

**Diversity Pre-Conference  
Wednesday, October 10<sup>th</sup>**

**HR Tool Kit for Working with Individuals with Disabilities**

June Reinert, Chris Coppess and Brenda Leahy,  
University of Wisconsin-La Crosse  
Wednesday, October 10, 3:00 p.m.--4:30 p.m.

This session will provide a variety of tips for working effectively with people with disabilities, including how to communicate effectively, low-cost accommodation options, and an demonstration of assistive technology. Participants will receive a helpful packet of material for working with persons with disabilities.

**June Reinert** has been a director of a disability services office at the University of Wisconsin-La Crosse for the past 20 years. In that capacity she coordinates all the disability accommodations for over 400+ college students with disabilities.

**Chris Coppess** is an adviser and an assistive technology specialist at the University of Wisconsin-La Crosse. He received an undergraduate degree from the University of Iowa in business administration and received a graduate degree from St. Ambrose in post-secondary disability services.

**Brenda Leahy** received a graduate degree from Michigan State University in educational psychology. She has worked at the University of Wisconsin – La Crosse for 13 years in various positions in student services, including: residence life, advising and in alcohol and sexual assault prevention. She has held her current position in Career Services for the past 3 years.

**What's Good for the People is Good for the Business**

Jonamay Lambert, Lambert and Associates, a Division of Capital H Group  
Wednesday, October 10, 1:30 p.m.--3:00 p.m.

Changing workforce and market demographics, increased globalization, elevated focus on social responsibility, ongoing competition for talent and the need to have a fully engaged workforce at all levels of an organization makes today's focus on diversity and inclusion a strategic, bottom-line business imperative. This session will explore the key elements to building a

sustainable diversity and inclusion effort that will impact your bottom-line, linking these strategies to business objectives.

**Jonamay Lambert** is the founder of Lambert & Associates, a division of Capital H Group, where she serves as a principal and head of the firm's national diversity and inclusion practice. For over 20 years, Ms. Lambert has provided training and consulting services on diversity, leadership and culture change to a wide range of corporate, educational, government and not-for-profit groups. Her latest book, *Trainer's Diversity Sourcebook*, published by ASTD and SHRM is currently available.

**Executive Pre-Conference  
Wednesday, October 10th**

**Managing the Change Process; HR's Greatest  
Opportunity in the 21st Century**

Russ Moen, SPHR, CPC, CTS, Express Personnel  
Services Inc.

Wednesday, October 10<sup>th</sup> from 1:30pm to 4:30pm

Rise to the top by taking charge of the change management process. All organizations must continuously change to remain successful. However, from the mailroom to the boardroom, most employees resist change. Learn to classify all employees as 'change friendly, fence sitters or resisters', and the importance of the "ME" issues.

**Russ Moen** is vice president of human resources at Express Personnel Services, Inc. He supports a team of HR professionals on a vast array of issues such as wage/hour compliance, harassment, substance abuse detection and termination processes. He holds designations as a Senior Professional in Human Resources (SPHR), Certified Personnel Consultant (CPC) and Certified Temporary Staffing Specialist (CTS).

**Legal Pre-Conference**  
**Wednesday, October 10th**

**7 Questions to Ask Before Disciplining or Terminating an Employee**

Troy Thompson, Axley Brynelson, LLP

This program will provide attendees powerful, but easy to learn performance and disciplinary techniques directed at minimizing liability exposure to those kinds of discrimination and employment claims that inevitably arise from time to time - even against the best of employers. Good performance and disciplinary documentation can be the difference between lengthy, costly litigation, and a relatively quick dismissal of most employment-related claims. Good documentation generally increases an employer's credibility in the eyes of an investigator, judge, and jury, while poor documentation can open the door for greater scrutiny and criticism of key decisions. Knowing the right questions to ask, and the admissions to obtain from an employee, during an investigatory interview is also critical.

**Troy Dean Thompson** is a partner with the law firm of Axley Brynelson, LLP in Madison, Wisconsin. He devotes his legal practice to the representation of private and public sector employers and their insurers in all facets of traditional labor and employment, litigation, and business matters. He earned his law degree from Marquette University Law School and has served as legal intern to the National Labor Relations Board, and separately with the Wisconsin Court of Appeals, District I.

**Employee Privacy: Where employers dare to tread**

Susan Borowski and Gina Piarulli, J. J. Keller & Associates, Inc.

This session will explain employers' rights and obligations when it comes to employee privacy. Employers often don't know how far they can go to infringe on employees' privacy in the interest of protecting their business. Make a wrong move, and they can face a lawsuit. Employee privacy encompasses computer and telephone monitoring, workplace searches, electronic surveillance, even off duty conduct. On the flip side, employers also have a legal obligation to keep certain employee information private, such as medical

records and social security numbers. States have been very proactive in enacting legislation that furthers employee privacy in the interest of preventing identity theft. Employers must know what laws apply to them.

**Susan Borowski**, SPHR, is an editor on the human resources publishing team at J. J. Keller & Associates, Inc. She has over 12 years of experience in human resources and employment law. Prior to joining Keller, Ms. Borowski worked as a human resources generalist and as a paralegal.

**Gina Piarulli**, PHR is the editorial manager – human resources at J. J. Keller & Associates, Inc. In her current role, Ms. Piarulli coordinates the work of the human resources publishing team, and serves as the primary liaison in the development of new products for human resource professionals.

**Workers Compensation and Employers: How to Turn Lemons Into Lemonade!**

Allison Hanson, R&R Insurance Services, Inc. and Douglas Feldman, Lindner & Marsack

During this presentation you will learn how best to handle the problematic workers compensation claim and how to work with your insurance carrier and defense attorney to insure the best possible result. And, we will discuss the factors that must be considered when deciding whether a case should go to hearing or be settled and how you can successfully impact that decision.

Is your company doing everything possible to mitigate exposure on problematic workers compensation claims? Do you know how best to deal with temporary or permanent restrictions? Are you having difficulty communicating with your insurance company or understanding their position on settling a case or going to hearing? Well, you are not alone!

**Allison A. Hanson** is the workers compensation specialist for R&R Insurance Services, Inc. She provides guidance to employers on litigated claims, settlement negotiations, reserve analysis and reduction, accident investigation, early return-to-work initiatives, prompt reporting training, and MOD analysis and reduction.

**Douglas M. Feldman** is a shareholder and a member of the board of directors, with the law firm of Lindner & Marsack, S.C. His practice is focused upon representing insurance companies and self-insured employers in worker's compensation matters as well as representing management in labor relations matters such as termination issues, ADA claims and handicap discrimination.

## LEARNING SESSIONS

### **Are Your Employees Engaged? — Exploring Strategies for Strengthening Job Engagement**

Jeff Russell, Russell Consulting, Inc.

Thursday, October 11, 3:15 p.m.--4:45 p.m.

