

PROGRAM OVERVIEWS

Conducting Effective Corporate Investigations

Mark Goldstein, Wessels & Pautsch, P.C.

Audience Level – Basic

Wednesday, October 11, 1:00-4:30

Almost daily, newswires report corporate scandal, executives sentenced to prison, ousted for alleged criminal conduct or simply bad behavior. The creation of new regulations governing corporate conduct, such as the Sarbanes-Oxley Act, have had dramatic impact on the way corporations investigate complaints of bad behavior, set up internal controls, and structure corporate governance.

Biography: Mark J. Goldstein, senior attorney with the law firm of Wessels & Pautsch, P.C., has counseled clients with respect to a wide variety of labor and employment cases. He has represented clients before federal district courts in Wisconsin and Illinois, the National Labor Relations Board, the EEO, in state courts in Wisconsin and Illinois, at arbitration, and before the Equal Rights, Worker's Compensation, and Unemployment Insurance divisions of the Wisconsin Department of Workforce Development.

Obtaining your Guiding Credentials (Certification Basics)

Karen Brzezinski, SPHR

Ministry Healthcare

Audience Level –Basic

Thursday, October 12, 6:45-7:45 a.m.

Is HRCI Certification a mystery to you? Attend this session and have all your questions answered, including: Which exam should I take? What is the best way to study? What is the exam really like? Will I pass? Why would I want to do this anyway?

Biography: Karen Brzezinski, SPHR, has a B.S. in Human Resource Management from Upper Iowa University. She is the Central Wisconsin SHRM President and WISHRM Certification Director.

Renewing your Guiding Credentials (Recertification Basics)

Karen Brzezinski, SPHR

Ministry Healthcare

Audience Level – Basic

Thursday, October 12, 6:45-7:45 a.m.

Get all your recertification questions answered including: What qualifies for SPHR's Strategic requirement? Do my SHRM Chapter meetings count? What about the new HRIS system I put in at work? How do I apply for recertification? It's easier than you think!

Biography: Karen Brzezinski, SPHR, has a B.S. in Human Resource Management from Upper Iowa University. She is the Central Wisconsin SHRM President and WISHRM Certification Director.

Presentation Title: Executive Coaching: Is it All Monkey Business?

Karen Ostrov, Ph.D.

Konect Consulting, LLC

Audience Level –Intermediate

Thursday, October 12, 10:30- Noon

This session will provide you with criteria for selecting a leadership development/executive coaching firm as a partner, explore the benefits and risks of working with a coaching firm, discuss ways to collaborate with the coaching firm to maximize value, and provide guidelines for determining the success of the partnership.

Biography:

Dr. Karen Ostrov is founder and principal of Konect Consulting, LLC, an executive and management coaching and leadership development firm. A licensed psychologist, she works in corporate settings with decision makers in private and public sector companies. She assesses, collaboratively plans and coaches leaders on improving the use of their emotional intelligence at work.

The Ten Demandments – Rules To Live By In The Age of the Demanding Candidate

Susan Marks and Anne Nimke

Pinstripe

Audience Level –Intermediate

Thursday, October 12, 10:30- Noon

Your career site says a lot about your organization and acts as an electronic “welcome” or “turn-off” to potential employees just by how it is set up, the places it is linked to and the direct and indirect messages it sends people when they visit. Don’t underestimate the power you have to make a lasting impression on potential candidates in those few seconds they are on your site.

Biography: A well-known founder of the recruitment process outsourcing industry, Sue has helped client organizations turn themselves into recruiting powerhouses, upgrading their talent and increasing their success in the market. Over the span of more than two decades, in every role she has played throughout her career – CEO, operator, strategist, leader, – Sue has embodied a focus on the future and remained an industry visionary and thought leader

Biography: Anne is a recognized leader in the RPO and HRO arena. Anne was most recently the Managing Executive at Kelly/HRfirst, the Recruitment Process Outsourcer that she co-founded with Sue Marks in 1995 and built into the industry leader it is today. Anne is currently the cofounder and President of Pinstripe, a privately held HR and RPO firm focused on talent acquisition and management matters for financial services and healthcare organizations

Successfully Launching Consumer Driven Health Plan (HSA) in the Workplace

Annette Grosz-Ringdahl, WPS Health Insurance

Audience Level –Intermediate

Thursday, October 12, 10:30-Noon

The term “consumer driven healthcare” has taken on many definitions in today’s workplace. Attend this session and learn how other successful companies have implemented employee benefits that include High Deductible Health Plans, Health Savings accounts, and educational tools that empower employees to make good health decisions based on their specific needs.

Biography:

Annette Grosz-Ringdahl is the Senior Director of Marketing for WPS Health Insurance. She is well-versed in call center management; process and procedures; strategic/tactical planning and execution; large scale project management; problem identification and resolution; basic to advance sales training; feasibility studies and ROI analysis and much more.

Bandits In The Bush: Addressing Identity Theft In the Workplace

Lauri Morris & Alexis Pheiffer

Quarles & Brady LLP

Audience Level –Basic

Thursday, October 12, 10:30-Noon

Worried about an ambush from identity thieves lurking in the darkness? Looking for ways to shield your company and your employees from unexpected dangers? We are prepared to guide you on this journey through the murky world of identity theft. We'll teach you how to protect your business from identity theft bandits, including a look at best practices in document storage, retention and security. We'll leave you with some practical advice to prevent an ambush. Bandits beware!

Biography:

Lauri Morris is a partner at Quarles & Brady LLP's Madison office, where she practices in the area of labor and employment law. Lauri earned her undergraduate degree from Michigan State University and her law degree from the University of Wisconsin.

Biography:

Alexis is an associate at Quarles & Brady LLP's Madison office, practicing primarily in the area of Labor and Employment law. She earned her undergraduate degree at Georgetown University and her law degree from the University of Minnesota Law School.

