

2025 Wisconsin State SHRM Conference Program

Updated July 5, 2025

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Keynotes

Making People Matter – Unlocking the Secret to Maximizing Human Potential

Speaker: Cheri Tree

Date: Thursday, October 9, 2025

Time: 7:45am-9:15am

Location: Africa West and Africa 10-40

You're invited to an unforgettable keynote that will redefine how you lead your people strategy in an increasingly AI-driven, fast-evolving workplace. In “Make People Matter – Unlocking the Secret to Maximizing Human Potential,” global thought leader and Founder & CEO of Codebreaker Technologies, Cheri Tree, introduces a transformative approach rooted in the BANK methodology—an innovative people science that combines behavioral psychology, emotional intelligence, and cutting-edge AI to revolutionize connection and communication in the workplace. This experience is designed for forward-thinking HR professionals who don’t just want to adapt to the future of work but shape it by putting people first. In alignment with this year’s SHRM Conference theme, “Next Generation of Work,” centered around Innovation, Navigation, Automation, and Collaboration, this keynote delivers actionable strategies and powerful insights that will equip you to lead with authenticity and empathy—without losing pace with rapid technological change. By attending this session, you will discover how to:

- Decode personality in less than 90 seconds to dramatically improve hiring accuracy, employee engagement, and internal communication.
- Build more inclusive, values-driven teams by understanding what truly drives and motivates each individual—beyond job titles and resumes.
- Leverage Codebreaker AI to support smarter talent development while keeping empathy, trust, and belonging at the core of culture.

- Navigate generational shifts and hybrid workforces with relationship intelligence that honors individuality and fosters genuine collaboration.
- Align people with purpose—even as you deploy automation and digital tools—by ethically integrating tech and human behavior science.

BANK equips today's HR leaders with the technology and people skills required for tomorrow's demands, ensuring the heart of business stays human. In a world where artificial intelligence is advancing faster than ever, this keynote is your blueprint for deeper connection, faster innovation, and a workplace where people are seen, heard, and valued.

Cheri Tree is a best-selling author, professional keynote speaker, and world-renowned entrepreneur and innovator. She is the Founder and CEO of Codebreaker Technologies, with Codebreakers in more than 100 countries worldwide. She is the creator of the revolutionary B.A.N.K. methodology and Codebreaker's patented Personality Coding Technology and Artificial Intelligence, designed to help her clients increase their influence, income, and impact in the world.

Cheri is a top in-demand speaker and has spoken to millions of entrepreneurs and professionals globally at some of the top business conferences in the world. She has been invited to speak at Harvard University, the University of California, Google, GoDaddy, and the United Nations.

Cheri is leading a technology and transformation revolution with her high tech, high touch Codebreaker company and community. She has been featured in numerous international publications including Forbes.com and has received numerous awards and nominations, including Woman of the Year, Female Thought Leaders of the Year, Maverick of the Year, SaaS Company of the Year, Innovator of the Year, and Achievement in Technology Innovation.

Cheri is fueled by her mission to connect and empower humanity, and ultimately Make People Matter™. Her vision is to crack #8billioncodes, equating to the code of every human in the world.



Leading in Times of Uncertainty – Building an Effective Multi-Generational Workplace

Speaker: Jeff Butler

Date: Friday, October 10, 2025

Time: 8:22am-9:52am

Location: Africa West and Africa 10-40

Jeff Butler is our Friday morning keynote and will present “Leading in Times of Uncertainty - Building An Effective Multi-Generational Workplace.” Jeff will share insights gained through years of research, blending two presentations into one for WISHRM. He will share how the human psyche handles change and how you as a leader can adapt to change while also ensuring you’re not creating setbacks.

Backed by a decade of psychological research, Jeff shares insights about motivations, differences, and communication styles of the four generations all working within your organization. Through this program you’ll find specific actionable strategies to manage your cross-generational challenges and turn your multigenerational workforce into a competitive advantage.

