



## Wisconsin State Council SHRM - 2009 Leadership Conference

*“Educate/Communicate/Collaborate = Innovation”*

### Conference-at-a-Glance/Program Descriptions

#### Wednesday, August 5<sup>th</sup>

11:00 a.m.      **Registration**

11:30 a.m.      **Networking Lunch Buffet**

12:00 p.m.      **Welcome, Opening Comments & Introductions**  
*Kristine Hackbarth-Horn, SPHR, CCP – WI SHRM State Director*  
*Helen Englebert – WI SHRM State Leadership Director*

12:15 p.m.      **HR: Why it is Critical in Today’s Downturn**  
*Laurie McIntosh, SPHR – SHRM North Central Field Services Director*

Every day, HR professionals are stepping up to the plate to help their organizations confront the most serious financial crisis since the Great Depression. They are being called upon to address a daunting array of workforce challenges that could significantly impact whether their organizations survive the current downturn and have in place a solid foundation for success when the economy recovers. This presentation will highlight innovative strategies HR professionals are employing to avoid or minimize crippling layoffs, to maintain morale and employee engagement, and to retain and develop top talent during this crisis period. Participants in this session will look at best practices they can employ, drawing from SHRM Economic Stimulus Prize case studies, recent research by SHRM and other authoritative sources, as well as statements by leading CEOs and CHROs.

1:15 p.m.      **Break**

1:30 p.m.      **Breakout Sessions (Choose 1 session)**



**1. Workforce Readiness & College Relations: Student Preparedness for the Workplace**

*Matthew Stollak, PhD, SPHR – WI SHRM District Director  
Ryan Derber, SPHR –WI SHRM College Relations Director*

It was noted at a 2009 District WI SHRM President’s Forum, that students were lacking in certain skills such as critical thinking and time management as they entered the workforce after graduation. This session will:

- Explore soft skills development that would help students to be more prepared to enter the workforce as they leave college;
- Identify what professional chapters can do to assist students in gaining those skills; and
- Help student chapter leaders think of possible activities during the academic year that would help their student chapter members accentuate those missing skills.

**2. Recipients of the 2008 Wisconsin State Council SHRM Awards will showcase their Enterprising leadership partnership and Workplace Diversity initiatives.**

*Sally Field and Jane Berg, SPHR – WI SHRM District Directors  
Bob Swanson, SPHR – WI SHRM Past State Director/Enterprising Award  
Amy Collette, SPHR – WI SHRM Diversity Director/Diversity Advocate Award*

- **Central Wisconsin SHRM Chapter** representatives will report on their partnership with the Wausau Region Chamber of Commerce formed to expand awareness of CWSHRM and SHRM services/benefits to local small businesses. What went into the chapter’s application process for the **2008 WI SHRM Enterprising Award** grant will be shared, and how winning the award enhanced the chapter’s progress in continuing their small business outreach and development efforts.
- Earney Yocum, SPHR, Human Resource Generalist, will share the story of how his company, **Helwig Carbon Products** in Milwaukee, a recipient of the **2008 WI SHRM Workplace Diversity Advocate Award**, implemented strategies to advocate for diversity through the years. Ernie will discuss how he was led to apply for the award; what is in it for the companies that do implement diversity strategies; and why/how chapters can encourage companies to implement diversity strategies and apply for the award.
- A roundtable discussion will follow, with chapter sharing of best practices for Enterprising partnerships and Diversity programs.

**3. How can the SHRM Foundation and HR Certification Institute Help to Advance the HR Profession AND Serve You, the Professional?**

*Anthony Dix, SPHR, MBA - WI SHRM District Director  
Michelle Hauer, SPHR - WI SHRM Certification Director  
Barbara Stroh, SPHR - WI SHRM Foundation Director*



Answers to how these SHRM partners can help to serve you as a practitioner in your professional career, as well as what resources are available to enhance your efforts at the chapter level to advance the HR profession will be explored.

