

# ENJOY THE RIDE!

**Taking Charge & Leading the Way**



## 2012 Space Coast HR Conference

AFFILIATE OF  
**SRM**  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

Wednesday, April 25, 2012 | 7:30 AM – 5:00 PM | Holiday Inn Melbourne | Viera | 8298 Wickham Road (Interstate 95 @ Exit 191)

**Professional Development • Sponsor Exhibits • Networking Opportunities**

### WHO SHOULD ATTEND?

Executives • Business Owners • Labor Relations Managers • Directors • Supervisors  
Educators • Staffing Specialists • Human Resource Professionals • Recruiters

Early Registration Fee \*\$185.00\* per person through 04/11/12  
After 04/11/12 the Registration Fee will increase to \$225.00

To register and for sponsorship opportunities go to:

[www.spacecoasthrconference.com](http://www.spacecoasthrconference.com)



**Featuring Keynote Speaker  
Jay Forte, Humanetrics, LLC**



**"Fire Up Your Employees and Smoke Your Competition: How to Invite, Incite and Ignite Employee Performance!"**

**"2012 Employment Law Update"**

Presented by **Andy Hament**, Ford & Harrison, LLP

**"Strategic Leadership Takes Flight: The American Airlines Story"**

Presented by **William Mitchell**, Managing Director, Leadership Planning & Performance American Airlines

**"How to Handle Difficult Conversations with Employees"**

Presented by **Frank Keck**, Certified Speaking Professional, The People Whisperer

**"Using Thinking Styles to Improve Performance"**

Presented by **Catherine Cassidy**, CEO, Martin Training Associates

**Master of Ceremonies – Gerry Hoeffner, President, Personnel Dynamics Consulting**

**\*Corporate Rate:  
Buy 4, Get 1 Free**

Certification Credit Pending (5 Hours): Notification will be posted on the conference website once program is approved.

Topics and Speakers subject to change without prior notification

## Biography:

# Jay Forte,

**Performance Consultant, Speaker, Author, Workplace and Life Coach**



Jay Forte, a former financial executive and corporate educator, now business and motivational speaker, greatness coach, author and Chief Performance Officer of BeyondROI. Jay guides organizations – their leaders and managers – in how to attract, hire and retain today’s best talent. He coaches high performance individuals in how to reconnect holistically to their talents and passions to achieve personal and professional greatness.

Jay is the author of *Fire Up! Your Employees and Smoke Your Competition* (March 2009), *The Greatness Zone - Know Yourself, Find Your Fit, Transform The World* (2010), and the on-line resources “Stand Out and Get Hired” and “The Hunt for Opportunities Success Manual.”

A passionate seasoned professional speaker, and a highly creative and innovative program leader, Jay keeps the attention of his audiences and clients with dynamic and animated activities, high-impact material and practical solutions to current business, management, performance and life. He draws on his financial background to ensure that all programs are results-oriented, bottom-line focused and performance-based.

A prolific author, Jay has published more than 100 articles nationally and internationally in the areas of millennial management, employee performance, coaching, mentoring, strategy, customer service and accessing personal greatness. He has been published in more than 150 different periodicals, magazines, newsletters and on-line formats and has been regular guest on many talk radio programs.

A nationally recognized Thought Leader, Jay is a member of the American Society of Training and Development, Society of Human Resource Management, the National Speakers Association and the Florida Speakers Association.

He writes, gardens and cooks in Ft Lauderdale, FL.

Find his resources, tools, articles, and blogs on [WorkFiredUp.com](http://WorkFiredUp.com) and [LiveFiredUp.com](http://LiveFiredUp.com)