Jeff Butler is an author and workplace strategist who explores what organizations need to do to navigate uncertainty. His experience spans over 40 industries in 4 continents on how different cultures and employees interact with each other. He studies common threads of behavior in industries such as IT professionals, underground utility workers, police officers to clothing retail chains. In addition, Jeff has also worked with various Fortune 500 companies to my and pop shops. His ideas have made it to TEDx twice, appeared in dozens of media outlets including two books on human behavior: *The Authentic Workplace* and *The Key To The New You*. Currently, he lives in Dallas, Texas as an out of place Californian.



No Excuses #OneDecisionAway - Break Through Fear and Adversity to Play a Bigger Game in Business and Life

Speaker: David Atkins

Date: Friday, October 10, 2025

Time: 12:30pm – 1:30pm

Location: Africa West and Africa 10-40

Have you noticed Fear, Adversity, Mindset and Excuses to name a few are often the difference makers for those that are truly successful and those that aren't? We all face them each and everyday, but a select few know how to overcome them. So how do you overcome these obstacles that we all face every single day both personally and professionally? You teach your organization a model that speaks to their inner core, mindset and thought process to breakthrough these barriers. That's where David comes in. The "One Decision Away" Philosophy.

Objectives:

1. **Having a Vision** Often we think about what we truly want to achieve but we must have the Vision within ourselves, to live it, to breathe it, to read it and to focus on it so everything we do is in alignment with making our Vision become a reality.
2. **Our Mindset** If our mindset isn't strong we will constantly let life's circumstances dictate how we respond. But when we flip that upside down we learn that we cannot control what happens to us but we can control how we react. A positive focused Mindset is the most powerful tool for one's success.
3. **Sense of Urgency** We often talk about the things we are going to do and accomplish. We talk about starting "tomorrow" or "someday." It's the start that stops most people. But the fact is tomorrow is not guaranteed

David is a retired New York State Police Captain after 22 years of service. He ran all State Police operations for the County of Westchester NY, averaging approximately 400-500,000 911 calls a year. David was the New York State Trooper of the Year in 2003 followed by New York State Police Investigator of the Year in 2007. David was also a first responder at Ground Zero on 09/11 where he spent weeks working in New York City. While working full-time with the NY State Police, David also built a million-dollar international direct sales business with Beachbody, leading a team of 1,400 people today. Through his success both in law enforcement and business, David became a Keynote Motivational Speaker presenting to groups of a few hundred people to over 20,000 people in the NFL Super Dome in New Orleans. David published his first book *The Levelled Up Life*, is the creator of The One Decision Away Philosophy and host of the Personal Perseverance Project Podcast. Most importantly David is a husband and a Father to his three daughters.



Pre-Conference

Multi-Generational Management: Communicating and Influencing from Boom to Z

Speaker Name: Kelly Hirn

Date: Wednesday, October 8, 2025

Time: 1:00pm-4:30pm

Location: A and B

Presentation Track: Inclusion and Belonging

From assumptions that no one wants to work anymore to refusing to adopt new tech, our stereotypes of the 4 generations in the workforce are causing rifts through organizational culture.

Leading and managing these diverse perspectives can feel daunting but you don't need to adhere to strict in person policies, incorporate 80s and 90s pop culture, or master the use of 'no cap' in a sentence to get great results.

In this session we'll learn time tested skills and strategies to lead teams to success. We'll also take the best from what each generation has to teach us to be adaptable for the next generation. Join us in bridging the generations.

- Learning Objective 1: Participants will be able to design and implement motivational strategies that incorporate time-tested motivational theories while adapting to the diverse needs and aspirations of a multi-generational workforce. They will learn to identify the key drivers of motivation for each individual, regardless of their age, and develop personalized approaches to recognition, reward, and professional development. This includes exploring both traditional and contemporary motivational techniques and understanding how to create a work environment that fosters engagement and purpose for everyone, not just one generation.
- Learning Objective 2: Participants will be able to move beyond generational stereotypes and analyze individual communication preferences. They will leverage time-tested communication principles while adapting their approach to effectively engage employees across different generations. This includes understanding the nuances of various communication channels (digital, verbal, non-verbal) and tailoring messages to resonate with individual values and expectations, not pre-conceived notions about their age group. They will also be able to develop strategies for fostering open communication and collaboration within truly diverse teams.
- Learning Objective 3: Participants will be able to apply time-tested influence strategies while recognizing the ever-changing dynamics of the multi-generational

workplace. They will learn to adapt their leadership style and influence tactics to effectively motivate and guide individuals from different generations, focusing on individual strengths and career aspirations, rather than relying on generalized assumptions. This includes understanding how to build trust and rapport across perceived generational divides and how to navigate potential biases, both conscious and unconscious.

