Legal Breakout
Wednesday, October 3, 2012
1:00 pm-4:30 pm

HRCI Credits:
Track: Legal
Level:

The 10 Biggest Communication Mistakes… And How to Avoid Them
David Levin
Wednesday, October 3, 2012
1:00 pm-4:30 pm

HRCI Credits:
Track:
Level:

Every organization knows how difficult communication can be. Individuals, teams, and leaders continually struggle to connect with each other—and with customers. Learn practical concepts and skills for being truly heard, and discover the two mistakes people make more than any other. (Yes, that includes you!)

David Levin (rhymes with "seven") is the author of *Don't Just Talk, Be Heard!,* published by Minneapolis Press (2009), and a communication strategist for managers and executives who want to have more influence and impact in their work and lives. He assesses individual's strengths and weaknesses as communicators and then works with them to develop new skills that support them reaching their full potential as leaders.
In addition to his communication work, David has been working with organizations since 1995 to implement the QBQ! material on personal accountability. (QBQ! *The Question Behind the Question* (over 1,000,000 copies sold) is a best-selling book about practicing personal accountability that David wrote with John Miller in 2001.) David has presented over 300 keynote presentations and workshops, as well as training organizations on how to use the QBQ! training system.
In his former life, David was an award-winning rock singer-songwriter, with four CDs to his credit, the most recent being "Criminal," released in 2007. David currently lives in Viroqua, WI with his wife Margret and their two children.

Workplace Trends- Survival tactics for the Next Decade
Margaret Morford
Wednesday, October 3, 2012
1:00 pm-4:30 pm

HRCI Credits:
Track: Advanced
Level:

The workforce of the future is changing in its demographics, its attitudes and its want and needs almost as fast as technology is changing. For managers and HR professionals, this will mean a radical shift in the way we conduct business and manage talent ten years from now. Organizations need to prepare today for the seismic shifts that are coming so that they will not be caught unaware and will remain a viable entity in the future. Management expert Margaret Morford will walk participants through what these shifts will be, some of which are in the infancy stages so they are not even on the radar screens of most organizations. She will offer practical suggestions for things employers need to be doing today in order to prepare as well as protect themselves from the legal liabilities that will arise from some of these trends and shifts. Participants need to start today to be ready for what the workplace will look like in 2014 and even 2020! Don't be caught unaware.

Margaret is President for *The HR Edge, Inc.,* an international management consulting and training company. Her clients have included Lockheed Martin, Chevron, Time Warner, U.S. Secret Service, Sara Lee Foods, Home and Garden Television, Roche, Nationwide Insurance, NAPA Auto Parts, Homeland Security, New York Presbyterian Hospital (Cornell & Columbia Medical Centers), U.S. Marine Corps, Deloitte, Blue Cross Blue Shield, U.S. Coast Guard, Vanderbilt University, Comcast, Intercontinental Hotel Group, National Institutes of Health, McKee Foods, Skanska, Fox Broadcasting, Schwarz BioSciences, Alcohol, Fire & Tobacco, Fifth Third Bank, Verizon, Northwestern Mutual Life Insurance Company, SAS (computer software), The Nashville Predators national hockey franchise, Pella Windows, Internal Revenue Service, Northrop Grumman, Miami University, Wells Fargo, The Peabody Hotel, The Hartford, TECO Energy, AmSurg, Quorum Health

Resources, the U.S. Naval Nuclear Submarine Group and various local and state governments. Previous to owning her own company, Margaret was Sr. Vice President, Human Resources Consulting for a national consulting firm out of Winston-Salem, North Carolina. She has a BS degree from the University of Alabama and a JD degree from the Vanderbilt University School of Law. She has worked as an attorney, specializing in employment law as well as been Vice President of Human Resources for three large companies. She is often quoted as a business expert in newspapers and magazines across the country including *Wall Street Journal, New York Times, Chicago Tribune, USA Today, CBS Money Watch* and *Entrepreneur* and appears regularly on local *ABC, CBS* and *Fox* television affiliates. She is the author of the business books, "Management Courage – Having the Heart of a Lion" and "The Hidden Language of Business – Workplace Politics, Power & Influence."

"Big Data"- Harnessing the Power of Workforce Analytics in Your Strategic Talent Planning
Carl Kutsmode; talentRISE
Thursday, October 4, 2012
1:15 pm-2:30 pm

HRCI Credits:
Track: HR Metrics / Human Capital Measurement (How to Measure ROI)
Level: Advanced

With each new year comes a fresh start with regards to the HR department's quest to better understand and predict the future talent needs of the business while planning to address critical talent risks that could negatively impact business performance. The challenge however, is that for many HR and Talent Management professionals, the data captured by their organizations is not always easy to be analyzed since it is often kept in multiple systems that are not integrated. Key to conducting an effective Workforce Risk Analysis in support of your annual or periodic talent planning meetings is the ability to easily collect and analyze your workforce data against known performance benchmarks and industry trends. This session will show you how you can quickly and easily gain answers to questions using data that is captured in your HRIS and performance management systems so you can put action plans.

Carl is a Partner at talentRISE, a boutique talent management consulting firm in Chicago that helps growing companies align, optimize and transform their recruiting and talent management capabilities to efficiently and effectively support the changing talent needs of their business. Carl has spent the last 18+ years helping employers ranging from startups to global organizations to optimize their people practices, processes, technologies & strategies related to "top talent" acquisition, performance management and retention. In his off hours, Carl's passion for helping employers and job seekers connect effectively extends to his volunteer work with the Staffing Management Association of Chicago as an active volunteer and past board member. Carl also serves on the Chicago Leadership Advisory Board for www.UpwardlyGlobal.org which helps immigrant professionals successfully navigate a US Job search in order to secure meaningful employment in their professions. Carl has been an Invited speaker and corporate trainer at numerous industry related events, trade shows and private corporate annual meetings including topics relevant to talent management operations and recruiting leading practices. Carl is a graduate of Loyola University with a B.S. degree in Psychology.

401 K Retirement Plan Communication & Fee Disclosures
Manuel Rosado; James Marshall: Spectrum Investment Advisors, Inc.
Thursday, October 4, 2012
1:15 pm-2:30 pm

HRCI Credits:
Track: Accounting & Finance for HR Professionals
Level: Intermediate

Learn about the latest participant and service provider fee disclosures in 401(k) retirement plans and what your duties are as a plan administrator. We will discuss who is required to disclose fees, services and fiduciary status and what information is needed. You will also gain in-depth knowledge about the multiple ways in which retirement plan fees are structured and how to dissect the fees associated with the parties involved. You will also learn plan fee benchmarking best practices. The seminar will also cover best practices in employee communication strategies and investment education. From group meetings to one-on-one individual advice to online resources, we will discuss the preferred and most effective communication strategies preferred by plan participants.

Manuel is a principal and vice president of Spectrum Investment Advisors. He is responsible for 401(k) plan investment reviews, employee educational meetings and one-on-one investment consultations. He has been a speaker and panelist for PLANADVISER National Conference and focuses in assisting plan sponsors meet their ERISA fiduciary responsibilities. Manuel earned a degree in Business Administration from Taylor University and currently serves as a member of Taylor University Board of Trustees. He also earned an MBA degree in Finance from Concordia University-Wisconsin. Manuel has 13 years of experience in the pension plan industry and holds the FINRA Series 7, 63, 65 and Wisconsin and Illinois Life Insurance licenses. A native of Puerto Rico, Manuel is fluent in Spanish.

James is the principal and founder of Spectrum Investment Advisors, a registered investment advisor, specializing in monitoring and communicating investments in qualified retirement plans. In 2012, Jim was selected as one of five semi-finalists to the ASPPA/MORNINGSTAR 401(k) Leadership Award. Spectrum Investment Advisors, Inc. has been selected as one of the Top 100 Retirement Plan Advisor Teams of the Year for PLANSPONSOR magazine in 2011. And in 2010, Jim was selected as one of the 300 Most Influential Advisors in Defined Contribution by The 401(k) Wire. He is a graduate of UW-Oshkosh with a degree in Economics and has over 35 years experience in the pension plan industry. Jim holds the FINRA Series 6, 63, 65, 22 and Wisconsin and Illinois Life Insurance licenses.

6 Things You Can Do NOW to Control Health Care Costs
David Grunke, CHC, RHU: WPS Health Insurance
Friday, October 5, 2012
10:00 am-11:15 am

HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

Employers can't afford to count on health care reform to provide relief from escalating health care costs. When attending this presentation, you will learn about; focused provider networks; value-based benefit design; reduction of modifiable risk factors; comprehensive prescription drug management; HSA-qualified high-deductible health plans; and multi-choice plan packages. This is the one seminar you literally cannot afford to miss!

David Grunke has more than 34 years of health plan administration experience. David has held positions in claims, customer service and enrollment operations, provider contracting and servicing, sales and marketing management, in both direct and indirect sales environments. David gained his experience through employment at two major insurance companies, a Pharmacy Benefit Manager, and a large independent insurance agency. David's undergraduate degree is in Accounting and Finance from Marquette University, he also holds a Certificate in Sales Management from the University of Wisconsin – Madison, and is a graduate of the Certified Health Care Consultant program at Purdue University and is a Registered Health Underwriter completing the course of study from the American University in Pennsylvania.

A Wolf In Sheep's Clothing- Retirement Planning Truth or Fiction
Rose Panico-Marino; Verisight Inc.
Thursday, October 4, 2012
10:45 am-12:00 pm

HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

You get it… in order to help employees retire with some retirement savings, you have to do something proactively to get them participating in your company's 401(k) plan. Studies show that very few of us really know how much money we need to retire and live comfortably. The government tells us on the one hand that as employers we have an obligation to offer retirement programs to employees but on the other hand, the government needs revenues and is looking at ways to take a big bite out of retirement accounts. What can employers do to address the growing concern of an aging population that won't be able to support itself through retirement?

Rose has more than 35 years of experience in the benefits field with primary focus on providing technical consulting and expertise in qualified and nonqualified plan design, administration and compliance. Rose is authorized to represent clients before the Internal Revenue Service on benefit matters and has provided expert testimony on behalf of plan sponsors involved in potential retirement plan litigation. She works closely with legal counsel in matters of dispute regarding compliance issues and has also performed extensive due diligence for businesses in acquisition/merger. She is a frequent speaker throughout the country on matters impacting qualified and nonqualified retirement plans. At Verisight, Inc. Rose is part of the leadership team focused on driving retirement solutions for clients. Her past experience includes being instrumental in developing a national practice with offices throughout the country, serving clients in all industries.

Affordable Care Act: What it Means for Employees Now and in 2014
Cynthia Van Bogaert; Boardman & Clark LLP
Thursday, October 4, 2012
3:30 pm-4:45 pm
HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

Health Care Reform can be intimidating as mandates continue to become effective with rolling deadlines and evolving guidance. Employers need to understand what Health Care Reform means for daily administration of their plans now, but also what it means for the future. Current administration means dealing with changing requirements like W-2 reporting of health benefits, nondiscrimination requirements, new reporting to participants, and more. Decisions for 2014 will need to be made as guidance on health care exchanges and other new provisions come into focus. Find out what's needed in 2012 and 2013 and get an idea of the latest guidance as you prepare for 2014.

Cynthia Van Bogaert is an attorney at Boardman & Clark LLP in Madison, WI. Cindy is a well-known attorney practicing in the area of employee benefits. She brings practical experience and detailed knowledge from working with her clients on a broad range of employee benefits related matters including HIPAA privacy, ERISA and fiduciary issues, 401(k) plans, Health Care Reform, COBRA, and more. She has been a featured speaker at many national conferences and has written widely on employee benefits related matters. Cindy is a member of the American College of Employee Benefits Counsel, which recognizes expertise and significant contributions to advancement of the employee benefits field.

