dinner guests, please indicate names below:</i> | |
| _____ | |

| TOTAL | |
|-----------------------|--|
| Conference Fee: \$ | Conference Dinner: \$ |
| TOTAL PAYABLE: | Cheque enclosed (payable to Credit Union Central of BC) Directly debit my BC Central account (BC Credit Unions) |

CONCURRENT SESSIONS *Please select A or B for each concurrent session*

| | |
|---|--|
| ▶ SESSION 1 - Monday, October 15 10:45am - 12:15pm | |
| SESSION 1A - Budd: Mental Healthworks | OR SESSION 1B - Small: The Business of Learning |
| ▶ SESSION 2 - Monday, October 15 1:45pm - 3:15pm | |
| SESSION 2A - Clarke: Post-Mat Leave Retention | OR SESSION 2B - Otto: Treating People Right |
| ▶ SESSION 3 - Tuesday, October 16 1:00pm - 2:30pm | |
| SESSION 3A - Beasley: Ergonomic & Economic | OR SESSION 3B - Lewis: Sustainable Mentoring |



Specialty Sales Team
5055 - 11th Street N.E.
Calgary AB T2E 8N4

Annual General Meeting

QC #4257

For travel Apr. 17 – 24, 2007 to/from Vancouver only

Lending Conference

For travel Apr. 30 – May 7, 2007 to/from Vancouver only

Human Resources Conference

For travel Oct. 10 – 20, 2007 to/from Vancouver only

Fall Conference

For travel Nov. 4 – 12, 2007 to/from Vancouver only

For internal use only:
PNR# _____

Requested by: _____ Date: _____

Confirmation to be sent by: Fax: _____
or Email: _____

Address: _____
City: _____ Province: _____ Postal Code: _____

Guest Name(s): _____

Home Phone #: _____ Alternate Phone #: _____

Flight Times

Please refer to our current schedule or visit our website at www.westjet.com

Destination:

From: _____ **To:** _____

Outbound date: _____ Flight #: _____
Connecting Flight#: _____

Return date: _____ Flight #: _____
Connecting Flight #: _____

Credit Card # : _____ **Expiry Date:** _____

Name of cardholder: _____

Fax Completed Information To: 1-800-582-7072

WestJet Specialty Sales Team

Telephone: 1-877-952-4696
Fax: 1 800 582 7072 or 444 2295 in Calgary
Monday to Friday 6:00am to 7:00pm (Mountain Time)
Saturday 9:00am to 5:30pm (Mountain Time)