Polishing Presentation Skills

Deborah Laurel, Laurel and Associates

Audience Level –Basic

Thursday, October 12, 10:30-Noon

When Roscoe Drummond said: “The mind is a wonderful thing-it starts working the minute you’re born and never stops until you get up to speak in public” – was he describing YOU? Do you have to give presentations? Would you like to be better at it? If you would rather die than give a presentation, but giving presentations is part of your job, then you should check out this highly interactive and entertaining workshop first.

Biography:

Deborah Spring Laurel is a Certified Professional Consultant to Management, with over twenty-five years of experience in human resource management, organizational development, executive coaching, and performance consulting. She is an approved HRCI provider.

Beneath the Surface: Accommodating Hidden Disabilities

Robin Jones, Great Lakes ADA and Technical Assistance Center

Audience Level – Basic

Thursday, October 12, 10:30-Noon

Many times an employee may request an accommodation for a disability that is not obvious to others such as a mental illness, personality disorder, learning disability, or medical condition. Learn what human resource managers should know about accommodating certain disabilities, legal responsibilities and strategies for maintaining confidentiality and workplace harmony.

Biography:

Robin Jones is the Director of the Great Lakes ADA and Accessible Information Technology Center and an Instructor in the Department of Disability and Human Development at the University of Illinois at Chicago. She has extensive experiences as a trainer regarding all titles of the ADA for business, government and disability organizations within the Great Lakes Region and beyond. In addition, she has been actively involved in advocacy efforts on the local, state and national levels in relation to individuals with disabilities and is recognized as a key resource regarding ADA compliance.

Taming the Wage Compression Beast

Barry Brown, SPHR CCP, Effective Resources Inc.

Audience Level – Basic

Thursday, October 12, 10:30-Noon

Limited resources, fierce competition, and ever-increasing salaries make wage compression a formidable challenge even for the most experienced professional. This presentation will help clarify the causes of wage compression, explore various alternatives, then focus on two proven methods to resolve the problem fairly and economically.

Biography:

Mr. Brown started his own consulting practice, Effective Resources, Inc., in 1988 following 20 years of corporate HR experience. The firm's clients are large, small, high-tech, and no-tech in a variety of industrial environments including aerospace, health care, food service, defense, manufacturing, and information services. He earned his BS Degree from the University of Tennessee with major studies in Economics and Finance.

Drumbeats and Heartbeats ... Clearing the Path for the Future

Stephen Harrison, Lee Hecht Harrison

Audience Level – Basic

Thursday, October 12, 10:30-Noon

“Where are we going?” ... our obsession with the future has never been more justified! Speed, robotics, medical miracles, miniaturization, mass customization, the “webolution” ... all breathtaking future trends! And that’s not all: globalization, merger mania, the transformed organization, the innovation imperative, the marketing imperative, leadership 20/20 ... all in a more diverse, virtual, empowered and ethics-sensitive environment. Its all pointing to the need for HR people to be the conscience of the corporate culture.

Biography:

Steve is Chairman of Lee Hecht Harrison, the global leader in creating and delivering distinctive human capital solutions. Most recently, Steve

served as the Worldwide Chief Compliance and Human Resources Officer of Adecco the parent company of Lee Hecht Harrison. Steve holds an MBA with honors from the University of Cincinnati.

Presentation Title: Recruitment Process Outsourcing - A Solution for the Future

Jill Schwieters and Anne Nimke
Pinstripe

Audience Level – Advanced

Thursday, October 12, 1:00-2:30 p.m.

Recruitment Process Outsourcing (RPO) – Almost every HR magazine and website you read these days mentions HR outsourcing. What is all the talk about? Why should I even consider it and what have the real results for the pioneers who have ventured into this solution been. Nimke and Schwieters will walk executives through a results driven presentation that will define what RPO is, why progressive HR leaders are considering it, and what the benefits as well as the pitfalls are.

Biography:

Jill Schwieters serves as the EVP and leader of the Healthcare Group for Pinstripe, a privately held HR and RPO firm focused on talent acquisition and management matters for financial services and healthcare organizations. Formerly Regional Vice President of Human Resources for Wheaton Franciscan Healthcare, an integrated health care delivery system with nearly 25,000 employees, Jill has a broad range of HR and Executive experience.

Anne Nimke is currently the cofounder and President of Pinstripe. Anne is a recognized leader in the RPO and HRO arena. She was most recently the Managing Executive at Kelly/HRfirst where she led the business through over 1000% growth with 100% client retention.

Attracking and Retaining Trophy Winners

Steve Parrish, Principal Financial Group

Audience Level – Advanced

Thursday, October 12, 1:00-2:30 p.m.

Recruiting, retaining and rewarding your top employees and executives is challenging. Learn about new laws that, done correctly, help make this task easier or, done incorrectly, will cost your firm dearly. This presentation lays out new rules regarding concepts like Deferred Compensation and Stock Options, and then offers practical ideas for how to use these incentives to your company's advantage. Find out about changes that must be made THIS YEAR to comply with new rules on deferral of compensation.

Biography:

Steve Parrish began his career as an attorney in Minneapolis, then became a financial planner in Atlanta and eventually, a co-owner of Walker Parrish Financial Group. He currently provides advanced support on a national basis, traveling extensively to help train, promote, and consult for The Principal.

In addition to consulting, Steve speaks nationally to industry groups, law and accounting groups and at various business owner meetings.

Let's Get Engaged : Capture Employee's Hearts & Minds

Belinda Weber, SPHR, CCP, American Family Insurance & Kevin Peternel, SPHR, Human Resources Group, Inc.

Audience Level – Basic

Thursday, October 12, 1:00-2:30 p.m.

