Wisconsin SHRM State Conference – October 14-16, 2015
Kalahari Resort & Convention Center, Wisconsin Dells, WI

Getting the C-Suite's Attention
Jennifer McClure
Thursday, October 15
9:00-10:15 am

Track: Strategic/Business
Level: Basic

Jennifer is President of Unbridled Talent LLC, a consulting and advisory firm providing services to clients in the areas of leadership, executive communication skills and talent strategy. A popular speaker who has spoken at over 175 industry-related conferences and events (including 3 separate SHRM Annual Mega-Sessions to popular acclaim), Jennifer has provided workshops and training for leadership, human resources and talent acquisition teams at a variety of organizations – including Fortune 100 clients.

HR has an amazing story to tell, but often struggles to articulate how they contribute to the overall success of an organization. Uncover seven high-impact areas where HR adds significant value to the organization's strategic plan.

Because No One Remembers Boring
Jon Petz
Friday, October 16
12:15 – 1:30 pm

Track: Strategic/Business
Level: Basic

Life is a stage and we all have a finite time in which our curtains will be open. It's what you do with your time in the spotlight and how you make a difference in your personal and professional life that counts.

High performance speaker, top selling author and performer, Jon Petz, will have WI SHRM attendees delving into your current thought and business processes and learning how to create SHOWTIME moments that are memorable. Re-engaging the passion and pride that each of you represent in your companies and how you can engage your employee base to do the same.

Together, we will:

- Grasp the importance of MAKING things happen, not watching them happen
- Identify and create "Showtime" moments to empower high performing organizations
- Reinforce the significance and impact that one generalist, payroll manager, HR professional or employee can have at any moment

We'll never have more time than we do right now. How will you lead when that HR spotlight shines?

For fifteen years, Jon has been delivering fascinating, fast-paced and funny presentations around the world. Drawing on his diverse experience as a corporate executive, social experimenter and professional comedy magician his expertise is engagement and empowerment for high performing teams and individuals. This pertinent content is delivered masterfully with the energy and entertainment that is uniquely and unequivocally Jon Petz.

Jon is the founder of *Bore No More* ™, an idea lab for increasing personal and employee engagement. He is the author of three books, two of which reaching National Best Selling lists; *Boring Meetings Suck (2011) & Significance . . . In Simple Moments (2014).*

Pre-Con Sessions:

The Annual Legal Overview: Hot Topics in Employment Law
Robert Gregg, Jennifer Mirus, & Andy DeClercq,
Wednesday, October 14, 2015

1:00 pm-4:30 pm

Track: Legal Overview
Level: Basic

HR professionals are constantly challenged to keep up with the ever-changing workplace, employment laws and technology. This program will bring you up to speed on key recent developments in areas of importance for Wisconsin employers and provide the opportunity for questions and answers. The program will highlight the key areas of:

Legal Update

- Recent laws and new regulations affecting your business
- A review of the most important Supreme Court and Wisconsin employment-related cases
- Other significant or unusual cases involving employment law
- Coming attractions and trends you should be ready for
- Best practices and practical guidance

Designing or Revising Your Harassment & Bullying Policies

The courts continue to change the standards for harassment, and find employers liable for inadequate, ineffective harassment and abusive workplace policies and practices. What last year you thought was adequate may now be out-of-date and out of compliance. Failure to have a policy creates liability, yet poorly designed or outdated policy can create even more liability. Improper policies and overzealous/imprudent applications can violate the rights of those who are accused of harassment or bullying. Policies and procedures must be effective and balance the rights of all those in the organization.
Learn:

- The scope of respectful workplace policies: harassment, bullying and abusive behaviors
- The Court's new standards, and special language you now need
- Elements of a proper policy
- What not to include in a policy
- Balancing the rights of prohibiting improper behavior vs. employee protected behaviors

Wage and Hours Update
New Rules and Interpretations Under the Fair Labor Standards Act

The past year has brought changes. The courts have invalidated some of DOL's overtime rules and interpretations. The Department has issued new proposed rules that will significantly impact salaried-exempt positions. The scope of what employers must pay as "work time" has been both expanded and narrowed by the Supreme Court, in different ways. This presentation will highlight key developments and provide insights to help you avoid liability.

Bob Gregg, a partner and Chair of the Labor & Employment Law Practice Group at the Boardman & Clark Law Firm in Madison, Wisconsin, has been representing employers for over 30 years in a wide variety of litigation, including EEOC discrimination claims, wage and hour suits, FMLA, NLRA, equal pay, contract, and unemployment compensation cases. Bob is nationally recognized for his work on harassment, bullying and respectful workplace issues. He has designed the employment handbooks and effective workplace policies and procedures for numerous private and public employers.

Bob has conducted over 3,000 supervisory training programs throughout the United States. He is a member of the National Speakers Association, SHRM, a national faculty member of the American Association for Affirmative Action Certification Institute, and serves on the Board of Directors of the Department of Defense Equal Opportunity Management Institute Foundation.

Jennifer S. Mirus is a partner in the Labor and Employment Law Practice Group at Boardman & Clark LLP in Madison, Wisconsin. Jennifer represents employers in all aspects of employment relations, including hiring, discipline and terminations, wage and hour issues, discrimination, ADA, FMLA, and harassment. Jennifer also has extensive experience negotiating and drafting employment contracts, non-compete agreements, and employee handbooks. Jennifer's experience also includes conducting workplace investigations and human resources and management trainings for clients of all sizes.

Andy DeClercq is a senior associate with Boardman & Clark LLP, where he has been practicing since 2009. Andy's practice focuses primarily on labor and employment and employee benefits law, and he is also active in the areas of health law and litigation. Andy has broad experience in advising employers on the wide spectrum of employment and employee benefits issues that arise under state, federal, and local law. Andy also regularly represents employers in responding to administrative complaints and compliance audits.

Give Employees C.R.A.P....and 7 Keys to Retention
Jeff Kortes
Wednesday, October 14, 2015
1:00 pm-4:30 pm

Track: Talent
Level: Intermediate

Jeff runs his own company, Human Asset Management LLC, which helps organizations to recruit, engage, develop and retain their best people. He is a member of the National Speakers Association (NSA) and a frequent speaker on the topic of retention, engagement, and recruitment to human resources departments, associations and business groups. Jeff is the author of Employee Retention Fundamentals No Nonsense Strategies to Retain Your Best People and Welcome to Dodge Tales from the Frontiers of Business.

In addition to having 25 years in Human Resources leadership roles and prior to starting his own company, he gives you an eye opening glimpse into what motivates solid performers to consider leaving their employers and what gets them thinking that the grass is greener on the other side of the fence. The key take-aways from Jeff's presentation include:

- Identify gaps in your retention plan in order to begin developing a strategic roadmap of activities that can be used to drive retention.
- Understand reasons that solid performers leave an organization AND be able to act on those reasons to increase retention.

- Understand key retention factors that are important to different generations.

30 Days to Become A Better HR Pro
Trish McFarlane & Gareth Jones
Wednesday, October 14, 2015
1:00 pm-4:30 pm

Track: Executive
Level: Advanced

Trish McFarlane is the CEO of H3 HR Advisors. A former HR executive with almost 20 years of experience in Big 4 public accounting, PR, healthcare, and IT, her expertise in leadership, performance management, training & development, change management, social media, and innovation, enables her to capture readers and audiences with real-life examples of how leadership plays out in organizations.

Trish is also the author of the HRRingleader blog, Co-Host of the HR Happy Hour radio show, Host of the HCMx Radio show, and co-founder of HRevolution and Women of HR.com.

Gareth's career spans over 24 years and multiple roles having worked across HR, Business Development, Consulting, CRM, Marketing and Recruitment. A regular speaker and blogger on the future of HR and resourcing technology he has spent the best part of the last 10 years challenging conventional thinking, deconstructing business models and pioneering the use of digital strategies to improve business performance. Prior to joining Chemistry, Gareth spent several years immersed in technology and social business, working largely with entrepreneurial tech start-ups in HR/Resourcing and large corporates, helping them to understand and make the most of what digital can offer. Gareth joined The Chemistry Group in April with a brief to scale Chemistry's products and services through the use of smart technology, with a particular focus on the future of people, mobile and social.

We've all been there- as a current or aspiring HR leader, we all know that the business of putting out fires often takes over any time to be proactive in our roles. Two things lead to success in pushing past this mode of operation. The first is taking responsibility for your own career development and creating a plan of action. The second is breaking your learning into small, manageable bites so that you're able to master upgrading your skills and approach.

This session will give you a sample plan with real, actionable steps you can take back to your workplace. Some you will have already tried and some will be completely new to you. Join the session and we'll cover learning more about social, mobile, compliance, research, and tools to help make your job easier.

Thriving at Work: How Resilience Skills Tame Burnout
Paula Davis-Laack
Wednesday, October 14, 2015
1:00 pm-4:30 pm

Track: Talent
Level: Basic

Paula Davis-Laack, JD, MAPP, is a former practicing lawyer, an internationally-published writer, media contributor, and a burnout prevention and stress resilience expert who has taught and coached burnout prevention and resiliency skills to thousands of professionals around the world. Paula was selected to be part of the University of Pennsylvania faculty teaching and training resilience skills to soldiers as part of the Army's Comprehensive Soldier and Family Fitness program. The Penn team trained over 20,000 soldiers.

Her articles on stress, burnout prevention, resilience, and thriving at work are prominently featured on her blogs in *The Huffington Post, U.S. News & World Report*, and *Psychology Today*. She is the author of two e-books, the latest one titled, *Addicted to Busy: Your Blueprint for Burnout Prevention*.

Paula works with brands such as American Express and NIVEA to help them craft messages around what it means to have success, health, and happiness today. Her expertise has been featured in and on *O, The Oprah Magazine*, Time.com, Fast Company, Forbes.com, *Women's Health* magazine, The CBC (Canadian Broadcasting Corporation), The Steve Harvey TV show, Huffington Post Live and a variety of radio programs and podcasts. She was also named a Top 10 Online Influencer in the area of Stress by Sharecare, a Dr. Oz website.

She is the Founder and CEO of the Davis Laack Stress & Resilience Institute, a practice devoted to helping companies and busy professionals create sustainable success at work and in life. Her website is www.pauladavislaack.com and her email is paula@pauladavislaack.com.

Burnout is a pervasive illness that impacts many professions. This translates into serious bottom line consequences such as increased turnover, absenteeism, presenteeism, incivility, and health insurance costs. Luckily, burnout is preventable with the right tools and strategies, and resilience skills have been shown to be a large part of the burnout prevention solution.

The key take-away from Paula's presentation include:

- Participants will learn the 3 parts of the Burnout Formula, along with the specific warning signs of burnout, gender differences, why being an "otherish" giver can protect you from caregiver burnout, crossover/spillover effects (burnout at home can "transfer" to work and vice versa; employees can "catch" a leader's burnout, much like you can catch a cold)
- The 7 principles of burnout prevention along with the FOCUS model of resilience - all research-based.
- Three research based skills that they can start using immediately, both at home and at work, to build their resilience and prevent burnout

Why Don't Employees Come to work Motivated?
John Graci,
Thursday, October 15, 2015
6:30 am-7:30am

Track: Strategic/Business
Level: Basic

John Graci is an Author, Consultant, and Leadership Adviser with more than 20 years of management experience in production, office, union and non-union environments. He has the unique ability to look at the leader and employee relationship in straightforward terms which allows him to coach managers through the process of changing their employees' attitudes and performances.

A recent study concluded that only 26% of all employees are performing at their full potential. Will that level of performance enable you to thrive in this highly competitive global market place? Leaders possess an immense amount of power in creating a motivational environment for their employees.

This fast moving and engaging program will show how executing the fundamentals of leadership greatly impact the motivational choices employees make to work faster, harder and smarter. Conversely, this program will show the unintended consequences of choosing not to execute their job description. Think money is the ultimate motivator, think again!

The take-away from John's presentation include:

- Understanding a leader's role in employee motivation and discovering how managers create behaviors they don't want and what to do about them
- Ability to fulfill employee motivational needs and recognize the impact of generational issues when motivating the workforce
- Achieve dramatic improvements in employee motivation and performance and get employees to want to come to work

Redefining Your Recruiting Strategy
Marcy Maul
Thursday, October 15, 2015
6:30 am-7:30 am

Track: Talent
Level: Intermediate

Marcy Maul leads ADP Talent Acquisition Solutions, development of best-practices, process design strategies and configurations for new and transforming clients in the RPO, SaSS /I-9 and Recruiting Technology system spaces. She acts as an industry liaison, developing best-practices and strategies to fulfill client needs across Talent Acquisition Solutions. Marcy partners with the client talent acquisition leadership team and oversees ADP RPO team recruitment delivery to ensure the satisfactory implementation and ongoing management of evolving best practices in talent acquisition delivery.

Developing a recruitment strategy that meets current staffing needs but remains flexible enough to adapt to future trends and changes is a crucial factor for every company. Rapid economic changes, the rise of contingent labor, and the swelling ranks of Millennial workers all require companies to build proactive, engaging recruiting strategies. Learn how to apply mobile strategies, use talent communities, leverage social media, and utilize veteran hiring programs and total value propositions to attract top talent to your organization. Attendees will learn how to develop a recruiting strategy that uses current and cutting-edge best practices to find and attract high-quality candidates.

