

**We're  
Back!**

**HUMAN  
Resources  
PROFESSIONALS  
CONFERENCE**  
For the Disability Provider Community

September 14-15 | Saratoga Springs

**4th Annual  
Human Resources Professionals Conference**  
September 14-15, 2021

**Embassy Suites**

86 Congress Street in Saratoga Springs, New York

We are happy to announce the return of an in-person, two-day event focusing on current topics and challenges in the human resources field, from the law to recruitment and retention, including dynamic presenter Rich Landau, a principal with Jackson Lewis, as our Keynote Speaker.

What people  
had to say  
about previous  
Conferences

*"Good to meet with other HR professionals across the state."*

*"The topics were very informative, and I will use in my workplace and share with my management team."*

*"Fantastic location, great involvement, very worthwhile."*

**More information to come . . . stay tuned!**

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Cerebral Palsy Associations  
of New York State  
*Real people. Realizing potential.*

THE  
ALLIANCE

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iac  
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Alliance of Long Island Agencies, Inc. (ALIA)

Cerebral Palsy Associations of New York State, Inc. (CP of NYS)

Developmental Disabilities Alliance of Western New York  
(DDAWNY)

InterAgency Council of Developmental Disabilities  
Agencies, Inc. (IAC)

New York Association of Emerging & Multicultural  
Providers, Inc.

# 2021 Conference Details...

## When/Where

Check-in begins at 11:00 a.m. on September 14  
Conference ends at noon on September 15

The conference is held at the Embassy Suites, 86 Congress St., Saratoga Springs, New York. A block of rooms has been reserved at a special conference rate of \$160 plus applicable taxes. The deadline to make hotel reservations is August 6. *(Please see hotel registration information below.)*

## Cost

**EARLY Registration Fee (ends June 10)..... \$135**

**Registration Fee (starts June 11)..... \$160**

## Conference Registration

Click on the link below to register. Credit card payment only (choose PayPal option first).

**[CLICK HERE TO REGISTER](#)**

*Register now and take advantage of the Early Registration Fee option!*

Registration deadline is September 6.

## Other Details

**CANCELLATION POLICY:** After September 6, no refunds will be made. However, registrants may send someone else in their place.

**FOR YOUR COMFORT:** Please be aware that the temperature in meeting rooms can fluctuate; for your comfort, we recommend dressing in layers.

**PRESENTATIONS/HANDOUTS:** Presentations/handouts will be posted prior to the conference on the CP of NYS website [www.cpstate.org](http://www.cpstate.org)

**CONTINUING EDUCATION UNITS (CEUs):** CP of NYS is pleased to be able to offer HRCI and SHRM credits for our sessions (pending approval). For more information, please contact us at (518) 436-0178.

**QUESTIONS:** Conference questions may be directed to (518) 436-0178.

## Hotel Registration

We have reserved a block of rooms at the Embassy Suites Saratoga Hotel for the night of September 14 at a discounted rate of \$160 plus applicable taxes. To reserve a room at this special rate, please **[CLICK HERE](#)**. Don't forget a tax-exempt form, if applicable. **The cut-off date to make a reservation at this rate is August 6.** After that time, reservations will be accepted subject to availability at the prevailing rate.

## Getting There...

**From the South:** Take the NYS Thruway (I-87 North) to Exit 24. Take the Adirondack Northway (I-87 North) to Exit 13N. Turn left off exit. In approximately 4 ½ miles, turn left onto Congress Street. Embassy Suites will be on the left.

**From the North:** Take Adirondack Northway (I-87 South) to Exit 13N. Take right at exit. In approximately 4 ½ miles, turn left onto Congress Street. Embassy Suites will be on the left.

**From the East:** Take the Massachusetts Turnpike West to NY Thruway. Take Exit B-1 (I-90 Bypass) to I-787 North for approximately 6 miles to Route 7 West for approximately 2 miles to Adirondack Northway (I-87). Take Exit 13N, turn left off exit. In approximately 4 ½ miles, turn left onto Congress Street. Embassy Suites will be on the left.

**From the West:** Take NYS Thruway (I-90 East) to Exit 24. Take Adirondack Northway (I-87 North) to Exit 13N. Turn left off exit. In approximately 4 ½ miles, turn left onto Congress Street. Embassy Suites will be on the left.

## OPENING SPEAKER – RICH LANDAU

Rich Landau will bring more than 30 years of experience in Labor Relations to our 2021 HR Conference. With a focus in healthcare and human services at Jackson Lewis P.C., Rich has handled complex collective bargaining agreements covering thousands of employees and defended over 100 arbitrations running the full gamut of labor contract issues. Rich understands that people are at the heart of Labor Relations and uses humor and real-world experience to connect with human resources personnel. He's no stranger to our HR Conference, serving as the keynote speaker at the inaugural event in 2017. For those of you that have been lucky enough to attend one of Rich's presentations, you know he's a dynamic speaker with a wealth of knowledge on workforce issues!

## DSP RECRUITMENT & RETENTION: SUPERVISORS AND OTHER STRATEGIES

We are pleased to have **Sheryl A. Larson, PhD, Director, Residential Information Systems Project, Institute on Community Integration**, join us to discuss the high turnover and vacancy rates that threaten both access to and the quality of supports provided to people with disabilities. Dr. Larson will describe research-based strategies to improve recruitment and retention outcomes and the role and impact of frontline supervisors on these challenges and solutions. Topics on recruitment strategies, realistic job previews, structured interviews, orientation strategies, competency-based training and data-based decision making will also be covered.

## PANEL DISCUSSION ON RECRUITMENT & RETENTION

Key people in the field will participate in a panel discussion on best practices for recruitment and retention, with a focus on successful strategies used by the agencies represented. Speakers will highlight the participation of members of the I/DD community in this process and data that is collected within these programs. Be sure to bring your questions for a unique Q&A period at the end of the session.

## CULTURAL DIVERSITY IN TODAY'S ENVIRONMENT

Diversity and Inclusion are the pillars of developing a successful culture and comprehensive professional environment. Join us as our speaker addresses the impact of diversity and inclusion in the workplace.

## SOCIAL MEDIA FOR EFFECTIVE RECRUITMENT & RETENTION

This session will outline the process of brand identity, what it is, how to articulate it to employees, clients, and the public at large, and how everything flows from the mission, vision, and values of the organization. Using a simple matrix called Synchronicity, the speaker moves through the steps involved in establishing a brand, identifying the communication tools that convey a sense of the organization's culture, and focusing on the key aspects that attract potential employees.