Kelly Hirn has been leading and developing leaders for more than 20 years. Her experience in leadership in industries from insurance, hospitality, education, construction, and more has highlighted the underpinnings of an exceptional leader. Kelly's comical, real-world perspective on objective reflection and active development help her maximize the leadership skills of the clients she works with.



Emotional Intelligence: Leading with Heart & Mind

Speaker Name: Paula Rauenbuehler

Date: Wednesday, October 8, 2025

Time: 1:00pm-4:30pm

Location: E and F

Presentation Track: Personal and Leadership Development

Boost your leadership impact! This interactive workshop equips HR professionals with practical EQ skills to navigate complex situations, foster strong relationships, and communicate effectively. Learn to manage your emotions, influence others, and build a more positive and productive work environment. Walk away with actionable strategies to enhance your leadership and drive organizational success.

This dynamic workshop, "EQ: Leading with Heart & Mind," directly addresses the Leadership & Navigation, Communication, and Relationship Management behavioral competencies within the SHRM BASK. It recognizes that in today's ever-changing landscape, particularly within HR, emotional intelligence is not just a "nice-to-have" but a "must-have" for effective leadership. This session offers more than just awareness and regulation of emotions; it delves into practical application and skill-building. Participants will gain tangible tools and strategies to enhance their EQ and leadership capabilities, ultimately contributing to a more engaged and productive workforce.

- Learning Objective 1: Apply EQ principles to enhance communication and build stronger relationships: Participants will learn how to leverage emotional intelligence to improve their communication skills, build trust, and foster collaborative relationships within their teams and across the organization. This includes understanding how to adapt communication styles to different personalities and emotional states.
- Learning Objective 2: Utilize EQ strategies to navigate challenging interpersonal dynamics and conflict resolution: Participants will develop practical techniques for managing their own emotions during conflict and for empathetically addressing the emotions of others, leading to more productive resolutions and minimized interpersonal strain. This includes practicing strategies for de-escalation and constructive feedback.
- Learning Objective 3: Develop self-awareness of personal emotional triggers and their impact on leadership effectiveness: Participants will gain a deeper understanding of their own emotional patterns and how these patterns influence their decision-making, communication, and leadership style. This includes identifying personal blind spots and developing strategies for managing them effectively.

Paula Rauenbuehler, PCC, a seasoned HR pro & certified coach, understands your challenges. As a former HRD, she's navigated talent management, succession planning

and employee engagement. Now, as CEO of Leading UP, she empowers HR professionals like you. With deep understanding of emotional intelligence and neuroscience of leadership, she's helped hundreds reach new heights.



Building Powerful Teams by Overcoming Avoidance and Freeing the Elephants in the Room

Speaker Name: Sarah Noll Wilson

Date: Wednesday, October 8, 2025

Time: 1:00pm-4:00pm

Location: G and H

Presentation Track: Personal and Leadership Development

The strongest teams are not the ones without conflict; the strongest teams are those that know how to have conflict and thrive because of it. When teams are psychologically safe and adaptive, team members can be their whole authentic selves, they can ask questions, take risks, be able to fail, and disagree. There is a commitment to constant exploring, experimenting, and evolving on an individual level and as a team. Great teams do not happen by chance - they are built by choice.

But what if people aren't able or don't know how to engage in honest conversations that are candid, compassionate, and curious? Then the room fills with avoidance and elephants start to take up space. Now our teams are not only avoiding conflict, but connection as well. To overcome our avoidance of the problem, we need to understand how and why we are feeding the elephant. By taking a Curiosity First Approach, we increase ownership, have kind and candid conversations, and build more powerful partnerships.