An Actuarial Analysis of Health Care Reform
Michael Berman, FSA, MAAA; Verisight Inc.
Thursday, October 4, 2012
10:45 am-12:00 pm
HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

The program will illustrate how employers will be impacted by the Patient Protection and Affordable Care Act (PPACA) in 2014 once the employer "pay or play" requirements take effect. The program will include case studies that illustrate how the impact of PPACA varies for different employer groups. We will also discuss some strategies employers can pursue to help their organizations optimize the impact of PPACA.

Michael provides health and disability actuarial consulting services to employers in the private and public sectors. He has extensive experience consulting in the following areas: group medical plan design, Consumer Driven Health Plan (CDHP) design strategy, self insured pricing, medical IBNR valuation, FASB 106/158 valuation, GASB 43/45 valuation, disability liability valuation, and captive insurance feasibility studies. Michael has been active consulting with employer groups to help them implement and manage CDHP plan strategies. In addition, Michael has been a leader in working with employers to help them quantify the financial impact of health care reform legislation (PPACA). Michael has worked at major health/disability insurance carriers and a leading employee benefit consulting firm.

Are You In The Crosshairs? Your Personal Liability in Employment Cases
Bob Gregg, JD: Boardman & Clark LLP

Thursday, October 4, 2012
1:15 pm-2:30 pm

HRCI Credits:
Track: Other
Level: Basic

Beware and be aware! Personal liability means that legal damages are collected from the individual's personal bank account, retirement fund and/or sale of personal property (car, home, collectibles, etc). Usually the employer is sued as an entity. In a growing number of cases plaintiffs are naming both the employer as well as the individual(s) accused of actually committing the violation. In these cases the court may award damages against both the organization and the individual manager. In some cases the plaintiff can elect to collect from either, or both. This program covers the danger areas, insurance coverage issues, and preventative practices.

Bob Gregg is a partner at the Boardman & Clark Law Firm in Madison, Wisconsin. He has been involved in employment relations and civil rights work for more than 30 years. Bob also litigates employment cases, representing employers in discrimination, FLSA, FMLA and all other areas of employment law. His main emphasis is helping employers achieve enhanced productivity, creating positive work environments, and resolving employment problems before they generate lawsuits. Bob has conducted over 3,000 seminars throughout the United States and authored numerous articles on practical employment issues. Bob is a member of the Society for Human Resource Management, the National Speakers Association, and a National Faculty Member of the American Association for Affirmative Action.

Avoid Getting Lost in the Labor Laws
Edwin Zalewski; J.J. Keller & Associates, Inc.
Thursday, October 4, 2012
10:45 am-12:00 pm

HRCI Credits:
Track: Other
Level: Intermediate

The National Labor Relations Board (NLRB) have been proposing (and passing) new regulations and issuing rulings that favor unions and place more obligations on employers. Non-union employers must understand that these actions apply to them, not just to unionized organizations. Any employer could commit an unfair labor practice and face a lawsuit. This presentation will describe the National Labor Relations Act provisions that all employers need to know, discuss why employees turn to unions, and explain how unionization occurs. It will also cover what constitutes an unfair labor practice, what employers and supervisors must know to avoid committing them, and policies that should (and should not) be in place. Finally, the presentation will discuss recent laws, proposals, and NLRB decisions along with their impact on employers, with a focus on decisions involving employee use of social media.

Ed Zalewski has been an editor at J. J. Keller & Associates, Inc. since 1999. He specializes in employment law issues such as discrimination and harassment, overtime, exemptions, and labor relations. As part of his efforts to assist Human Resource professionals, Ed has fielded thousands of employment-related questions on these topics and many more. He also contributes articles on compliance and best practices for use in J. J. Keller products. Ed has delivered presentations for the Florida state SHRM conference in 2010, local SHRM chapters, and various colleges. He has also spoken in Chicago, Dallas, Houston, Charlotte, and Columbus as part of J. J. Keller's efforts to bring current compliance information to HR professionals around the country. Ed regularly writes articles for publication in newspapers and trade magazines. His work has been published in Diversity Executive, Talent Management, Workplace HR & Safety, SHRM Online, and newspapers from Atlanta to Salt Lake City.

Building a Successful Business Through Workforce Planning
Helen Englebert, SPHR; Moraine Park
Friday, October 5, 2012
10:00 am-11:15 am

HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

While workforce planning has been around for a number of years, all too often it is seen as just another HR initiative because there are no hard links to business plans or strategy. However, there is a growing amount of international research and documentation that demonstrates the link between the application of workforce planning processes, targeted workforce development strategies and increased productivity. Businesses can apply workforce planning to their business decision-making process to better position themselves as competitors for the tight labor market. This session will provide an overview of the key components of workforce planning necessary to build successful organizations.

As part of the Economic and Workforce Development area of Moraine Park Technical College, Helen Englebert partners with organizations to identify their development needs and to provide performance-minded solutions to support their business strategies. Helen has devoted the major part of her career to the field of human resources and career management services. She has assisted numerous individuals and companies with career transition consulting and management training. Helen is particularly effective developing professional relationships and is committed to successfully helping organizations with talent initiatives that allow client organizations to effectively leverage their human capital. In her previous roles in human resource management and organizational development, Helen's major responsibilities included talent assessment and development, recruitment, training, safety, and labor relations. Helen is the state Workforce Readiness Director for the Wisconsin Council-Society for Human Resource Management (SHRM). Under her past leadership as State Director for WI-SHRM, the Council received the Superior Honor Merit award. Helen served two separate terms as the WI-SHRM State Leadership Director, and has been involved with many SHRM conferences throughout the state. She also served on the national SHRM Central Region Board of Directors and chaired the regional SHRM Foundation Scholarship program.

Economic & Workforce Development
Building an Effective Succession Management Strategy
Cassy Van Dyke, SPHR; QBE
Maggie Kudick, MA, HCS, ACC: CUNA Mutual Group
Thursday, October 4, 2012
10:45 am-12:00 pm

HRCI Credits:
Track: High-Impact Succession Management
Level: Basic

What is your organization doing to identify roles in your organization that are critical to the business and ensure a pipeline of talent prepared to move into those roles? Whether an organization is facing a maturing workforce, disengaged employees preparing to leave their jobs as the economy recovers, or increased promotion of employees due to organizational growth, effective succession management is increasingly more critical. This session will explore best practices in designing and maintaining a succession management process to ensure leadership effectiveness and business continuity. Based on a succession management maturity model, participants will be able to assess how their organization's succession practices compare to best practice organizations, understand how to effectively facilitate a succession planning process, and learn how to take their organizations beyond just replacement planning to more strategic talent mobility.

Cassy Van Dyke is a Senior Talent Management Consultant at QBE the Americas, where she serves as an internal consultant and coach in the areas of leadership assessment, talent review and succession planning, and leadership development. Ms. Van Dyke's background includes over 10 years of human resources experience in internal consulting, external consulting, and leadership roles in a variety of industries, including insurance, healthcare, and in the public sector. She is passionate about helping leaders and organizations realize their potential and achieve superior results. Ms. Van Dyke holds a Bachelor's in Business Management, a Senior Professional in Human Resources (SPHR) certification, and an International Coach Federation (ICF) Associate Certified Coach (ACC) credential. She is the Secretary of the Wisconsin Society for Human Resource Management (SHRM) Council, is a Past President of the Greater Madison Area (GMA) SHRM, is a member of ICF, and is a member of American Society for Training and Development (ASTD).

Maggie Blake Kudick, leadership coach and organizational consultant, develops great leaders and teams. She is principal owner of Emerge Coaching & Consulting, LLC, and is a senior talent management consultant & leadership coach with CUNA Mutual Group in Madison, WI. Maggie's background includes talent management, career and transition consulting in a Fortune 500 Insurance company as well as with a global management consulting firm. Prior to consulting, she worked for an educational non-profit as a Director of Development, responsible for the development and marketing of a school-to-work program. Maggie has strengths in facilitation, presentation and coaching, with an emphasis on career management consulting and leadership and team development. She has coached numerous managers, emerging leaders, executives and mid-career professionals in the areas of professional development, career management, interpersonal communication and change. She is a passionate leader of change, with a strong urge to witness people discover their strengths, build upon them and succeed. Maggie holds a Master's Degree in Organizational Communication and a Bachelor's Degree in Communication, with a Minor in Music. She also holds a coaching certification through the International Coach Federation, and holds a Human Capital Strategist designation through the Human Capital Institute.

Bullying in the Workplace- An Equal Opportunity Form of Harassment
Deb Wood, PhD, CEAP; Midwest EAP Solutions
Thursday, October 4, 2012
3:30 pm-4:45 pm
HRCI credits:
Track: Building Corporate Culture
Level: Basic

In a 2010 Workplace Bullying Institute survey, 35% of workers reported experiencing bullying firsthand—four times the rate of illegal harassment. Bullying is extremely damaging to individuals and workgroups, and can also be among the most insidious and difficult to deal with behaviors to address effectively. Victims often suffer emotionally, economically and even physically, and it's critical for organizations to do something before it becomes so entrenched and condoned that there is virtually no way to stop it. After this seminar, HR professionals will better understand bullying and bullies, and what can and should be done in their organizations.

Deb has worked in the employee assistance field for over 25 years. As a Senior Consultant for Workplace Behavioral Solutions, Inc. and its Midwest EAP Solutions and Physician Wellness services divisions, she does counseling, speaking, and training and development. She has also taught at Minnesota State University and worked with a wide variety of organizations. Deb specializes in the areas of team building, stress management and organizational change, and also does critical incident stress debriefings. She is currently also working in the areas of workforce reduction and bullying in the workplace. Deb has her PhD in counseling from Capella University.

Ceiling to Candidates- Mobile Recruitment
John Hancock; The RightThing, An ADP Company
Friday, October 5, 2012
11:30 am-12:45 pm

HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Basic

Similarly to Internet recruitment 10 years ago, mobile recruitment is revolutionizing how organizations source, recruit and communicate with top talent. Today, companies must decide if they are going to be pioneers in the market or risk getting behind the curve. This session, hosted by mobile recruiting expert John Hancock of The RightThing, An ADP Company, will address how and why organizations should embrace the mobile medium when it comes to building lasting, cutting edge recruiting standards. Hancock will also discuss emerging best practices and share specific case studies, ideas and examples from forward thinking organizations that have successfully integrated mobile technology.

John has over 18 years of experience in the recruiting industry within the UK, Asian, Australian and US markets. He has deep subject matter expertise in recruitment operations, risk analysis and strategy, with a specialty in recruitment process efficiency and candidate sourcing. Since arriving in the US in 2004, John has led solutions based recruitment businesses geared toward helping organizations align their talent acquisition capabilities to meet current and future strategic talent acquisition and retention goals. He has extensive experience in scoping, selling and managing the successful implementation and delivery of corporate recruitment process outsourcing (RPO) engagements across many industries working with companies ranging from start-ups to growing divisions of Fortune 500 corporations. Prior to joining The RightThing, John worked as the Managing Director of Talent Acquisition Practice for the Capital H Group where he was responsible for the oversight of the company's RPO operations. Previously, John served as the Vice President of Talent Solutions at Hudson Global Services, NA. There he was responsible for RPO as well as the design and implementation of client solutions in United States and Canada. John has also served as Sector Head at Hudson Australia, a Business Program Manager for Morgan and Banks Technology, a Business Manager for Intertech Technology Consultants and a Manager for Hunterskil PLC.