Attendees will learn how to use best practices to develop a cutting-edge recruiting strategy, methods for leveraging multiple recruiting strategies to find and attract candidates, and tactics for applying high-level recruiting methods to an existing talent acquisition program.

F.M.L.A. Finally Manage Leave Abuse
Keith Kopplin
Thursday, October 15, 2015
6:30 am-7:30 am

Track: Strategic/Business
Level: Advanced

Keith E. Kopplin's practice focuses on employment litigation and employment law matters. Keith assists clients in resolving wage and hour class and collective actions, defending employment discrimination claims, responding to government audits, and improving workplace policies and procedures. He also provides day-to-day counseling to employers regarding a wide range of human resource matters including discipline and discharge decisions, the Wisconsin and federal Family and Medical Leave Acts, wage and hour practices, and workplace accommodations.

Although FMLA leave is unpaid, it is also protected. Among other things, this means that employees who take FMLA leave generally cannot be treated less favorably than other employees and that they must generally be returned to work when their leaves conclude. These protections can inevitably lead to abuse.

In this advanced session, Keith will review some of the most-abused areas of the federal FMLA, providing strategies and tactics for managing those who malinger.

The key take-aways from Keith's presentation include:

- Ability to recognize some of the common indications that FMLA is being abused
- You will understand how employment policies can be used to combat FMLA abuse
- You will learn how to use the certification process to confirm your suspicions, or corroborate legitimate requests for leave

Target Date Options – The New Fiduciary Paradigm
Michael Daley
Thursday, October 15, 2015
6:30 am-7:30 am

Track: Total Rewards
Level: General

As a Senior Retirement Consultant for Oppenheimer Funds, Mike collaborates with financial professionals to help find innovative solutions to retirement plan challenges, and helps advisors grow their business to meet the investment needs of an increasingly complex retirement marketplace. He directly supports financial advisors, relationship managers and consultants by sharing expert technical knowledge and translating ideas into practical, actionable strategies. What's more, because Oppenheimer Funds does not offer a 401(k) platform, he can take an impartial, consultative approach to best align provider selection with customer needs.

Prior to joining Oppenheimer Funds in 2006, Mike spent 14 years at Merrill Lynch, where he held various managerial and sales positions. He is a graduate of Fordham University and is Series 7 and 63 licensed. He is also a Chartered Retirement Plans Specialist and an Accredited Investment Fiduciary. Mike lives in St. Charles, IL, with his wife and two daughters. Mike recognizes that building and maintaining relationships is fundamental to success. He is committed to providing consultative support to his clients for all aspects of retirement plans.

Target Date Retirement options continue to gain momentum inside the country's 401k plans. Assets are expected to eclipse $1 Trillion over the next 10 years and more and more Americans invest their money in these investment options. The Department of Labor issued guidance for plan sponsors. What did the DOL say and what should Plan Sponsors do as a result? This session will provide plan sponsors and administrators with information that they will need in order to go out and effectively understand and monitor their current target date options. It will also provide backdrop for the growth of the “custom” target date portfolios that are being created and distributed in plans across the country.

After attending Mike’s session, attendees should be able to 1) define the process to properly analyze target date funds, 2) understand the features and benefits of a target date fund solution, and 3) review and understand the DOL's plan sponsor guidance surrounding target date / QDIA

Using Your Essence for Engagement, Growth & Innovation
Danny Gutknecht
Thursday, October 15, 2015
11:15 am-12:30 pm

Track: Strategic/Business
Level: Intermediate

Danny Gutknecht CEO & author of the upcoming book "Essence" has developed a methodology called Essence Mining that enables organizations to understand their essence, its structure and how to use it to grow. He has consulted for global companies such as Expedia.com, B/E Aerospace, University of Michigan as well as Silicon Valley start-ups to efficiently re-design communication for engagement, recruiting, innovation and leadership development.

The core driver of growth and innovation for any organization is the vital and meaningful interactions between people that lead to creative breakthroughs. That is the source of engagement, as well as a thriving culture. But few organizations understand the key elements that spark those interactions.

Those key elements are often unidentified and embedded in the individual, team and organization. Many organizations tap some of the elements, yet are unclear on how best to use them. But what if you had a map? What if you could apply a methodology that not only identifies these core elements in the informal organization, but shows how they are connected to your organization’s mission?

What if the secret to engagement, innovation and growth was actually a lot more efficient and organic to your organization than you ever imagined? We’ve reached the moment for the next evolutionary stage of work and competition, beyond Peter Drucker’s Management by Objective and into Building Your Organization on Essence.

This presentation will explain these discoveries from massive data gleaned over 20 years.

The key take-aways from Danny’s presentation includes:

- Over the course of history most innovation has sprung from 3 major shifts. The shift from authority to process in science, rights and resources. Scientific Method, Democracy and Capitalism. Bijoy Goswami describes the next shift, "Meaning" is emerging as the fourth house undergoing the change from authority to process. But what are the rules of meaning and how do we understand it? I spent 18 years gleaning an insurmountable amount of data to uncover the architecture of meaning. Discovery of this meaning architecture is as fundamental to human connectedness as the discovery of fractals in mathematics.

- The purpose of this session is to help participants understand the meaning architecture that drives culture. We've reached the moment for the next evolutionary stage of work and competition, beyond Peter Drucker's Management by Objective and into Building Your Organization on Essence. This presentation will explain these discoveries from massive data gleaned over 20 years.

- Questions Answered: 1. What is Essence and what does it have to do with my culture? 2. How can Essence Mining reveal the "architecture of meaning" in my organization when all other approaches only scratched the surface? 3. How are great leaders already using essence to create engagement, growth and innovation? 4. How can I begin to use the model to impact my organization today?

Background Screening-What You Don't Know Can Hurt You
Debra Keller
Thursday, October 15, 2015
11:15 am-12:30 pm

Track: Talent
Level: Basic

Debra Keller is VP of Operations at Reference Services, Inc. (RSI), one of only 46 background screening firms in the entire U.S. to be nationally accredited. Deb is a national authority on background screening, regulatory compliance, the FCRA, the use of criminal records in the employment process and the EEOC New Guidance of 2012. Deb is also one of only 77 people in the U.S. to hold the FCRA Advanced Certification credential, which designates an advanced expertise in the FCRA & background screening.

In today's litigious environment, performing background checks is more important than ever. An employer can improve applicant quality, reduce employee theft and violence AND protect themselves from negligent hiring, which is very much in the headlines today. However, not understanding what makes a background check truly comprehensive or the differences between bad data and good data can almost render a background check useless.

Additionally HR professionals are challenged to keep up with the ever changing regulatory environment regarding the use of criminal records and consumer reports, while there's NO education provided on background screening. This presentation covers comprehensive reports, data sources, credit reports and many legal compliancy problems and how to avoid them.

It is a must attend for all HR professionals who are responsible for talent management, hiring & recruiting or compliance practices in their organization. The key take-aways from Debra's presentation includes:

- Learn the real reasons an organization should perform employee background checks & the components of a truly comprehensive background check what you need & what you don't.

- Learn where criminal records come from, what constitutes "good data" and the differences in manual county searches vs. online instant searches and the dangers instant data poses. You'll also learn about order review and why you know it's important, fingerprinting (and why it's not), credit reports (can I run them?), state and federal searches.

- Learn who regulates background screening & why & common compliancy problems and how to avoid them, including applicant authorization forms, adverse action & what charges you can consider and for how long including state & federal regulations. We'll cover ALL of the most common forms of compliance & consumer violations.

Talent Shortages & Skills Gap – 5 Ways to Win the War for Talent
Jennifer McClure
Thursday, October 15, 2015
11:15 am-12:30 pm

Track: Executive
Level: Advanced

Jennifer is President of Unbridled Talent LLC, a consulting and advisory firm providing services to clients in the areas of leadership, executive communication skills and talent strategy. A popular speaker who has spoken at over 175 industry-related conferences and events (including 3 separate SHRM Annual Mega-Sessions to popular acclaim), Jennifer has provided workshops and training for leadership, human resources and talent acquisition teams at a variety of organizations – including Fortune 100 clients.

HR leaders must participate as contributing partners in their organization's strategic planning process and must ensure that their companies have the right talent at the right time and in the right place. They must also develop and implement new recruiting, retention and leadership programs to address the changing business needs and compete for in-demand and scarce talent while recognizing that hiring criteria and training opportunities must be revised and addressed. In this session, you will learn to acknowledge and embrace the changing world of recruiting. You will be provided with five ways to attract and retain high-demand talent and develop innovative strategies to address critical talent shortages and skills gaps. In a world where demand exceeds supply, we have a war for talent. It's time to get creative, get analytical to win that war.

Wellness Plan Compliance: Let's Get You to the Finish Line
Renee Kuhs & Jennifer Walther
Thursday, October 15, 2015
11:15am-12:30 pm

Track: Strategic/Business
Level: Intermediate

Renee Kuhs, Compliance Attorney, is a member of the team at RC Insurance Services. She has extensive experience in the area of Employee Benefits Compliance. Renee focuses on helping RC's clients understand the complex compliance obligations that govern health insurance plans, including the Affordable Care Act.

Jennifer Walther's emphasis is on representing employers in all aspects of labor and employment law. She works with companies to implement preventive measures to avoid larger problems, and to protect the employer from expensive litigation. When necessary, she successfully defends employers in state and federal courts and administrative agencies.

Join us to learn why the EEOC has filed lawsuits against two Wisconsin employers and one located in Minnesota. We will explain why compliance with HIPAA wellness rules may not be enough to avoid litigation and what you should do differently. We'll ask the audience to listen to the facts of each case and act as the jury to determine the outcome.

The take-away from Renee's & Jenifer's presentation include:

- Understand when health risk assessments and biometric screenings can be used to gather information without violating the ADA
- Know what is required by the HIPAA wellness rules
- Learn how to design an effective wellness plan that complies with ALL of the laws governing this area

LEAVING? You just got here!
Pamela Stroko
Thursday, October 15, 2015
11:15 am -12:30 pm

Track: Talent
Level: Intermediate

Pamela Stroko is the Talent Management Expert & Evangelist at Oracle Corporation and a recognized leader in the talent management arena with over 20 years' experience as a practitioner. Over her career she has developed deep expertise in all aspects of talent management, focusing on delivering business results by aligning enterprise strategy with strategies for building people capability across the organization.

Pamela developed her expertise as a talent leader by serving in senior business and HR roles at RR Donnelley & Sons Company, Deloitte, The Coca Cola Company, ICI London, and Gap Inc. She has authored numerous implementation tools that drive organization effectiveness and connect talent management to business performance.

You're LEAVING? You just got here! (Why it's not just about acquiring the "best talent), 5% of employees make the decision on their first day to look for another job. If a new hire leaves within the first year, are you due your money back?

Onboarding is more than insuring that employees fill out their paperwork, understand their role and meet their manager. On boarding is a continuation of the talent acquisition process that you worked so hard to attract your candidate with, as matter of fact, the same techniques can be made for any type of transition an employee has.

These moments are periods of acute vulnerability, because employees lack established working relationships and a detailed understanding of their new role. Each employee is on a journey and it is up to us to make that something each employee values as unique.

Learn how to reinforce the talent brand, how to predict success early on, how to accelerate the time to productivity and how to insure that your new employee comes on board, motivated, excited and ready to contribute.

The key take-away from Pamela's presentation include:

- Understand the high risk period for an employee and why it matters
- Use techniques to bring employees on faster, more productively and with a higher level of satisfaction throughout the organization
- Know what an Employee Experience Journey Map is and how to create one

Myths of Merit/Virtues of Variable - Comp Cases
Rena Somersan
Thursday, October 15, 2015
11:15 am-12:30 pm

Track: Metrics
Level: Intermediate

Somersan is a Principal with the Compensation Consulting practice of Verisight. With over 20 years of diverse consulting experience assisting clients in executing their strategic HR and compensation initiatives she has a degree in Economics and Japanese from the UW Madison and an MBA. Somersan's expertise includes the design of workforce and executive compensation programs, performance management systems and leadership development in a variety of industries. She's a National SHRM and World at Work member as well as a Metro Milwaukee SHRM 2014 President.

A lively interactive program to examine the myths of merit pay and the fatal flaws built into it as well the virtues of variable pay, which, when done well, can energize the team to catapult organizational performance.

Don't just fall back and say, yes, we have a pay for performance program and all employees are awarded on the basis of their performance unless you mean it! What if those merit increases won't be enough to move an employee from low in their salary range up to the midpoint? What if merit increases alone won't ensure competitive pay? Do you have a way of monitoring the comp packages of your best people? This program will involve the audience in a case study and cover budget presentations to illustrate the higher ROI on dollars spent for variable pay programs versus traditional merit pay programs.
The key take- away points from Rena's presentation include:

- Describing the causes that make merit pay more myth than actuality
- Demonstrate understanding of the ROI of variable pay along with best practices and trends
- Calculate compensation budgets using a more innovative approach to retain high performers

Optimize Your Management Spans of Control
Richard Sperling
Thursday, October 15, 2015
11:15 am-12:30 pm

Track: Rewards
Level: Intermediate

Rich Sperling formed Sperling HR, LLC, in 2009 after 30 years in human resources and consulting. Before establishing Sperling HR, Rich was a Senior Consultant at Hay Group.