Using real-life case studies, participants will explore best practices at organizations that foster cultures encouraging to employee engagement. Participants will learn how engagement impacts organizational performance and how to identify the drivers, enablers and barriers to support engagement.

Biography:

Belinda Weber, SPHR, CCP, is currently an internal consultant focused on organizational performance and improvement services within American Family Mutual Insurance. In both her current position and as a private consultant to a number of Fortune 500

clients, she has successfully positioned her clients to meet the challenges they face when planning and executing organizational strategies. Belinda has a Masters in Business Administration and holds a certification in Organizational Development.

Biography:

Kevin Peternel, SPHR, has approximately 20 years of Human Resources experience. He understands the challenges facing small to medium-sized companies, having worked in corporate roles at locations with as few as 26, and as many as 1,500, employees. Kevin holds a B.A. in Psychology, with minors in Communication and Sociology, as well as a Master's Degree in Industrial and Labor Relations, all conferred by the University of Wisconsin-Milwaukee.

OSHA Safety Training and You and Update

Norman Arendt, HS III, CFEII, PhD, Authorized OSHA Outreach Trainer
Short Elliott Hendrickson

Audience Level – Basic

Friday, October 13, 8:45-10:15 a.m.

The requirements for safety training are constantly changing as well as the recordkeeping aspect of the standards. As HR professionals safety usually falls under our oversight. This presentation focuses on what you have to know and provides some guidance on how to address the issues in a generic style.

Biography:

Norm is an authorized OSHA outreach trainer in both general industry and construction, certified in Homeland Security (HS) level III, a certified fire explosion investigator instructor (CFEII) and a pyrotechnician. Norm is safety director of Short Elliott Hendrickson, a full service consulting firm with offices in 11 states.

Taming Medical Providers in the Worker's Compensation Jungle

James Martin, MD
Fort HealthCare

Audience Level – Basic

Thursday, October 12, 1:00-2:30 p.m.

This presentation provides human resource professionals involved with Worker's Compensation some insight into how doctors think and approach their patients with a possible work injury. Some practical interventions for employers to improve Worker's Compensation case outcomes will be discussed and a more in-depth framework to help injured workers will be introduced.

Biography:

Dr. Martin received his Doctor of Medicine (MD) from the Medical College of Wisconsin in 1986. He subsequently trained and became board certified in the specialties of internal medicine and occupational medicine. As part of his occupational medicine training, he earned a Master of Public Health (MPH) degree from the Johns Hopkins University. Dr. Martin spent ten years in the U.S. Army Medical Corps practicing both internal and occupational medicine. He is the Medical Director of Fort HealthCare Business Health.

Creating Credibility & Organizational Value - Launching & Managing Your HR Scorecard

Dan Loichinger, Certified Management Consultant
Wipfli LLP

Audience Level – Advanced

Thursday, October 12, 3:15-4:45 p.m.

If you are a business partner on the executive team, and continuously searching for strategies and tools that better align your mission critical efforts to the key business strategies of the organization, this is exactly where you need to be! Travel the journey with us while we share how eight leading human resource executives from the Greater Madison SHRM chapter came together to build, launch and refine their strategic HR scorecards with the assistance of consultants from Wipfli LLP and Saratoga.

Biography:

Dan Loichinger is a senior manager with Wipfli. His practice expertise is working with organization leaders and business owners in the areas of strategic planning, competency models, executive

development & succession, organization design and collaborative learning.

Strategic Planning to Increase Cultural Competence in Organizations

Kevin Browne & Harold Gates, Midwest Center for Cultural Competence, LLC

Audience Level – Basic

Thursday, October 12, 3:15-4:45 p.m.

Human resource professionals are aware that to succeed in today's global economy they must maximize the effectiveness of multicultural teams, and enhance the cultural knowledge and skills of persons at all levels of the organization. This presentation will outline specific steps that can be undertaken to assess your organization's current level of cultural competence, to understand your needs and goals for increasing cultural competence, and devise training and experiential opportunities for achieving these goals.

Biography:

Kevin Browne received a Ph.D. in Cultural Anthropology from the UW-Madison. He is a licensed professional counselor, business consultant, and trainer. He helps companies integrate cultural insights into their organizational environment to increase cultural competence. He has consulted for such companies as S.C. Johnson, Pepsi, Remington, and Elder Care of Wisconsin.

Biography:

Harold Gates has a Master's degree in Social Work from the UW-Madison, and also holds degrees in Chinese studies and Asian studies. He has worked as a school social worker in St. Louis and Madison, and as a university counselor working primarily with students of color at St. Louis University and the University of Wisconsin-Madison.

Getting Out of the Dark HR Jungle with Free Technology

Rick Schemm, SPHR, Royal Credit Union

Audience Level – Advanced

Thursday, October 12, 3:15-4:45 p.m.

Attendees will learn ways in which software that's already at their fingertips can be used to gather, hold, and transmit information electronically.

Using these technologies will bring great efficiencies to their departments without the expense of buying software or hiring a consultant.

Biography:

Rick is Vice President of Employee Services and Development at Royal Credit Union in Eau Claire, WI. During his tenure at the Credit Union, he has initiated and directed the development of an electronic applicant database, electronic submission to background screening companies, an electronic self-service guide for employees, and electronic feedback systems for performance measurements of his staff – all without spending any money for outside vendors or consultants.

Something for (Almost) Nothing, Employee Benefits Don't Always Drag Down Profits

Peter Cavi, CFP, Merrill Lynch

Audience Level – Basic

Thursday, October 12, 3:15-4:45 p.m.

Just as employees are sometimes challenged to produce more with fewer resources, employers face increased pressure to provide more services to compete for the best workers. HR managers are on the front-line in finding and explaining benefits, why not be part of the solution?