Engaged employees tend to demonstrate higher levels of job performance, provide higher quality customer service, are more effective at problem solving, build stronger intra-organizational working relationships, and contribute more toward the company's strategic bottom line. We'll explore the core elements of job engagement, discuss HR practices that facilitate job engagement, and identify what HR professionals can do to help strengthen the level of job engagement in their companies.

**Jeff Russell**, co-director of Russell Consulting, Inc., has worked with organizations as diverse as Fortune 500 firms, social and public sector organizations, and small family businesses. Jeff is an ad hoc faculty member for the UW Small Business Development Center and for the UW campuses of Madison, Milwaukee, and Green Bay. He has co-authored six books, most recently, *Change Basics* (ASTD Press, 2006).

### **Assessing and Developing Executives' Financial Impact**

Ted Prince, Perth Leadership Institute

Friday, October 12, 8:45 a.m.--10:15 a.m.

This session addresses innate financial competencies and the nine financial signatures of executives, and how each affects an organization's financial performance. Based on Dr. Prince's book *The Three Financial Styles of Very Successful Leaders* (McGraw Hill, 2005) the discussion presents the underlying model, how to identify and measure financial impact and acumen using formal assessment instruments and how to use these findings to improve company financial performance and valuation.

**Dr. E. Ted Prince** is CEO and Founder of The Perth Leadership Institute. He is the author of *The Three Financial Styles of Very Successful Leaders; Strategic Approaches to Identifying the Growth Drivers of Every Company*, published by McGraw Hill in 2005.

### **Before & After: A CEO's Personal Success Through Coaching**

Fran Wiesner, Lee Hecht Harrison and Steve Jaberg, Cedar Community

Thursday, October 11, 1:00 p.m.--2:30 p.m.

A rare opportunity to experience a first hand account through the eyes of a CEO, this discussion promises to be highly informative and relevant to HR departments currently struggling with leadership behavior development. Participants will be encouraged to ask probing questions throughout the session to gain better understanding of this delicate process and how it may be applicable to their own organizations.

**Francis J. Wiesner** is a senior consultant for Lee Hecht Harrison. Since 1996 he has provided organizational development consulting and results-driven coaching for large and small companies in numerous industries. He has written numerous articles on employment issues, retention, planning and community services. Fran has achieved the fellow status in the American College of Health Executives, and has his Masters degree in administration from the University of Minnesota.

**Steve Jaberg** is executive director / CEO of the Cedar Community which was judged by *Milwaukee Magazine* as one of the "Best Places to Work" in southeastern Wisconsin.

### **Best Practices in Accommodating Disabilities Under the ADA and WFEA**

Laura Lindner and Oyvind Wistrom, Lindner & Marsack, S.C., and Bradley Foley, SPHR, Asyst Technologies LLC

Friday, October 12, 10:30 a.m.--12:00 p.m.

This presentation will cover employers' duty to accommodate disabled employees under federal and Wisconsin law – which sometimes conflict – including the Wisconsin Supreme Court's highly anticipated ruling in *Stoughton Trailers v. LIRC*, which raises contentious questions about the enforceability of no-fault attendance policies. In addition to reviewing employers' legal obligations, we will provide practical guidance and some best practices for handling accommodation requests to ensure compliance with Wisconsin and federal anti-discrimination and leave laws.

**Laura A. Linder** is a shareholder with the firm of Lindner & Marsack, S.C. Before joining Lindner & Marsack, Ms. Lindner was senior counsel at SBC Communications Inc. She received her J.D. from the University of Wisconsin Law School, cum laude, Order of the Coif.

**Oyvind Wistrom** is a shareholder with the Milwaukee law firm of Lindner & Marsack, S.C. and received his law degree from Marquette University Law School, cum laude, in 1995. Mr. Wistrom was recently named a “Rising Star” for 2006 by Law & Politics and *Milwaukee Magazine*, a designation reserved for the top 2½ percent of all lawyers in the state under the age of 40.

**Bradley Foley** is human resource manager for ASYST Technologies LLC. He is a member of the ASTD, SHRM and the Human Resource Management Association of Southeast Wisconsin, Inc. (HRMA), and is an active supporter of the community through organizations such as KABA and the Kenosha Community Healthcare Initiative (KCHI).

### **Brand Recognition Meets Workforce Acquisition Technology**

Brenda Hodge, Peopleclick  
Friday, October 12, 10:30 a.m.--12:00 p.m.

Strategic organizations around the world are crossing traditional departmental lines and breaking down silos to bring better products and services to their customers. While the marketing teams have traditionally been the core team responsible for the corporate image and branding, the HR team is finally beginning to be recognized for its contribution to corporate image and branding, as well as its daily impact on internal and external “customers.” Facilitating this shift is the workforce acquisition technology which makes it possible to quickly and strategically incorporate key branding elements.

**Brenda Hodge** has over 20 years of experience in the software industry, distinguished by a breadth of leadership positions in marketing, training and development, sales and technology. She currently leads the marketing, sales operations, and pre-sales consulting teams at Peopleclick and is responsible for Peopleclick’s go-to-market strategy.

### **Certification Basics**

Karen Brzezinski, Gannett Central Wisconsin Newspaper Group  
Thursday, October 11, 6:45 a.m.--7:45 a.m.

Wondering if certification is right for you? This session will tell you everything you want to know about certification - and more! Topics include the difference between the PHR and SPHR exam, study options, logistics, etc.

**Karen Brzezinski** has been the certification director for the Wisconsin State Council since 2004. Her (paying) job is regional human resources director for Gannett Central Wisconsin Newspaper Group. Karen has a BS in human resource management from Upper Iowa University and has earned her SPHR certification.

### **Creating a Change-Capable Workforce**

Kathleen Jefferson, AchieveGlobal  
Friday, October 12, 10:30 a.m.--12:00 p.m.

To survive and excel, organizations must embrace change, and employees must feel committed as new initiatives emerge. In this program we will debunk half-truths such as (1) people resist change and (2) some people won’t be able to change. Join this session to learn a set of 10 key practices that activate change capability within an organization. Learn more about some of these key practices, and explore some practical tools that we believe facilitate change.

**Kathleen Jefferson** brings more than 25 years of progressive experience in global performance improvement to AchieveGlobal. As a national executive consultant, Kathleen partners with “C” level executives to identify and clarify organizational business issues and gaps, and to develop unique interventions that are aimed at expeditiously improving business performance.

### **Creating a Legally Compliant Workplace in the Age of Cyberspace**

Mindy Dale and Stephen Weld, Weld, Riley, Prenn & Ricci, S.C.

Thursday, October 11, 1:00 p.m.—2:30 p.m.

This session will focus on how to maintain professionalism in the workplace and will cover such issues as discriminatory e-mail messages, blogs, pornography, and the new Federal Litigation Discovery Rules regarding the protection and destruction of computer-generated documents and e-mails. The session will also review an employer's obligations for collecting and maintaining information on applicants obtained from cyberspace.

**Mindy K. Dale**, shareholder, Weld, Riley, Prenn & Ricci, S.C., practices in the areas of public and private sector management labor law, employment law, and municipal, school, and administrative law. She obtained her law degree from Indiana University in 1987, Order of Coif). She is director of legal and legislative affairs for the Chippewa Valley Society for Human Resource Management.