Rich works with clients to build jobs,

organizations, and reward programs that support and enable their business strategies and objectives.

Compensation issues aren't always about pay levels. Sometimes they are about the number of managers and management layers an organization has, which in turn is driven by the number of direct reports each manager has (also called the manager's span of control). Spans of control that are too broad or too narrow can have serious effects on organization performance. Optimal spans don't just happen. Unless organizations actively manage spans of control, they are likely to find more that are either too broad or too narrow and fewer that are just right.

By managing spans of control, companies have directly impacted their cost, organization effectiveness, communications, employee engagement, manager-employee relationships, and more.

This session will engage participants in learning how to help their organizations optimize management spans of control.
The key take-away points from Rich's presentation include:

- Learn ways to manage compensation costs, increase organization effectiveness, and enhance employee engagement by managing spans of control
- Learn what factors make different spans of control appropriate in different situations
- Learn how this process has been used to help supervisors, managers, executives, and business unit leaders understand, track, plan, and manage spans of control in their organizations

The Optimistic Leader: Creating Positive Work Environment
Dr. Justin Rueb
Thursday, October 15, 2015
11:15 am-12:30 pm

Track: Strategic
Level: Basic

Dr. Justin Rueb is President and Owner of Aspiring Heights, an independent training and organizational consulting firm specializing in leadership, team-building, and organizational culture and climate.

He obtained his Ph.D. from Virginia Tech in industrial psychology, with an emphasis in leadership and is also currently an Associate Professor at the University of Wisconsin-Stevens Point. This background combined with his 25-year leadership career in the military allowed him to work with a variety of organizations in the military, academic, and corporate sectors.

In today's world, organizations are often looking for key leaders who can get the most from their followers. Although often overlooked for higher-profile leaders, optimistic leaders appear to have an influence on their followers in such a way that productivity under their leadership outperforms that of other leaders.

This session will focus on understanding what optimism is, how leaders become optimistic, and how this optimism causes increased productivity and improved company climate. Specifically, attendees will explore the benefits of being an optimistic leader and how they can become optimistic leaders.

The presentation will have attendees determine their own level of optimism. Next, attendees will learn various leadership tools and how they can use those tools to produce results. The session will involve several activities that require audience participation in an effort to personalize one's own experience with optimistic outlooks through leadership experiences.

The Key take-away points from Justine's presentation include:

- To understand, what leadership is and its importance at work
- To understand, how optimism impacts leadership and subsequent productivity
- To understand, optimism affects organizational climate positively and leads to reduced waste, absenteeism, and accidents while increasing tenure and organizational commitment

Developing the Leadership Rudder & Trim-tab
Suzanne Qualia
Thursday, October 15, 2015
11:15 am-12:30 pm

Track: Strategic
Level: Advanced

Executive Leadership Coach & Certified Trainer - Suzanne Qualia, MBA CIRM is passionate about helping individuals, teams and organizations achieve their full potential. For more than 25 years she has led teams in small, medium and large businesses honing her organizational and leadership skills. She knows the day-to-day people, process and tools challenges organizations face in achieving bottom line results.

In addition to her corporate experience, she has continued to specialize her skills in executive coaching and organizational change. Recently she completed studies with the Coaches Training Institute and the Center for Executive Coaching.

Do your leaders feel they are floating in the middle of the leadership ocean, pulled in multiple directions by multiple forces? Do they wonder if they are heading in the right direction at the right speed? Do they desire greater leadership effectiveness including the vision and insight to course correct with ease, confidence and success?

This session reviews the fundamental aspects of the R-U-D-D-E-R leadership model: Relationship builder, Unstressed, Direction setting, Disciplined, Emotionally intelligent, Results focused leader. The small device attached to a rudder -the trim tab - creates impact and efficiency for the rudder with its subtle presence.

Those high impact T-R-I-M T-A-B elements are: Truth living, Resonant, Intuitive, Mindful, Tenacious, Aligned and Belief in possibilities Balanced-BEING. Attend this session to learn about the rudder and trim tab leadership components that keep your leaders on course and on track for HR as well as the entire organization's success. The key take-away points from Suzanne's presentation include:

- Learn the R-U-D-D-E-R and T-R-I-M T-A-B leadership model components and why they are fundamental to leadership success

- Come away with a framework for each component that allows leaders to strengthen each of the model areas
- Understand the 3 main tools that assist leaders with developing/strengthening their Leadership Rudder and Trim-tab and the efficacy of each in leadership development

Generation Accommodation: ADA Compliance Strategies for Boomers, Xers, and Millennials
Tom O'Day & Scott LeBlanc
Thursday, October 15, 2015
11:15 am-12:30 pm:

Track: Strategic/Business
Level: Basic

Tom O'Day is an associate at Godfrey & Kahn's Madison office in Labor & Employment and Health Care Practice. Tom counsels private and public employers on hiring and firing, drafting and enforcing restrictive covenant agreements, litigating discrimination claims, and drafting employment and severance agreements. Tom has appeared before the Wisconsin Equal Rights Division, Equal Employment Opportunity Commission, National Labor Relations Board, and state and federal courts. Tom earned his law degree from the University of Wisconsin.

Scott LeBlanc is an associate at Godfrey & Kahn's Milwaukee office in the Labor & Employment and Immigration Practice Groups. Scott advises clients on a wide variety of labor and employment issues, including confidentiality, non-competition and non-solicitation agreements, employment discrimination, wage and hour claims, and family and medical leave administration. Scott also assists clients with drafting and enforcing employment and severance agreements. Scott earned his law degree from Duke University.

With a changing and aging workforce, human resources professionals are called to manage a growing number of disabilities in the workplace. Each of the generations currently populating the workforce have unique types of medical conditions requiring accommodation.

Those different generations also approach those medical conditions differently both in the workplace and outside the workplace. Attendees in this seminar will learn some of the basic foundations of federal and state disability accommodation law that apply to all employees in the workplace, regardless of generation.

We will then focus on the growth of particular generational conditions, including mental health conditions, and revisit past practices to accommodate employees with mental health conditions, including episodic conditions. We will explore real-life examples of how employers handled or mishandled accommodations in the workplace.
The key take-away from Tom & Scott's presentation include:

- Understand current federal and state law related to accommodations in the workplace, including the differences in application of state versus federal law, with an emphasis on the practical effect of how appeals courts are interpreting the expansion of disability and accommodation requirements from the Americans with Disabilities Act Amendments Act
- Identify unique aspects of addressing mental health conditions in the workplace, including how requests for

an accommodation might be expressed, how employee misconduct related to mental health conditions should be handled, how episodic conditions might be accommodated and how the direct threat defense under federal law has been interpreted and might be applied

- Experience working through real-life examples of accommodation scenarios across each of the generational needs of the workforce, with interactive dialogue and peer sharing to enhance the learning experience. Discuss the future of accommodating medical conditions in the workplace, driven by employees from different generations, and how human resources professionals can prepare their managers to best address front-line accommodation needs

Disrupt YOU!
Trish McFarlane
Thursday, October 15, 2015
11:15 am-12:30 pm:

Track: Strategic/Business
Level: Intermediate

Trish McFarlane is the CEO of H3 HR Advisors. A former HR executive with almost 20 years of experience in Big 4 public accounting, PR, healthcare, and IT, her expertise in leadership, performance management, training & development, change management, social media, and innovation, enables her to capture readers and audiences with real-life examples of how leadership plays out in organizations.

Trish is also the author of the HRRingleader blog, Co-Host of the HR Happy Hour radio show, Host of the HCMx Radio show, and co-founder of HRevolution and Women of HR.com.

Leaders today are expecting HR professionals to step out of the operational role and become strategic business partners. In this keynote session, Trish will talk through some of the key aspects of HR administration and operations that remain important as well as areas HR pros need to develop in order to be the business partner that organizations need in the coming years. She will share examples and encouragement for making the change, growing and ultimately, disrupting your approach to your career.

5 Strategies for Developing Highly Successful People,
Rusty Lindquist
Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Strategic
Level: Intermediate

Rusty is the Vice President of Strategic HR Insights at BambooHR, where he studies the intersection of organizational behavior, talent management, and HR strategy, all within the dynamics of small to medium-sized businesses. Before that, he spent three years leading product innovation in the Learning and Development industry, and 15 years running product teams in other SaaS companies. Rusty is also a writer and public speaker, passionate about helping people take control of their lives by escaping the gravitational pull of their past, and engineering their future. BambooHR is a leading HR Technology company whose innovations are designed to power strategic HR in small to medium-sized businesses

What causes employees to be successful? This presentation will share five strategies you can use on a daily basis to make your employees more successful. Moving away from the yearly performance reviews to make daily coaching and mentoring can be challenging.

Rusty Lindquist will share how this will help productivity increase and how to create a leadership succession plan. The key take-away from Rusty's presentation include:

- Gaining insight on how to give regular feedback that will actually improve performance
- Insight on how to create a feedback culture to improve productivity between performance reviews
- Insight on how to coach and mentor employees to become future leaders within their company

Critical Mistakes Benefit Plan Fiduciaries Make (And How To Avoid Them)
Debra Castellani & Bill Conrad
Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Rewards
Level: Intermediate

For over two decades, Deborah Castellani has been working with individuals, large and small businesses, employee benefit plans, and foundations to help them reach their long and short term goals through investment management and business consulting.

Ms. Castellani has been a fiduciary for many qualified plans including those with only a handful of participants to over 20,000 participants.

William "Bill" Conrad assists companies and fiduciaries identify operational in-efficiencies so they can reduce overall risk and liability. After serving in the Marines in Vietnam, he attended law school then entered the financial world and has been a regulator, auditor, HR department head, and trust group head, CEO of 2 multi-billion dollar Investment companies and CEO of a multi-state Broker Dealer.

Bill is an international speaker, strategist and innovator for financial, fiduciary and retirement plans. During his 40 plus year career, he has designed and implemented various innovative financial products and systems. Most recently, he assisted in creating an innovative 401(k) e-compliance tool, The FIRE System, and a fiduciary education tool, The Ignite System to help un-complicate retirement plan compliance for plan sponsors and their fiduciaries.
Today, Bill assists companies and their fiduciaries in understanding their role of being an ERISA fiduciary so they can reduce their professional and personal risk.

The DOL, Congress, SEC, everyone is talking about retirement plan fiduciaries. A must attend session for anyone who works or touches a retirement plan. Many service providers miss-educate plan sponsors because many do not know ERISA themselves. Because of this, plans sponsors think they are protected, but likely they are NOT.

Whether ERISA, retirement, medical or state fiduciaries, they all pretty much make the same mistakes and have the same responsibilities as a fiduciary.. Find out the critical mistakes you could be making before the regulators or litigators find them for you! This light-hearted, but educationally-packed presentation helps fiduciaries understand their responsibilities and shows them uncomplicated steps to minimize their personal and professional liability.

Find out why fiduciary is the hot topic and how to keep yourself protected.

The key take-away from Debra's & Bill's presentation include:

- Understand your fiduciary responsibility and why the government is focusing on fiduciaries
- Learn (at least) 3 critical mistakes anyone of these can create personal liability
- Find out easy techniques to avoid these mistakes and reduce your fiduciary risk

So You Want To Be CHRO": Are You Ready?
Mary Faulkner
Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Strategic/Executive
Level: Advanced

Mary is a talent strategist and business leader with over 10 years' experience in helping organizations achieve their goals. After working on the Operations side of start-ups and small companies, Mary landed in HR by way of learning and development, with extensive experience in leadership and organizational development, coaching, key talent planning, performance management, business partnering, HRIS, process and policy creation, and instructional design.

In addition to her work within companies, Mary authors a leadership development blog (www.survivingleadership.wordpress.com) to continue the dialogue around the challenges of leadership both being a leader AND being led.

Human Resources professionals know their role within their own teams but often struggle when they reach the top job - whether due to their own potential uncertainty or the lack of cohesion with the rest of the leadership team.

This session explores the role of the HR executive in the C-suite, the challenges inherent in being treated equally, and suggestions on how to succeed in being a true business leader. The key take-away from Mary's presentation include:

- Define the key characteristics of a successful CHRO and determine if you are ready for the role
- Identify common challenges inherent in being a member of an executive team and how to overcome them
- Identify practical actions to implement within your workplace to work more effectively with your executives

Dynamic Leadership: Closing Leadership Skills Gap
Elissa Tucker
Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Strategic
Level: Intermediate

Building on more than 15 years of experience in human resources research, writing, and advising, Elissa Tucker develops and executes APQC's human capital management (HCM) research agenda. She has completed numerous research studies and reports on such topics as leadership, talent optimization, human resources trends, recruiting and hiring, training and development, performance management, and talent management.

Prior to joining APQC in 2010, she worked as a senior research consultant at HR consultancy Hewitt Associates, now AonHewitt, where she led many large-scale quantitative and qualitative research studies and authored numerous research reports, white papers, and presentations. Tucker also co-edited and contributed to the 2006 book: Workforce Wake-Up Call: Your Workforce Is Changing, Are You?