### **SHRM Foundation**

- What resources are available to serve you, the practitioner?
- What resources can help your chapter advance the HR profession?
- How can you best promote the SHRM Foundation educational and fundraising efforts (chapter sharing)?

### **HR Certification Institute**

In the current economic climate, providing member benefits is increasingly important and challenging. Promoting PHR, SPHR, and GPHR certification is one way to assist members, and organizations, in elevating their human resources expertise. Participants will learn about:

- 2011 testing eligibility changes
- Tools available to assist chapters in developing a certification study group and recruiting prospective and active members.
- Chapter certification study group / preparation best practices from across Wisconsin

2:45 p.m. **Break**

3:00 p.m. **What's Happening at SHRM?**

*Laurie McIntosh, SPHR - SHRM North Central Field Services Director*  
*Kristine Hackbarth-Horn, SPHR, CCP – WI SHRM State Director*

Want to know what's happening? Get filled in on current National and State SHRM initiatives including Enterprising Leadership, HR Economic Stimulus programs, website updates, and other efforts that can help benefit your local chapters and HR professionals across the state.

4:00 p.m. **Chapter Caucus**

Local chapter Presidents huddle with their board members/committee chairs to de-brief/share info and best practices learned from the day's sessions

4:30 p.m. **Closing Comments**

*Helen Englebert – WI-SHRM State Leadership Director*

5:30 p.m. **Evening Dinner Event**

Casual event featuring cocktails on the patio followed with a bountiful Italian dinner buffet and a chef's dessert demo. Enjoy **"Team Trivia"** as a fun mixer afterward.

## Thursday, August 6<sup>th</sup>

7:15 a.m.      **Early-bird Grab-and-Go Breakfast Buffet**

7:30 a.m.      **Early-bird Breakout Sessions** (*Choose 1 session-optional*)

### **1. Making the Connections/New Leader Orientation**

*Helen Englebert – WI SHRM State Leadership Director*

*Making the Connections...* Find out more about how SHRM, the WI SHRM State Council and your local SHRM Chapter work together. This session will help provide you with additional information that connects the dots between how it all works.

### **2. Student Leader Session**

*Ryan Derber, SPHR – WI SHRM College Relations Director*

Come prepared to share best chapter practices for membership recruitment, succession planning, fundraising, and merit applications. On-boarding of chapter leaders will also be discussed.

### **3. Being a Volunteer Leader – The Ups and Downs and In Betweens**

*Laurie McIntosh, SPHR – SHRM North Central Field Services Director*

*Bob Swanson, SPHR – WI SHRM Past State Director*

- Do you love your SHRM volunteer role, but find the work or time commitment to be challenging to juggle with your paying job?
- Does SHRM provide the proper resources to assist you as a volunteer leader?
- What's working for you and what's not?

This is **your opportunity** to provide feedback to representatives from SHRM and the WI State Council (SHRM). We welcome the chance to hear your thoughts, questions, and concerns and are interested in continuously improving your volunteer experience!

8:15 a.m.      **General Networking Breakfast Buffet**

8:45 a.m.      **Organizational Masonry-Building the Foundation for a High Performance Team**

*Greg Koepel, SPHR-Vice President of Workforce Development & Administration for Roehl Transport in Marshfield, WI*

Values and beliefs are the bricks and mortar that make up the foundation upon which any successful organization is built. In the absence of specific direction people turn to their values for the answers. By identifying and aligning individual and organization values, you can create a powerful, positive culture that drives high performance.

In 2003, Roehl Transport was an average safety performer. In 2008, Roehl was awarded the American Trucking Association's highest honor for safety and operational excellence



– **The President’s Award.** Transforming a culture takes much more than a few slogans and platitudes on the wall; it takes an intentional process. Koepel’s **Six “C’s”** will provide you the framework for how to build and transform the culture in both your corporate and volunteer organizations.