**Stephen L. Weld**, firm president, Weld, Riley, Prenn & Ricci, S.C., practices primarily in the area of management labor and employment law. He has a J.D. from the University of Wisconsin. Since 1995, he has been selected for inclusion in *The Best Lawyers in America*, and he was designated "Wisconsin Super Lawyer" in 2005 and 2006 by *Law & Politics* magazine.

### **Developing an Onboarding Program That Includes Diversity and Inclusion**

Jonamay Lambert, Lambert and Associates, a division of Capital H Group

Thursday, October 11, 10:30 a.m.--12:00 p.m.

Building and sustaining a successful on-boarding process is on the forefront of the minds of many strategic HR leaders. This session will provide an overview of the key components of a successful on-boarding program and how the integration of core diversity and inclusion concepts can enhance the value of your on-boarding efforts for all who participate. We will look at a broad definition of diversity that ensures that the differences that are important to your employees are considered when developing and/or enhancing a premier on-boarding experience.

**Jonamay Lambert** is the founder of Lambert & Associates, a division of Capital H Group, where she serves as a principal and head of the firm's national diversity and inclusion practice. For over the past 20 years, Ms. Lambert has provided consulting services on diversity, leadership and culture change. She earned her master's degree in counseling from Northeastern University is the author of a series of diversity trainers' guides. Her latest book, *Trainer's Diversity Sourcebook*, published by ASTD and SHRM is currently available.

### **Digging Out of the Management Dumpster: Sustaining High Performance**

Seth Davies, Competitive Solutions, Inc.

Thursday, October 11, 10:30 a.m.--12:00 p.m.

Learn the four key elements necessary to create and sustain a high performance mentality and process throughout any organization. These non-negotiable elements comprise a defined routine and auditable communication strategy that drives information throughout the organization; a defined, documented and auditable business focus process that links every employee into the departmental, facility and corporate vision, values and business objectives; an accountability process that elevates the expectations of every associate with the organization; and finally, a defined and documented behavioral effectiveness process that makes living the organizational values a reality everyday.

**Seth Davies** is a consultant, at Competitive Solutions, Inc., delivering business solutions to organizations. At CSI, he has analyzed the business processes of companies such as Ford Motor, Lender's Bagels, Excel Foods and several Army Depots. He helps organizations realize strengths as well as areas of development within their organization.

### **Do Your People Know How They Impact the Bottom Line?**

David Yeghiaian, Unique Business Solutions  
Friday, October 12, 8:45 a.m.--10:15 a.m.

Beyond annual reviews and a few vague goals, few organizations tell people how their productivity affects revenue and business goals. Learn about an exclusive new trademarked process, AL2A (Ask, Listen, Learn & Act) with People, to assess an organization's current reality.

**David Yeghiaian** formed Unique Business Solutions in 2004 to help high-performing businesses on maximize their profitability and productivity. With more than 15 years of experience, David has worked with Fortune 500, non-profit, government and private organizations. He is an adjunct instructor at the University of Wisconsin-Green Bay.

### **Drugs & Alcohol in the Workplace - Russian Roulette**

Christine Clearwater, Drug-Free Solutions Group, LLC (DSG)  
Friday, October 12, 10:30 a.m.--12:00 p.m.

Learn about the day-to-day operational costs and the liabilities associated with workplace substances abuse and effective means to address them including: the popular drugs being abused today, the six goals of an effective program, 10 bloopers companies make, myths/facts about substance abusers, drug and alcohol testing methods and legal issues to consider such as the status of medicinal use of marijuana.

**Christine Clearwater** is president of Drug-Free Solutions Group, LLC (DSG), a risk management-loss control consulting. She has been recognized nationally for designing and implementing a state-of-the-art community-based program for the Greater Winston-Salem Chamber of Commerce in conjunction with Sara Lee Corporation and The Crosby Partnership for a Drug-Free Community.

### **Employee Relocation: Best Practices/Tips for Selecting a Provider**

Travis Kennelty, WHR Group Inc.  
Thursday, October 11, 6:45 a.m.--7:45 a.m.

Selecting a relocation provider can be a difficult task. You can encounter unanticipated fees, hidden revenue streams and great disparity in the levels of service provided. Learn the insiders' tips for selecting your next relocation provider or for keeping your existing provider competitive.

**Travis Kennelty**: business development coordinator, WHR Group Inc., Travis has been with WHR Group for 3 years in both counseling and business development roles. Travis brings an IT educational background and experience in business sales for a large telecommunications provider.

### **Employer/Employee Relations – From Good to Great**

Thomas Godar, Whyte Hirschboeck Dudek S.C.  
Thursday, October 11, 10:30 a.m.--12:00 p.m.

Reflecting on many of the lessons taught by Jim Collins in his best selling book, "From Good to Great," this presentation identifies appropriate management tools and strategies. Managers explore the concept of leadership, slotting the appropriate employees in the appropriate jobs and reviewing the best communications to allow an organization to move forward. The presentation also takes those same lessons and determines that they have been applied at some of the best places to work as determined by the Society for Human Resources in their annual awards.

**Thomas Godar** is a shareholder at Whyte Hirschboeck Dudek's Madison office and leads the labor and employment group. He brings a 25 year passion for solving clients' problems to his practice. He has experience in nearly all forms of administrative and civil litigation, whether at the federal or state level, and has been involved in areas as sexual harassment avoidance, wage and hour issues, union avoidance, and executive compensation and contracts.

## **Energized Approach to a Safe, Healthy & Productive Workplace**

Michael Melnik, Prevention Plus, Inc.

Thursday, October 11, 1:00 p.m.--2:30 p.m.

Companies invest a great deal of time, energy and money implementing initiatives that fall short of expectations. The problem is not with the program itself, but the environment into which the program is being introduced. Is the environment "energized" and ready to embrace the change, or is the environment filled with skepticism and resistance that leads many programs to fail? The Energized Approach introduces the 10 energy sources and a process that creates a work environment where employees are motivated and involved and new programs and initiatives achieve the desired results.

**Michael Melnik** is an occupational therapist with a master's degree in exercise physiology. He is owner and president of Prevention Plus in Minneapolis. For the last 17 years Michael has delivered his high energy, practical and fun message to over 175,000 participants throughout the country, and his award-winning videos are in distribution throughout the U.S., Canada and Australia. Some of his clients include Best Buy, General Mills, The Home Depot, Wal-Mart, Northwest Airlines, Alcoa, Wells Fargo and many others.

## **Essential Elements of Successful Wellness Programs**

Patrick Trotter, Health Solutions Ltd

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

This session will provide a full tool box of information and techniques on how to prepare a business case, sell to management, pick a vendor, implement a program and evaluate outcomes of a wellness program. The presenter will discuss the rationales for selecting various program elements using empirical data and published peer review studies.