Elissa Tucker will share APQC's recent research findings regarding the leadership shortage and a promising solution to the shortage called dynamic leadership. She will introduce five companies that are practicing dynamic leadership and share the best practices used by these organizations to sustain leadership capabilities. Attendees will hear how Cardinal Health, Caterpillar, Ford, Monsanto, and W.L. Gore define core leadership behaviors for their organizations, make leadership the responsibility of every employee, offer leadership development to all employees, enable all employee leaders to tap organizational intelligence, and give employees the freedom to take up and hand off leadership responsibilities.
The key take-away points from Elissa's presentation includes:

- Attendees will learn which leadership skills are needed most for organizational success and which business forces are driving a shortage of these skills in most organizations

- Attendees will be introduced to the dynamic leadership shortage solution, a set of organizational practices and beliefs that APQC research found is correlated with organizations having more of the leadership capabilities needed for business success today and in the future

- Attendees will also learn how these organizations have adapted traditional leadership development practices, such as high potential development programs and succession planning, to support a more dynamic and inclusive style of leadership

Managing People, Managing Process
Steve King
Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Talent
Level: Advanced

Steve King is the Executive Director of the Center for Professional and Executive Development for the Wisconsin School of Business at the University of Wisconsin Madison.

Prior to taking this position, Steve held the positions of Vice President of Global Talent Management for Baxter International, Senior Vice President of Human Resources at Hewitt Associates, and Chief Learning Officer at Hewitt Associates. Before joining Hewitt, Steve was with the Bank of Montreal's Institute for Learning the bank's corporate university where he was faculty head for leadership and change.

He also held training and management development positions within Caremark and

Harris Bank. Steve has an M.A. from the University of Wisconsin Madison and a B.A. from the University of Iowa, both in economics.

Steve's program explores the duel challenge facing a new front line supervisors of managing both people and processes simultaneously. This duel challenge makes that transition from individual contributor to front line manager one the riskiest of one's career. The focal point of this session will be techniques and advice to mitigate this risk.
The key take-away points from Steve's presentation includes:

- Apply the six conversations every manager must have with employees to ensure robust performance
- Leverage the Brag, Worry and Wonder, Bet framework to ensure feedback is balanced and impactful
- Build the appropriate contingency plans into the processes to ensure expected results

Benefits Communication Boot Camp
Andrea Tarrell
Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Talent
Level: Basic

As Director of Marketing, Andrea is responsible for setting the strategy behind HNI's marketing and communication efforts. Her responsibilities include managing HNI's digital footprint, lead generation, public relations, and internal communications for our four locations.

In addition to leading HNI's marketing and communication strategy, Andrea serves as an advisory resource to our customers. Client projects have included:

- Benefits communication
- Employer branding and social recruiting
- Website development and search engine optimization
- Social media
- Video production

There is widespread benefits bewilderment among most employee populations. Plan documents are confusing, and people aren't engaged in the health and wellness messages they're receiving. It's time to change the game in benefits communication.

Whether you're rolling out a new plan this year or trying to get employees more engaged in your current plan, this workshop illuminated ways to dramatically improve your benefits communication, leaving employees smarter about their benefits and more appreciative of what they're getting from the company.

If you've struggled to get employees to understand and appreciate your benefits offering, this is a presentation you won't want to miss.

The key take-away points from Andrea's presentation include:

- How to make benefits communication A LOT more engaging and develop a brand identity around your benefits package
- Sharing the WHY of benefits &

articulating the value to employees... year round

- Real-world examples of the best and the worst in benefits communication

How to Lead the Way to Picture Perfect Change
Jonathan Michael Bowman
Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Leadership & Navigation
Level: Intermediate

Jonathan serves as CEO of Clear Picture Leadership®. Born in Pittsburgh, Pennsylvania, Jonathan is the last of four children, whose lives were enveloped in poverty and homelessness. By the time he was 17 years old, he and his family had lived in two homeless shelters, a church, a small fourth-floor attic, public housing projects and a hotel, among many other places.

However, with his determination to ascend from poverty unaffected, he earned his G.E.D. and obtained an associate's degree in English and Communications at Allegheny Community College. He went on to earn his bachelor's degree in Journalism and Communications from Point Park University where he graduated Cum Laude. Jonathan then attended and graduated from Ohio State University College of Law.

Jonathan is also an avid photographer. He uses lessons learned from his childhood, leadership skills honed throughout his career and the inspiration embodied in his artwork to encourage leaders to achieve a clear picture vision. As Jonathan says, picturing your destination is the first step to achieving something great. Sometimes leaders are tempted to cast aside an imaginative vision because it is deemed unrealistic. Yet as his tagline says Jonathan challenges leaders with a different perspective: Where imagination and reality meet.

Have you ever wanted to create a new department or enhance the quality of your team's work? Change can be difficult for anybody. Leading change can be even more difficult and at times seemingly impossible. This seminar will teach attendees change leadership principles that every organizational leader should know.

In this energetic and content-rich presentation, you will learn how to lead the way to successful Picture Perfect change. Drawing examples from real leadership situations, Jonathan will teach and inspire you to ignite your team to achieve dynamic results. You will learn how to set a vision of change, achieve buy-in and lead the way to capture your vision. Jonathan is also a fine art photographer. He uses his art during his presentation as a metaphor to graphically illustrate key points.

This turns Jonathan's presentation into more than educational leadership training. It is also an inspirational, artistic experience.

The key take-away points from Jonathan's presentation includes:

- You will learn how to set a vision of change
- You will learn how to achieve buy-in
- You will learn how to lead the way to capture your vision

Making Sense of the Millennial Generation
Jennifer Garber

Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Talent
Level: Basic

Jennifer Garber, is currently the Senior Manager, Human Resources at Exact Sciences located in Madison, WI.

She has over nine years of experience in the human resources function working with Amazon, Catalent Pharma Solutions, PPD, Promega, and most currently with Exact Sciences.
Jennifer is currently accountable for learning and development and partnering with the Research & Development, Quality, Regulatory, & Clinical Operations teams to ensure Exact Sciences is focused from a talent perspective on their mission to eradicate colon cancer.

Jennifer has great interest in inspiring leaders to grow their talent into the most highly performing teams possible, always reminding leaders that people need three things: Something to believe in, someone to believe in, and someone to believe in them.

Today's workplace looks much different than it did 15 years ago. People are working longer than before and the average age of retirement is now 67. Due to these workplace changes, leaders now have to lead three or more generations working together each with their own values, communication styles, and definitions of success.

Perhaps the generation we hear about most is the Millennial Generation, often called Generation We or Generation Why. In this interactive session we will explore common myths about the Millennial Generation: Are the Millennials really the entitled generation? Do they really think they can do and be anything? Do the Millennials just want a job? Do they only care about their paycheck? Do the Millennials really think they know it all? We will provide you with the basics on how you can return to your organization and engage this generation, the future leaders of your organization. You will leave being able to answer this question: As the fastest growing segment on your teams how will you ensure that you are cultivating your next generation of leaders, how will you grow, improve, and develop their talents?
The key take-away points from Jennifer's presentation include:

- Are the Millennials really the entitled generation? Do they really think they can do and be anything?
- Do the Millennials just want a job? Do they only care about their paycheck?
- Do the Millennials really think they know it all?

Can You Navigate the Waters of Change?
John Stoker
Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Strategic
Level: Intermediate

John R. Stoker is the President and founder of DialogueWORKS, LC. In this role John has consulted extensively with a number of companies, helping them increase their capacity to enhance effectiveness and improve results. John has experience in designing strategic change and in creating and implementing training curriculum in support of company-wide culture change and improvement initiatives.

John is experienced in the fields of leadership, change management, dialogue, critical thinking, conflict resolution, and emotional intelligence. John is the author of, Overcoming Fake Talk: Creating REAL Conversations that Build Relationships, Create Respect, and Get Results.

In these times of hyper competition, economic uncertainty, and the need for increased efficiency, one thing is constant change. However organizations don't change, people change and transform themselves and their organizations.

If change is a positive thing, then why do people put more energy into resisting change than understanding and embracing it? Bottom line: People resist what they don't understand and what they believe will have a negative impact of them. In all the chaos that change creates, changes agents must recognize and manage the complex dynamics that accompany any change initiative to achieve optimal results.

In order to manage a successful change initiative, individuals must be able to assess the impact of change on seven organizational factors. These leaders of change must also be able to recognize the questions that individuals are asking and be able to answer those questions to help people stay focused on the work at hand.

Finally, any successful change agent must also be able to recognize the losses that individuals experience and know how to change the perception of loss into a perception of gain through conversation and engaging individuals.

The key take-away from John's presentation include:

- Assess the impact of seven critical factors that need to be addressed to insure that any change initiative will be successful to the achievement of the organization's strategic goals
- Identify the six questions that leaders and change agents must address if they hope to focus the thinking of individuals as they move through transition
- Prepare for and hold a change conversation that assists the individual to refocus their thinking on gain rather than loss as they strive to improve their performance

Creating Positive Employee Relations
Liz Uram
Thursday, October 15, 2015
1:45 pm-3:00 pm

Track: Strategic
Level: Basic

Liz brings over 13 years of "hands-on, on the floor" management experience from her leadership roles in the financial services industry. Her areas of expertise include: leadership development, management skills, communication in the workplace, and customer service.

We'll examine the many components that affect employee relations, such as employee engagement, identifying what employees expect from work, how to coach and give feedback, and building respectful work relationships.

We'll also identify best practices in building a positive atmosphere through improving communication and listening skills.
The key take-away points from Liz's presentation include:

- Identify and understand the biggest barriers to employee engagement
- Learn how to get people to want to work for you
- Discover ways for improving communication and listening skills

Controlling Costs with Innovations in Primary Care
Patricia Murphy
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Strategic/Business
Level: Intermediate

Patricia is responsible for helping clients develop and implement employer sponsored care delivery systems and other wellness initiatives. She proactively works with clients to drive continuous improvements in the health of their employee populations and the culture of wellness in their companies. Her areas of engagement range from awareness, to education, to behavior change activities.

Patricia has over 25 years of experience in health care and wellness. She has served in roles related to operations, administrative oversight, and compliance for many national and multi-location companies. Most recently, she worked as a consultant developing recommendations for clients interested in providing onsite health care clinics.

Early and effective primary care has proven to be one of the best ways to control healthcare costs. But how do you encourage employees to seek out this type of care, preventing a health issue from escalating to an emergent visit or a more costly condition down the road? At this session, Patty Murphy from HNI will share advancements in primary care delivery models including telemedicine, on-site clinics, and near-site resources.

By including these strategies in a benefits program, many businesses have successfully reduced costs, enhanced worker productivity, and bolstered efforts to attract and retain talent.
Patricia has been with HNI since January of 2013.
The key take-away points from Patricia' presentation includes:

- Keys to successful primary care programs and measuring program performance
- Options to consider, including telemedicine, on-site clinics, and near-site care
- Questions to ask when exploring primary care option

Retaliation Avoidance
Brian Benkstein
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Strategic/Business
Level: Intermediate

Brian T. Benkstein is a Shareholder in the Minneapolis, Minnesota office of Jackson Lewis P.C. Mr. Benkstein is certified as a Labor and Employment Law Specialist through the Minnesota State Bar Association. He exclusively represents employers in matters that arise from employment and labor laws and defends claims filed against them with state and federal administrative agencies and in the Minnesota and Wisconsin state and federal courts. He also negotiates, drafts and litigates employment related agreements, with a special emphasis on non-competes.

Mr. Benkstein combines his legal training with eight years of management experience in the health care industry. Prior to his law firm experience, he served in a variety of management positions for a health care corporation. In his legal practice, Mr. Benkstein uses this business experience when negotiating contracts for clients and guiding them through complicated legal issues.

Hot off the press! Hot off the press! The Equal Employment Opportunity Commission ("EEOC") reports the "highest incidence of retaliation charges" ever- an incredible 42.8% of all charges filed in 2014 contained a retaliation claim! EEOC Chairwoman Jenny R. Yang questions, how do we ensure that all workers understand their rights and are willing to come forward?

Suggesting that the EEOC will be taking an even more aggressive stance on educating and informing employees of their rights under applicable law, including their rights with regard to retaliation protection. With these types of numbers, and this continued focus on employee education, you can be confident retaliation claims will continue to rise.

This session will focus on what an employer can do now to reduce the possibility that they will be the subject of a future retaliation charge, providing real life case examples to highlight where employers have consistently gone wrong.

Attendees will not only walk away with a better understanding of the elements of a retaliation claim and how to identify certain risk scenarios, they will walk away with practical steps to implement the minute they return to the office. The key take-away points from Brian's presentation includes:

- Attendees will learn the basic elements of a retaliation claim under both state and federal laws

- Attendees will gain a better understanding of how to recognize situations that present as high-risk for retaliation

- Attendees will learn what they can do now to reduce the possibility of future retaliation claims

When Women Thrive – Global Research
Dan Lezotte, Ph.D, Principal
Casandra Tate Mahoney, Partner
Mercer
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Strategic/Business
Level: Intermediate

Dan has more than 30 years of experience in the fields of Talent Management and Industrial-

Organizational (I-O) Psychology, having held positions in consulting, industry, and academia. As a Principal in Mercer's Workforce Strategy & Analytics practice, he leads strategy and analytics projects related to selection (hiring), promotion and reward programs.