10:00 a.m. **Break**

10:15 a.m. **Social Media: New Tools to Enhance Marketing & Communication**

*Greg Linnemanstons, President and Principal of Weidert Group, Inc. in Appleton, WI*  
*Abby Gutowski, PR & Social Media Manager for Weidert Group, Inc. in Appleton, WI*

How powerful is social networking today? How can you integrate social media into your chapter communication to enhance marketing efforts? Explore and learn about:

- Facts and myths associated with social media
- Emerging attitudes and measurement metrics
- Why your chapter should get involved
- How to use social media to drive traffic to your Web site
- How to increase member engagement
- Case studies of chapters who are successful in social media
- Industry overview of where your target audiences are online
- How to get started



11:30 a.m. **Lunch**

12:15 p.m. **HR Public Policy Outlook for the 111<sup>th</sup> Congress and Obama Administration**

*Michael Layman - Manager, Employment & Labor-SHRM Legislative Affairs*

As a result of the November, 2008, elections, the Democratic Party holds the White House and controls both houses of Congress for the first time since 1995. SHRM predicts the 111<sup>th</sup> Congress will have the most active HR public policy agenda in the last 30 years. Learn about probable legislative initiatives of importance to HR professionals, such as the mandated card check process, paid leave, and health care reform. An up-to-date discussion on current federal regulatory activity will also be presented.



1:30 p.m. **Break**

1:45 p.m. **Breakout Sessions (Choose 1 session)**

**1. Governmental Affairs: Taking Action to Influence Results**

*Jane Berg, SPHR – WI SHRM District Director*

*Tami Christian, SPHR – WI SHRM Governmental Affairs Director*

Governmental Affairs tracks legislative activity on the State and Federal level with regard to proposed legislation that may potentially affect the HR profession. This working session will provide the:

- Connection between Chapter, State, and National Government Affairs positions;
- Tools and resources that are available to chapter leaders including:
  - HR Voice
  - Letter writing campaigns
  - National SHRM advocacy resources; and
- Sharing of initiatives that “work” for chapters, and how to “implement” them

Additionally, the new format for the **WI SHRM State Council – 2010 Legislative Conference** will be discussed, and input will be gathered to help plan for the best dates and venue.

## **2. How to Set the Chapter Budget**

*Kellie Dunn-Poggemann, SPHR – WI SHRM Secretary*

*Cindy Cerro, PHR – WI SHRM Treasurer*

This session will describe a typical budget process for chapter boards, and offer guidelines for planning your own chapter budget. How the budget ties back to the Chapter Achievement Plan (CAP) will also be addressed. Attendees are advised to bring their chapter budget to this session.

## **3. Does Programming Drive Membership or Does Membership Drive Programming?**

*Sally Field – WI SHRM District Director*

*Joanne Jackson – St. Croix Valley Employers Association Vice President, Membership*

*Linda Johaneck, SPHR – Green Bay Area Chapter SHRM Vice President, Programs*

- Chapter leaders from the **St. Croix Valley Employers Association** and the **Green Bay Area Chapter SHRM** will team up to share their experiences with trying innovative program ideas to attract, engage, and grow membership.
- A differing perspective of how the membership mix dictates the type of programs slated, the venue, and the time of day the programs are offered will also be given.
- Time will also be dedicated for sharing other chapter’s successes with programming and membership.

3:00 p.m.

### **Chapter Caucus**

Local chapter Presidents huddle with their board members/committee chairs to de-brief/share info and best practices learned from the day’s sessions

3:30 p.m.

### **Closing Comments**

*Bob Swanson, SPHR – WI SHRM Past State Director*

*Helen Englebert – WI SHRM State Leadership Director*

4:00 p.m.

### **Conference Ends**



### **Pre-Approval: Recertification Credits**

Our program has been Pre-Approved for **3.5 Strategic Management** and **2.5 General** recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute.

For individuals only needing General credit, use program code **32956** for **4.75 General** credits. Additional General credit is available for those attending the Enterprising Leadership/Workplace Diversity Initiatives breakout session. Those desiring Strategic Management credits should track sessions attended individually.

For more information about certification or recertification, please visit the HR Certification Institute homepage at [www.hrci.org](http://www.hrci.org).