Conquer the Social Media Jungle- Practical Strategies & Policy Tips
George Blomgren; MRA- The Management Association
Friday, October 5, 2012
11:30 am-12:45 pm

HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Basic

Talk about a jungle! Social media can be mysterious, treacherous and daunting for today's businesses. It can also be the source of great treasures, not to mention HR adventures. Your explorers need direction and leadership that only you can provide. They need tools and training. Success requires more than a designated expert; rather, it will test your ability to create a common vision and shared goals to lead your team through the jungle. Companies that best tap into the power of social media, and minimize the risks, do so through policies and practices, which leverage all of their employees' social networks. George's practical, effective insights into social media policies which support critical business objectives have helped thousands of HR professionals prepare for the jungle that is social media!

As MRA's Director of Business Systems and Recruiting Solutions Director, George Blomgren supports MRA members in developing effective social media strategies and policies, which support strategic business goals. George began his career working with Towers Watson as a communications consultant. Prior to joining MRA, George was on the leadership team of the country's fastest growing network of local employment websites, where he became a noted expert on recruiting technologies and began speaking to groups like SHRM and other associations. George has addressed thousands of business professionals on recruiting and technology topics. In working with businesses on social media, he focuses on cutting through the hype, addressing the most important risks, and creating value.

Culture Eats Strategy for Breakfast
Scott Savage; Scott Savage Consulting LLc
Thursday, October 4, 2012
1:15 pm-2:30 pm

HRCI Credits:
Track: Building Corporate Culture
Level: Basic

Hear the story of an organization as it dealt with the throws of radical culture change demanded by the environment, implemented by a new executive, and experienced by mid-management and staff. Using the Denison Organizational Culture Model and Survey a baseline measurement was taken, areas of the culture targeted for development, actions were planned and implemented and progress monitored.

Scott Savage provides executive coaching, leader development, group facilitation and team development solutions. He has more than twenty years experience providing Training and Development to leaders in business, government, education and nonprofit organizations. His experience is punctuated with stints as a corporate trainer, semi-truck driver, facilitator, team coach, human resource manager, deckhand, and steel worker. Scott helps organizations deal with the learning and adaptation of change. He understands the customer's organization, history and culture in order to create a learning process that will meet its needs. He is a recognized provider of leadership, team development, and conflict management solutions. Focus areas are helping clients understand human and organizational dynamics, teamwork, and corporate culture. As an experienced Peer Learning Network Facilitator, Scott has worked on individual and organizational development needs with ceo's and presidents of fast growth companies. Scott brings degrees in Psychology from Southern Illinois University and Business Education from the University of Minnesota.

Customer Service to W.O.W
Sandra Mazur; Spherion
Thursday, October 4, 2012
3:30 pm-4:45 pm

HRCI Credits:
Track: Building Corporate Culture
Level: Basic

Join Sandy Mazur, Senior Vice President of Spherion's Franchise License Group, as she discusses how you can create lasting value in your organization through a commitment to extraordinary customer service. Discover the importance of company-wide accountability to service excellence at every level and throughout every department, from internal customers to external clients. Glean valuable insights from an industry expert as she addresses leading questions like: How do you define and measure customer service? What standards can you put in place to ensure your customer relationships are consistently being nurtured and strengthened? What distinguishes extraordinary customer care from ordinary service levels? Learn the answers to these questions and many more that will help you deliver outstanding service to your valued customers.

As executive vice president of Franchise and Licensing, Sandy Mazur is responsible for the strategic leadership and support of an extensive base of Spherion® franchise offices and licensees, as well as for expanding the franchise program into new U.S. markets. Headquartered in Atlanta, GA, Spherion is the largest national recruiting and staffing company actively pursuing market expansion through franchising. Prior to this post, Mazur was responsible for product development and end-to-end product life cycle management for Spherion's extensive portfolio of recruiting and staffing services. These include specialty offerings supporting customer service call centers, non-clinical healthcare and educational institutions, and innovative web-based tools such as the Spherion Candidate Resource and Client Resource Centers, among many others. A seasoned executive with broad-based experience in the staffing industry, Mazur possesses a keen understanding of the U.S. workforce and the issues that drive performance. She is a compelling and articulate speaker, and has shared the findings and implications of the Spherion Emerging Workforce Study and Customer Service to WOW with numerous business groups.

Design an Effective Total Rewards Strategy to Meet Today's Economic and Regulatory Demands
Michael Maciekowich; Astron Solutions LLC

Friday, October 5, 2012
6:30 am-7:30 am

HRCI credits:
Track: Strategies for building a High-Performance Work Force
Level: Intermediate

Total Rewards programs are an integral part of the organization's human capital strategy. Total Reward programs (pay, incentive, benefits, and retirement) currently comprise more than 60% of most organization's operating expenses. More and more executive leadership is challenging human resource professionals to demonstrate how total rewards programs are supporting the strategic direction and/or re-direction of the organization. In addition they are asking for a 'return of investment." This program will provide human resource professionals with a comprehensive overview of current trends in total reward strategic alignment as well as the tools necessary to achieve such an alignment. The program will look at current best practices as trends as well as the challenges faced in an ever changing economic and legal environment.

Michael F. Maciekowich is a National Director for Astron Solutions. His areas of expertise include the development, design, and implementation of executive, physician, and employee base pay, short and long term incentive programs, sales incentive programs and performance management systems in all industries. His primary focus is the integration of compensation and human resource strategies with organization-specific missions, visions, values, and strategic operating plans. Michael has thirty years of consulting and industry compensation experience. Prior to Astron, Michael was the National Director of Healthcare Rewards Consulting and the Metro New York Operations Manager for Rewards Consulting for the Hay Group. He was also compensation consultant with a number of consulting firms, including Towers Perrin (Senior Consultant), Hartstein Associates (Vice President), Adams, Nash & Haskell (Vice President), The Omni Group (Vice President and Partner), and Modern Management (Senior Consultant). In these roles, he focused on the role compensation plays in human resources and labor avoidance strategies. He has assisted hundreds of organizations in his twenty-five plus years of consulting. Prior to his consulting career, Michael was responsible for compensation services at the American Hospital Association, Honeywell International, and Zenith Electronics.

Diversity Recruitment: A Changing Workforce, A Changing Regulatory Environment
Jacquelyn Peterson; InfoSoft group Inc. (DBA: MilwaukeeJobs.com)
William Osterndorf: HR Analytical Services
Friday, October 5, 2012
10:00 am-11:15 am

HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Basic

The workplace is changing. Companies are serving diverse populations. The pool of candidates who can help build an effective organization is more diverse. Companies need to find ways to reach diverse and non-traditional candidates in order to be more effective. Not only is the workplace changing, the regulatory environment is also changing. The federal government has higher expectations for its contractors and subcontractors. The Department of Labor's Office of Federal Contract Compliance Programs is demanding effective outreach and is expecting results from the outreach efforts. Whether a company is recruiting candidates to meet its internal diversity initiatives or as part of their affirmative action plan, there is a need to find tools that can help in the search for diverse and non-traditional candidates. At the same time, recruiters and compliance managers need to help management understand the importance of achieving diversity and affirmative action objectives.

Jacquelyn Peterson is an OFCCP and Project Management Consultant with MilwaukeeJobs.com, JobsInMadison.com, and JobsInGreenBay.com - member sites of LocalJobNetwork.com. She has extensive experience helping employers with all aspects of recruiting and offers OFCCP government compliance solutions for small companies with limited budgets to complex organizations with multi-state locations.

William A. Osterndorf is President and founder of HR Analytical Services and has been working with affirmative action/equal opportunity issues for the last 25 years in the public and private sectors. Bill specializes in developing and writing affirmative action plans and has extensive experience in preparing companies for reviews by the Office of Federal Contract Compliance Programs (OFCCP), the federal agency that monitors contractor compliance with affirmative action regulations. He was the chief architect of the Society for Human Resource Management's position statement on applicants and has helped SHRM draft responses to a variety of OFCCP proposals. Bill has given presentations and webinars on the OFCCP's "Internet Applicant" rule and on other affirmative action-related issues for a variety of audiences. He is a former President of the Milwaukee SHRM chapter, and is the current chair for the Milwaukee Industry Liaison Group (ILG).

DWD Administrative Law Judge Panel: Answering Your Questions
Janell Knutson, JD; John Brown, JD; Sherman Mitchell, JD; and John Riester, JD: Department of Workforce Development
Thursday, October 4, 2012
3:30 pm-4:45 pm

HRCI Credits:
Track: Other
Level: Basic

Panelists will answer questions from the audience on unemployment insurance, worker's compensation and equal rights laws, procedures and appeal process. This is your chance to query the ALJs.

Janell Knutson is currently serving as the Acting Director of the Bureau of Legal Services for the Unemployment Insurance Division. She has been employed with the Worker's Compensation Division as an administrative law judge for the past 15 years, and has served as Section Chief of the Madison office since 2002. Her prior legal experience includes representing plaintiffs in worker's compensation, social security, contract and tort cases; serving as an Assistant Attorney General for the State of North Dakota defending the exclusive state fund in worker's compensation cases; Director of Legal Services for the North Dakota Workers Compensation Bureau; and defending worker's compensation claims filed by Wisconsin state employees. Ms. Knutson graduated magna cum laude from the University of North Dakota in 1983, receiving a Bachelor of Science in public administration. She received her Juris Doctor in 1986 from the University of North Dakota School of Law.

John Brown has been an Administrative Law Judge with the Wisconsin Equal Rights Division since July 1994, except for a half-year with the Wisconsin Department of Justice in 2005. He came to the ERD from the legal staff of the Wisconsin Department of Health and Social Services, which he joined in 1991. He received a Juris Doctor from the University of Texas School of Law, Austin, Texas, and an LLM from William Mitchell College of Law, St. Paul, Minnesota. Before moving to Wisconsin he practiced law in Missouri, Iowa and Minnesota. He is a member of the Labor and Employment Section of the State Bar of Wisconsin.

Sherman C. Mitchell is an Attorney and Administrative Law Judge in the Milwaukee Hearings Office of the Worker's Compensation Division of the Department of Workforce Development for the State of Wisconsin. He is also the Chief Attorney and Supervisor of the Milwaukee and Appleton Hearings Offices, and has served in that position since March of 1990. Judge Mitchell received a Bachelor of Arts degree in Mass Communications and Journalism from the University of Wisconsin-Milwaukee in 1977 and a Juris Doctor degree from the University of Wisconsin in Madison in 1982. He has presided over hundreds of Unemployment Compensation hearings and thousands of Worker's Compensation hearings in his twenty-nine years as an ALJ in the Department of Workforce Development, and is a multiple recipient of its Outstanding Performance Award. Judge Mitchell is a member of the State Bar of Wisconsin and has served on the State Bar's Professionalism Committee, and performed 15 years of service as the Treasurer of the Wisconsin Association of African-American Lawyers. He has lectured on Worker's Compensation on radio programs; at schools and universities; employment training sessions, including the popular DWD Labor Law Clinics; and legal seminars, including those sponsored by the State Bar of Wisconsin, Wisconsin Association of African-American Lawyers, and Wisconsin Academy of Trial Lawyers.

John Riester is the current Senior Administrative Law Judge in the Milwaukee Hearing Office for Unemployment Appeals. He has held that position since 2006. He graduated from the University of Wisconsin Law School in 1987, and the University of Wisconsin-Madison in 1984. Prior to coming to UI in 2002, John was a municipal judge in Racine County, an assistant district attorney in Milwaukee County, in-house counsel for a national engineering firm, in-house counsel for an international publisher, and a litigation attorney in private practice. He is bi-lingual in Spanish.

Employers that Understand what is Driving Medical Cost Can Actively Reduce It
Craig Kurtzweil; United HealthCare
Friday, October 5, 2012
10:00 am-11:15 am

HRCI Credits:
Track: HR Metrics / Human Capital Measurement (How to Measure ROI)
Level: Intermediate

This session will explore the drivers of medical costs and what can be done to improve employee engagement and change behavior. Innovative data-driven health solutions provide the basis for employers to design strategies that can reduce health care costs and improve access to care. Employee engagement can be improved through relevant tools and resources thus impacting medical costs. Through targeted analytics we can drive targeted solutions to drive better health and lower costs.