Casandra (Casey) Tate Mahoney, Partner and Milwaukee Office Leader, manages Mercer's largest Midwest-based client relationships and provides business oversight and guidance for the office. Focused on high client satisfaction, she ensures that Mercer resources across the US and around the globe are properly deployed to anticipate clients' needs and exceed their expectations.

In 2014, Mercer conducted research with employers worldwide to help organizations move the needle on gender diversity in the workplace. 164 companies in 28 countries with 1.7M employees (680k female employees) participated in the survey.

This groundbreaking research, conducted in collaboration with the EDGE Certified Foundation, is unique in that we have identified concrete steps organizations can take to accelerate progress toward their gender-diversity talent goals – by broadening the conventional understanding of opportunities to support female talent across their lifecycle and by linking practices to evidence and results.

During this presentation, we will address the key drivers of gender diversity and an approach to enhancing gender diversity in your organization:

Key Takeaways:

- Why it is important to take a broad, enterprise-wide focus to ensure sustainable change – including having an engaged leadership team.
- How active management of talent drives more favorable outcomes than traditional programs.
- Nontraditional solutions that can impact a firms' long-term ability to engage and retain female talent.
- An approach you can take to enhance gender diversity in your organization.

OFCCP: The Dawn of a New Age
Mark Hudson
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Strategic/Business
Level: Intermediate

Mark Hudson is an Attorney and Senior Vice President at Shuttleworth & Ingersoll, P.L.C. Mark's work focuses on labor and employment compliance and counseling (including personnel policies and decisions, workplace investigations, affirmative action program compliance, wage and hour advice, and general employment counseling), labor and employment litigation (including equal opportunity, wrongful discharge, discrimination, sexual harassment and defense of employment-related claims), and fair housing litigation and compliance.

Prior to joining Shuttleworth, Mark worked at a large Omaha law firm practicing in a regional labor and employment law section. Mark also is the co-author of McDonnell Douglas: Alive and Well; 52 Drake Law Review 383 (2004), is a Contributing Editor for BNA's leading labor law treatise, The Developing Labor Law, and is a Chapter Monitor for BNA's and the ABA Section on Labor and Employment Law's definitive reference on the law of discrimination in the workplace, Employment Discrimination Law.

With recent OFCCP regulations in place over the past year, contractors now have no excused but to get ready and analyze the data. Beyond data collection, there are important additional requirements than many contractors forget. It is time to take control of the affirmative action compliance obligations and ensure 2016 is smooth.

The key take-away points from Mike’s presentation include:

- Teach participants the data collection obligations set out by the OFCCP, including strategies to implement data collection techniques
- Develop actionable steps for the participants to successfully manage their affirmative action compliance evaluation process beyond basic data collection
- Educate participants on other new OFCCP initiatives to ensure compliance beyond the basic data collection obligations

Strategically Reducing Health Care Costs
Mardi Burns & Linda Evans
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Strategic/Business
Level: Intermediate

Mardi Burns has over 30 years of experience in employee benefits, with a focus on assisting medium to large employers design, implement and manage their benefit plans. Her specialties include multi-sited self-funded plans, strategic benefit planning facilitation, public employer plans and integrating the benefit strategy with engagement and wellness strategies.

She also provides renewal and benefit analysis, union negotiation consulting, employee education, healthcare reform analysis and planning and wellness consultation, while keeping an eye on strategic recommendations. Mardi has been involved in the design and implementation of several employer on-site and near-site health clinics including facilitating cooperative multi-employer clinics. Additionally, Mardi is a frequent speaker on employee benefits costs and solutions.

Linda Evans has been serving as Vice President, Human Resources for Douglas Dynamics since June 2008. Ms. Evans is known for her insights into talent and leadership management, corporate culture, organizational structure and benefit administration.

Prior to joining Douglas Dynamics, Ms. Evans served as the Director of Human Resources for Pentair Filtration from November 1998 to June 2008. She was responsible for the HR strategic direction for the Commercial and Industrial Water Filtration Business Units, which included seven (7) company divisions.

This duo will present a case study from a local company highlighting how it was able to find better ways to manage short and long term healthcare costs, but still maintain a robust health plan that was comparable to other employers, allowing them to attract and retain valuable employees.

The speakers will also describe real-life tactics used to educate employees about healthcare consumerism and encourage them to be informed participants in their healthcare, ultimately resulting in lower claims costs. Join us to learn why workplace wellness is more than just a buzz word.

It is a must-have strategy for all companies to help reduce rising health plan costs, improve productivity and even lower workers compensation costs.
The key take-away points from Mardi's & Linda's presentation include:

- Understanding the benefits of implementing a workplace wellness program, as well as the important legal considerations
- Appreciate the importance of gaining buy-in from all levels within the organization especially your leadership
- Identify the types of information (data) your organization will need to collect and outline the essential steps necessary to ensure the greatest return for your wellness program

Prescriptions for Better Retirement Plan Outcomes
John Friar
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Rewards
Level: Basic

John Friar is a Financial Consultant for Hausmann-Johnson Bauch Financial LLC. His responsibilities include client relationship management with a focus on 401(k) and retirement planning. John is a graduate of UW-Whitewater with a Bachelor's Degree in Finance. He currently holds his Series 6, 63, & 65 securities licenses as well as his Wisconsin Life and Disability license.

There are a lot of exciting developments going on with retirement plans today changes that are making a real difference for plan participants. Many employees have succeeded with defined contribution plans, while many others have struggled, even as employers and providers have spent millions of dollars on participant education. With the changes in the retirement system over the last 30 years, the 401(k) plan has become most employee's prominent source of retirement income. Now more than ever, new age retirement plan thinking is an integral part of your benefit program.
The key take-away points from John's presentation includes:

- The connection between a healthy retirement plan and a strong overall benefits program
- New plan design features and accountable strategies to drive better plan outcomes
- Evaluating the success of your plan in the achieving the organization's and the participant's goals

The Fine Art of People Power
Jonathan Michael Bowman
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Strategic/Business
Level: Basic

Jonathan's presentations are the result of heart-felt experience, critical thought and an unbridled passion to help others achieve their full potential.

Born in Pittsburgh, Pennsylvania, Jonathan is the last of four children, whose lives were enveloped in poverty and homelessness. By the time he was 17 years old, he and his family had lived in two homeless shelters, a church, a small fourth-floor attic, public housing projects and a hotel, among many other places.

However, with his determination to ascend from poverty unaffected, he earned his G.E.D. and obtained an associate's degree in English and Communications at Allegheny Community College. He went on to earn his bachelor's degree in Journalism and Communications from Point Park University where he graduated Cum Laude. Jonathan then attended and graduated from Ohio State University College of Law.

He then practiced law at the Ohio Attorney General's Office. During his 12-year-career there, he served in a variety of leadership posts, including Deputy Attorney General and Section Chief. He led several departments to achieve success. As a result, he was a recipient of the Ohio Attorney General's Innovation and Excellence Award in 2005.

Jonathan is also an avid photographer. Pictures have intrigued him ever since he was a child. While growing up, drawing pictures provided him with an escape from his life of poverty. Later in life he became hooked on photography when he happened upon a 35 mm camera and looked through the viewfinder. He was so enthralled that he studied photography as part of his undergraduate major in communications.

Today Jonathan serves as CEO of Clear Picture Leadership®. He uses lessons learned from his childhood, leadership skills honed throughout his career and the inspiration embodied in his artwork to encourage leaders to achieve a clear picture vision. As Jonathan says, picturing your destination is the first step to achieving something great. Sometimes leaders are tempted to cast aside an imaginative vision because it is deemed unrealistic. Yet as his tagline says Jonathan challenges leaders with a different perspective: Where imagination and reality meet.

At the heart of your success as a human resource professional is your ability to cultivate relationships with colleagues inside and outside of your organization in accordance with the PHRÂ® and SPHRÂ® Body of Knowledge, Functional Area 01: Business Management & Strategy 04 and 05. Networking with your colleagues is the first step to initiating and developing these powerful relationships. Yet, too often we underestimate the value of our professional network.

Too often we fail to appreciate how meeting and interacting with other professionals can serve as the foundation of a dynamic relationship; a connection which can serve as a vital tool in achieving your organization's business goals. This compelling presentation will reveal the importance of your professional network. It will showcase three benefits of this dynamic support system that can help to lead you to great success for your organization.

Jonathan calls this support system People Power. He teaches how People Power helped propel him from living in public housing projects and homelessness as a child to becoming an accomplished attorney and award-winning leader. In the same way, the People Power within the human resources community can serve as a basis for dynamic achievement.

Jonathan will also show how the same principles that allow your professional network i.e. People Power to lead you to great success, will allow you to lead others to achievement. These leadership principles can be used in all facets of your work as a human resources professional. Yet, they are particularly applicable when you are aiming to achieve a new business goal or manage change in accordance with the PHR® and SPHR® Body of Knowledge, Functional Area:

- 01: Business Management & Strategy 07 & 09
- Functional Area 06: Risk Management 83 & 90.

Jonathan's message is made even more memorable by his powerful fine art photography, which he uses as a metaphor to graphically illustrate key points.

You will be emboldened to surmount obstacles and to ascend far beyond them into a future of success. Learning Objectives: This presentation will show attendees:

The importance of taking a first step to cultivate positive relationships with your colleagues by networking with fellow professionals inside and outside of your organization.

- Three benefits of your support system within the human resources community that can help to lead you to great success for your organization. The profound positive impact that you can have on your colleagues and clients. Leadership principles that you can use to achieve new business goals or manage change PHR® and SPHR® Body of Knowledge. Functional Area 01: Business Management & Strategy 04, 05, 07 & 09 Functional Area 06: Risk Management 81, 83 & 90.

The key take-away from Jonathan's presentation include:

- The importance of taking a first step to cultivate positive relationships with your colleagues by networking with fellow professionals inside and outside of your organization
- Three benefits of your support system within the human resources community that can help to lead you to great success for your organization
- Leadership principles that you can use to achieve new business goals or manage change.

Hear the Whistle Blowing
David Loeffler,
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Strategic/Business
Level: Advanced

David F. Loeffler has been practicing law since 1963. The emphasis of his practice is in general labor and employment litigation, and white-collar criminal defense.

He argued successfully to the District of Columbia Court of Appeals that it was not a violation of the NLRA to discharge an employee believed by the employer to have engaged in boycott activities; to the Seventh Circuit Court of Appeals that an arbitrator exceeded his authority when he determined that a collective bargaining agreement contained external law and that the employer violated external law;

and to the NLRB that all communication between counsel and client in the collective bargaining context is subject to attorney-client privilege.

David is the author of a chapter on Union-Management Relations in the State Bar of Wisconsin publication, Labor and Employment Law in Wisconsin and several newspaper articles: Worker Replacement as a Moral Issue, The Wall Street Journal, August 5, 1991 and Repeal of the Targeted Jobs Credit Would Harm the Least Well-Off, The Milwaukee Journal June 3, 1987.

He is admitted to practice in Wisconsin and Michigan and before the U.S. Courts of Appeals for the Second, Sixth, Seventh and Eighth Circuits, the District of Columbia, and the U.S. Supreme Court.

David was a professor of law at Wayne State University in Michigan and at Florida State University. He was a law clerk to Justice Horace Wilkes at the Wisconsin Supreme Court.

Lead counsel in United Foods v. Hormel Foods Corp., pending in Wisconsin Supreme Court, L.C. #2010CV2595.

The press is filled with stories of criminal prosecutions and civil actions arising from an employee's claim that the employer violated a law, unrelated to immediate workplace relationships. The presentation will present a summary of federal criminal/civil statutes that give rise to whistleblower claims. The presentation will summarize federal statutes which protect whistleblowers from adverse employment decisions because they blew the whistle. Wisconsin law on whistleblower protections will be addressed.

The heart of the presentation will be a walk-through of a hypothetical claim by an employee that a manager bribed a foreign government official to obtain an advantage for a Wisconsin firm. The presentation will deal with the response to the employee's revelation: internal investigations, investigation by official law enforcement; response to media and investors. How to deal with the employee, who may be a participant in the violation, or a poor performer on the cusp of discharge, will be a focus point.

The key take-away points from David's presentation include:

- Participant should gain practical working knowledge of federal and state law which protects a whistleblower from adverse employment decision because of whistleblowing
- Participant should gain practical working knowledge of how to manage an employee's claim of illegal employer conduct in an internal investigation and in an investigation by law enforcementThis includes best practices for dealing with public disclosures.
- Participant should gain practical working knowledge of how to deal with a whistleblower who may be a participant in the illegal conduct or an otherwise unproductive employee

New Horizons, Mapping Your Path to Retirement
Cory Erickson
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Talent

Level: Advanced

Cory Erickson, SPHR, SHRM-SCP, owner of Career Momentum, previously held progressively responsible HR positions with Hormel, Maytag, WE Energies, LakeShore, and Thermo Fisher Scientific. His last role with Thermo Fisher where he worked for 20 years was Director, Human Resources. A member of SHRM and a previous GMASHRM Board Member, Cory holds a BBA in HR management from UW-Madison.

In the US, 10,000 baby boomers are retiring DAILY. 30% to 50% of all workers are age 50 or older and few are prepared for retirement. What resources are you providing your mature workers to be prepared for the future? New Horizons provides mature workers a road map for their later life options. The outline of the New Horizons content is: Career and Work; Health and Wellness; Finances and Insurance; Leisure and Social; Family and Relationships; Personal Development; Legal and Legacy. New Horizons enables maturing employees to plan their futures and overcome their fears while helping the organization address the impact of retirement initiatives on workforce and succession planning.