**Patrick Trotter**, President, Health Solutions Ltd  
Patrick brings with him 30 years of senior leadership experience in the full continuum of the American health care system including hospitals, clinics, long term care, home care, insurance, occupational health, wellness and EAP. He earned his masters in public health administration and prevention from Loma Linda University, Loma Linda California.

## **Excelling In Human Resource Management**

Robert Greene, Reward Systems, Inc.

Friday, October 12, 8:45 a.m.--10:15 a.m.

Careers in HR have become more dynamic and challenging. HR has an opportunity to help the organization succeed but must become a critical and integral part of its business. Each HR practitioner, manager and executive must prepare themselves to meet the challenges of today. Strategies for developing oneself, including education, certification and career management must be planned and executed in order for success to be achieved.

**Robert J. Greene** is CEO of Reward Systems, Inc. He has a PhD from Northwestern, an MBA from U. of Chicago and over 35 years of experience. He has published over 80 articles and book chapters and was awarded the first Keystone Award for the highest level of excellence in the field by *WorldatWork*. He was a principal designer for the PHR and SPHR certification programs for SHRM and for the CPB and GRP certification programs for *WorldatWork*. He was the principal author of the Compensation Module of the SHRM Learning System and was the technical advisor to the SHRM Global Learning System.

## **Facing the Tougher Legal Issues In Hiring**

Mindy Dale and Stephen Weld, Weld, Riley, Prenn & Ricci, S.C.

Thursday, October 11, 3:15 p.m. -- 4:45 p.m.

Complying with state and federal employment laws can be a challenge. Employers often feel their hands are tied, preventing them from hiring the candidates who are best qualified for a position. This session will discuss some of the toughest issues employers face, including issues of dress, appearance and hygiene; reverse discrimination; arrest and conviction records; and substance abuse and addiction. It will also cover making accommodations for physical and mental disabilities and the use of employment testing.

**Mindy K. Dale**, shareholder, Weld, Riley, Prenn & Ricci, S.C., practices in the areas of public and private sector management labor law, employment law, and municipal, school, and administrative law. She obtained her law degree from Indiana University in 1987, Order of Coif). She is director of legal and legislative affairs for the Chippewa Valley Society for Human Resource Management.

**Stephen L. Weld**, firm president, Weld, Riley, Prenn & Ricci, S.C., practices primarily in the area of management labor and employment law. He has a J.D. from the University of Wisconsin. Since 1995, he has been selected for inclusion in *The Best Lawyers in America*, and he was designated “Wisconsin Super Lawyer” in 2005 and 2006 by *Law & Politics* magazine.

**Federal and Wisconsin Employment Law: Distinctions Do Make A Difference**

Timothy G. Costello, Krukowski & Costello, S.C.  
Thursday, October 11, 10:30 a.m.--12:00 p.m.

This session will explore the growing differences between Federal and Wisconsin employment law. Learn to manage these key distinctions in areas such as plant closing notice, wage and hour, family and medical leave, disability and race discrimination, sexual harassment, retaliation, and damages/remedies that are available under both laws. This session will trace the origins of why Wisconsin law is different and will provide recent examples of this trend continuing by discussing and comparing decisions of the Wisconsin Labor and Industry Review Commission, which interprets the Wisconsin Fair Employment Act, as well as relevant Court of Appeals and Supreme Court cases.

**Timothy G. Costello** is a shareholder with Krukowski & Costello, S.C. in Milwaukee, Wisconsin. His firm publishes the *Employment Law Manual for Wisconsin Employers* and the *FMLA Manual for Wisconsin Employers*. Tim recently argued *Amicus Curiae* in support of the employer in the Hutchinson Technology, Inc. case before the Wisconsin Supreme Court, and has also prevailed against the EEOC in an ADA jury trial in Milwaukee. Since 1996, he has served as Chairman of the Wisconsin Manufacturers & Commerce Human Resources Steering Committee.

**Filling the Leadership Pipeline: Gundersen Lutheran Medical Center's Approach to Talent Development/Succession Planning**

Nancy Noelke, Gundersen Lutheran  
Friday, October 12, 8:45 a.m.--10:15 a.m.

Gundersen Lutheran was recently featured as a best practice for talent development and succession planning

within the healthcare field by the Washington DC Healthcare Advisory Board. This session provides attendees with an overview of the design and development of the development and succession program in addition to successes and lessons learned.

**Nancy Noelke** has served as a human resources consultant at Gundersen Lutheran for 12 years where her focus has been management and leadership education for physicians and all levels of management. Her most recent role is consultant for talent development -- assisting in the design and implementation of succession planning through competency development, leadership assessment, coaching and development planning for high potential talent.

**From Partner to Player: Shifting HR Results to Business Results**

Teresa Daly, The Prouty Project  
Thursday, October 11, 1:00 p.m.--2:30 p.m.

In recent years significant strides have been made by HR leaders to position themselves as strategic business partners ‘at the table’, yet most CEO’s today still don’t strategically link effective HR results to positive business results. In this interactive session, Teresa will help participants develop an understanding of practices for implementing a strategic business partner HR model that focuses on strategy, structures and implementation systems.

**Teresa Daly** is the president of the Prouty Project, a management consulting firm that specializes in strategic planning, organization development and team building. With over 15 years of experience in organizational performance consulting, Teresa’s experience spans a broad range of expertise including leadership and team development, strategic planning, coaching, change management, and organizational performance.

### **Great Divide: The Employer-Worker Disconnect**

Patti Dunning, Spherion Corporation  
Thursday, October 11, 1:00 p.m.--2:30 p.m.

A joint Spherion-Harris Interactive study exposes serious employer misconceptions about retention of current and future workers, and explores implications and prescriptive actions for employers. For example, 35% of HR managers view turnover/retention as a key concern—in fact, the average company expects to see 14% turnover within the next year. Yet the Study reveals more than half of workers don't think their companies are taking steps to retain them, and nearly 40% plan to leave their jobs within the next year. Additionally, while employers believe management climate, supervisor relationships, and company culture are key workforce motivators and retention drivers, employees are focused on the basics of financial compensation, benefits and growth and earnings potential.

**Patti Dunning** is regional vice president of staffing services for Spherion Corporation. With almost 20 years of experience in recruiting and staffing, Dunning has a keen understanding of the North American workforce and the issues that drive performance.

### **Great Safety Performance is No Accident**

Donald Theune, Donnic Consulting Group, LLC  
Friday, October 12, 8:45 a.m.--10:15 a.m.

Learn how you can address the human factors of unsafe attitudes and behaviors that account for over 90% of accidents and injuries. Great safety performance is no accident; it requires a change in safety culture. Culture change can help prevent hundreds of injuries and save your company millions of dollars. Almost all companies put guards on equipment, provide PPE, Safe Operating Procedures (SOP), and perform audits and observations; but often overlook the impact of human factors on safety culture.

**Donald Theune**, a partner in the Donnic Consulting Group, LLC, has 15 years of experience as a project coordinator implementing culture change at over 200 Fortune 500 companies. A nationally recognized lecturer on culture change, Don has presented at over 80 health and safety conferences.

