

# Enhancing Work-Life Quality, Corporate Productivity, and Community Capacity: Partnering for Everybody's Bottom Line



## National Council on Family Relations Work-Life Summit

Wednesday, November 20, 2002  
8:15 am - 4:30 pm

Hyatt Regency Houston Hotel, Houston, Texas

### Program Schedule

**8:15 - 9:00 a.m. . . . Imperial Ballroom West**  
**Registration and Showcase of Current Innovative Work-Life Programs and Tools**

*Breakfast buffet sponsored by J P Morgan Chase*

**9:00 - 9:45 a.m. . . . Imperial Ballroom West**  
**Opening Plenary**

*Balance, Boundaries and the Bottom Line: New Approaches to Work-Life in the Early 21st Century, Maggie Jackson, Author and former National Workplace Writer, Associated Press.*

Welcome: **Michael L. Benjamin**, Executive Director, National Council on Family Relations

Presider: **Mindy May**, Director of Provider Services, Corporate HANDS, Initiatives for Children

Are Americans redefining the image of home and what effect is this having on the workplace? What benefits the corporate bottom line when the concept of home takes on new meanings?

**10:00 - 11:15 a.m. . . . Track Workshops:**

**Track 1 - Getting Started . . . . . Arboretum 5**  
**Building the Business Case**

**Shelley MacDermid**, Director, Center for Families and Professor, Purdue Univ.

**Benjamin C. Amick, III**, Associate Professor, School of Public Health, Univ. of Texas, Health Science Ctr., Houston

**Mark Berg**, Innovative Resource Group, and President, Houston EAP Association

Presider: **Sherry Wilson**, Director, Employee Assistance Programs, Univ. of Texas, Health Science Center

This workshop will discuss the questions employers often grapple with when deciding on work-life policies affecting corporate culture and bottom line. How do family issues affect employee productivity, health, and attitudes at work? What are the critical links between employee life satisfaction, partnering with community resources and profitability?

**Track 2 - Moving Ahead With Your Work-Life Program . . . . . Arboretum 4**  
**Communication for Companies in Crisis**

**David Levy**, Partner, Fulbright & Jaworski L.L.P., Houston, TX

**Carter Crow**, Partner, Fulbright & Jaworski L.L.P., Houston, TX

Presider: **Pam Autio**, Corporate HANDS, Initiatives for Children, Houston, TX

Recent U.S. corporate events have triggered employee fears, mistrust and ambivalence about their jobs and employers. In a crisis, how can company managers keep the lines of communication open at all levels including the media, without divulging sensitive information?

**Track 3 - Think Tank Open Space Technology . . . . . Dogwood**

Leader: **Marilyn Rumsey**, Founder and President, Alternative Paths, Houston

This self-directed track allows participants to create and manage their own themes of strategic importance. The outcome is intended to reflect the concerns and passions of the participants as they relate to the conference theme and the individual interests.

(Program continues on page 2)

**11:30 a.m. - 12:45 p.m. Track Workshops**

**Track 1 - Getting Started . . . . . Arboretum 5  
Resources for Getting Work-Life Programs  
Started**

**Marcie Brooke, CFLE**, Director, Working Families Resource Center, St. Paul, MN

**Mary Dooley Burns**, Assistant Director, Family Education Dept., St. Paul, MN Public Schools

**Diana C. Dale**, Director, Worklife Institute, Houston, TX

Presider: **Debra Berke, CFLE**, Associate Professor of Family Studies, Messiah Col.

When a company establishes work-life programs and policies, the key to their success is a great start. Panelists will share practical advice on available resources, accessing and using them, based on their experiences as resource providers.

**Track 2 - Moving Ahead With Your Work-Life Programs. . . . . Arboretum 4  
How do Work-Life Issues and Policies Affect  
Your Company's Ability to Diversify Its  
Leadership?**

**Alice Otchere**, Director of Corporate Diversity and Workforce Inclusion, Reliant Energy, Houston, TX

**Chris Chaffin**, Work-Life Effectiveness Team Leader, BMC Software, Houston, TX

**Paige Erickson**, Work-Life Effectiveness Executive Sponsor, Houston, TX

Presider: **Randy Goldberg**, Human Resources Manager, Hyatt Regency Houston Hotel

This workshop will discuss how the corporate world is adjusting its policies to open leadership opportunities for talented employees with diverse work/family needs.

**Track 3 - Think Tank Open Space Technology  
Continued. . . . . Dogwood**

**1:00 - 2:15 p.m. . . . Imperial Ballroom West  
Luncheon and Keynote**

**Now That We Know How to Improve Work-Life  
Quality, How Can We Bring Our CEO's on Board?**

**Robert K. Goodwin**, President and CEO, Points of Light Foundation, Washington, DC

**L. M. "Woody" Sixel**, Work/Life Writer, The Houston Chronicle

Presider: **Leigh Ann Nicas**, Public Relations Manager, Fulbright and Jaworski, L.L.P.

**Sponsored by Ceridian Corporation and Sorin  
Books**

The panelists will dialogue about different approaches on how to bring CEO's into thinking about Work-Life issues. Dr. Goodwin will talk about Employee Volunteer Programs, the bottom line, and what it does for communities. He will discuss strategies that will facilitate CEOs buying into work/life issues. Ms. Sixel will present ideas based on her years of research and interviews for the newspaper, on how to work with CEOs to help them realize that everyone profits

when the climate of the company allows all employees to have a balanced life of work, family, and community.

**2:30 - 3:30 p.m. . . . . Track Workshops**

**Track 1 - Getting Started . . . . . Arboretum 5  
Preparing the Next Generation of Productive  
Workers: Effective Parent Education**

**Deborah Cashen**, Creating Capable Communities, Houston, TX

Presider: **Judy Taliaferro**, Director of Convention Services, Greater Houston Convention and Visitors Bureau

The corporate bottom line benefits short-term and in the in the future, when parents, who mold children's values and work ethics, are supported by their employers in providing effective parent education.

**Track 2 - Moving Ahead with Your Work-Life  
Program . . . . . Arboretum 4  
Business and Community:  
Partnering Resources for Resilience**

**John P. Nelson**, Consultant, Work-Life, Community Enhancement and Youth Development and retired Colonel, U.S. Air Force, San Antonio, TX

**James Hofmeister**, Director of Career and Recovery Resources, United Way, Houston

Presider: **Christine K. Burnett**, Chief, Family Matters, Air Education and Training Command, U.S. Air Force

The recent focus of corporate work-family programs has moved beyond the organization doors, to building stronger connections between employers and the community. Work-family programs focusing on community have the potential to strengthen community connections and enhance quality of life of employees and their families while supporting the business case by increasing productivity and developing new partnerships for resource sharing.

**Track 3 - Think Tank Open Space Technology  
Continued. . . . . Dogwood**

**3:45 - 4:30 p.m. . . . Imperial Ballroom West  
Wrap-up: Where Do We Go From Here?**

**Mark J. Tager, M.D.**, President and CEO, ChangeWell, Inc., LaJolla, CA; **Michael L. Benjamin**, Executive Director, National Council on Family Relations

The goal of the Summit is to form a mechanism for implementing strategies that have been discussed today; thus ensuring that Work-Life issues will be at the forefront of employers' attention in the Greater Houston area. Dr. Tager will discuss one of the ways that this can be done. He will talk about health and well-being, and provide solutions for employers for some of life's complex issues, such as grief, and ways they can reach out to help their workers.

If you are interested in being a part of an implementation committee to continue bringing Work-Life issues to the forefront of the Houston area employers, please let Michael Benjamin know.