Identifying opportunities to retain younger workers seeking advancement is equally challenging. As the needs and desires of all generations transform the workplace, organizations that provide resources and tools to help maturing employees adapt will have a competitive advantage.

The key take-away points from Eric's presentation include;

- Gain a solid foundation to identify and map out your later life options in all areas including health, financial and career-related needs in preparation for retirement and alternative work and life styles
- Improve your preparedness to cope effectively with the challenges of longer lifetimes and later life career/work changes
- Analyze crucial decisions that affect happiness and well-being

Training HR to Respond to Traumatized Employees
Dan Potterton
Thursday, October 15, 2015
4:00 pm-5:15 pm

Track: Accountability
Level: Intermediate

Dan Potterton is Chief Operating Officer for FEI Behavioral Health with oversight for all customer facing functions of the organization. Dan oversees account management of the company and is responsible for the oversight and strategic direction of the company's Crisis Management Services. Prior to his appointment at FEI, Dan worked as an independent healthcare business consultant providing consultation service to complex health care systems and advising venture capital firms.

Prior to this, as executive vice president at CareAdvantage, he managed multistate operations and consulting services. Dan has nearly 30 years of experience in the healthcare and EAP/managed care industry.

A critical event of any duration or scale has an extraordinary psychological impact on all those involved. Unfortunately, in the stressful and chaotic environment of a workplace crisis, the impact the event can have on the psychological health of its victims can often be overlooked. Providing psychological support to traumatized individuals is critical to assuring that your organization can continue to function in the midst of a crisis.

Most importantly, psychological first aid is the key to victims of crisis maintaining a smooth transition to post-incident life. This presentation will discuss how organizations can train their HR staff to provide psychological first aid to traumatized employees.

The session will outline specific tips for communicating effectively with victims of crisis by specifically focusing on validating, listening, acknowledging, and nonverbal communication skills.

The key take-away points from Dan's presentation include:

- Attendees will learn how to deal with symptoms of normal physical, behavioral, and psychological reactions to trauma, and the individual factors that affect these reactions.

- Attendees will learn the challenges and opportunities associated with providing psychological first aid to victims through the real-life experiences of other businesses in the past.

- Attendees will identify fundamental differences in how diverse populations perceive trauma and will learn how to provide customized support for these individuals

Hiring and Firing in Wisconsin
Mark A. Johnson
Friday, October 16, 2015
6:30 am-7:30am

Track: Strategic/Business
Level: Basic

Mark A. Johnson has a wide range of experience representing businesses in matters involving labor and employment law. Mark has represented employers in hundreds of cases in federal and state courts and before federal and state administrative agencies in Wisconsin and throughout the country. His practice also includes advising employers on how to avoid litigation. Mark is a frequent speaker on topics related to litigation and labor and employment law.

Mark has extensive experience defending employers against claims of employment discrimination and retaliation under federal and state law. He has also represented clients in ERISA litigation in courts throughout the country.

Mark regularly counsels employers and tries cases involving covenants not to compete and non-disclosure agreements. Areas of focus include wage and hour, hiring and discharge, arrest and conviction record, employment contracts, covenants not to compete, downsizing, fiduciary duty of loyalty, non-disclosure agreements, employee handbooks, harassment claims and investigations, retaliation, union organizing, unfair labor practices and arbitration.

Mark is admitted to practice in Wisconsin and before numerous courts, including the U.S. District Courts for the Eastern and Western Districts of Wisconsin, the U.S. District Court for the Northern District of Illinois, the U.S. Court of Appeals for the Seventh Circuit, and the U.S. Supreme Court.

The employment relationship is heavily regulated. Numerous laws apply, from the beginning of the hiring process to post-termination. This seminar will explain the major legal issues that apply at different stages and provide practical tips on how to avoid problems.

The topics covered will include: job descriptions, applications, background checks, interviewing, offers of employment, accommodating disabilities, leaves of absence, alternatives to termination, the seven questions, termination, post-termination considerations, discrimination, retaliation and harassment.

After attending this seminar, you will have a better understanding of how to make effective decisions while minimizing legal risks.
The key take-away points from Mark's presentation include:

- After attending this program you will spot the basic legal issues that can arise during the process of hiring and terminating employees and understand how to avoid problems
- Attending this program will help you feel more confident when making hiring and firing decisions
- Attending this program will help you move your organization forward with well-informed employment decisions while minimizing risk

Dental, Vision, and the ACA
Kate McCown
Friday, October 16, 2015
6:30 am-7:30 am

Track: Strategic/Business
Level: Basic

Kate McCown is Second Vice President and Compliance Officer for the Ameritas and Ameritas of New York Group Dental and Eye Care Division in Lincoln, Nebraska.

Ms. McCown began her career at Ameritas in 1999 and has served in a variety of capacities including business operations and underwriting. In 2012 she was appointed as Director of Health Care Reform and responsible for analysis, advocacy, strategy and implementation related to the Affordable Care Act on state and Federal levels. In 2014, Ms. McGowan was elected to the Board of Directors for the National Association of Dental Plans (NADP), and has served in various leadership roles with the organization relating to Government Relations and exchanges.

She is a member of the Lincoln Young Professionals Group, serves on the Supervisory Committee of the Members Own Credit Union Board of Directors, and a youth mentor through the Team Mates Mentoring Program.

Wait! Medical plans include dental and vision? That's right. ACA regulations require medical carriers to offer pediatric dental and vision benefits to individuals and small groups. This session details the who, what, when and why of these new benefits, and points out key differences for clear understanding of the ACA's effect on ancillary benefits, and the options employers can offer to clients in various market segments.
The key take-away points from Kate's presentation includes:

- Understand what Essential Health Benefits are, and who they apply to
- Understand various options are available to meet compliance requirements with the ACA for groups subject to the Essential Health Benefit packages

- Understand what constitutes Minimum Essential Coverage for purposes of the Employer and Individual Shared Responsibility provisions (aka Employer and Individual mandate)

Benefit Strategies - A Gumbo of Options
Jane Cooper
Friday, October 16, 2015
6:30 am-7:30 am

Track: Strategic/Business
Level: Basic

Jane Cooper is founder, President and CEO of Patient Care, the nation's leading Advocacy Company, based in Milwaukee, WI. The company began operations in August, 2001 and helped create the advocacy industry. Ms. Cooper has over 25 years' experience in the health care industry, serving in management positions for 20 years.

Ms. Cooper has a Bachelor's of Liberal Arts from Augustana College in Illinois and a Master's of Art from Western Illinois University, with a major in speech and communication.

She has served as a preceptor for the Department of Health Systems Management of the Tulane University School of Public Health and Tropical Medicine and currently serves on the board of Wisconsin State Health Information Network (WISHIN) and consults to various health care companies.

Insurance benefits are changing rapidly and becoming much more complex. This session provides information on the key components that need to be in place for a successful benefit program. It provides the metrics that need to be in place to measure success.

The Speaker will also cover new programs being introduced in the marketplace such as defined contribution, private exchange, referenced based pricing and transparency.

Three case studies will be presented (small, medium and large companies fully insured and self-funded). The impact of the ACA on benefit strategies will also be covered. Attendees will receive a checklist of items to assist with benefit strategies.

The key Take-away points from Jane's presentation include:

- The role of a benefits broker and how to select a broker

- Gain knowledge of funding arrangements, including fully insured, self-funded, partially self-funded, HSA and HRA

- Gain understanding of new types of networks, plan design and benefit strategies being offered in the Wisconsin marketplace

Battling the Stone Age Brain for Peak Performance
Julie Henszey
Friday, October 16, 2015
8:30 am-9:45 am

Track: Talent
Level: Basic

Julie Henszey, ACC, MLS, is a performance and executive coach and founder of Next Step Goals, a leading coaching firm in the Milwaukee area. She is widely recognized as an expert in empowerment and goal attainment. Her solo travel to Tanzania to climb Mt. Kilimanjaro and a goal to complete 100 triathlons demonstrate her commitment to growth as she helps others explore their own career and personal potential.

Julie is credentialed through the International Coach Federation, has worked as a faculty member at Marquette University for 14 years, and has lived in Norway, Iceland, and Australia. She is the author of Ten Critical Strategies for Finding Fulfillment in a Hectic World and in addition to coaching, offers a backpacking trip to the Grand Canyon each year to unplug from the stress of daily life and all technology even cell phones.

The moment we become conscious each morning, our brain jumps into caveman mode. It interferes with getting things done, being creative, and most of all, taking appropriate risks.

Our brains are hard-wired for negativity to pay five times more attention to negative stimuli than positive stimuli. They are like Velcro for bad thoughts and Teflon for good ones. If we rewire our brain, we can fix this prehistoric trait. Leave your wire strippers at home, but please bring along a brain to work on.
The key take-away points from Julie's presentation include:

- Identify the benefits of rewiring the neural networks in the brain and understand the reason we're wired for negativity

- Apply four steps that make up the brain's response process to enhance judgment and interrupt reactive negative internal messaging

- Practice employing four strategies to change one's automatic responses

Mindfulness - Why HR Leaders should Pay Attention
Dana Lobocki and Jennifer Pulvermacher
Friday, October 16, 2015
8:30 am-9:45 am

Track: Strategic/Business
Level: Advanced

Dana Lobocki is a Human Resources consultant with 20 years of experience in Fortune 500 manufacturing and professional services industries. Dana's Wisconsin area clients include Johnson Controls Inc., Brady Corporation, Robert W. Baird and Quad/Graphics.

Prior to consulting, Dana held HR management positions with ExxonMobil and was a Global Talent Management director with Hewitt Associates. She earned a Master's degree in Human Resources Management from the University of Illinois and resides in the Milwaukee area.

Throughout her career, Dana has witnessed the difficulties leaders and employees face in maintaining focus amid demanding work environments.

She has also observed the impact increasing technology use is having on employee attention. These factors have sparked an interest in her to investigate the role mindfulness might play in helping organizations cultivate greater clarity and focus in their workforce.

In addition to HR consulting, she also serves as a partner at Mind-Groove LLC, an organization that teaches mindfulness practices to individuals, organizations and community groups.

Jennifer is a Management Consultant with over 25 years of experience in business strategy, organizational change management, and communication. Jennifer has facilitated major change and strategic efforts, including mission/vision development, social business strategy, and process redesign. Her clients include Fortune 500, mid-market, and small businesses, primarily in professional services, healthcare, and manufacturing industries. Jennifer is also a certified yoga instructor. She works with individuals, groups, and corporate clients on aligning mind, body, and breath through the practice of yoga.

Following the well-publicized adoption of mindfulness programs by blue chip companies such as Google, General Mills, Aetna and Goldman Sachs, many HR leaders are exploring similar programs for their own organizations. In this talk, you'll hear the reasons why organizations are introducing mindfulness, what both science and their employees are saying about it and some important considerations you should make before undertaking your own program.

The key take-away points from Dana and Jennifer's presentation include:

- Participants understand what corporate mindfulness programs are and the extent to which they are being adopted by US organizations
- Participants understand why organizations are introducing such programs what they hope to achieve with them
- Participants learn about the important considerations they should make before undertaking such programs

Hiring and Managing from the Ground Up: Building Your Brand Internally and Externally
Maren Hogan
Friday, October 16, 2015
8:30 am- 9:45 am

Track: Strategic/Business/Executive
Level: Advanced

Maren Hogan is a seasoned marketer, writer and business builder in the HR and Recruiting industry. She is the founder and CEO of Red Branch Media, an agency offering marketing strategy, marketing and PR outsourcing, and though leadership to HR and Recruiting Technology and Services organizations internationally. A consistent advocate of next generation marketing techniques, Hogan has built successful online communities, deployed brand strategies in both the B2B and B2C sectors, and been a prolific contributor of thought leadership in the global recruitment and talent space. Hogan speaks and writes on all career and workforce related subjects. Her clients include Fortune 500 companies and SMBs around the globe.

A serial entrepreneur, she sold one of her first companies in 2010 and another in 2012 to New Media Expo. Hogan received her Bachelor of Science in Communications and has been serving in B2B marketing for over 14 years. She has served as Chief Marketing Officer and board member for over ten companies in the last seven years.

"Hiring and Managing from the Ground Up: Building Your Brand Internally and Externally" Based on lessons Hogan has learned while building her firm Red Branch and from working with the foremost vendors in the HCM space, she'll share strategies and ideas culled from her

3 years of growing a one woman consultancy into an international marketing and advertising agency.

From startup hiring tips, to managing a diverse team, to planning out employer branding initiatives, Hogan will tell you how she did it, where she went wrong and how building and managing the team right created the need for technology enablement. Learn how to hire from the ground up, manage without fear and implement change no matter where your team resides and get the tools and processes to do it!

You'll leave with solid workflows, a branding calendar and tool recommendations to make 2016 the year you hire right, no matter what size your organization is.