- Learning Objective 1: Identify common avoidant behaviors and human factors that drive them
- Learning Objective 2: Examine when avoidance may be appropriate and necessary
- Learning Objective 3: Explore and apply the Curiosity First Model of Coaching

Sarah Noll Wilson is an Executive Coach, in-demand Keynote Speaker, and bestselling author of *Don't Feed the Elephants*. With over 15 years of experience in leadership development, she has worked with more than 500 organizations and thousands of leaders globally to transform workplace cultures, strengthen relationships, and build high-performing teams. A trusted voice in leadership, Sarah is a contributor to Harvard Business Review and Forbes, and her expertise has been featured in BBC Radio, The Washington Post, Business Insider, and The New York Post. She also hosts *Conversations on Conversations*, a podcast with listeners in over 80 countries.

Sarah holds a Master's Degree in Leadership Development from Drake University and multiple professional certifications in coaching and communication frameworks. Believing that theory is great, but tools are better, she equips leaders with practical, evidence-based strategies to navigate challenges with clarity and confidence.

When she isn't empowering leaders to create thriving teams, Sarah is a passionate advocate for mental health awareness, enjoys playing games with her husband, Nick, baking focaccia bread, and cuddling with their fur baby, Sally.



The Annual Legal Update from Boardman Clark

Speaker Name(s): Brian Goodman, Sandy Cohen, Storm Larson, Jennifer Johnson

Date: Wednesday, October 8, 2025

Time: 1:00pm-4:00pm

Location: Africa West

Presentation Track: Employment Law & Legislation

Join Boardman Clark for their Annual HR Legal Update. This session will include three different programs presented by Boardman Clark attorneys.

Program 1: Understanding and Implementing Key Legal Developments Over the Past Year with Brian Goodman and Sandy Cohen

It has been a busy year! This presentation will highlight the major legal issues facing employers in a rapidly changing legal landscape. This presentation will also help employers navigate these legal developments. Topics will include federal and state legislative and regulatory changes in addition to relevant case law for Wisconsin employers. Specific emphasis will be given to what these developments mean for employers on a practical level.

- Learning Objective 1: Attendees will learn the latest developments in employment law.
- Learning Objective 2: Attendees will learn how to implement changes in response to these developments.
- Learning Objective 3: Attendees will learn to respond reasonably and appropriately to rapid changes in the law, including potential whiplash when courts weigh in on ambitious executive and legislative action.

Program 2: Navigating the Uncertain Legal Landscape of DE&I with Storm Larson

DE&I faces an uncertain and changing landscape, and understanding obligations in the workplace in the face of this uncertainty can be challenging. To help reduce that uncertainty, this presentation will help dispel common misconceptions about DE&I and alert attendees to gray areas in the law as well. This presentation will help employers understand how to navigate this charged issue.

- Learning Objective 1: Attendees will receive an update on the current state of the law on DE&I.
- Learning Objective 2: Attendees will receive practical guidance on how to implement common DE&I measures if they have them already or are thinking about changing them.
- Learning Objective 3: Attendees will learn how to identify potential legal risk in the workplace on DE&I issues.

Program 3: Navigating ICE and Immigration Enforcement in the Workplace with Jennifer Johnson

Immigration enforcement presents complex challenges for employers in balancing compliance obligations with employee rights. This presentation addresses the evolving landscape of workplace immigration enforcement, guiding employers to understand their responsibilities while minimizing legal and operational risks.

- Learning Objective 1: Attendees will receive an update on current immigration enforcement policies affecting workplaces.
- Learning Objective 2: Attendees will gain practical strategies for maintaining compliance while respecting employee rights.
- Learning Objective 3: Attendees will learn to identify and mitigate potential legal exposures related to immigration enforcement.