### **Handling Difficult People: Dealing with People You Can't Stand**

Kit Welchlin, Welchlin Communication Strategies  
Thursday, October 11, 3:15 p.m.--4:45 p.m.

Difficult people don't push your buttons, they punch them. It is estimated that 20% of our population can be classified as difficult people. Knowing how to handle difficult people is a skill you and your team can't afford to be without.

**Kit Welchlin** purchased his first manufacturing company at age 21, and by age 26 was CEO. and chairman of the board of 3 manufacturing companies in 3 states. He has been an instructor with the Minnesota State Colleges and Universities where he has been repeatedly nominated as outstanding faculty.

### **HR/Board Dynamic**

Andrew Foote, HR Solutions, Inc.  
Thursday, October 11, 10:30 a.m.--12:00 p.m.

Are you struggling to gain more credibility and influence with the CEO/president and senior management team? How much of your time is spent on tactical versus strategic matters? Are you worried about serving the true needs of the business? What techniques can we employ to ensure that you are not sidetracked from your core HR mission? Join this discussion of case studies and best practices as we explore these challenges. Leave this session empowered with effective strategies to reinforce the key role that HR plays in the boardroom.

**Andrew Foote** is a senior consultant highly experienced in facilitating feedback/focus group sessions and providing best practice recommendations designed to bring about real-world, effective organizational change. He has worked with internet companies like Yahoo!, Amazon, and Apple Computer Inc. Mr. Foote is a qualified Scots lawyer and is a proud member of the Illinois St. Andrews Society and the Chicago Chapter of the British American Business Council. He is also a member of the Chicago Council on Foreign Relations.

## **HR Metrics**

Norma Tirado-Kellenberger & M. Tammy Pitts,  
Agnesian HealthCare  
Thursday, October 11, 10:30 a.m.--12:00 p.m.

This session will focus on developing and implementing HR metrics within your organization. Examples from Agnesian Healthcare's "HR Dashboard" will be used to show how HR metrics can become a strategic piece of an organization's overall success. As a winner of the 2002 American Society of Healthcare Human Resources Management's Internal Communication Award, this tool is a vital element of performance measurement. No HRIS in your organization? No problem! Activities will allow the attendees to begin building their organization's HR Dashboard.

**Norma Tirado** is Sr. VP of employee and information services for Agnesian Healthcare. She has taught classes in HR and managing for quality at Moraine Park Technical College in Fond du Lac as well as graduate classes in leadership and organizational development at Keller Graduate School of Management.

**Tammy Pitts** is a Sr. HR Consultant at Agnesian Healthcare. She received her BBA from UW- Oshkosh and is currently pursuing her MBA. Through her development of the HR Dashboards, Tammy has provided Agnesian's HR department with valuable metrics used by many executives and leaders for setting goals and monitoring performance.

## **Laying Golden Eggs: Developing a Winning Culture**

Nan Russell, MountainWorks Communications LLC  
Thursday, October 11, 3:15 p.m.--4:45 p.m.

While one's presence on the job can be bought, companies cannot crowbar ideas from heads or engage passions for work. These must be earned in an era where intellectual property (the golden egg) is the competitive edge for companies. Targeted for anyone who is involved in organizational development, this session identifies the process and issues associated with creating an aligned and winning culture. Topics include: vision, values, culture evolution, alignment, communication, reinforcement and challenges.

**Nan Russell:** From minimum wage employee to vice president of \$4.4 billion dollar QVC, Nan knows what it takes to survive and thrive in this what-have-you-done-

for-me-today world. Nan is the president of MountainWorks Communications as well as a successful author, coach, and speaker. Her first book, *Nibble Your Way to Success: 56 Winning Tips for Taking Charge of Your Career* debuted in March 2007. Her syndicated career insights column, *Winning at Working* ([www.winningatworking.com](http://www.winningatworking.com)) appears in over eighty publications.

## **Leading Change Effectively: Guiding People Beyond Resistance and Into Commitment**

Jeff Russell, Russell Consulting, Inc.  
Thursday, October 11, 1:00 p.m.--2:30 p.m.

This highly interactive session introduces a powerful four phase model for understanding the human response to change and explores specific actions that leaders can take to guide people through resistance and toward commitment. Building on the participants' own experiences with a recent changes in their lives, this program traces the emotional journey people follow from the beginning of every change, through the confusion, stress, fear and anxiety change creates, and into a deep commitment to the new direction.

**Jeff Russell**, co-director of Russell Consulting, Inc., has worked with organizations as diverse as Fortune 500 firms, social and public sector organizations, and small family businesses. Jeff is an ad hoc faculty member for the UW Small Business Development Center and for the UW campuses of Madison, Milwaukee, and Green Bay. He has co-authored six books, most recently, *Change Basics* (ASTD Press, 2006).

## **Legally Managing Disabilities and Leave Time in the Wisconsin Workplace**

Frank Gumina, Whyte Hirschboeck Dudek S.C.  
Thursday, October 11, 10:30 a.m.--12:00 p.m.

When managing disabilities and leave time, Wisconsin state law presents employers with difficult challenges well beyond those posed under federal law. In order to avoid claims, Wisconsin employers must be well versed in the latest case law and trends, and sensitive to their legal obligations. This presentation will discuss the Wisconsin case law since *Crystal Lake Cheese* and will provide the strategies smart Wisconsin employers are implementing to effectively and legally manage workplace disabilities and employee leave time.

**Frank Gumina** has represented management in all facets of labor and employment law matters for over fifteen years. He co-chaired the defense of the first Americans with Disabilities Act trial in the country and has been a guest labor law presenter at Marquette University School of Law.

### **Managing a Mobile Workforce - Preparing Human Resources to Lead**

Greg Harper, Runzheimer International  
Thursday, October 11, 10:30 a.m.--12:00 p.m.

The costs of a mobile workforce are comparable to providing employees with health insurance, yet most senior executives don't know it. At least 40% of the workforce is mobile and it is expected that 50% of the workforce will be mobile in some way by 2010. Attendees of this program will receive the latest Runzheimer International benchmarking results on employee mobility programs and learn how their organization can realize significant cost savings, better employee relationships, and greater agility by integrating program management.

**Greg Harper** is the President of Runzheimer International and earned recognition from SHRM and Great Places to Work Institute as one of the "Best Companies to Work for in America" in 2005 and 2006. Under Harper's leadership, Runzheimer International was received the 2006 Governors Award of Excellence by the Wisconsin Forward Award. Harper presented on this topic at the SHRM Annual Conference and at the Service Industry Association.

### **New Federal Rules Governing Electronic Records - First Anniversary Update**

Mark Goldstein, Wessels & Pautsch, P.C.  
Friday, October 12, 10:30 a.m.--12:00 p.m.