Biography:

Peter J. Cavi is a registered Financial Advisor and Assistant Vice President with Merrill Lynch. He focuses on long-term wealth management through financial planning, asset allocation, risk management, and estate planning. He has a MBA from Northwestern University and a B.S. in Mechanical Engineering from the University of Illinois.

The Simple Way to Hold Employees Accountable

Brian Cole Miller, Working Solutions

Audience Level – Basic

Thursday, October 12, 3:15-4:45 p.m.

Move beyond merely supervising or overseeing employees. Start truly holding them accountable for results by using “SIMPLE Accountability.” Light on theory, heavy on application—you’ll learn the six “SIMPLE” and practical steps to hold anyone accountable for the results you need. Holding others accountable doesn’t have to be scary, unpleasant or overly complicated—come learn the SIMPLE way!

Biography:

Brian Cole Miller is founder and principal of Working Solutions. Fast, fun, flexible, and focused, he has over 25 years experience facilitating, consulting and training in various industries. His background is primarily Human Resources Management in both union and non-union environments. He has a BA in Economics and an MBA in Human Resources Management. He is the author of the bestseller “Quick Team-building Activities for Busy Managers,” as well as his recent book, “Keeping Employees Accountable for Results.”

Coaching Senior Managers through Critical Conversations

Nina McGuffin, Certified Professional Co-active Coach

Equilibrium Coaching LLC

Audience Level – Basic

Thursday, October 12, 3:15-4:45 p.m.

Would you like to be more effective in helping executives and managers have critical conversations? Would you like a new tool for developing the Emotional Intelligence of your senior managers? If your answer is “Yes” to either of these questions, then this is the program for you!

Biography:

Nina McGuffin is founder of Equilibrium Coaching LLC, a coaching and training company specializing in leadership development, workplace communication, and work/life effectiveness. She works with managers, executives and teams in uncovering their natural strengths and developing new capacities to create positive change in

organizations. Nina coaches her clients using an inside-out approach to leadership development. She brings 15 years of management and coaching expertise to her work with clients. She holds an MA from the University of Chicago.

Emotional Intelligence: A Key Impact on Hiring, Retention, & Employee Development

Joe Sommers, ZERORISK HR, Inc.

Audience Level – Basic

Thursday, October 12, 3:15-4:45 p.m.

Technical skills are not the primary reason why new hires fail or where retention issues begin. Increase your knowledge how Emotional Intelligence provides clues to the character, motivation, and critical competencies a candidate brings to the table, and how to use these clues to predict high performance in a job.

Biography:

Joe Sommers has developed his career in human resources management over the past 20 years. Through his expertise he has assisted organizations in developing strategic employment and retention programs using effective cost-saving strategies. Joe has presented numerous behavioral interviewing, recruiting, and career transition workshops for professional associations and corporate clients.

Speed Traps, Pot Holes & Idiots

Jay Gubrud, Jay Gubrud Inc.

Audience Level – Basic

Thursday, October 12, 3:15-4:45 p.m.

This session is designed to help you eliminate the everyday roadblocks to their success and maintain a winning mindset. Successfully navigating obstacles and reducing friction are an important aspect of every day life, both personally and professionally. Speed Traps, Pot Holes & Idiots will enable people to overcome the roadblocks that impede their daily success.

Biography:

For over eight years Jay Gubrud has helped employees, executives and association members move their lives forward in positive directions, to

eliminate the roadblocks that get in the way of our success. He provides insightful analysis and progressive problem solving for today's changing organizational environment.

Tapping the potential of the Age55+ worker

Joan Sosalla, Life Coach

North Central Wis. Workforce Dev.

Audience Level – Basic

Friday, October 13, 8:45-10:15 a.m.

Employees age 55+ (“Third Agers”) have the potential to give any company or business at least an addition decade or two of service and add enhancement to the company. They will be part of the solution to worker shortages in the next years. If you want to maximize Third Age workers, who have a great work ethic and excel in meeting work expectations and pleasing customers, listen to ideas from different perspectives and create your adaptations at this session.

Biography:

Joan Sosalla is immersed in study, action and funding to address the infrastructure needs of Third Agers; they are living longer, are healthier and are part of the solution of the workforce shortage in Wis. With funding from UW Extension and workforce partners Joan created the first conference in Wisconsin to address Third Age Workforce issues; "2 Young 2 Retire" Conference was held in Dec. '05 with the second conference coming in Dec. '06. Joan holds a BA in Communications Disorders, a MS in Learning Disabilities and a PhD in Educational Administration with a minor in Learning Disabilities.

Why the Elephant Won't Dance: Understanding Your Organization's Change Readiness

Jeffrey Russell, Russell Consulting, Inc.

Audience Level – Basic

Friday, October 13, 7:00-8:00 a.m.

Every change that's introduced in an organization is done so within an environment that is either receptive or hostile to the change. Understanding the degree of organizational change “readiness” is critically important to the success of every change

initiative. You will leave this session with a clear understanding of the key factors that influence the initial success of a change initiative and an action plan for ensuring that your change initiative starts off on the right foot. As a special bonus, participants will also learn the eleven most common reasons why change initiatives fails—and what leaders can do to increase their success at driving change.

Biography:

Jeff Russell specializes in helping organizations internationally achieve great performance while successfully responding to the challenges of change. With a focus on leadership, strategic thinking, leading change, and performance coaching, Jeff has worked with organizations as diverse as Fortune 500 firms, public sector organizations, and small family businesses. Jeff received his Masters in Industrial Relations from the UW-Madison. He is a frequent presenter at local, national, and international conferences. Jeff and his wife and business partner Linda have co-authored six books: *Managing Change*, *Managing the Problem Employee*, *So, You Want to be a CEO?*, *Leading Change Training* (ASTD Press, 2003), *Strategic Planning Training*, and, most recently, *Change Management Basics* (ASTD Press, 2006).