Craig Kurtzweil's career began as an Actuarial Consultant at Deloitte Consulting (Minneapolis) in 2000. During his tenure at Deloitte, Craig worked on many large national customers as well as focused on actuarial benefits pricing, benefit plan designs and reserve modeling. In 2005, Craig joined UnitedHealthcare to begin forming a team of strategic customer analytic specialists. That team is focused on providing insightful analytics that can help a customer drive affordability and help their members become better consumers and healthier. Craig is currently the Assistant VP of Customer Analysis and Solutions for the central region. He services many customers himself and many more through his team. He also is responsible for the continual innovation of analytic tools nationally.

Engage the Lion's Share of Top Talent Before They're Endangered
Tracy Butz: Think Impact Solutions
Thursday, October 4, 2012
1:15 pm-2:30 pm
HRCI Credits:
Track: Strategies for building a High-Performance Work Force
Level: Intermediate

As organizations continue to compete for the lion's share of top talent, they also seek to retain this talent, especially when in an increasingly fierce and competitive environment. This interactive session will showcase how you can enhance the culture, productivity and the overall revenue growth of your company through executing an effective engagement strategy, focusing on key areas such as: Trust & integrity, job fit, performance expectations & feedback, alignment with corporate goals, culture, relationship with the supervisor, employee development, inspiration & motivation, and growth opportunities. Join this short expedition to learn key strategies to further engage the diverse wild life in your organization. Discover insightful ways to create a natural habitat of appreciation, inspiration and a results-focused pride, unlike any other.

Tracy Butz, owner of Think Impact Solutions, is a highly sought-after keynote speaker, captivating author and successful entrepreneur. She is best known for engaging individuals and organizations, empowering them with innovative concepts and tools to become architect of their own lives. Tracy has 18 years of experience actively engaging both large and small size audiences, from a wide range of industries, including the US Army, McCain Foods, Kimberly Clark, Subway Restaurants, and 4imprint, just to name a few. Tracy is a proud member of the National Speakers Association and the Global Speakers Federation, and is a national and local member of both the Society for Human Resource Management and the American Society of Training and Development.

Entering the Lion's Den of Arrest and Conviction Record Discrimination in Wisconsin
Tom O'Day, JD; C. Wade Harrison, JD: Godfrey & Kahn, S.C.
Friday, October 5, 2012
10:00 am-11:15 am
HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

Wisconsin employers are generally familiar with Wisconsin's anti-discrimination law protecting individuals with arrest or conviction records. In application, however, decisions in this area of law are never clear; the issue is fraught with potential hazards as fearful as the den of an angry lion. Experienced attorneys who work with clients in these sticky situations will discuss the general rules of the law, the contours of the "substantially related" test and practical considerations in addressing situations involving arrests and convictions. The law has also been the target of recent change in the Wisconsin Legislature, and employers must understand the changes as applied to their industry. Human resource advisors and other counselors of national employers are at particular risk for violations of this law, given the fact that Wisconsin's law is unique to other states. Attendees will walk away from this presentation with practical tools, policies and considerations to manage risk in their own daily practice going forward.

Tom O'Day joined the Milwaukee office of Godfrey & Kahn, S.C. in January 2006 as a member of the Labor and Employment Practice Group. In addition to his J.D., Tom holds a Masters Degree in Education Leadership and Policy Analysis from the

University of Wisconsin. Tom's practice involves advising and representing both private employers as well as public employers in every aspect of labor and employment law. Tom also works with Wisconsin school districts and Indian Tribes in addressing special education mandates, student expulsions and other school law issues. In addition to his legal background, Tom has worked in every branch of state government in various capacities for the Supreme Court of Wisconsin, the Wisconsin Department of Commerce, the Wisconsin legislature, and the Governor's Office.

C. Wade Harrison is a member of Godfrey & Kahn's Labor and Employment Practice Group in the Firm's Madison office. Wade's practice involves advising and representing both private and public employers in a variety of labor and employment matters. Among other things, Wade specializes in counseling regarding and defending against employment discrimination and civil rights claims (including unlawful harassment and race, age, sex, disability and other discrimination matters), family and medical leave issues, and wrongful discharge claims. Wade provides counseling to employers on the full range of human resource and employment law challenges confronted by public and private sector employers, including the hiring and firing of employees, drafting and enforcing restrictive covenant agreements, litigating federal and state discrimination and wage claims, conducting unlawful harassment investigations, and drafting employment and severance agreements. Wade also trains supervisors and employees on human resource topics such as unlawful harassment. Wade's practices also encompass working with educational institutions as general or special counsel. Wade has appeared before the Wisconsin Equal Rights Division, Equal Employment Opportunity Commission, United States Department of Education - Office of Civil Rights, Wisconsin state courts, United States District Court for the Western District of Wisconsin and United States Seventh Circuit Court of Appeals.

Five Trends Shaping the Future of HR
Dr. Bob Nelson, PhD; Nelson Motivation Inc.
Thursday, October 4, 2012
1:15 pm-2:30 pm
HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

This presentation covers the emerging Human Resources trends that will dominate the competitive success of every organization. Leading authority and international best-selling author, Dr. Bob Nelson will share his research and insights on the emerging workforce trends of: 1) The Pending Shortage of Skilled Workers 2) The Rise of the Millennial Generation 3) The Expansion of Contingent Workers 4) The Evolving Role of Virtual Employees 5) The Globalization of the Labor Market. Dr. Nelson will present current research and data about the above trends and specifically address what HR professionals need to do to help create a sense of urgency in leading their executive team to proactively address these issues before they become problems for the organization and its ability to compete. Attendees will leave with a broader perspective on the leading labor trends impacting human resources and practical strategies for addressing those trends in their workplace.

Dr. Bob Nelson is considered one of the world's leading experts on employee motivation, engagement, recognition and rewards. He is president of Nelson Motivation Inc., a management training and consulting company located in San Diego, California that specializes in helping organizations improve their management practices, programs and systems. He has sold 4 million books on management and motivation, which have been translated into 37 languages, including his multi-million copy bestseller 1001 Ways to Reward Employees. He has worked with 4/5s of the Fortune 500 and has presented on six continents. He has been featured extensively in the media including CBS 60 Minutes, CNN, PBS, The Wall Street Journal and The New York Times to discuss how to best motivate today's employees. He holds an MBA in organizational behavior from UC Berkeley and received his PhD in management with the late great Dr. Peter F. Drucker, The Father of Modern Management. He teaches for the MBA program of the Rady School of Management at the University of California in San Diego.

From Boomers to Linksters: Managing the Friction Between Generations at Work
Meagan Johnson; Larry Johnson: Johnson Training Group
Thursday, October 4, 2012
3:30 pm-4:45 pm

HRCI Credits:
Track: Strategies for building a High-Performance Work Force
Level: Basic

Baby Boomers, Gen-Xers, Gen Yers - the differences between these groups go far beyond hair styles and nose rings. Differing values, work-ethics, standards of quality, and attitudes toward customers can cause havoc on your team, or they can be a source of incredible energy and creativity - it's all in how you manage them. Based on their new book, Generations Inc.: From Boomers to Linksters, Managing the Friction Between Generations at Work, generation expert Meagan Johnson and corporate culture expert Larry Johnson present the unique perspectives of a Gen-Xer and her Baby Boomer dad on how to manage different generations at work.

Meagan Johnson, CSP is a generational expert and in-demand speaker. She is the co-author of Generations Inc. - From Boomers To Linksters: Managing the Friction Between Generations at Work, which she coauthored with her father Larry. Her clients include American Health Care Association, Harley-Davidson, Dairy Queen, Burger King, Wal-Mart, Loreal, National Apartment Association, Coldwell Banker, Cadillac, American Dental Association, and the National Cosmetology Association.

Larry Johnson is the co-author of top-selling Absolute Honesty: Building A Corporate Culture That Values Straight Talk And Rewards Integrity, as well as Generations Inc. - From Boomers To Linksters: Managing the Friction Between Generations at Work. As an in-demand speaker and corporate trainer, Larry helps companies build healthy organizational cultures, lead change, retain customers, and develop effective work relationships. His clients include McDonald's, Harley-Davidson, Nordstrom Department Stores, American Express, Federal Express, JPMorgan-Chase Bank, and Lloyds of London.

Health Insurance Exchanges 101
Jeffery Schultz: BeneCo of Wisconsin
Thursday, October 4, 2012
6:30 am-7:30 am

HRCI Credits:
Learning Session Track: Industry-Related Trends in the Workplace
Level: Basic

As PPACA stands, states have until January 1, 2014 to establish their version of an exchange. But, regardless of the survival of Health Care Reform (PPACA), exchanges are here to stay, and both small and large employers will be impacted. What are exchanges? What will the exchanges look like? Who is eligible? What carriers will participate? How will they be funded? These are all questions employers are asking. This seminar will provide insight into the technology requirements discussed in proposed regulations for public exchanges, and discuss the necessary functionality for private exchanges to attract and administer employer groups and individual consumers. Understand the basics of an exchange. Distinguish the difference between public and private Exchanges. How exchanges may increase or decrease your company cost.

As a Vice President of BeneCo of Wisconsin, Jeff brings a wide range of expertise to the Company. With over 20 years of experience in helping organizations with as many as 15,000 employees, Jeff has established a reputation as one of the leaders in the employee benefits field. Focused on Bottom Line Driven Employee Benefits Planning, Jeff's practice leverages claims data by uncovering and directly addressing health plan delivery system inefficiencies. His experience ranges from plan design, financial analysis, underwriting, and employee communications to wellness practice leadership and harnessing data to supercharge wellness ROI. A Wisconsin native, Jeff resides in Waukesha with his wife and three children.

Health Savings Accounts- A Beginners Guide
Christopher Kramer: Diversified Benefit Services, Inc.
Thursday, October 4, 2012
1:15 pm-2:30 pm

HRCI Credits:
Track: Other
Level: Basic

Health Savings Accounts – A Beginners Guide: This session will provide a comprehensive overview of Section 223 Health Savings Accounts (HSAs) and how employers are using them to lower health care costs. The seminar will cover in detail HSA rules and regulations as well as how HSAs coordinate with other benefit plans such as FSAs and HRAs. The program will review how employers have successfully implemented HSAs as part of their overall health care strategy. By the end of the seminar, attendees will have a solid foundation on the mechanics of HSAs.

Christopher Kramer is the Sales Manager for DBS and has been with the firm for over 18 years. He has worked with hundreds of clients to design, communicate, and implement Health Reimbursement Arrangements, Flexible Benefit Plans, Health Savings Accounts, and other reimbursement programs. Chris has conducted numerous seminars on HRA, HSA and FSA programs for various colleges, Chambers of Commerce, SHRM and trade groups. He is also involved with training DBS staff on FSA, HRA, HSA and other rules and regulations. Chris is a graduate of UW-Madison and has a Bachelors of Science degree in Economics and a certificate in International Marketing. He has served on the board of the New Berlin Chamber of Commerce and Visitors Bureau as both a board member and President. Chris is also active in other Chambers of Commerce and trade associations.