Brian P. Goodman is a partner and a member of the labor and employment, school law, and municipal practice groups at Boardman Clark. He assists employers with a wide range of legal issues including, hiring, discipline, terminations, leave issues under the Family and Medical Leave Act (FMLA), accommodation issues under the Americans with Disabilities Act (ADA), and many other day-to-day matters. Brian is a frequent writer and presenter on employment law matters. He graduated from the University of Wisconsin Law School, magna cum laude, and was elected to the Order of the Coif. Brian is also a past Vice President of Programming for GMA SHRM.

Sandy Cohen is a member of the Labor & Employment, School Law, and Municipal Law practice groups at Boardman Clark. She assists employers with legal issues such as employment investigations, employee discipline, handbook review, and leave issues under the Family and Medical Leave Act (FMLA). Sandy graduated from the University of Wisconsin Law School.

Storm's practice is primarily devoted to labor and employment law. Storm regularly counsels and litigates on behalf of his clients on all aspects of employment law. In his employment counseling practice, he takes a practical approach to help guide employers through difficult scenarios to help them avoid costly litigation and to resolve problems before they escalate. However, when problems do escalate and litigation cannot be avoided, he is experienced in litigating before state and federal courts and agencies. Storm also routinely speaks and presents on employment law issues to help educate human resources audiences on employment law topics.

Jennifer's immigration practice has transformed under the new administration to focus on preventative compliance strategies for businesses facing intensified workplace enforcement, including comprehensive I-9 audits and verification protocols. Jennifer specializes in preparing organizations with detailed response plans for potential enforcement actions, emphasizing proper warrant verification procedures and strategic designation of staff authorized to engage with immigration officials. Jennifer's expertise

extends to post-enforcement crisis management, helping businesses navigate the complex balance between compliance obligations and workforce protection during audits or raids at workplaces and educational institutions.



Early Bird 1

Adapting to Remote and Hybrid Work Models

Speaker: Kim Groshek

Date: Thursday, October 9, 2025

Time: 6:15am-7:15am

Location: E and F

Presentation Track: Global HR

The shift to remote and hybrid work models has fundamentally transformed workplace dynamics, requiring HR professionals to rethink traditional policies, employee engagement strategies, and performance management frameworks. As organizations navigate this new landscape, HR leaders must develop adaptable, inclusive, and technology-driven approaches to maintain productivity, collaboration, and company culture.

This session explores how businesses can successfully implement and sustain remote and hybrid work models by addressing key challenges such as communication barriers, employee well-being, team cohesion, and performance tracking. With an emphasis on best practices, technology integration, and leadership strategies, HR professionals will gain the knowledge and tools needed to foster an agile, high-performing workforce in a flexible work environment.

HR teams play a crucial role in designing policies that accommodate flexible work arrangements while ensuring equity, accountability, and engagement. This program will cover:

- The evolution of hybrid work and its impact on business operations, HR policies, and leadership.
- Technology solutions for seamless remote collaboration, performance tracking, and digital engagement.
- Strategies for maintaining company culture, fostering inclusion, and preventing burnout in dispersed teams.
- Approaches to redesigning talent acquisition, onboarding, and workforce planning for remote and hybrid environments.
- The legal, compliance, and security considerations involved in hybrid workforce management.

By attending this session, HR professionals will gain practical insights and actionable strategies to successfully adapt their organizations to the evolving world of work.

- **Learning Objective 1: Build an Effective Remote and Hybrid Workforce Strategy**
Summary: A strong remote and hybrid work strategy requires clear policies, leadership alignment, and a supportive infrastructure. HR professionals need to address flexibility while maintaining employee engagement and productivity. This

session will provide a roadmap for implementing scalable remote work policies and fostering a high-performing hybrid workforce. Key Takeaways:

- Learn to design and implement flexible work policies that balance business needs and employee well-being.
- Discover strategies to maintain engagement, collaboration, and productivity in remote teams.
- Identify key metrics and tools to measure remote work success and employee satisfaction.
- Learning Objective 2: Leverage Technology to Enhance Collaboration and Performance
Summary: Remote and hybrid work models rely on technology and digital solutions to support seamless communication, team collaboration, and performance monitoring. HR leaders must choose the right tools to enhance employee experience and maintain productivity in virtual environments. Key Takeaways:
 - Explore digital collaboration platforms, virtual meeting tools, and performance management software.
 - Learn best practices for tracking employee productivity, engagement, and work-life balance.
 - Understand how AI and automation can support HR functions in remote and hybrid settings.
- Learning Objective 3: Foster a Strong, Inclusive, and Engaged Hybrid Work Culture
Summary: One of the biggest challenges in a hybrid work environment is maintaining company culture, inclusion, and employee well-being. This session will equip HR leaders with strategies to create a sense of belonging, address remote work biases, and promote equity in hybrid teams. Key Takeaways:
 - Develop strategies to nurture company culture and inclusion in dispersed teams.
 - Learn how to prevent burnout and support employee mental health in a remote setting.
 - Understand how HR can foster connection, recognition, and collaboration across remote and in-office employees.

Kim Groshek is a master strategist who coaches the top 1% of leaders to reclaim their time, amplify their legacy, and make their most meaningful work a reality. I love Kim's massively impressive strategic mind. She has an uncanny ability to see the big picture, distill it into an actionable plan, and connect you with the right people to make it happen—fast!

You've made the decision to achieve your SHRM certification, now what do you do?

Speaker: Kortney Jenks

Date: Thursday, October 10, 2025

Time: 6:15am-7:15am

Location: G and H

Presentation Track: Personal and Leadership Development

Hear from local chapter representatives and recently certified professionals discuss all things certification, including:

- Which certification is best for you?
- How do you apply to take the exam?
- What's the best way to prepare and study?
- How will certification benefit me and my career?
- Where can I join a study group?
- What about specialty certifications?

All these questions and more will be answered during this interactive panel discussion.

- Learning Objective 1: Find out which certification is best for you and how to apply.
- Learning Objective 2: Be able to answer how the SHRM certification will be able to benefit you and your career.
- Learning Objective 3: Learn more about specialty certifications and why they are beneficial.

Kortney has been in the Human Resources field for 16 years in a variety of industries and Human Resource functions. She received her bachelor's degree in business administration with a concentration in Human Resources Management from the University of Wisconsin – Green Bay. Kortney received her SHRM-CP certification in December 2016. She currently works at the City of Oshkosh in Oshkosh, WI as their HR Generalist. In her role she supports recruiting, wellness, and training.

Let's talk about mental health: Using your perks, policies, and programs to support well-being

Speaker: Terri Dougherty

Date: Thursday, October 10, 2025

Time: 6:15am-7:15am

Location: Guava/Tamarind

Presentation Track: Wellness and Safety

Support for employee mental health and well-being makes a positive impact on workplace culture and that support can come from surprising sources. We will look at how to strengthen well-being and champion mental health through:

- Benefits and communication: Which offerings can help? Do workers know what's available?
- Supervisor insights and training: Do leaders know how to respond if an employee is struggling?
- Workplace policies: How can they make a difference?
- Wellness programs: How do your programs support physical and mental health?

We will also discuss workplace wellness scenarios that relate to mental health and talk about creative ways to reduce stress.

- Learning Objective 1: Raise awareness of how workplace policies, benefits, communication, and supervisor training programs make an impact on workplace culture and mental health.
- Learning Objective 2: Use examples to show how to effectively use benefits, communication, training, policy enhancements, and wellness programs to support workplace mental health and employee well-being.
- Learning Objective 3: Engage the audience in a discussion of workplace scenarios relating to mental health to reinforce the concepts presented and provide ideas that can be applied to an attendee's workplace.

Terri is an editor on the Human Resources Content Team at J. J. Keller & Associates, Inc. She has been with J. J. Keller since 2011 and is the editor of the LivingRight/Employee Health and Wellness Training Advisor. The publication provides tips and insightful information on mental health and other workplace wellness topics. In addition, Terri works with regulatory compliance issues such as drug testing.