Work Makes Me Sick! (Prescribe Something Quick)

Jeffrey Percival, Percival Enterprises

Kathy Bornheimer, K.B. & Associates

Audience Level – Basic

Friday, October 13, 7:00-8:00 a.m.

Stress in the workplace is the cause of more workshop problems. This workshop is designed to provide HR professionals with techniques and resources to avoid "Crash & Burn". It is based upon our book by the same title.

Biography:

Jeff Percival has owned his own business for over 20 years. While his first 7 years were focused on personal & professional development, the last 13 years have been focused on employee recruitment

& retention. Jeff is the author of "8 Weeks to Successful Employment" and co-author to "Work Makes Me Sick! (Prescribe Something Quick)". Jeff's reputation for workshops include interactive, educational and fun.

Biography:

Kathy Bornheimer has over 20 years experience in recruiting and training. In her practice Kathy focuses on employment issues from both sides; workforce and employers. She is the author of "The Street Smart Approach to Job Search" and co-author of "Work Makes Me Sick (Prescribe Something Quick)".

Understanding and Changing Your Organizational Culture: Tools for Practice

Jeffrey Russell, Russell Consulting, Inc.

Audience Level – Advanced

Friday, October 13, 8:45-10:15 a.m.

Leaders who understand the culture that they are trying to manage and change are those who will more likely find success at doing both. In this dynamic and interactive workshop, you'll learn how to read your organization's culture and then how to use this knowledge to begin shaping the culture toward healthy, productive, profitable, and sustainable outcomes. Come prepared to assess elements of your culture, identify the cultural "artifacts" that reflect your culture, surface the tacit assumptions that drive behavior at every level, and develop creative strategies for changing a maladaptive culture into one that is better suited to your company's business objectives.

Biography:

Jeff Russell specializes in helping organizations internationally achieve great performance while successfully responding to the challenges of change. With a focus on leadership, strategic thinking, leading change, and performance coaching, Jeff has worked with organizations as diverse as Fortune 500 firms, public sector organizations, and small family businesses. Jeff received his Masters in Industrial Relations from the UW-Madison. He is a frequent presenter at local, national, and

international conferences. Jeff and his wife and business partner Linda have co-authored six books: Managing Change, Managing the Problem Employee, So, You Want to be a CEO?, Leading Change Training (ASTD Press, 2003), Strategic Planning Training, and, most recently, Change Management Basics (ASTD Press, 2006).

HR's Role in Creating An Ethical Culture

Patrick Lucas

Lucas Training & Consulting, LLC

Audience Level – Advanced

Friday, October 13, 8:45-10:15 a.m.

This session examines why high ethical standards are imperative in today's business world, and why HR leaders must take a lead role in creating and ensuring organizational ethics. Current ethical issues facing organizations will be identified, and HR's role in ensuring high ethical standards will be discussed. Criteria used to analyze ethical behavior, actions, and decisions will be defined, as well as strategies that organizations can use to create an ethical culture.

Biography:

Pat specializes in providing leadership and team building training programs, as well as general HR consulting to his clients. Pat spent over 20 years providing training and human resource support to a variety of companies in northeast Wisconsin. Pat received a B.S. in Education from the University of Wisconsin – Stout and his M.S. in Management and Organizational Behavior from Silver Lake College.

When ADA, FMLA, WFEA and Workers Comp Laws Tangle: Who & What Prevails?

Dennis McBride, Senior Trial Attorney

EEOC Milwaukee District Office

Douglas Feldman, Attorney

Lindner & Marsack, S.C.

Tammy Liddicoat

ADA Wisconsin Partnership

Audience Level – Basic

Friday, October 13, 8:45-10:15 a.m.

Attorneys will describe and "argue" three court cases involving employment and disability issues

covered under Worker's compensation, Wisconsin Fair Employment, the Family Medical Leave Act and/or the Americans with Disabilities Act. Audience members will learn about a variety legal issues they must be aware of, how the various laws interact, what law covers what and discuss who should prevail.

Biography:

Dennis R. McBride is a Senior Trial Attorney and former Supervisory Trial Attorney in the U.S. Equal Employment Opportunity Commission's Milwaukee District Office, which investigates and litigates employment discrimination cases in Wisconsin, Minnesota, and Iowa. Dennis is a graduate of the University of Wisconsin-Milwaukee (B.A., Phi Beta Kappa), Princeton University (M.P.A.), and New York University School of Law (J.D.).

Biography:

Douglas Feldman heads worker's compensation defense team for Lindner and Marsack, S.C. His current practice is primarily focused upon representing insurance companies and self-insured employers in worker's compensation matters as well as representing management in labor relations issues such as termination issues, ADA claims and disability discrimination.

Biography:

Tammy Liddicoat has worked for 18 years in the areas of training, communications and conference development for the Wisconsin disability industry. Tammy currently manages the ADA Wisconsin Partnership, a statewide coalition of government agencies, business groups and advocacy organizations who collaborate to promote education and awareness regarding the Americans with Disabilities Act.

Creating a Business plan for benefits

Ric Joyner , CEBS, GBA, CFCI

eflexgroup.com

Audience Level – Basic

Friday, October 13, 8:45-10:15 a.m.

Every business has a business plan to create the business and reason for existence, then a marketing plan to grow the business. Few organizations have a business plan for employee benefits which can be as much as 50% of payroll costs. This course will teach HR Benefit Managers the essentials to create a 3-5 year benefit plan for their organizations.

Biography:

Ric began his career as an insurance agent focusing on employee benefits.

He is currently Founding President of the National Association of Professional Benefit Administrators serving the niche TPA business COBRA, Flex, HRA, HSAs. He is an author and lecturer, and is currently a sophomore at Herzing College of Technology in Madison, WI seeking a BS in Computer Information Technology.