Include this???The key take-away points from Maren's presentation include:

- How to rely less on busy work and more on workflows and repeatable processes
- How to use tools and technology to reduce bottlenecks and logjams in the recruiting and management process
- How to adjust the A status quo on HR initiatives to more accurately reflect your organizational priorities

Marijuana, Drug Testing, and Today's Workplace
Terri Dougherty
Friday, October 16, 2015
8:30 am-9:45 am

Track: Strategic/Business
Level: Basic

Terri L. Dougherty, PHR, SHRM-CP, is an Associate Editor on the Human Resources Publishing Team at J. J. Keller & Associates, Inc. She joined J. J. Keller in September 2011 and is a subject matter expert on drug testing, marijuana, and medical marijuana in the workplace. She has delivered webcasts and presentations on these topics, answers customer questions related to drugs and drug testing, and has reviewed drug testing policies for companies nationwide.

Terri also monitors information about human resources legislation and writes for J. J. Keller manuals, newsletters, and online services. In addition, she oversees the editorial content of the employment law poster line from J. J. Keller and Associates.

Marijuana is the most commonly used illegal drug and its use is on the rise. Shifting cultural views toward marijuana and the legalization of the drug in some states can make it a source of confusion for both employers and workers. The benefits of a drug-free workplace have not changed, however.

Employers need to know their rights with regard to testing for the use of marijuana and other illegal drugs, and enforcement of drug-free workplace policies.
The key take away-points from Terri's presentation include:

- How federal actions and state laws are contributing to a changing cultural view toward marijuana use
- How a drug-free workplace policy benefits both employers and their workforce
- Employer rights relating to a drug-free

workplace, as well as drug testing for marijuana, medical marijuana, and other illegal drugs

Coaching: A Powerful Tool to Transform Leaders
Jenny Banner
Friday, October 16, 2015
8:30 am-9:45 am and 10:00 am-11:15 am

Track: Talent
Level: Intermediate

Jenny Banner, SPHR, is a high-achieving developer of business solutions who understands the human side of organizations and change. She has more than 15 years of progressive human resources experience supporting clients with organizational development, leader and employee development, strategic planning, technology implementations, talent acquisition and onboarding, performance management, and establishing company culture.

Jenny has served in human resource roles at FirstPerson, Fusion Alliance, Fifth Gear, and the Indianapolis International Airport. She's also consulted on talent management projects at Fortune 500 companies Anthem and Eli Lilly & Company.

Jenny graduated from Indiana University with a degree in English. She also completed coursework for a master's degree in industrial and organizational psychology at Indiana University-Purdue University Indianapolis. Jenny is an Achieve Global certified trainer, an AMA certified Myers-Briggs administration, a Certified Professional Coach (CPC) candidate, and a certified Senior Professional in Human Resources.
Organizations use coaching both as a stand-alone development tool and integrated within broader leadership or succession initiatives. Though coaching holds the power to transform leaders, most organizations report both successes and failures.

So what coaching methods actually work? In this session you will learn how to make coaching engagements solutions-focused and how to get leaders doing more of what works. We'll discuss the techniques coaches use to develop leaders.

You'll also learn how to effectively implement coaching in your organization (such as how to select coaching participants, who makes a good coach, and the various ways you can incorporate coaching into your development initiatives).
The key take-away points from Jenny's presentation include:

- Participants will learn how to make coaching engagements solutions-focused and how to get leaders doing more of what works

- Participants will be able to identify the techniques coaches use to develop leaders

- Participants will learn how to effectively implement coaching in their organizations (such as how to select coaching participants, who makes a good coach, and the various ways coaching can be incorporated into development initiatives)

Sell Reward Programs to Top Management
Neil Lappley & Richard Sperling,
Friday, October 16, 2015
8:30 am-9:45 am

Track: Talent
Level: Intermediate

Neil Lappley heads a human-resources consulting practice that focuses on the development and implementation of reward and recognition programs that impact clients' results. He has worked as a compensation and human-resources consultant for over 30 years.

Neil has comprehensive experience in compensation systems, including executive compensation, salary management, sales-force incentive plans, board of director compensation, market-pricing, development of compensation surveys, and performance management. Neil holds Bachelors and Masters Degrees from the University of Wisconsin-Madison.

Rich Sperling formed Sperling HR, LLC, in 2009 after 30 years in human resources and consulting. Before establishing Sperling HR, Rich was a Senior Consultant at Hay Group.

Rich works with clients to build jobs, organizations, and reward programs that support and enable their business strategies and objectives.

Rich holds an MBA from Northwestern University and a BS from Yale University. He is a frequent author and speaker on jobs, organization, and rewards.

Reward programs don't happen unless they are embraced by top management. Reward programs compete for funds with manufacturing, marketing, sales, engineering, and every other function in the organization.

To sell reward programs to top management, we need to show that the programs produce results that the leaders care about results that enhance organization performance and produce positive financial outcomes.

This workshop focuses on methods to identify, articulate, and value the outcomes of new or modified reward programs in terms that are meaningful to business leaders. We will provide client examples of ways to sell reward programs and changes to business leaders.

The key take –away points from Neil's & Rich's presentation include:

- How to develop reward program proposals that engage top management
- How to assess reward programs in terms of organization performance and financial outcomes
- How to identify, articulate, and value reward program outcomes

Diversity and Inclusion in the Workplace
Tina Norman, PHR
Friday, October 16, 2015
8:30 am-9:45 am

Track: Strategic/Business
Level: Intermediate

Tina Norman is a HRBP Director with Ameriprise Auto & Home Insurance, De Pere WI. Tina graduated from UW-Platteville with a degree in Psychology. She obtained her master's degree in Management and Organizational Behavior from Silver Lake College and holds the Professional Human Resource (PHR) and SHRM Certified Professional (SHRM-CP) certifications. Before entering the Insurance Industry, she spent 16 years in the Transportation Industry, spending 15 of those years with Schneider National, Inc, where she started her career working in the business, eventually making her way into Human Resources. For the past seven years, Tina has worked in Human Resources and has enjoyed every minute of it!

Learn about how Ameriprise Auto & Home Insurance has built a culture that embraces, celebrates, and includes diversity and inclusion in the workplace. Learn about their Employee Networks, six of which are active in our WI location, to include who is welcome to join and what events they sponsor/get involved with. In addition, understand the benefits of why incorporating diversity and inclusion in the workplace is important and some ideas on what you may consider within your organization.

Attendee takeaways include:

- Benefits to having a specific diversity and inclusion in the workplace plan
- Examples of how to incorporate diversity and inclusion into an organizations culture

Going Postal: Managing Threats of Violence at Work
Jennifer S. Walther
Friday, October 16, 2015
8:30 am-9:45 am

Track: Strategic/Business
Level: Intermediate

Jennifer S. Walther has been exclusively representing employers in labor and employment matters since 1990. Ms. Walther defends employers in employment litigation in federal and state courts, and administrative agency proceedings.

Ms. Walther also regularly counsels employers on all aspects of the employment relationship, including risk management and issues related to discrimination, harassment, disabilities, wage and hour, worker's and unemployment compensation, employment contracts, employee handbooks, discipline and discharge, reductions in force, drug testing, FMLA issues, and ADA compliance.

Ms. Walther received her B.A. degree with honors from the University of Wisconsin in Madison. She is a cum laude graduate of the Georgetown University Law Center, 1990.

Unfortunately, threats of violence are a fact of life in the workplace. Threats can come from disgruntled, enraged or mentally ill employees or temporary workers within an organization, or from people outside an organization including customers, employees, family members, former employees, contractors, or others.

Occasionally, threatening workplace situations turn into serious acts of violence, and workplace violence is the leading cause of death in the workplace, making workplace violence a foreseeable risk that should be managed. In addition, the way a crisis situation is managed as it unfolds threatens the integrity or hard-built reputation of a company, usually brought on by negative media attention.

Thus, employers should be equipped to effectively prevent, prepare for and respond to workplace violence incidents to minimize harm, and should be prepared for effective crisis communication to manage the potential harm to the company that can ensue.

The key take-away points from Jennifer's presentation include:

- Learn how to prevent, prepare for and respond to incidents of workplace violence, to minimize harm to company employees and visitors

- Learn how to be prepared with a crisis communication plan before a crisis hits and how to implement the plan in the event a crisis hits

- Learn steps for managing the consequences of a threat, including notifications, counseling and treatment, operational issues, and after-action reports

Using Coaching as a Tool to Improve Retention
Dr. Victor Schueller
Friday, October 16, 2015
8:30 am-9:45 am

Track: Strategic/Business
Level: Basic

Dr. Victor Schueller is an executive coach, speaker, and author and is known as a highly-sought-after communication health expert. He is known for helping businesses come up with innovative and creative solutions that also increase profits and improve retention through healthy communication practices without losing business growth or valuable employees in the process.

Dr. Schueller has authored two popular books on self development and dealing with negativity, criticism, and conflict. He is recognized as one of the world's top self-development bloggers and also hosts his own radio show on Blog Talk Radio called The Quantum Communicator, where he has interviewed nationally and internationally-acclaimed experts who share their knowledge and advice on how to live more cooperatively and compassionately.

Victor has worked as an executive and life coach, helping people learn how to experience well-being and fulfillment through changing the way they talk to each other. His development of the "Quantum Communicator" method is the latest chapter in his mission to help businesses learn how to develop healthy communication through practices in seven different dimensions of wellness.

Victor lives in Kiel, Wisconsin with his wife and two daughters.

One of the most common reasons why employees choose to leave their current employer is because of their relationship with their supervisor. What happens when you keep losing employees or they are threatening to leave because they can't seem to get along with one particular supervisor? Maybe you're at a crossroads, because you know that valuable and key employees are leaving, but you can't cut ties with the "problem" supervisor, because they are invaluable to the organization. It's just that they lack the healthy communication skills to manage their relationships with their subordinates. What do you do? Do you try to manage the situation in house? Or, do you consider turning to a third-party coach to help fix the situation? Many seemingly irreparable negative employee relationships can be salvaged through coaching. Best practices for selecting, hiring, and working with a coach will be addressed in this session.

Attendees will gain a better understanding of the circumstances for which third-party coaching may be a preferable option to deal with their current employee communication and relationship problems, what questions they need to ask and what they need to do in order to successfully integrate coaching for maximum cooperation and success, and the common pitfalls within a coaching arrangement and how to avoid them for the most effective results.

Overcoming Obstacles to Return Employees to Work
Peg Kramer
Friday, October 16, 2015
8:30 am-9:45 am

Track: Accountability
Level: Basic

Peg Kramer, AIC, CPCU is a Claims Counselor at Hausmann-Johnson Insurance. She was formerly employed by QBE where she worked for over 20 years as an all lines claims adjuster and later managed the Workers Compensation Claims Department. In addition to her insurance designations, Peg holds a bachelor's degree in Criminal Justice and Psychology from UW Platteville.

Your work family is very similar to your own family - so how do you influence them to do what you need them to do? Charm? Begging? Bribery? In this session you will learn how to educate and use your creative talents to sell the idea of Transitional Return to Work to your management.

We will cover a variety of topics including: light duty work, creating temporary jobs, finding temporary work inside and outside of your organization, working with the treating practitioner, how to work with owners, supervisors and fellow employees, the importance of designating a concierge for injured workers and statues governing Workers Compensation.
The key take-away points from Peg's presentation include:

- Educating your management on the value of Transitional Return to Work and demonstrating the value of this program for the injured employee and your company
- Creating temporary work activities within and outside of your organization
- Tips on working smart and saving time by recognizing the parallels between the "trinity" of Workers Compensation, ADA and FMLA

Civility in the Workplace
Stephanie Bellin
Friday, October 16, 2015
10:00 am-11:15 am

Track: Accountability
Level: Basic

Stephanie received her Bachelors of Business Administration from The University of Wisconsin-Madison with an emphasis in Human Resources. Directly out of college she worked for Target Stores as a Human Resources Manager, Guest Services Manager and Assistant Store Manager.

After leaving Target she worked for McCain Snack Foods as a Human Resources Manager and then on to Trega Foods as an Operations/Human Resources Manager. At that point she decided to take a break from the work force and stay home with my three children, and for the last seven years, she have been working for ThedaCare.

At Work as an Employer Services Trainer. Most of my position consists of doing on-site training for various companies throughout the state and beyond, in several different areas - civility, harassment, reasonable suspicion, stress management, mindfulness, surviving job loss, managing the change curve, wellness, family/work balance, dealing with difficult people, etc. I get to meet so many great people. I love what I do and the bonus is, it works for my family!

If you believe that workplaces work smarter, better, and happier when people get along, come to this presentation and start living it! Learn about the Wondrous Power of Nice and its five key principles. Walk away with tools and tips of things you can start doing today to make your environment a more civil and kinder place to be.

Learn how to embrace the notion that it is ok to dislike some of the people you encounter daily, but learn techniques to manage the interchange more effectively; doing so in a way that leaves dignity and respect intact. You will walk away motivated to build a kinder workplace and "be the change you want to see!"
The key take-away points from Stephanie's presentation include:

- Recognition that we all, at every level of an organization, make mistakes in civility daily, are responsible for the position we are in and have power in the pause - the time between action and reaction

- Discover the six principles of civility and the importance of each principle as it pertains not only to the workplace, but to all aspects of life

- Embrace and practice five tools to creating a more civil workplace and life through real life examples. Whether these be tools you personally use, or teach and coach the employees in your organization, they are all beneficial and motivational. Walk away energized to make civility the rule, not the exception by discovering that civility starts and ends with you

Behavioral Based Safety and Decision Making
Dave Anderson
Friday, October 16, 2015
10:00 am-11:15 am

Track: Accountability
Level: Advanced

Dave Anderson is an expert dealing with business risk and compliance needs. Dave's extensive experience affords him the ability to assist his clients with practical real-life business solutions. His dynamic coaching style combined with clear-thinking and honest advice prompts businesses to explore solutions to improve on their bottom line.