How to Leverage Health Care Reform to Benefit Your Wellness Program
Jeffery Schultz: BeneCo of Wisconsin
Friday, October 5, 2012
6:30 am-7:30 am

HRCI Credits:
Track: HR Metrics / Human Capital Measurement (How to Measure ROI)
Level: Basic

January 1, 2014 is closing in. Most companies can't even answer basic questions how PPACA will impact them. Despite the uncertainly of the final legislative product, some semblance of PPACA will remain. Most employers don't know if this will be a pressing business issue or a low business priority. What we do know is that between subsidies, exchanges, wellness pricing, and other fine print, there is tremendous opportunity for all employers to reassess their offerings in light of PPACA. The costs associated with health care reform make it more important than ever for employers to invest in wellness and keep their workers healthy and informed. This comprehensive seminar will put plan sponsors in a position to answer the following questions: 1. Should my company stay in the game and offer health benefits? 2. How significant are the 2014 changes? 3. How many employees will be eligible for Medicaid, premium subsidies and vouchers? 4. How do we minimize the extra costs, penalties and vouchers? 5. Will my health risk pool worsen, and could my total spend increase? 6. Do we need a transition plan? 7. How do I figure all of this out?

As a Vice President of BeneCo of Wisconsin, Jeff brings a wide range of expertise to the Company. With over 20 years of experience in helping organizations with as many as 15,000 employees, Jeff has established a reputation as one of the leaders in the employee benefits field. Focused on Bottom Line Driven Employee Benefits Planning, Jeff's practice leverages claims data by uncovering and directly addressing health plan delivery system inefficiencies. His experience ranges from plan design, financial analysis, underwriting, and employee communications to wellness practice leadership and harnessing data to supercharge wellness ROI. A Wisconsin native, Jeff resides in Waukesha with his wife and three children.

HR For Upper Classman
Mark Goldstein, JD: Mark J. Goldstein
Thursday, October 4, 2012
10:45 am-12:00 pm

HRCI Credits:
Track: Strategies for building a High-Performance Work Force
Level: Advanced

By now we are all pretty well versed on how to handle a garden-variety employee discipline or discharge. But what if the situation involves, for example, non-compete covenants, indications of a potential underlying disability, theft and a threat of violent behavior? What if an employee off on disability now contends that the injury was, in fact, work-related and seeks an accommodation such that they can return on light duty?

Tackle HR real life conundrums “ripped from today’s headlines.” Work with your colleagues in small groups to reinforce good decision-making when various laws, rules, and other authorities point you in different directions. Discover how to “triage” the various considerations that come into play, and a few other “tricks of the trade.”

Mark Goldstein is President of Mark J. Goldstein S.C., a boutique law firm serving as outside general counsel to businesses big and small, and specializing in labor and employment issues. As such, Mark is not only an attorney but also a business owner, as well as an elected official and supplemental court commissioner. Mark received his B.A. from the University of Wisconsin-Madison in 1989 and his J.D. from the University of Wisconsin Law School in 1994. He is licensed in Wisconsin, Illinois, and numerous Federal Districts and Circuits. Mark is a member of the State Bar of Wisconsin, the Milwaukee Bar Association, the American Bar Association, LERA, and SRKA (WISHRM's Racine Kenosha Chapter). He is active in SHRM, the State Bar, the MBA, and a frequent speaker and writer on labor and employment law and other topics.

Re-Certification
Don Herrmann
Friday October 5, 2012
6:30 am-7:30 am

HRCI Credits: This session is not approved for credits
Track: Professional Development
Level: Basic

Have you recently been HRCI certified? Whether it was last spring, last year, or several years ago, this session will explain what you need to do to maintain your hard earned credentials. Learn your recertification options and resources, as well as how some of your work experience can qualify for recertification credit- including strategic management credits!

Don is President of Herrmann Advantage Consulting, LLC in Fond du Lac. He has lead human resources activities for over 30 years and has been the top HR executive for a number of companies in multiple industries. Prior to starting his consulting business in 2008, Don was Vice President of Human Resources for a national company headquartered in Denver, Colorado. Don has served on a variety of SHRM Chapter Boards in Georgia, Ohio, Nebraska and Colorado. Additionally he is an adjunct faculty member of Marian University and the University of Phoenix. He also serves on the Academic Advisory Board for Moraine Park Technical College.

Management Makeover- 30 Days to a New Leader
Marjorie Treu, PHR: Team Fusion
Friday, October 5, 2012
10:00 am-11:15 am

HRCI Credits:
Track: Leadership Imperative: Strategies for Building Leadership Bench Strength
Level: Intermediate

Today’s work environment requires human resources to do more with less yet maintain high service levels and standards. If you were charged with spear-heading a project that integrates hiring the right person for the right role, on-boarding new managers rapidly and reducing their learning curve, integrating team members with ease and less conflict, teaching managers to coach effectively, and creating individual employee professional development plans, could you implement the project quickly? Managers are often not provided with practical tools to consistently build high functioning teams. These struggling managers unconsciously create teams with low employee morale, high turnover, and increased employee relations issues. What can you do when employee complaints about their manager increases? Team Fusion shares the 30-Day Management Makeover™ Program, which steers floundering managers back on course and sets up newly hired managers for success fast. HR professionals are pivotal in designing workplace environments where every employee thrives.

As President of Team Fusion, Marjorie Treu brings 20 years of adult education experience into the corporate arena with major focus areas including Leadership and Management Development, Sales Training, Talent Management, Continuous Improvement initiatives, and Employee Relations. The goal of Team Fusion is to help leaders create collaborative and cohesive teams through all phases of team formation, coach teams in trouble, and provide experiential team-building events. Marjorie's passion for the next generation of leaders was the driving force behind writing her book, "The 78 Biggest Mistakes New Managers Make - What You Need to Know to Avoid Career Suicide." She firmly believes that following the practical tips outlined will prevent leaders from losing years of advancement opportunities. Marjorie holds a Bachelors degree in Education from the University of Wisconsin-Milwaukee, and earned her PHR certification. She has served as President for the Southeastern Wisconsin Chapter of the American Society for Training & Development (ASTD).

Managing Compensation for the Upturn
Neil Lappley: Lappley & Associates Ltd.
Rich Sperling, CCP: Sperling HR, LLC
Friday, October 5, 2012
11:30 am-12:45 pm
HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

For the past several years, compensation professionals have focused on managing into and through a deep recession. Now, more than two years since the end of the recession, compensation professionals need to change their focus to managing beyond the recession and into an upturn. Compensation professionals — and HR professionals in general — will find both opportunities and challenges in the coming upturn. By capitalizing on these opportunities and overcoming these challenges, they can provide strategic value to the businesses and business leaders they serve. This program presents collective ideas from business leaders, HR professionals, academics and consultants about what compensation professionals should focus on in the next few years to add the most value.

Neil Lappley grew up in Oregon, WI. After graduating from the University of Wisconsin-Madison with bachelors and masters degrees, he worked at the Mead Corporation in Dayton, OH and A.O. Smith in Milwaukee as an internal consultant. He joined the Hay Group in the mid-seventies where he was a consultant, partner and managing director of the Chicago office. For the past twelve years he has led a human resources consulting practice that primarily focuses on the development and implementation of compensation programs for clients. Lappley & Associates assists clients with the design of executive compensation, salary management, annual and long-term incentive, board of director pay, and performance management programs. He has written and spoken on various compensation subjects.

Rich Sperling formed Sperling HR, LLC, in 2009 as a natural extension of 30 years in human resources and consulting. He works with clients to build jobs and organizations that support and enable their business strategies and objectives. Rich provides expert consulting services in job families, role design and relationships, and span of control management. Before establishing Sperling HR, Rich was a Senior Consultant at Hay Group. He holds an MBA from Northwestern University and a BS degree from Yale University. Rich is a frequent author and speaker on organization and rewards.

Multigenerational Workplace: A Leadership Opportunity
Dan Potterton: FEI Behavioral Health
Friday, October 5, 2012
11:30 am-12:45 pm

HRCI Credits:
Track: Leadership Development Seminars
Level: Intermediate

Today's workplace is the most diverse ever seen in history, and for the first time, four biological generations with different mindsets are working side by side, with an emerging fifth set to move in soon. This presentation will identify the unique characteristics of each biological generation, present the challenges of working within a multi-generational workforce, and describe the most effective strategies in managing each of today's different workplace generations. Participants will walk away with a Multigenerational Workforce Toolkit to assist them in continuing the process of leveraging their current workforce to realize its maximum capacity.

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. Dan has over 25 years of experience in the healthcare and EAP/managed care industry. Prior to his appointment at FEI, Mr. Potterton worked as an independent healthcare business consultant providing consultation service to complex health care systems and advising venture capital firms. Prior to this, Mr. Potterton was executive vice president with CareAdvantage where he managed the company's multistate operations and consulting services. Dan also served as president of Cigna Behavioral Health, one of the largest behavioral care management and employee assistance programs (EAP). Before joining Cigna, he served in a number of senior management positions at Value Behavioral Health (VBH) and Preferred Health Care (PHC). Most notably, Dan was the executive vice president for new business technology strategy for VBH and the founding chief operating officer for the behavioral healthcare division of Empire Blue Cross and Blue Shield under contract with PHC.

Certification
Don Herrmann
Thursday, October 4, 2012
6:30 am-7:30 am

HRCI Credits: This session is not approved for credits
Track: Professional Development
Level: Basic

Are you considering certification? Do you want to know more about it? If so, this session is for you. Learn everything you wanted to know about certification…and more! Learn about the importance of becoming HRCI certified, the credentials offered, and how to successfully prepare for the exam.

Don is President of Herrmann Advantage Consulting, LLC in Fond du Lac. He has lead human resources activities for over 30 years and has been the top HR executive for a number of companies in multiple industries. Prior to starting his consulting business in 2008, Don was Vice President of Human Resources for a national company headquartered in Denver, Colorado. Don has served on a variety of SHRM Chapter Boards in Georgia, Ohio, Nebraska and Colorado. Additionally he is an adjunct faculty member of Marian University and the University of Phoenix. He also serves on the Academic Advisory Board for Moraine Park Technical College.

Performance Management: Surviving the Face-to-Face Conversation
Bonnie Cox: Power Training Institute
Friday, October 5, 2012
10:00 am-11:15 am

HRCI Credits:
Track: Strategies for building a High-Performance Work Force
Level: Intermediate

This public workshop shows HR professionals how to develop a more effective performance management system in their organization. Participants will learn to develop their management team in setting expectations for new employees, monitoring performance on an ongoing basis, and giving written and verbal feedback. Bonnie will teach feedback techniques like coaching, mentoring, and designing a performance improvement plan for poor performers that takes emotions into consideration and give participants knowledge on how to make interactions feel safe so performers will opt to improve their performance.

Founder of the Power Training Institute, Bonnie Cox offers management and communications training solutions as a corporate facilitator, professional trainer, and motivational speaker. Her custom designed, high-energy programs include innovative, interactive exercises to ensure her curriculum has immediate application. As a Human Resources professional, Bonnie lends over 20 years of experience in management coaching, employment law, training development, and sales management to each workshop and seminar. She also conducts training workshops for corporations in such diverse lines of business as banking, aerospace, manufacturing, and distribution. Bonnie has enjoyed working with organizations such as Technicolor, Ricoh Electronics, National Pen, Nordstrom, Herman Miller, Zion's Bank, and Meggitt Aerospace. She has also been a guest speaker for various associations, including SHRM, PIHRA, ASTD, and VIA, and has guest lectured at Santa Barbara City College, the University of Phoenix, and University of California Extension-Santa Barbara. As Vice President of Training and

Development for The Select Family of Staffing Companies, Bonnie is responsible for the company's training and career development programs.

Preparing to be Lost in the Jungle: Writing and Implementing Contingency Leadership Plans
Rick Schemm, SPHR; Royal Credit Union
Thursday, October 4, 2012
3:30 pm-4:45 pm

HRCI Credits:
Track: High-Impact Succession Management
Level: Basic

Well-designed Succession Planning is essential to every organization to ensure smooth leadership transitions. But before we even get to the development of Succession Plans, we have to be prepared for the unexpected -- the sudden, unplanned absence of a leader. Injuries, accidents, sudden health problems, family crises, even elopements can cause very sudden absences, and those leadership voids slow productivity, create uncertainty for team members, and make communication difficult. Wouldn't it be wonderful if, when one of these sudden events occurred, we already knew exactly who would do which parts of that person's job -- and better still, that those people were already trained for those responsibilities!