Street Smart Hiring Approaches for Small Companies

Jeffrey Percival, Percival Enterprises

Kathy Bornheimer, K.B. & Associates

Audience Level – Basic

Friday, October 13, 8:45-10:15 a.m.

This program provides hands-on, "street smart" methods to attract and retain a quality workforce. Systems and approaches suggested are based on solutions for overworked (underpaid) HR professionals.

Biography:

Jeff Percival has owned his own business for over 20 years. While his first 7 years were focused on personal & professional development, the last 13 years have been focused on employee recruitment & retention. Jeff is the author of "8 Weeks to Successful Employment" and co-author to "Work Makes Me Sick! (Prescribe Something Quick). Jeff's reputation for workshops include interactive, educational and fun.

Biography:

Kathy Bornheimer has over 20 years experience in recruiting and training. In her practice Kathy focuses on employment issues from both sides;

workforce and employers. She is the author of "The Street Smart Approach to Job Search" and co-author of "Work Makes Me Sick (Prescribe Something Quick)".

Terrorism, Undocumented Workers: Best Practices in future trends to achieve compliance

Manuel Perez, MBA, Ph.D Candidate
Manpower & Chris Mortonson, Fieldglass, Inc.
Audience Level – Basic

Friday, October 13, 8:45-10:15 a.m.

The potential entrance of a terrorist and/or undocumented workers or a terrorist posing as an undocumented worker and working illegally creates serious compliance issues for HR professionals in charge of managing or overseeing staffing supplier networks. What are the current trends in Best Practices to achieve compliance?

Biography:

Manuel Perez is an expert in the design and implementation of highly compliant staffing and workforce solutions aimed at helping clients leverage human capital. He has completed all Ph.D. coursework in the Development Economics Program at the University of Wisconsin, Madison with focus area being multidisciplinary approaches at using labor economics and technology as instruments of economic development. He has an MBA in Operations and Information Management and a B.S. in Political Economy.

Biography:

Chris Mortonson is responsible for overall sales and marketing strategy for partnerships and strategic alliances for Fieldglass. He brings 20 years of sales and operating experience to his role, primarily in the staffing and financial services industries. Over the years, Chris has built national sales and client services organizations and negotiated complex global deals with some of the world's leading companies, including HP, GE Medical and Honeywell.

Dealing with the Opportunistic Employee

Troy Thompson, Attorney/Partner

Axley Brynelson, LLP

Audience Level – Basic

Thursday, October 13, 6:45-7:75 a.m.

At some point in time, all good employers are required to deal with an opportunistic employee who tries to take advantage of the employer or leverage benefits to which he or she knows she is not entitled. An opportunistic employee can cost an employer tens of thousands of dollars just to successfully defend itself, not to mention the hard and soft costs related to lost productivity, injury to morale, and potential liability exposure. This program will review certain state and federal anti-discrimination and disability laws and will provide HR professionals with practical tips for setting up defenses now before a claim arises. This program will help your organization better deal with a future opportunistic employee before a claim arises and reduce its liability exposure to any such claim.

Biography:

Troy Thompson is an attorney and partner with the law firm of Axley Brynelson, LLP in Madison, Wisconsin. He provides his clients with proactive legal advice on issues such as avoiding claims in the hiring process, performance management and discipline, disability accommodation, family and medical leave, wage and hour, collective bargaining and contract administration, drafting and enforcing restrictive covenants, and other labor and employment matters. Troy is a 1994 graduate of the U.W. Madison and a 1998 graduate of Marquette University Law School.

Introduction to Workers Compensation and Keeping Costs Down

Gregg Bott, J.D., HR Consultant

Associated Financial Group

Audience Level – Basic

Thursday, October 12, 6:45-7:45 a.m.

Workers Compensation is one of the costliest of all employee benefits. A thorough understanding of the Work Comp system can help employers return employees to work, prevent fraudulent claims, and keep their rates down. Additionally, employers need to know which pitfalls to look out for to avoid

exposure under Workers Comp as well as the ADA and FMLA.

Biography:

Gregg Bott is an HR Consultant with Associated Financial Group and he practiced as an employment law and litigation attorney before coming to Associated. Gregg has broad experience in both state and federal employment law as well as HR related functions. He works closely with Associated Financial Group's Property and Casualty and Risk Management divisions and presents to clients on understanding Wisconsin's Workers Compensation laws.

Exploring the Unknown: Wisconsin's Changing Labor Market

Eric Grosso, WI Dept of Workforce Development

Audience Level – Basic

Thursday, October 12, 10:30-Noon

The aging of the nation's population will affect the economy in a variety of ways, for example, changing consumer demand and shrinking its supply of workers. This session will focus on Wisconsin's projected demographics and will postulate the effects of its rapidly aging population on labor availability as well as changes in the state's industry and occupational composition.

Biography

Eric Grosso is a labor economist for the Wisconsin Department of Workforce Development's Office of Economic Advisors. He is stationed in Madison and has been with DWD since 2000. His primary focus is the statewide labor market and is filling in as an economist representing the Bay Area and Fox Valley regions.

Health & Productivity: Maximizing Returns on Health & Wellness Investments

Melissa Tobler, RN, Vice President

Wachovia Insurance Services

Bob Swanson, SPHR, Medical Associates Health Centers

Audience Level – Basic

Thursday, October 12, 10:30-Noon

Melissa will guide you through the process of creating a healthier population, from communicating with your employees to measuring the effectiveness of a disease management program. Bob will walk you down the road he traveled implementing a health management strategy at his organization. He will share his approach that began in 2000 and the positive results they've experienced.

Biography:

Melissa Tobler, RN BSN is a Vice President with Wachovia Insurance Services. Her position at Wachovia draws on her career as a registered nurse for twenty years, during which time she has actively been involved in developing and overseeing case management, utilization review, quality assurance/improvement, and disease management strategies for insurance plans, vendors, and employers.