With over 20 years of professional experience in all aspects of EH&S as well as Human Resources, Dave is known as an expert in the industry. Dave has been responsible for all EH&S matters including OSHA, MSHA, EPA, DNR, ATF, DOT and other regulatory agency inspections - having over 20 unexpected inspections per year.

Dave's pro-active attitude on accident prevention and belief in a safe workplace has put Anderson 360 Solutions at the top of the Industry.

Dave earned a Bachelor of Science degree from the University of Whitewater with a major in Occupational Safety and Health.

People are surprised when accidents occur, but in reality, accidents are preventable. A safety culture in the workplace involves everyone to create attitudes, practices and policies that incorporate safety for awareness, prevention and education.

The lack of identifying hazardous conditions and the mistakes one take with their behaviors are the leading factors in all accidents. Why does this happen? Where is the commitment? What does it really take to make a difference?

This session will teach us to better understand how the brain functions and why people makes the choices they do and how we can better identify hazardous conditions and foster better decision making skills.

The key take-away points from Dave's presentation include:

- Better understand how the brain functions
- Why people makes the choices they do
- How we can better identify hazardous conditions and foster better decision making skills

Using Influence & Impact: Becoming an Effective HR ??? Missing Word?
Cathy Missidiline
Friday, October 16, 2015
10:00 am-11:15 am

Track: Strategic/Business/Executive
Level: Intermediate

Cathy Missildine has extensive experience in many areas of strategic Human Resources Management. Cathy has worked closely with executives in the areas of performance, productivity, organizational metrics, training, employee and customer engagement, workforce planning, organizational design and strategic implementation. Her past experience in operations and sales management in the technical, insurance and hospitality industries has given her a broad understanding of business issues and a solid foundation for building performance enhancing systems that support the business.

Cathy is a graduate from Kennesaw State University where she earned an MBA with an emphasis Human Resource Management and Development. She is also a member of the Society for Human Resources Management (SHRM) and holds their professional certification, Senior Professional in Human Resources (SPHR).

Cathy is currently serving as Immediate Past President for SHRM-Atlanta for 2014, where she is working to execute the strategy to Move HR Business Partners to Business Leaders.

Now, that the economy seems to be getting better, companies will be razor focused on growth. HR has been focused on keeping their companies productive and profitable through the recession. Now, it's time for HR to raise its game, assisting their companies while in growth mode.

HR has been delivering on the business partner model for over a decade. It's time to discuss what leaders expect from HR today. It's no longer good enough to partner with our leadership team; it's about influencing and leading that team towards better business results. Cathy Missildine will discuss the journey in becoming a BUSINESS LEADER within an organization

The key take-away points from Cathy's presentation include:

- Understand the importance of Business Acumen in transitioning to business leader
- Recognize roadblocks in the process and understand how to overcome those

Understand what the business really needs from HR now and in the future.

Followership: 4 Secret Skills of Success
Cory Bouck
Friday, October 16, 2015
10:00 am-11:15 am

Track: Strategic/Business
Level: Basic

Cory Bouck is the Director of Organizational Development & Learning at Johnsonville Sausage. He is also an award-winning author, international keynote speaker, and an expert in building leaders - a reputation he has earned over twenty years of leading in the military, in academia, in business, and in politics.

He is a graduate of and former leadership instructor at the U.S. Naval Academy, he is a twice-elected politician, and he led award-winning brand and event marketing teams at General Mills, Newell-Rubbermaid, and Johnsonville Sausage.

His new book is The Lens of Leadership: Being the Leader Others WANT to Follow.

In our hyper-competitive world, few people of any generation in today's workplace are working hard to be known as a great follower but the best leaders began their journey by developing strong followership skills. International business icons like Malcolm Forbes, WalMart's Sam Walton, Estee Lauder's Leonard Lauder, Proctor & Gamble CEO A.G. Lafley, and the current CEOs of FedEx, Johnson & Johnson, Verizon, and Clorox all practiced followership relentlessly as they progressed in their careers.

Why? Because all leaders are also followers: they are still accountable to someone else above them. Even the CLO has a boss. Mastering the four roles and secret skills of followership will ensure success, through better cross-generational communication and teamwork, in the paradoxically simultaneous roles of follower and leader.
The key take-away points from Corey's presentation include:

- Earn a reputation for strong leadership at every level, with every generation, by learning and practicing the four roles and secret skills of great followership
- Inspire others by setting a sterling example of leadership through your followership
- Build your career using the same branding tools as Nike, Apple, and Coca Cola so you can market & sell your own authentic accomplishment brand

Take Care of Top Performers
Neil Lappley & Rich Sperling,
Friday, October 16, 2015
10:00 am-11:15 am

Track: Rewards
Level: Intermediate

Neil Lappley heads a human-resources consulting practice that focuses on the development and implementation of reward and recognition programs that impact clients' results. He has worked as a compensation and human-resources consultant for over 30 years. Neil has comprehensive experience in compensation systems, including executive compensation, salary management, sales-force incentive plans, board of director compensation, market-pricing, development of compensation surveys, and performance management.

Rich Sperling formed Sperling HR, LLC, in 2009 after 30 years in human resources and consulting. Before establishing Sperling HR, Rich was a Senior Consultant at Hay Group.

Rich works with clients to build jobs, organizations, and reward programs that support and enable their business strategies and objectives.

Rich holds an MBA from Northwestern University and a BS from Yale University. He is a frequent author and speaker on jobs, organization, and rewards.

Top performers matter - and they care about pay. Organizations say they want to reward top performers, but that's not happening the way it can or should. It's not about budgets. Salary increase differentials for top performers actually have gotten larger over the past 20 years, even as budgets have gotten smaller. Still, even these larger differentials remain below needed levels. Rewarding performance is about having the will and the strength to do so.

This workshop highlights ten ways to reward performance - ten ways that organizations have used successfully over many years. This workshop focuses on methods to reward top performers through salary and variable reward programs; it provides client examples of methods that differentiate pay relative to performance, illustrate good incentive program design and show ways to enhance communication of pay programs to employees. The key take-away from Neil's and Rich's presentation include:

- Taking care of top performers is essential - and possible
- 10 Ways to reward performance - regardless of budget size
- Communication matters - proven ways to improve reward communications

The Undercover Candidate
Nora Burns
Friday, October 16, 2015
10:00 am-11:15 am

Track: Talent
Level: Intermediate

Nora Burns, SPHR is a Human Resource Professional who specializes in the areas of hiring and team development. Over the course of her 20-plus year career she has had the opportunity to work in blue-collar and white-collar environments, large and small organizations, developing and implementing strategic hiring practices for small businesses and Fortune 500 companies.

Along the way she came to realize it had been nearly a decade since she herself had been a job candidate --- and so The Undercover Candidate was born. Originally from Rural Wisconsin, Nora joined the HR profession while studying at UW-Platteville and also worked with WI organizations Placon and Rural Insurance before relocating out of state. She now lives in Denver, CO with Bella (aka the insanely cute labradoodle) and works with client organizations across the United States. She is delighted to return to WI SHRM for our 2015 Conference.

Forcing herself to take a different perspective on the hiring process, Nora A Burns, SPHR participated in over 100 interviews.... not in her typical role as interviewer or hiring consultant, but as a candidate.

Positions applied for ranged from part-time clerical assistant to director of operations in organizations ranging from start-ups to Fortune 100 companies. In her session with HR leaders from across Wisconsin, Nora will share some of the insights gleaned from taking on the candidate role in job interviews when hiring managers and recruiters were unaware that she is actually an expert in employee selection and team development.
The key take-away points from Nora's presentation include:

- The big three. You'll learn what common mistakes were made across 100+ interviews regardless of organizational size and industry and we'll discuss some easy ways for your organization to jump ahead of the pack

- Where loss prevention and HR intersect. Nora will share a sampling of security issues encountered along the way that could cost your organization hundreds of thousands of dollars if not remedied

- Now that I've been your candidate, do I want to be your customer? Participants will hear stories about how organizations are treating job candidates overall and how consistently they are true to their brand

Don't Let Data Breaches Throw you Off Course
Ragan Cheney
Friday, October 16, 2015
10:00 am-11:15 am

Track: Strategic/Business
Level: Advanced

Ragan Cheney brings a wealth of knowledge in insurance defense litigation, risk avoidance and in recruiting and retaining key employees. Since joining Associated Financial Group in 2007, Ragan works regularly with public and private employers on HR compliance issues involving recruitment, leaves of absences, workplace accommodations, unlawful harassment, as well as social networking and data breach compliance issues. Additionally, she supports companies with employee benefit compliance issues involving ERISA, COBRA, HIPAA and workplace wellness.

She is a welcomed guest at many executive round table meetings as well as SHRM conferences in Wisconsin and Minnesota. Ragan is also recognized as possessing superior skills in building relationships and motivating individuals to help establish valued cultures in both corporate and non-profit sectors.

She is licensed to practice law in Wisconsin, Pennsylvania and New Jersey. Ragan graduated from West Virginia University College of Law, Order of Barristers, and received a B.S. in Psychology from West Virginia University.

Join us to learn about the trends in cyber-attacks and data breach threats and about what policies, procedures and insurance coverage(s) organizations can leverage to reduce the impact of the increasing threats. The potential the risks associated with the digital realm require leaders at all levels of an organization to proactively implement safeguards to protect their organizations electronic data and themselves.

Recent headlines focus blame for cyber-attacks and data breaches far beyond human resources and IT departments. We will examine the current trends, uncover where many claims are coming from and discuss who may be held liable if your organization is the next target. The key take-away points from Regan's presentation include:

- Is your organization's leadership having crucial conversations around these potential risks?

- Are the actions you are taking today to protect your organization's digital assets sufficient to withstand the Monday morning quarterbacking that will occur after a cyber-incident or data breach?

- Could your lack of preparation make your leadership team personally liable in the event of a data breach?

Speak with Persuasive Power & Professional Presence
Tracy Butz,
Friday, October 16, 2015
10:00 am-11:15 am

Track: Communication
Level: Intermediate

Tracy Butz, owner of Think Impact Solutions, is an inspirational keynote speaker, captivating author and successful consultant. She has 20 years of experience actively engaging both large- and small-size audiences from a wide range of industries, including the US Army, Motorola, and Subway Restaurants, just to name a few. Her reputable experience includes working as Director of Learning & Development for a regional mutual insurance company, where she was responsible for talent management and employee development. She is well known for engaging individuals and organizations with actionable tools, empowering them to live more productive, passionate and purposeful lives.

Speaking effectively conveys authority, influence, and success! This program helps you learn expert techniques of polished speakers and presenters. You'll learn how to organize and focus your thoughts, plan an organized strategy for your content, incorporate an effective introduction and closing, use examples and stories to add greater impact, and apply skillful techniques for speaking professionally.

Learn how to take your information and transform it into a high impact and memorable presentation. Get ready to gain people's attention, project a confident image, convey knowledge and expertise, and positively influence your listeners.

The key take-away points from Tracey's presentation include:

- Plan content and ideas into an organized format and discover strategies to impact how memorable your message is to an audience, compelling them to want to learn more

- Discover how to go from dull to dynamic as a speaker or presenter, focusing on professional presence, how listeners absorb information, visual and verbal cues to avoid, and numerous engagement strategies and tools

- Captivate the attention of the audience, convey knowledge and expertise, positively influence your listeners to take action, and remain poised and professional while speaking with less nerves and greater confidence

The 4 Key Elements of Corporate Culture (and How to Make the Most of Them)
Kevin Kowalke
Friday, October 16, 2015
10:00 am-11:15 am

Track: Accountability
Level: Basic

Kowalke has been on a mission to develop a predictable formula for a company focused on developing it's purpose and culture in order to create an environment where employees can thrive while being committed to the overall mission. As a Marketing Analyst who focuses on people as a company's most valuable asset, Kowalke has been able to bring his formula to life in industries from banking, medical, health, service, dental, and countless others.

In an economic environment where loyalty is an after thought, Kowalke believes you can "break the rules" when it comes to the development and retention of employees when you begin with setting the standard for recognition of personal and professional achievement. Regardless of industry, people will always desire acknowledgement and validation for job related duties done well. Kowalke is convinced having a "people-first" approach will give you a greatest opportunity at being the industry leader when it comes to attracting top talent.

In a "Transitional Market" it is more difficult than ever to attract, retain and develop workforce talent. Key players are inundated with new opportunities to take their creativity and motivation elsewhere. Royal Recognition breathes new life into corporate cultures by focusing on four key elements: Acknowledgement, Development, Appreciation and Commitment.

Within the definition and implementation of these four key areas determines whether a company will have tumultuous turnover or breathtaking staff tenure. Harness the full potential of your corporate culture as Royal Recognition shares the secret to winning the talent war.

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