Rick is currently the Vice President of Employee Services at Royal Credit Union, also known as RCU, in Eau Claire, WI. RCU is a community-chartered financial institution located in Northwest Wisconsin and the Minneapolis/St. Paul metro area, the Chippewa Valley of Wisconsin, with headquarters in Eau Claire. RCU has $1.2B in assets, 585 employees, 26 branches, and serves 140,000 members.

Rick is the manager of the Human Resource function, which has a staff of 7. During his 22-year tenure at the Credit Union, he has initiated and directed new projects, programs, and systems in almost all areas of HR Management. These include the design and implementation of Performance Management Systems and Compensation Programs, Upward and Peer Feedback Systems, Contingency and Succession Planning, the automation of the Applicant Data collection process, and the introduction of a comprehensive Wellness Program.

Before working at RCU, Rick was the HR Manager for PDM Bridge in Eau Claire, and he also spent over two years in the Personnel Division of U.S. Bank in Milwaukee. He holds a Master of Science Degree in Management from UW-Milwaukee with a specialization in Organizational Psychology, and a Bachelor of Science Degree in Management from UW-Eau Claire. He has held several volunteer positions with both the local and state chapters of the Society for Human Resource Management, and is currently serving as Director of Chapter Services for the Chippewa Valley chapter of SHRM. He is also a member of the SHRM Committee on Performance Management Standards.

Returning Employees to Work- Sooner and More Productively
Jody Bertram, MS, CRC: Midwest EAP Solutions
Thursday, October 4, 2012
3:30 pm-4:45 pm
HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Basic

Employees on extended leave oftentimes have issues going beyond their diagnosed condition or life event, negatively impacting their ability to overcome their medical problems and return to work. These can include stress and anxiety about work-related issues, concerns around finances, family and work relationships, handling day-to-day tasks, and concerns while continuing their recovery. Studies showing a high rate of comorbidity between depression and illness and injury point to demonstrable effects on increased medical costs, time out on leave and, when the employee is back at work, absenteeism and presenteeism. This seminar will discuss best practices in returning employees back to work sooner and more productively.

Jody is a Senior EAP Consultant with the Midwest EAP Solutions division of Workplace Behavioral Solutions, Inc. She has over ten years of experience working with adolescents, adults and families, with expertise in the areas of building self-esteem, conflict resolution, grief and loss issues and depression, as well as life transitions. She has extensive experience working with individuals with disabilities and mental health issues. Jody has an MS degree in vocational rehabilitation counseling from St. Cloud State University and is also a Certified Rehabilitation Counselor. She is also the clinical lead for the company's Return to Work Coaching program.

Rules of Evidence in Unemployment Worker's Compensation and Equal Rights Hearings
Sherman Mitchell, JD; John Brown, JD, LLM; Timothy Zuberier, JD: Department of Workforce Development
Thursday, October 4, 2012
1:15 pm-2:30 pm

HRCI Credits:
Track: Other
Level: Basic

ALJs will explain the administrative hearing process and how evidence is presented at unemployment insurance, worker's compensation and equal rights appeals. Do the rules of evidence apply? What evidence is admissible/not admissible at hearings? What weight can administrative law judges give to hearsay evidence? What evidence is persuasive at hearings? Learn what to expect at a formal hearing and how to present relevant, persuasive evidence at hearings.

Sherman C. Mitchell is an Attorney and Administrative Law Judge in the Milwaukee Hearings Office of the Worker's Compensation Division of the Department of Workforce Development for the State of Wisconsin. He is also the Chief Attorney and Supervisor of the Milwaukee and Appleton Hearings Offices, and has served in that position since March of 1990. Judge Mitchell received a Bachelor of Arts degree in Mass Communications and Journalism from the University of Wisconsin-Milwaukee in 1977 and a Juris Doctor degree from the University of Wisconsin in Madison in 1982. He has presided over hundreds of Unemployment Compensation hearings and thousands of Worker's Compensation hearings in his twenty-nine years as an ALJ in the Department of Workforce Development, and is a multiple recipient of its Outstanding Performance Award. Judge Mitchell is a member of the State Bar of Wisconsin and has served on the State Bar's Professionalism Committee, and performed 15 years of service as the Treasurer of the Wisconsin Association of African-American Lawyers. He has lectured on Worker's Compensation on radio programs; at schools and universities; employment training sessions, including the popular DWD Labor Law Clinics; and legal seminars, including those sponsored by the State Bar of Wisconsin, Wisconsin Association of African-American Lawyers, and Wisconsin Academy of Trial Lawyers.

John Brown has been an Administrative Law Judge with the Wisconsin Equal Rights Division since July 1994, except for a half-year with the Wisconsin Department of Justice in 2005. He came to the ERD from the legal staff of the Wisconsin Department of Health and Social Services, which he joined in 1991. He received a JD from the University of Texas School of Law, Austin, Texas, and an LLM from William Mitchell College of Law, St. Paul, Minnesota. Before moving to Wisconsin he practiced law in Missouri, Iowa and Minnesota. He is a member of the Labor and Employment Section of the State Bar of Wisconsin.

Timothy L. Zuberbier has been with the Department of Workforce Development, Unemployment Insurance Division since 2001. He began State service as an administrative law judge in the Milwaukee Hearing Office. In 2006, he assumed the role of Senior Administrative Law Judge for both the Eau Claire and Fox Valley Hearing Offices. Prior to his employment with the State of Wisconsin, he worked in private practice for around 8 years. Tim graduated from Valparaiso University School of Law in 1992 after obtaining a Bachelor of Science Degree from Carroll College in 1989.

Slug Proof Your Team… No Nonsense Strategies to Develop a High Performance Culture
Jeff Kortes: Human Asset Management LLC
Thursday, October 4, 2012
3:30 pm-4:45 pm

HRCI Credits:
Track: Strategies for building a High-Performance Work Force
Level: Intermediate

Are slugs sucking the life out of your organization? Underperforming employees:
• Drive your best people to leave

• Drain valuable resources from the business
• Lower productivity and quality
• Create a toxic culture
• Undermine your credibility

In Slug Proof Your Team Jeff Kortes, author of No Nonsense Retention, draws on 25 years experience in human resource leadership roles, a background developing high performance work teams, and ownership of a top employee search firm to provide real-world strategies to manage under performing employees, retain your best talent, and increase productivity and profitability. Through personal stories and interactive participation managers learn a practical, "no nonsense" approach that focuses on the "people side" of developing a high performance culture.

Jeff Kortes has over 30 years of experience in human resources … from working in HR himself to building a highly successful recruiting and consulting firm. His book "No Nonsense Retention" is used in companies as a guide to assist them in developing proactive retention strategies. He has worked for global companies such as ConAgra, The Quaker Oats Company and Midas International. As a human resources professional he developed a systematic process to deal with "slugs" that impact every organizations ability to build a high performance culture. These solutions will optimize the talents of your workforce.

Social Media in the Workplace
John Murray, JD; Daniel Finerty, JD: Lindner & Marsack, S.C.
Thursday, October 4, 2012
1:15 pm-2:30 pm

HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

Social media continues to have a significant impact on the workplace and HR practitioners need to be equipped to handle these challenges. As companies continue to take advantage of the positive effect of social media, HR will continue to be tapped to deal with the dark side raised by employee conduct as well as unions' attempt to organize non-union workplaces. This session offers a look at the pitfalls in new and developing areas such as the NLRB's efforts in this area and how to deal with them.

John Murray is a Shareholder with Lindner & Marsack, S.C. He has represented employers for more than 20 years. He has helped employers develop policies to limit risks. He offers counseling on all employment law matters, including reasonable accommodations, FMLA leave, drug testing, harassment investigations and other labor and employment law matters. Mr. Murray's representation of employers includes cases before the state and federal courts, administrative agencies, in labor arbitration and before the National Labor Relations Board. He has represented clients against a variety of allegations, including harassment, employment discrimination, FMLA violations, wage and hour and other violations. When advising clients, Murray helps clients avoid litigation whenever possible. In doing so, Murray has developed several training programs, addressing labor and employment issues for employers on critical issues such as harassment and union avoidance. However, when litigation becomes necessary, he acts aggressively to defend. Mr. Murray frequently lectures on a wide range of HR law topics. He has made numerous presentations at the Wisconsin Safety Council and the Council on Employment Management seminars on a range of topics to interest to human resource practitioners.

Daniel Finerty concentrates his practice on representing and counseling private and public sector clients in labor and employment litigation and compliance matters in front of administrative agencies, federal and state courts and in labor arbitration. Finerty has represented Wisconsin counties as well as private sector employers in long term care, healthcare, hospitality, transportation, private construction and manufacturing in litigation matters involving Title VII, the Fair Labor Standards Act, the Age Discrimination in Employment Act, the Family and Medical Leave Act, the Wisconsin Fair Employment Act, the City of Milwaukee Employee Rights Ordinance as well as other federal, state and local laws. Mr. Finerty has developed a niche practice in long term care by defending providers on claims of discrimination, harassment and retaliation, including alleged violations of the Wisconsin's Healthcare Worker Protection Act, in labor arbitration and other labor and employment disputes. He has also prosecuted numerous restrictive covenant matters in Wisconsin and across the United States involving non-competition agreements, non-solicitation agreements and confidentiality and non-disclosure agreements. In addition to litigation, Finerty regularly advises his clients on how labor and employment-related legislation, developing trends and regulation may affect their business and assists clients in developing compliant policies and practices.

Strategic HR: The Normal Playbook Won't Get You There
Margaret Morford

HRCI Credits: Strategic
Track:
Level: Advanced

This session will identify the top six areas Human Resources needs to change in order to gain credibility and prevent eroding HR's effectiveness. Learn what management (the customers) really wants from HR and how to astound them regarding what HR can bring to the table. Look at contributing in several very different ways so HR is seen as a real asset to their organization. Participants can become the future of HR by adjusting their current mindset and re-aligning all that they do in order to deliver what their organizations need today...and a decade from now.

Margaret is President for *The HR Edge, Inc.,* an international management consulting and training company. Her clients have included Lockheed Martin, Chevron, Time Warner, U.S. Secret Service, Sara Lee Foods, Home and Garden Television, Roche, Nationwide Insurance, NAPA Auto Parts, Homeland Security, New York Presbyterian Hospital (Cornell & Columbia Medical Centers), U.S. Marine Corps, Deloitte, Blue Cross Blue Shield, U.S. Coast Guard, Vanderbilt University, Comcast, Intercontinental Hotel Group, National Institutes of Health, McKee Foods, Skanska, Fox Broadcasting, Schwarz BioSciences, Alcohol, Fire & Tobacco, Fifth Third Bank, Verizon, Northwestern Mutual Life Insurance Company, SAS (computer software), The Nashville Predators national hockey franchise, Pella Windows, Internal Revenue Service, Northrop Grumman, Miami University, Wells Fargo, The Peabody Hotel, The Hartford, TECO Energy, AmSurg, Quorum Health Resources, the U.S. Naval Nuclear Submarine Group and various local and state governments. Previous to owning her own company, Margaret was Sr. Vice President, Human Resources Consulting for a national consulting firm out of Winston-Salem, North Carolina. She has a BS degree from the University of Alabama and a JD degree from the Vanderbilt University School of Law. She has worked as an attorney, specializing in employment law as well as been Vice President of Human Resources for three large companies. She is often quoted as a business expert in newspapers and magazines across the country including *Wall Street Journal, New York Times, Chicago Tribune, USA Today, CBS Money Watch* and *Entrepreneur* and appears regularly on local *ABC, CBS* and *Fox* television affiliates. She is the author of the business books, "Management Courage – Having the Heart of a Lion" and "The Hidden Language of Business – Workplace Politics, Power & Influence."