Biography:

Bob Swanson, SPHR is the Director of Human Resources for Medical Associates Health Centers. His professional career includes over fifteen years of experience in traditional human resource functions including labor relations, total rewards strategies, and training/organizational development in various industry settings. Bob earned his Bachelors Degree in Psychology and Business Administration at Marquette University, and is certified as a Senior Professional in Human Resources. He currently serves on the Wisconsin SHRM State Council as Director Elect for Wisconsin, and co-chaired the WI SHRM State Conference 2005 in Milwaukee.

The ABC's of International (Expatriate) Assignments

Heath Urick, Aon Consulting

Audience Level – Basic

Thursday, October 12, 1:00-2:30 p.m.

One thing is for sure...international assignees talk and "compare notes." When an international assignment policy is not in place, and management is "cutting deals" with multiple employees, the result can be an administrative and employee

relations nightmare. Having a policy that is developed and communicated properly, can help to govern these complex situations, and make the management of such programs more consistent.

Biography:

Heath is responsible for bringing Human Resource/Compensation/Benefit solutions to Aon's Midwestern-based clients, both domestically and internationally. He is also a member of Aon's international consulting practice. Heath has over 17 years of experience in the employee benefits/compensation field. His experience is in a broad array of issues, some of which include the development, analysis and implementation of global relocation policies, stock purchase and option plans, mergers and acquisitions, multinational pooling of global insured benefit plans, analysis and audit of global compensation, HR and benefit programs to improve funding, tax and administrative efficiencies. Heath graduated from Ripon College in Ripon, Wisconsin in 1989 with a BA in Psychology.

Designing a Performance Management System

Mary Voelker, SPHR, Consulting on Change

Audience Level – Basic

Friday, October 13, 10:30-Noon

The purpose of this session is to provide participants with knowledge and tools to design and structure a performance management system. The focus will be on aligning the performance management system with the requirements of the organization. Components of performance management that will be considered include performance expectations and performance standards, goals, competencies, performance evaluation, employee development, and dealing with performance problems.

Biography:

Mary Voelker is an organization development consultant who champions change efforts that promote individual and organizational performance. Her consulting practice builds on her experience as an educator and as a human resources manager and

internal consultant with a Midwestern utility. Mary received a B.A. in mathematics and education from Cardinal Stritch College and an M.A. in mathematics from the University of Michigan in Ann Arbor. Her M.B.A. is from the University of Wisconsin-Milwaukee and her interdisciplinary Ph.D. in organization development from Marquette University.

Crucial Conversations; Or How to avoid Shooting from the Lip

Audience Level – Basic

Friday, October 13, 10:30-Noon

Julie Graziano, SPHR, CPC, MSSW

State of WI-DNR, Division of Forestry

Do you walk away from problems or avoid them as long as you think you can get away with? This session will be an introduction to material based on the book called "Crucial Conversations and Confrontations". What lies at the heart of most family, team, and organizational problems is the inability to hold tough conversations with others.

Biography:

Julie's career with the State of Wisconsin has spanned 22 years. She has managed the DNR's EAP program; helped build the Affirmative Action, Equal Employee Opportunity, and Diversity programs; and, introduced competency based human resources practices. She currently works for the Division of Forestry as their Human Resources advisor and performance coach.

360 Degree Feedback-Closing the Gap

Audience Level – Basic

Friday, October 13, 10:30-Noon

Diane Hamilton, SPHR, & Paul Dillenburg

Center for Organization Effectiveness and

surveysbydesign.com

360 degree assessment (aka multi-rater feedback) is an effective method for determining the development needs of managers. This type of feedback provides critical guidance to building the capabilities of an organization's leaders and ensuring adequate bench strength for succession planning.

Biography:

Diane has over 21 years of human resources experience, including roles as a consultant, training director, and human resource generalist. She is a founding partner with the Center for Organization Effectiveness and surveysbydesign.com. Diane holds a MBA with a concentration in Human Resource Management.

Biography:

Paul oversees the survey design, analysis, and reporting of all 360 degree feedback, employee opinion, organizational culture, and leadership assessment instruments for the Center for Organization Effectiveness and surveysbydesign.com. Paul holds a Master of Science degree in Industrial/Organizational Psychology.

You Haven't Seen Anything Yet!

Lewis Bender, Ph.D.

Bender Organizational Consulting

Audience Level – Basic

Friday, October 13, 10:30-Noon

This workshop examines trends related to society, economics, demographics and government. Dr. Bender is a "trends junkie" and identifies and explains the changes that are impacting our families, organizations and society. Participants will discuss the implications of these trends on their organizations and the people they serve. Particular attention is given to the impacts on hiring, retention and labor-management issues.

Biography:

Dr. Lewis G. Bender is Professor Emeritus of Public Administration at Southern Illinois University Edwardsville. He has over 30 years of organizational consulting experience with public and nonprofit organizations. His educational background includes a BS in History from Grand Valley State University, M.A from Wayne State University and a Ph.D. in Political Science and Public Administration from the University of Georgia. He specializes in team development and

issues impacting the performance and effectiveness of teams.

15 Ways to Guide Your Succession Planning Strategy

Linda Moran, AchieveGlobal

Audience Level – Basic

Friday, October 13, 3:15-4:45 p.m.

Recently, AchieveGlobal conducted a succession planning survey of 307 U.S. business and government leaders, 65 percent of which were in senior executive roles. The findings reveal a number of important insights into the current trends and practices in succession planning. As a result of this research, they have formulated a set of 15 key guidelines that are essential as you begin a succession planning strategy.