Electronic forms of communication constitute the most significant workplace development over the past 20 years. E-mail communications are frank and "unvarnished." For this reason, e-mail has become a prime target in litigation. In late 2006, the Federal Rules of Civil Procedure were amended to explicitly include "electronically stored information" as documentation that can be requested by one party from another. This change in the law creates significant obligations for a

corporation. As such, corporations are best advised to revisit their electronic data systems with IT and legal counsel, including topics such as document retention policies and computer use policies.

**Mark J. Goldstein**, a senior attorney with the law firm of Wessels & Pautsch, P.C., has represented clients before federal district courts in Wisconsin and Illinois, the National Labor Relations Board, the U.S. Department of Labor, the Equal Employment Opportunity Commission, 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.

### **Nine Elements that Can Make You an Employer of Choice**

Bonni Yordi, MRA  
Thursday, October 11, 10:30 a.m.--12:00 p.m.

We all know who they are – those companies who can wear the title 'Employer of Choice.' These companies have candidates who knock on their doors, engaged employees who stay, and enviable productivity levels. How do you get there? Bonni Yordi has sifted through 5 years of data from winners of *Chicago Magazine's* and *Milwaukee Magazine's* Best Places to Work. From over 500 variables she has distilled nine key employer of choice factors and benchmark levels. Dr. Yordi will share her findings and insights on the success factors shared by these organizations and how your company can become an 'Employer of Choice.'

**Bonni Yordi**, Ph.D., is director, surveys and business research for MRA. She leads MRA's survey department which provides members with compensation, benefits, and other HR-related survey reports. She also oversees MRA's employee opinion and customer satisfaction survey area which conducts focus groups, training needs assessments, and other marketing-related surveys.

## **Online Salary and Benchmarking Surveys - Are They Any good?**

Charles Carlson & Richard Cederholm, enetrix  
Thursday, October 11, 3:15 p.m.--4:45 p.m.

Internet salary surveys are here to stay. But is the information valid? How do you respond to an employee who comes in to your office with what appears to be the latest compensation data for their job printed earlier in the day? This session will review the types of internet salary surveys available (individual based, organization based, and the aggregation of multiple sources) and will review the merits and pitfalls of each. Additional discussions will include how to make sense of all the information and assemble it for presentation purposes.

**Charles Carlson** has overall responsibility for company performance and client development. He has over 30 years of survey design and management experience and has directed dozens of online and paper-based survey projects. He is a Certified Compensation Professional through *WorldatWork*.

**Ric Cederholm** is Director of Survey Operations for enetrix. He has over 10 years of survey management experience and has directed dozens of online survey projects. He has an M.A. in Industrial/Organizational Psychology from Minnesota State University in Mankato.

## **Open Enrollment: Turning Employers Into Educators**

John Wuich, Automatic Data Processing, Inc. (ADP)  
Friday, October 12, 6:45 a.m.--7:45 a.m.

Even in passive enrollment years it is likely that over 50% of your eligible participants will make enrollment changes and spend up to an hour or more researching their options. Employers are being asked to take a more hands-on open enrollment approach during open enrollment and play a more active role educating employees. This session we cover at plan design, technology trends and the impact on participants and employers during open enrollment.

**John J. Wuich**, CEBS vice president, national client manager, Automatic Data Processing (ADP) has experience in integrating self-service technology with participant needs. Over the past 20-plus years John has been credited with the design, development and rollout

of a wide-range of unique and state-of-the-art personalized communication solutions. He is also an author and advocate for improving customer experience and reducing administrative burden.

## **Pandemic Flu--Are You Prepared--Strategies To Keep Your Business Running**

Terry Roe, American Red Cross  
Thursday, October 11, 6:45 a.m.--7:45 a.m.

The question is not if but when a pandemic flu will strike. Throughout history, rapidly spreading contagious diseases, such as the flu, have incapacitated large numbers of people in our population for a brief period of time. As experts from the CDC have warned, "we're due." Can your company survive a 30% or greater absenteeism rate cause by employee illness or tending to ill family members? This workshop will provide simple strategies for preparing your workforce and yourself against threats such as the avian flu. Planning will make your organization better able to withstand a pandemic.

**Terry Roe** has been with the American Red Cross health and safety service area for more than 5 years. She provides community and business presentations on health and safety topics. She also recruits instructors and nurses for teaching and testing.

## **Personality at Work: Using Personality Assessment for Selection and Development**

Michael Anderson and Gloria Kelly, CPP, Inc.  
Thursday, October 11, 1:00 p.m.--2:30 p.m.

This session will blend scientific research findings and case studies to explain how employee selection procedures and professional development programs can be enhanced through personality assessment. In this session, the presenters will discuss: a) the validity of personality characteristics as predictors of job performance, b) proper techniques for implementing personality assessment into a selection system, and c) how to use personality assessment results to provide developmental feedback.

**Dr. Michael Glen Anderson** holds a Ph.D. in industrial psychology from the University of Tulsa. As a research scientist, Michael's main responsibility is to conduct product-related research and development for a variety of CPP's world-renowned brands, including the Myers-

Briggs Type Indicator, Strong Interest Inventory, Thomas-Kilmann Conflict Mode Instrument, FIRO-B instrument, and the California Psychological Inventory.

**Gloria Kelly**, MA, LCPC, holds a master of arts degree in psychology from Northeastern Illinois University. As regional consultant Gloria's main responsibility is to work with client organizations to educate and promote best practices in the use of CPP assessments.

### **Power of Positive Leadership**

Robert Bell, FOCUS Consulting

Thursday, October 11, 1:00 p.m.--2:30 p.m.

We can't legislate loyalty, we can't legislate amazing service, but we can inspire them! Leadership is tightly interwoven with customer service. Excellent leaders know that their first and most important customers are those people with whom they work. Every person in your organization, from the front lines to the back office, has an impact on your business bottom line. Each customer contact provides an opportunity to polish or tarnish your business's reputation. With Rob Bell's "Make 'em Say WOW!" and "The Power of Positive Leadership" programs, everyone learns how to build loyalty with customers and team members.

**Rob Bell** founded FOCUS Consulting early in his nine-year tenure as personnel development/education and training director for Dick's Supermarkets, Inc. Rob's 20+ years of experience in leadership and customer service; and his love for "Make 'em Say WOW!"™ Customer Service led him to share that love with others.

### **Recertification - It's Easier than you Think**

Karen Brzezinski, Gannett Central Wisconsin Newspaper Group

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

"I passed the test - now you want me to do what?" This session will explain all the recertification options and show how many of your everyday activities can qualify for recertification credit - including strategic management credit!

**Karen Brzezinski** has been the certification director for the Wisconsin State Council since 2004. Her (paying) job is regional human resources director for Gannett Central Wisconsin Newspaper Group. Karen has a BS

in human resource management from Upper Iowa University and has earned her SPHR certification.

### **Rewarding Performance: Global Principles; Local Strategies**

Robert Greene, Reward Systems, Inc.

Friday, October 12, 10:30 a.m.--12:00 p.m.

How effectively an organization defines, measures and rewards performance will impact its success. Today's diverse workforce requires consideration of local strategies that fit the specific context and the nature of both the work and who performs it. The local strategies must adhere to global principles that fit the culture and conform to organizational values in order to align employees with its mission and objectives.