Swinging Through the Trees: The Link Between Employee Wellness and Workers Compensation
Ragan Cheney, JD; Mardi Burns: Associated Financial Group
Thursday, October 4, 2012
10:45 am-12:00 pm

HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

It's "one adventure after another". Many business leaders understand the link between wellness and workers compensation in theory. But putting a program in practice that improves both areas is another matter. There are business leaders who are seeing cost savings, a drop in work comp and disability claims and a decrease in short-term sick leave because they have linked their employee wellness and workers compensation programs. And these employers are truly setting themselves apart and working to move their organizations into a "category of one." Implementing an employee wellness plan has many advantages and can make a true impact on reducing your workers compensation costs. This session has been designed to educate HR professionals on the importance of developing an employee wellness plan and the link between good health and reduced workers compensation costs.

Ragan Cheney brings a wealth of knowledge in insurance defense litigation, risk avoidance and in recruiting and retaining key employees. Her expertise comes from representing several of the most well-respected professional malpractice and property and casualty carriers in the country. Since joining the HR Solutions team in 2007, Ragan works regularly with public and private employers on HR Compliance issues involving leaves of absences, workplace accommodations, unlawful harassment, wage and hour obligations, as well as with employee benefit compliance issues involving ERISA, COBRA, HIPAA and workplace wellness. She is a welcomed guest at many executive round table meetings and is recognized as possessing superior skills in "building relationships" and "motivating individuals to help establish valued cultures in both corporate and non-profit sectors." Ragan is a member of the National and Fox Valley SHRM chapters. She enjoys presenting on a variety of HR, employee benefits and leadership development topics at state and local SHRM meetings in both Wisconsin and Minnesota. She is licensed to practice law in Wisconsin, Pennsylvania and New Jersey. Ragan graduated from West Virginia University College of Law, order of the Barristers, and received a B.S. in Psychology from West Virginia University.

Mardi Burns assists both medium and large employers in designing, implementing and managing their employee benefit plans. Her specialties include multi-sited self-funded plans, strategic planning facilitation and integrated consumer-driven plans with a wellness/disease management focus. She also provides renewal and benefit analysis, union negotiation consulting, preparation of bid specifications and analysis, employee education, network analysis and data review with strategic recommendations. Mardi is a frequent speaker on employee benefits costs and solutions. Mardi's goal is to be an integral part of the client's team, using her background to develop creative, proactive benefit design and management solutions. Mardi joined Associated Financial Group in 1987 as Consultant; in 1993, as a Senior Consultant. Prior to joining our team, Mardi spent nine years with a major insurance provider working with national accounts. Mardi has a B.S., Business Administration, UW-Madison, an MBA, UW-Oshkosh School of Business and is a Certified Health Consultant (CHC) 1983.

Take Your Interviews from Good to Great
Janine Smith: JS Performance Strategies
Thursday, October 4, 2012
10:45 am-12:00 pm

HRCI Credits:
Track: Strategies for building a High-Performance Work Force
Level: Intermediate

Beginning in September 2011 Wisconsin unemployment rates have been slowing declining. 2012 projections indicate this trend will continue. Companies that are focused on using up-to-date interview skills and selection strategies will be more successful in selecting top talent. This session will explore five interview techniques that will ensure participants are ready to meet their company's challenge and hire top performers more often. Attendees will actively participate in a job analysis and identify key factors that are predictive of success in a particular job. Attendees will discuss how to incorporate these factors into the hiring and selection process. Finally several interview techniques and strategies will be discussed allowing attendees to re-energize their interview skills and selection strategies to make more informed hiring decisions.

Janine Smith, President of JS Performance Strategies, is a certified training and development professional with extensive experience in performance consulting and employee development and engagement. Janine began her career as part of a corporate university with a focus on designing and facilitating employee development programs. Throughout her career she has designed and delivered a training curriculum in areas of sales, management and leadership, teambuilding, presentation skills and communication. In addition, she implemented the Drake P3 system and worked one-on-one and with management teams to improve manager effectiveness in hiring and selection, communication, coaching, motivation, conflict resolution, and performance management. Today, as a professional consultant and master trainer Janine uses her practical experience and expertise within a variety of industries to help clients reduce turnover and increase productivity.

Tame the Financial Report Lion
Rob Lapota, SPHR: MRA- The Management Association
Friday, October 5, 2012
11:30 am-12:45 pm

HRCI Credits:
Track: Accounting & Finance for HR Professionals
Level: Intermediate

So you don't have a degree in accounting. Maybe math wasn't your best subject. But you know you'd be a more informed and influential professional if you could read and interpret basic financial reports. This one is for you. Don't worry. It's not a session that throws around acronyms and jargon that only a CPA could love. It's designed for HR professionals, explaining basic accounting practices to increase your competence in reading and interpreting accounting and financial reports. And, just as important, it will demonstrate how HR initiatives affect the organization's bottom line. This fun and highly interactive session will provide you with hands on experience developing a business-based proposal for a training program. Strengthen your conversations with leadership by grounding your ideas in financial data. You'll walk away from this session armed with knowledge that will allow you to connect your HR initiatives to the organization's bottom line.

When you're attending a program about a skill that is not your greatest strength, you hope for a presenter who can identify with you. Rob Lapota knows every challenge that HR pros face. He's worn all the HR hats and then some. And although he can speak about financial statements as if they were his closest friends, he has the ability to convey their meaning to those who are only acquaintances, or even strangers, to numbers. Count on Robert to advance your financial understanding with clarity, boosting your confidence and competence. Rob Lapota holds the position of Senior Human Resource Manager, Human Resource Information & Solutions for MRA. Over 27 years of experience in all facets of human resource management has prepared Rob to assist employers in finding workable solutions to real-life human resources issues. As a nationally renowned speaker, Rob also spearheads the development and presentation of human resource training programs offered at MRA and employer facilities. He has trained thousands of employees and continually develops new programs to respond to the changing needs of employers. Rob holds a Bachelor of Business Administration in Industrial Relations and a Master's degree in Industrial and Labor Relations from the University of Wisconsin–Milwaukee. His training also includes participation in the HR Executive Management Program, University of Michigan, and the Certified Trainer Program through Achieve Global.

Taming the Beast: Strategic Health Care Reform Planning
Mardi Burns; Ragan Cheney, JD: Associated Financial Group
Friday, October 5, 2012
11:30 am-12:45 pm
HRCI Credits:
Track: C-Suite Communications (e.g., Leadership, Change Management
Level: Intermediate

Take a walk on the wild side and be prepared for the numerous challenges that lie ahead with Health Care Reform. This session will prepare you for many of the important strategic decisions plan administrators will need to be reviewing and discussing with upper management, including items such as whether to preserve your plans grandfathered status, to self-fund or fully-insure, the impact of pool rating in the small group market, whether to continue offering a health plan, financial impacts of the various Health Care Reform mandates, the employer pay or play mandate, preparing for the unknown, and many more. Our experts in health insurance compliance and administration will help you understand the strategic planning initiatives employers should be undertaking with their benefits.

Mardi Burns assists both medium and large employers in designing, implementing and managing their employee benefit plans. Her specialties include multi-sited self-funded plans, strategic planning facilitation and integrated consumer-driven plans with a wellness/disease management focus. She also provides renewal and benefit analysis, union negotiation consulting, preparation of bid specifications and analysis, employee education, network analysis and data review with strategic recommendations. Mardi is a frequent speaker on employee benefits costs and solutions. Mardi's goal is to be an integral part of the client's team, using her background to develop creative, proactive benefit design and management solutions. Mardi joined Associated Financial Group in 1987 as Consultant; in 1993, as a Senior Consultant. Prior to joining our team, Mardi spent nine years with a major insurance provider working with national accounts. Mardi has a B.S., Business Administration, UW-Madison, an MBA, UW-Oshkosh School of Business and is a Certified Health Consultant (CHC) 1983.

Ragan Cheney brings a wealth of knowledge in insurance defense litigation, risk avoidance and in recruiting and retaining key employees. Her expertise comes from representing several of the most well-respected professional malpractice and property and casualty carriers in the country. Since joining the HR Solutions team in 2007, Ragan works regularly with public and private employers on HR Compliance issues involving leaves of absences, workplace accommodations, unlawful harassment, wage and hour obligations, as well as with employee benefit compliance issues involving ERISA, COBRA, HIPAA and workplace wellness. She is a welcomed guest at many executive round table meetings and is recognized as possessing superior skills in "building relationships" and "motivating individuals to help establish valued cultures in both corporate and non-profit sectors." Ragan is a member of the National and Fox Valley SHRM chapters. She enjoys presenting on a variety of HR, employee benefits and leadership development topics at state and local SHRM meetings in both Wisconsin and Minnesota. She is licensed to practice law in Wisconsin, Pennsylvania and New Jersey. Ragan graduated from West Virginia University College of Law, order of the Barristers, and received a B.S. in Psychology from West Virginia University.

Taming Your Nature: Using Your Emotional Intelligence for HR Success
Jeffrey Russell: Russell Consulting Inc.
Thursday, October 4, 2012
3:30 pm-4:45 pm

HRCI Credits:
Track: Other
Level: Basic

In the jungle, survival is less about your cognitive smarts and more about the quality of your relationships. In "The Jungle Book," Rudyard Kipling suggests that the law of the jungle is based in relationships: "The strength of the Pack is the Wolf, and the strength of the Wolf is the Pack." And what determines the strengths of our relationships? Research suggests that it's our emotional intelligence. What is emotional intelligence (EI) and why does it matter to our success as an HR professional? In this session, you will learn why EI is crucial for HR success, explore the core foundations of EI, and discuss key tricks for "taming" your nature. You will also assess your EI, discover practical approaches for developing your EI, and develop a plan for strengthening your EI to enhance your HR effectiveness. With a strong emotional intelligence you'll soon be soaring instead of just roaring!

Jeffrey Russell, co-director of Russell Consulting, Inc., specializes in helping organizations achieve great performance while successfully responding to the challenges of change. With a focus on leadership, strategic thinking, leading change, and performance coaching, Jeff has worked with organizations as diverse as Fortune 500 firms, public sector organizations, and small family businesses. Jeff received his Masters in Industrial Relations from the UW-Madison. It is at UW-Madison where he serves as an adjunct faculty member for the Wisconsin Certified Public Manager Program, Small Business Development Center, Engineering Professional Development, and Master of Engineering in Professional Practice (MEPP) program. He also teaches at the UW campuses of Milwaukee, Green Bay, and La Crosse and has designed and delivered leadership development programs at UW-Stout and UW-River Falls. Jeff is a frequent presenter at local, national, and international conferences. He has presented at the 2001 through 2011 International American Society for Training and Development (ASTD) Conferences, Jamaica Employers Federation Conventions, Wisconsin Society for Human Resource Management Conferences, American Society for Healthcare Human Resources Administration Conferences, and Minnesota Project Management Institute's Professional Development Days. Jeff and his wife and business partner Linda have co-authored eight books.

The Time Is Now
Thomas Van Gilder, MD, JD, and MPH: Humana
Friday, October 5, 2012
11:30 am-12:45 pm

HRCI Credits:
Track: Strategies for building a High-Performance Work Force
Level: Basic

Health, healthcare, wellness, and well-being are often used interchangeably. Though the terms are related, a clear understanding of each is important to engaging employees, assisting them in efforts to improve their health and healthcare experience, and in using well-being to increase productivity and control healthcare costs. The concepts of well-being and the well-being spectrum help to clarify where our strategies should focus if we hope to inspire employees to take control of their health and healthcare. Points along the well-being spectrum include health, security, purpose, and belonging. We will explore each of these points, show how they relate to health, wellness, and healthcare, and describe a comprehensive approach to enhance employee well-being.