Biography:

Dr. Moran specializes in large-scale organizational change, leadership development, training design and delivery and implementing high-performance teams. She has more than 20 years of experience in organizational performance improvement with extensive experience in multi-cultural organizational change; designing team-based organizations; change management; customer loyalty; and executive coaching.

Addressing Cross-Cultural Issues Without Fear

Victor Gray, Victor Gray, LLC

Audience Level – Basic

Friday, October 13, 10:30- Noon

Racial diversity used to have a white "minority" focus. Increasingly, HR managers are faced with inter-group dynamics. The white-minority dynamic has been replaced by cross-cultural dynamics as our workforce reflects all of the peoples in our society. This program addresses the issue in a straight-forward manner and provides insight in how you can identify and address these issues when they affect the workplace.

Biography:

Victor Gray is a skilled presenter, trainer, coach and author with over twenty years of experience. As

President of “Lead Change With *No Fear*”™LLC, he offers effective programs that help managers in leading change in the workplace. Victor has served as Director of Training for a 100-year-old training organization, a consultant to the U.S. Department of Education, numerous colleges and universities, and the National Training Center.

Experience The Adventure: One Employers Trek Through The Healthcare And Wellness Jungle

Mardi Burns, Certified Health Consultant
Associated Financial Group
Steve Alstad, U.S. Oil Co., Inc.

Audience Level – Basic

Friday, October 13, 10:30- Noon

Learn how one complex multi-sited, national self-funded employer has successfully managed its way through the jungle of the rising cost of health care through the combination of an employee wellness program with a consumer driven health care plan model fully integrated with employee education and communication. Hear how they have achieved positive results with employees becoming more efficient and healthy users of health care, reduced health care costs and achieved bottom line financial improvement.

Biography:

Mardi Burns assists both medium and large employers in designing, implementing and managing their employee benefit plans. Mardi’s goal is to be an integral part of a client’s team. Mardi has been with Associated Financial Group since 1987 in various roles, and prior that she spent 9 years with Blue Cross. She holds a B.S. in Business Administration from the University of Wisconsin and a MBA from UW-Oshkosh School of Business.

Biography:

Steve Alstad has been with U.S. Oil since 2001. Previously he was with Fox Valley Community Blood Center for 9 years and worked for 20+ years at Thrivent. Steve has earned his MBA and his Bachelor’s degree from Cardinal Stritch University.

Making the Case for Total Absence Management

Alexander Schmidt, Kronos Incorporated

Audience Level – Basic

Friday, October 13, 10:30- Noon

Did you know that 15 percent of your payroll goes to people who aren't even at work? And this figure represents only the direct costs of employee absences. The indirect costs — including overtime, temporary labor expenses, and the lost sales attributable to lost productivity — can double or even triple that amount. Learn about a new approach to tracking and managing employee absences and their associated costs. This innovative approach can provide organizations with potential cost savings of up to 3.8%.

Biography:

Alex Schmidt is Senior HRMS Business Consultant at Kronos. His technical expertise in Mainframe, Client/Server and Internet architectures as well as his depth in understanding of the functional requirements for HRMS applications make him a valuable resource for Kronos and its clients. Alex over 20 years experience in the human resource industry. He holds a bachelor’s degree in Computational Mathematics from Northern Illinois University.

Pre-Employment Screening - Making It Airtight

Natalie Arnold, Licensed Private Investigator, API Services, Inc.

Audience Level – Basic

Friday, October 13, 10:30- Noon

Find out new practical, step-by-step, easy-to-use tools HR departments can use to make sure they are hiring good people. Here you will look at ways to make background screening cost effective and thorough. You will also look at the pitfalls of the employment process--and talk about why some common screening tactics actually do NOT work. This session is geared to help HR departments protect their company's staff, integrity and bottom-line.

Biography:

Natalie worked in television news, for CBS and ABC affiliates for 10+ years where garnered an Emmy nomination and several Murrow awards. This year she left the television business for a change of pace and new adventures and is now a licensed private investigator specializing in everything from locating missing persons to background investigations. Natalie holds a B.S. in Journalism from Northwestern University.

**Workforce Information for the 21st Century:
You Can Count on the Bureau of Labor
Statistics**

Paul LaPorte, Bureau of Labor Statistics

Audience Level – Basic

Friday, October 13, 10:30- Noon

The Bureau of Labor Statistics (BLS) is the principal fact finding agency of the U.S. Department of Labor. Many of the data products produced by the BLS provide answers to the questions today's human resource managers have related to compensation cost trends, occupational pay, inflation indicators, and employment projections. Best of all, these data products are all free. Learn more about the bureau's data products, how to use them, and how to retrieve them from our web site.

Biography:

Paul M. LaPorte is a Regional Economist for the U.S. Department of Labor, Bureau of Labor Statistics. Mr. LaPorte received a Bachelor's Degree in Economics from the University of Illinois, Chicago. He has been employed with the Bureau's Chicago Regional Office of Economic Analysis and Information since 1986. In November of 2005, Mr. LaPorte was promoted to his current position, Regional Economist.

Reward and Recognition Best Practices

Julie Dornbusch, Ceridian

Audience Level – Basic

Friday, October 13, 8:45-10:15 a.m.

This interactive presentation will examine key reward and recognition trends and practices and explore creative recognition programs - tied to core

values, business goals and objectives - that leading organizations have employed to drive successful business outcomes. Attendees will take an in-depth look (including an internet demonstration) at an effective three-tiered rewards and recognition program that Ceridian developed as an integral component of Ceridian's "Total Rewards" compensation program, to motivate high performance from the company's employees, reinforce desired behaviors and create a positive work environment.

Biography:

Julie Dornbusch is a Senior Compensation Consultant for Ceridian. She has over 12 years of human resource experience, including compensation and benefits. Julie graduated from Northern Arizona University, in Flagstaff, Arizona, with a BSBA with an emphasis in Human Resources.