**Robert J. Greene** is CEO of Reward Systems, Inc. He has a PhD from Northwestern, an MBA from U. of Chicago and over 35 years of experience. He has published over 80 articles and book chapters and was awarded the first Keystone Award for the highest level of excellence in the field by WorldatWork. He was a principal designer for the PHR and SPHR certification programs for SHRM and for the CPB and GRP certification programs for WorldatWork. He was the principal author of the Compensation Module of the SHRM Learning System and was the technical advisor to the SHRM Global Learning System.

### **Show Me the Money! Are You In Compliance with the FLSA?**

Sara Ackermann, Ruder Ware

Friday, October 12, 8:45 a.m.--10:15 a.m.

This session will address the differences between the state and federal laws, how to determine whether an employee is exempt/non-exempt, when you can deduct from an exempt employee's pay, when a benefit must be included in an employee's regular rate of pay for overtime purposes, how to use the fluctuating workweek method for non-exempt employees, and much, much more. Attendees should come prepared with questions as this area of law is best understood through examples.

**Sara Ackermann** represents employers in employment litigation matters and in the administrative setting including Wisconsin and Minnesota state and federal

agencies. She obtained a B.A from the University of Minnesota and a J.D. (magna cum laude) from William Mitchell College of Law – St. Paul, Minnesota.

### **SHRM Student Chapter Relations Challenges & Solutions**

Matthew Stollak, Ph.D., SPHR and Merry Lee Lison, SPHR  
Thursday, October 11, 3:15 p.m.--4:45 p.m.

What are the challenges facing student chapters? How can you improve the participation of your student members? What are other student chapters doing to answer these questions? In this informative session, we will discuss these questions and highlight the latest news from SHRM and its impact on student chapters. In addition, student chapter leaders, members and advisors will have an opportunity to share best practices in their organization.

**Matthew Stollak**, Ph.D., SPHR, is an assistant professor of business administration at St. Norbert College. He currently services as the WISHRM foundation director, president of the Green Bay Area SHRM Chapter and advisor to the St. Norbert College Student Chapter. In his past role as the WISHRM college relations director, Matt was named national advisor of the year by SHRM in 2006.

**Merry Lee Lison**, SPHR is the director of HR for The Relocation Center, Inc. She has held leadership positions in SHRM for many years on a local, state and national level. She is the Immediate past state council director for Wisconsin and serves on the National Employee Relations Panel.

### **Sourcing Strategies: Best Practices to Attract “A” Level Talent**

Connie Poll and Brianna Lamb, NAS Recruitment Communications  
Thursday, October 11, 3:15 p.m.--4:45 p.m.

As the recruitment landscape grows increasingly more competitive, employers are searching for ways to differentiate their organizations. One key to a successful recruitment strategy is an innovative sourcing plan: a plan to creatively promote brand identity through unique channels. This program will address innovative and strategic ways to promote brand identity and attract and

retain top talent for your organization in 2007 and beyond.

**Connie Poll** is the director at NAS Recruitment Communications Milwaukee office and is responsible for account service, recruitment and retention strategic direction, media planning and analysis, project consultation and business development. Connie is an active member of SHRM, HRMA (Human Resource Management Association of Southeastern Wisconsin, SEWHCR (Southeastern Wisconsin Healthcare Recruiters) and EBP (Employment Best Practices, co-chair).

**Brianna Lamb** is the director of the Minneapolis Office of NAS Recruitment Communications and her areas of expertise include talent management best practices, employment branding and talent engagement. Brianna has been instrumental in building the brands and developing recruiting and retention strategies for such organizations as TCF Bank and G&K Services.

### **Strategic Value of Human Resource Investments: Review of the Evidence**

Dr. Mahesh Subramony, University of Wisconsin-Oshkosh  
Thursday, October 11, 1:00 p.m.--2:30 p.m.

It is commonly believed that investment in human resource management (HRM) practices is beneficial for organizations. However, both HR and line-managers are often posed with a key dilemma: how to identify and demonstrate the benefits of various HRM investments. This presentation will show the research evidence linking HRM investments to business outcomes, and suggest ways for organizations to get the most value out of these investments.

**Mahesh Subramony** is Assistant Professor of Psychology at the University of Wisconsin at Oshkosh. He received his Ph.D. in I/O Psychology from Central Michigan University and an MA degree in Applied Psychology from the University of Delhi, India. Dr. Subramony worked for two Fortune 500 companies in their HR function and is a member of Society for Industrial and Organizational Psychologists and the Academy of Management.

## **Strategies to Help Employees Navigate the Health Care System**

Meg Gaines, Mary Michaud, and Kathleen O'Connell,  
Center for Patient Partnerships.

Thursday, October 11, 3:15 p.m.--4:45 p.m.

An employee's daughter is diagnosed with a serious chronic illness. She has PPO insurance coverage, but is concerned about how to pay for out-of-pocket costs. She wonders if she should find the "best of the best" providers. Where should she turn, how can HR help? Faculty from the Center for Patient Partnerships at the University of Wisconsin Law School will provide key strategies that HR can use to help employees navigate the health care system such as recognize support in the community, ways to anticipate and manage medical debt and what to expect when employees diagnosed with serious illness return to work.

**Meg Gaines**, JD, LLM is a clinical professor of law at the University of Wisconsin Law School. She is also the director of the Center for Patient Partnerships.

**Mary Michaud**, MPP is the director of Evaluation and Policy.

**Kathleen O'Connell**, PhD, ABD is a Project Manager for *Finding a Port in the Storm, Assistance for Wisconsin Employees navigating the Health Care System*.

## **Technology and the Talent Pipeline: The Real Deal**

Ginny Gomez, Peopleclick

Thursday, October 11, 10:30 a.m.--12:00 p.m.

Building and maintaining a global, compliant and strategic talent pipeline is a real challenge facing today's HR executive. Workforce acquisition technology enables new and creative approaches to building your workforce. In this presentation Ginny Gomez will discuss 1) Different strategies and applications of technology for unique industries such as healthcare, retail and others; 2) Automation of processes to streamline your pipeline such as on-boarding; 3) Workforce planning and how to best leverage your data; 4) Growing talent through partnerships.

**Ginny Gomez** is the VP of product management for Peopleclick. As an experienced industry, software and solutions expert, Ms. Gomez brings experience in overall product strategy, planning and design. In

addition to her sales she has extensive experience in HR, recruiting, compensation, performance management, succession planning, benefits and payroll.

## **To Live a Long Time and To Die Healthy**

John Shier, thatguynurse.com

Friday, October 12, 8:45 a.m.--10:15 a.m.

For the first time in history we have the opportunity not only to live for a long time but to live our entire lives in good health. This program explains how developments in medical science have extended life expectancy but not necessarily health. It then explains how individuals can, through lifestyle choices and appropriate use of the medical system, maximize the odds of achieving life-long health. Building and maintaining employee health is the only way companies are going to be able to take control over the ruinous costs of medical care.