Thomas J. Van Gilder, MD, JD, MPH Dr. is a physician board certified in internal medicine and general preventive medicine and public health. He is currently a vice president and medical officer for Humana in the Wisconsin market. Prior to Humana, he was the medical director for quality initiatives and a practicing primary care physician for QuadMed. He spent over nine years in the U.S. Public Health Service at the Centers for Disease Control and Prevention, and obtained a Masters in Public Health from the Harvard School of Public Health. Dr. Van Gilder is also an attorney specializing in intellectual property. He has spoken nationally and internationally on various public health and law topics, health care reform, primary care transformation, value-based benefit design, and onsite clinics, including at previous World Research Group conferences.

Twelve Mistakes that Can De-Rail Your Career
Karen Heikel, Ed.D: University of Wisconsin Oshkosh
Thursday, October 4, 2012
6:30 am-7:30 am

HRCI Credits:
Track: Leadership Development Seminars
Level: Basic

While women have made tremendous strides professionally they are still poorly represented at the uppermost ranks of corporate America and continue to earn less than men for comparable work. Earning 82.8% of a man’s wage implies that gender bias is still alive and well in the workplace (Bureau of Labor Statistics 2010). One has only to scan the shelves of their local bookstore to see numerous books about differences between the genders. Like it or not men and women ARE different in the way we communicate, interact, negotiate, self promote. Most importantly we were likely raised differently than our brothers and were rewarded for behaviors that now (as adults) are self-defeating. Some behaviors that worked well when we were girls need to be discarded as women if we are to achieve and be taken seriously. This session will raise awareness of the most common things women do to sabotage or completely de-rail their careers. Unwittingly, unknowingly – it makes no difference. The outcome is real. Participants will learn about the most common behaviors that can lead to career stagnation and learn ways to capitalize on the strengths they do have. It is hoped that through increased awareness, these self-defeating behaviors can be replaced by more effective ones. This session is designed to be heavily interactive. Participants will be involved in listening, brainstorming, role playing, laughing and actively learning. Not for the faint of heart!

Dr. Karen Heikel serves as Assistant Vice Chancellor for the Division of Lifelong Learning and Community Engagement at the University of Wisconsin Oshkosh. LLCE consists of the Center for New Learning, which offers BAS and BLS degree programs as well as several credit certificates. The Adult Nontraditional Student Resource (ANSR) office provides guidance and advising to current, new and returning adult students. Continuing Education offers non-credit workshops, conference planning services, workforce development and provides oversight for the Learning in Retirement Program (LIR), the largest in the state with over 300 members. Prior to her move to Wisconsin in September 2010, Karen was Dean of the College of Professional Studies and Lifelong Learning at Montana State University. Karen received her Ed.D. in Educational Policy and Administration, a Master of Business Administration, and a Master of Arts in Educational Psychology from the University of Minnesota. She feels she is the perfectly trained university bureaucrat! Originally a student of veterinary medicine, she received her BA from Colorado State University in Ft. Collins, CO.

Unbuntu! Inspiring Teamwork & Collaboration
Dr. Bob Nelson, PhD: Nelson Motivation Inc.
Thursday, October 4, 2012
10:45 am-12:00 pm
HRCI credits:
Track: Strategies for building a High-Performance Work Force
Level: Basic

Multi-million copy best-selling author Dr. Bob Nelson (1001 Ways to Reward Employees) shares how to obtain new levels of focus, excitement and results in any work environment through the principles of Ubuntu! as based on the parable he co-authored with Dr. Stephen Lundin (Fish!) of the same name. Dr. Nelson delivers a passionate, multi-media presentation that intertwines thoughtful insight with practical application, providing numerous examples from business, sports and politics in applying this traditional South African principle of connectedness and unity to the world of work today. Learning objectives include: • The Core Principles & Philosophy of Ubuntu • Creating a Shared Vision and Sense of Purpose • Ways to Keep a Positive Focus in Challenging Times • Inspiring Others to Greatness at Work • Creating Greater Rapport from Shared Experiences at Work • Harnessing Individual Strengths to Create Stronger Teams

Dr. Bob Nelson is considered one of the world's leading experts on employee motivation, engagement, recognition and rewards. He is president of Nelson Motivation Inc., a management training and consulting company located in San Diego, California that specializes in helping organizations improve their management practices, programs and systems. He has sold 4 million books on management and motivation, which have been translated into 37 languages, including his multi-million copy bestseller 1001 Ways to Reward Employees. He has worked with 4/5s of the Fortune 500 and has presented on six continents. He has been featured extensively in the media including CBS 60 Minutes, CNN, PBS, The Wall Street Journal and The New York Times to discuss how to best motivate today's employees. He holds an MBA in organizational behavior from UC Berkeley and received his PhD in management with the late great Dr. Peter F. Drucker, The Father of Modern Management. He teaches for the MBA program of the Rady School of Management at the University of California in San Diego.

Using HRA's to Reduce Benefit Costs and Advanced Plan Designs
John Wicker, CFC: Employee Benefits Corporation
Thursday, October 4, 2012
1:15 pm-2:30 pm

HRCI Credits:
Track: Accounting & Finance for HR Professionals
Level: Basic

The presentation will cover how employers can use a Health Reimbursement Arrangement (HRA) to reduce the employee benefit plan cost by increasing the out of pocket portion of their health plan and fund those increases via an HRA. During the presentation we will discuss differing plan designs and options as well as advanced designs including incorporating wellness incentives into your HRA designs, allowing for rollover of unused funds and post employment benefits. We will also look at some common plan designs and case studies of employers to see the savings they experienced.

John Wicker has been with Employee Benefits Corporation's Sales Department since 1995 and has assisted hundreds of employers with the set-up, design and enrollment of their Flex Plan and HRA programs through its national broker network and strategic partnerships. John earned the designation of Certified in Flexible Compensation from the Employers Council on Flexible Compensation in 2002 and Consumer-Directed Health Care Certification from the National Association of Health Underwriters in 2008. As an instructor for Continuing Education Courses, John has presented on numerous subjects focusing on Cafeteria Plans, HRAs and COBRA. Over the years, John has presented at regional and national seminars, including National Association of

Professional Employer Organizations, Wisconsin Association of Health Underwriters, Wisconsin Physicians Service and Wisconsin Education Association. John is a member of the Wisconsin Association of Health Underwriters where he served as a Chapter President and a State Board Member.

Welcome to the Jungle: Wellness Programming Survival Training
Renee Kuhs, JD: HNI
Jennifer Walther, JD: Mawicke& Goisman, S.C.
Friday, October 5, 2012
10:00 am-11:15 am

HRCI Credits:
Track: Other
Level: Intermediate

Employers are being eaten alive by the spiraling costs of health care. One way to increase your organization's chances of survival is to implement an effective Wellness Program. It's not enough that HR professionals are responsible for hunting down the right candidates and eliminating the members of the tribe that are threatening the group's survival; they are also charged with guiding employees toward the path of healthy living, while avoiding the quicksand. As in the jungle, dangers are lurking everywhere when it comes to Wellness Programs. In addition to teaching employees what fruits and berries are safe to eat, HR professionals must safely navigate through the jungle to avoid the traps set by the ADA, GINA, and HIPAA. During this journey, your tour guides will conduct Wellness Program Survival Training. Participants will learn how to find shelter among the laws that make Wellness Programs treacherous.

Renee Kuhs has 16 years of experience in guiding employers through the HR jungle. She is skilled at teaching employers survival techniques on a proactive basis as well as putting out fires. She often provides Wellness Survival Training to employers. Renee also assists employers with laws of the jungle such as HIPAA, GINA, Health Care Reform, and Cafeteria Plan Rules. She graduated from Valparaiso University School of Law in the top 25% of her class, 1995.

Jennifer S. Walther has over 20 years of experience exclusively representing employers at tribal council in labor and employment matters. Ms. Walther defends employers in employment litigation proceedings. Ms. Walther also regularly guides employers lost in the jungle on all aspects of the employment relationship, including 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.

What Does Wellness in the Workplace Look Like for a Small Company?
Barb Knutson: HumanaVitality
Friday, October 5, 2012
10:00 am-11:15 am

HRCI Credits:
Track: Strategies for building a High-Performance Work Force
Level: Basic

As an employer, you have the ability to make a huge impact on your employees. It's important for your employees to see you making the change as well as making the difference in their environment. Barb will identify and discuss the elements needed in executing a wellness program as well as how to define and measure success in a small (>100 employees) company.

Barb Knutson has been an employee of Humana for nearly 22 years. Currently, she serves as account executive for HumanaVitality servicing all of Small Business, HumanaOne and a segment of Large Group business. Her passion for fitness serves her well in her current capacity -- she is a fitness instructor at Gold's Gym in Waukesha, WI and instructs group exercise classes in BodyPump (a weight training conditioning class) and BodyFlow (a Yoga, Tai Chi and Pilates program.) Barb's role as an Account Executive for HumanaVitality includes assisting the Humana Account Management team through education and support. Barb says that she has finally found a way to marry her passion for fitness with her passion for Humana.

You Be the Judge: Medical Inquiries, Examinations & the ADA
Dennis McBride, JD: US Equal Employment Opportunity Commission
Oyvind Wistrom, JD: Lindner & Marsack, S.C.
Friday, October 5, 2012
11:30 am-12:45 pm

HRCI Credits:
Track: Industry-Related Trends in the Workplace
Level: Intermediate

This interactive presentation by a Senior Trial attorney with the EEOC and a management-side employment lawyer will focus on the permissible scope of medical inquiries and examinations under the Americans with Disabilities Act. The presentation will focus on “best practices” using several hypothetical scenarios that may occur during the employment process in situations when an employer is considering asking for additional medical information or requiring an employee to submit to a medical examination or fitness for duty examination. This presentation will also include how these situations may apply under the new definition of disability as recently implemented under the ADA Amendments Act.

Dennis R. McBride is a Senior Trial Attorney and former Supervisory Trial Attorney in the U.S. Equal Employment Opportunity Commission's Milwaukee Area Office, litigating employment discrimination cases throughout the Upper Midwest. A graduate of the University of Wisconsin-Milwaukee (B.A., Phi Beta Kappa), Princeton University (M.P.A.), and New York University School of Law (J.D.), he has served as a Law Clerk to U.S. District Judge Terence T. Evans (E.D. Wis.), worked for law firms in Boston and Milwaukee, and taught part-time at Marquette University Law School. Mr. McBride served as a gubernatorial appointee on the State of Wisconsin Retirement Board from 2005 to 2008. In April 2012, he was elected to a second four-year term as 4th District Alderman of the City of Wauwatosa (Wisconsin) and also elected President of the City’s Common Council. He also serves as a member of a committee of federal judges and lawyers, appointed by the U.S. Circuit Court of Appeals for the Seventh Circuit, which drafts model jury instructions for use in U.S. district courts in Illinois, Indiana, and Wisconsin.

Oyvind Wistrom is a shareholder with the Milwaukee law firm of Lindner & Marsack, S.C. Mr. Wistrom’s practice is focused primarily on the litigation of employment claims, equal employment matters, and the development and oversight of personnel policies and procedures. Mr. Wistrom also devotes a significant portion of his practice to assisting and counseling companies in various employment matters. He is a frequent speaker on various employment related topics and has successfully litigated innumerable cases before various state and federal agencies, as well as in both state and federal courts. Mr. Wistrom’s education includes degrees from University of Wisconsin-Madison and the Marquette University Law School. Mr. Wistrom was named a "Super Lawyer" by Milwaukee Magazine and Law and Politics for three consecutive years (2009-2011).