**John Shier** received his masters and doctoral degrees in philosophy from the U. W. Madison. He served as executive director of the United Way of Brown County, Wisconsin before returning to the UW Milwaukee College of Nursing to earn a B.S. in nursing. He has served on staff at Unity Hospice in Green Bay and at the cardiac unit at Green Bay's Bellin Hospital.

## **Understanding Generational Differences**

Barbara Larsen, Winona State University

Friday, October 12, 8:45 a.m.--10:15 a.m.

This engaging and participative session will help you to gain a better understanding of this new dimension in generational diversity that is affecting our workplace, customers, and board room. Learn how examining the "values" of the four different generations can transform motivation, teambuilding, communication, and trust. Learn more about how understanding these differences can truly make a difference in how we communicate in order to build stronger relationships in our businesses. We will explore the four generational areas: Traditionalists, Baby Boomers, Generation X and Generation Y.

**Barb Larsen** worked in continuing education/customized education at Winona State University for four years before moving to career services as associate director. Barb is an adjunct professor teaching training and development classes in

the human resource and business education major and training & development minor degrees at Winona State. In addition, Barb has become a certified trainer for Franklin Covey, Personality Resources International, and Vital Smarts programs.

### **Union Organizing Trends, Corporate Campaigns, and Labor Law Update**

Thomas Trachsel; Felhaber, Larson, Felon & Vogt, P.A.  
Friday, October 12, 8:45 a.m.--10:15 a.m.

Learn about trends in organizing activity and elections, including efforts by unions to organize employees through card-check agreements rather than elections conducted by the NLRB. We will discuss corporate campaigns – a tactic that is being used by unions to exert outside pressure on employers. Discover ways in which the National Labor Relations Act applies to *all* employers, including protection given to employees who engage in certain conduct that is not related to traditional union activity. And, an update of union-related legislation pending in Congress will be provided.

**Thomas Trachsel's** practice is primarily devoted to representing employers in all matters before the National Labor Relations Board, in collective bargaining negotiations with labor unions, and in grievance-arbitration hearings. Mr. Trachsel joined the firm in September of 1999, and he has been a firm shareholder since March of 2005. Prior to joining the firm, Mr. Trachsel was employed as an attorney by the Minneapolis Regional Office of the National Labor Relations Board.

### **Use or Abuse of Computers in the Workplace**

Bob Gregg, Boardman Law Firm  
Thursday, October 11, 3:15 p.m.--4:45 p.m.

Is your computer system about to become your next liability due to misuse of computers in the workplace? E-discovery reveals evidence of harassment, discrimination, defamation and more. Yet, employees also sue when the employer improperly intercepts electronic messages they claim were "private." Employers need to be aware of the issues of use, misuse and rights to properly monitor and control the electronic system. Learn the current issues, legal trends and practical pointers for your electronic operations.

**Bob Gregg**, a partner at the Boardman Law Firm in Madison, Wisconsin, has been involved in employment relations and civil rights work for more than 30 years. He litigates and serves as an expert witness in employment cases. His main emphasis is helping employers achieve enhanced productivity, creating positive work environments, and resolving employment problems before they generate lawsuits.

### **Who's Driving the Bus? Effective Strategies for Handling the Problem.**

Ely Leichtling, Quarles & Brady LLP  
Friday, October 12, 10:30 a.m.--12:00 p.m.

This session will help answer the following common questions HR managers face:  
Who is in charge of our workplace? Do we establish and implement policies and practices encouraging our best employees, or making allowances for our worst? Does our culture allow "energy vampires" to suck the morale out of the many industrious, positive and diligent contributors we have hired? Do we tolerate whiners, gossips, bullies and slouches? Do we properly address these issues in our interview, background check, orientation, performance appraisal, coaching, discipline, and discharge procedures?

**Ely Leichtling** is a partner in the Milwaukee office of Quarles & Brady LLP practicing in the areas of labor and employment law and litigation. He is the former chair of the Milwaukee Bar Association's labor and employment law section, and is listed in The Best Lawyers in America and Chambers USA's America's Leading Business Lawyers (employment and labor law), and is recognized as a Wisconsin Super Lawyer.

### **Who is to Blame?**

Dan Linssen, University of Wisconsin-Green Bay  
Thursday, October 11, 3:15 p.m.--4:45 p.m.

Each day individuals are scapegoated to extinguish the pain experienced when things go wrong. Those offended seek out who is to blame and administer justice. Those blamed anguish in disbelief over their victimization. Fixing blame is so deeply entrenched that we view "accountability" as a universal reality. Yet, few positive outcomes emerge from assigning unilateral accountability, and blame rarely eliminates the underlying problem. The good news: blame is a

correctable habit. Once understood, blame can be replaced with interventions focusing on problem resolution. This session introduces the evolutionary and psychological underpinnings of blame, exposes the costs, helps assess tendencies to blame, and provides techniques to move forward.

**Dan Linssen** is a full-time lecturer in business administration at the University of Wisconsin – Green Bay, and currently teaches the senior seminar in human resource management. Today Dan is working on three separate books related to: convergent change, the dearth of leadership skills in authority positions, and our societal addiction to blame as a surrogate to real problem solving.

### **Wisconsin Technical Colleges' Role in Workforce and Economic Development**

Susan May, Fox Valley Technical College  
Friday, October 12, 10:30 a.m.--12:00 p.m.

The role of Wisconsin's technical colleges in workforce and economic development continues to emerge and strengthen. Learn more about this education system's ability to prepare the workforce, train current employees, build partnerships with employers, and provide other support systems for tomorrow's workforce.

**Dr. Susan May** serves as the executive vice president and chief academic officer for Fox Valley Technical College in Appleton, Wisconsin. She has served in a leadership capacity within the Wisconsin Technical College System for 24 years. Her doctorate in education was earned through Nova Southeastern University in 1998, and she also holds both a masters and bachelors degree from the University of Wisconsin-Stout.

### **Workplaces That Thrive: Avoid Pitfalls of Litigation Under Disability-Related Employment Laws**

Doug Feldman, Robin Jones, Dennis McBride & Tammy Liddicoat  
Friday, October 12, 10:30 a.m.--12:00 p.m.

Attorneys from differing perspectives will review facts and “argue” three court cases involving employment and disability issues related to individuals with mental illness covered under the Wisconsin Fair Employment Act, the FMLA and ADA. Learn about a variety of overlapping legal issues. Learn strategies to avoid litigation and

ensure that you are protecting the rights of the individual while meeting the needs of the workplace. Several free resources will be provided.

**Douglas Feldman**, shareholder and member of the board of directors at Lindner & Marsack S.C., has over 20 years of experience in disability law.

**Robin Jones** has 16 years of experience directing the DBTAC-Great Lakes ADA Center located at the University of Illinois at Chicago.

**Dennis 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.

**Tammy Liddicoat** is the executive director of Employment Resources, Inc and has over 19 years of experience in training and communications for the Wisconsin disability industry.