Mastering the Corrective Action Process: A Guide for HR Professionals and New Managers

Speaker: Kayla Ebert

Date: Thursday, October 9, 2025

Time: 6:15am-7:15am

Location: G and H

Presentation Track: Employment Law & Regulation

This session is a dynamic training designed to equip leaders with a clear, foundational understanding of corrective action and progressive discipline. Designed for new managers and HR personnel, as well as a refresher for more seasoned professionals—this session offers a practical, train-the-trainer approach to managing employee performance issues. This training will provide actionable insights and tools to confidently navigate the corrective action process, ensuring fair and effective outcomes. During this training I will discuss how to recognize performance issues, review feedback techniques for leaders, highlight the importance of "seeking to understand" and address FAQs about the discipline process.

- Learning Objective 1: Recognize and Address Performance Issues Effectively: Participants will learn how to identify employee performance concerns and apply appropriate corrective actions to address them.
- Learning Objective 2: Utilize Feedback Techniques and Progressive Discipline Strategies: Participants will gain actionable tools and strategies to provide constructive feedback and implement a fair and structured approach to managing performance issues.
- Learning Objective 3: Apply a Holistic Understanding of the Corrective Action Process: Participants will understand the importance of "seeking to understand," explore key documentation requirements, and confidently navigate FAQs about the discipline process to ensure equitable outcomes.

Kayla Ebert is a Senior Talent Development Manager at a leading shipbuilding manufacturer where she designs and implements programs that promote employee development. With a decade of experience in the human resources field, Kayla has held various HR roles and currently serves on the board of Dodge County SHRM.

Develop an Effective Benefits Strategy That Saves Time, Money, and Talent

Speaker: Veronika Binney

Date: Thursday, October 9, 2025

Time: 6:15am-7:15am

Location: Guava/Tamarind

Presentation Track: Total Rewards

Benefits is only one part of an organization's Total Rewards program but typically the second or third largest expenditure in the budget. How does an HR team (or individual!) effectively manage their benefits program? It is imperative to develop a strategy that supports the organization, the HR team, AND the employees.

Why are we offering benefits to our employees? Answering this question will help HR leaders understand how to differentiate their organization from a talent attraction and retention perspective. By doing so, HR can then focus on how to manage spend and identify what areas to include as part of the plan to focus HR's time and resources.

By the end of this session, HR leaders will learn concrete steps to facilitate leadership involvement and develop an initial draft of their own benefits strategy.

Innovation in the benefits marketplace continues to grow daily through new clinical solutions, technology partners utilizing AI, and offerings for every employee need. By understanding the "why", HR leaders can then develop the right strategy to drive the organization where it needs to go.

"Find your WHY and you'll find your WAY." – John C. Maxwell

- Learning Objective 1: Understand the importance, and benefits of, a well-designed and effective benefits strategy and the process for developing one. This process includes how to answer the why, understand how the organization responds to the 3 main benefit challenges (cost, quality, value), and clarify goals and objectives.
- Learning Objective 2: Design the feedback session with leadership to develop the organization's Guiding Principles for the benefits program. Know who should participate, what questions to ask, and how to receive as well as process feedback into a working document.
- Learning Objective 3: Use the Benefits Strategy Framework in creating the initial draft of the organization's benefit strategy. Understand the concept and flexibility of the framework and translate the results into a multi-year roadmap.

Passionate about partnering with HR leadership around Total Rewards, Veronika Binney, Assistant Vice President at Aon, focuses on benefit strategy, design, and engagement so companies can invest in their employees. Veronika has experience within manufacturing and non-profit companies as the benefit client and over 12 years as the consultant for benefit clients.

People Analytics → Analytical Aptitude & Business Acumen

Speaker: Kim Groshek

Date: Friday, October 10, 2025

Time: 6:15am-7:15am

Location: E and F

Presentation Track: Business Acumen & HR Strategy

In today's data-driven world, HR professionals must go beyond traditional workforce management strategies and embrace People Analytics to drive better business outcomes.

This session explores how data analysis techniques, business intelligence tools, and workforce insights can be leveraged to improve talent acquisition, employee engagement, retention, and performance management. HR leaders are increasingly expected to use data to predict workforce trends, identify potential risks, and make evidence-based decisions that align with organizational goals. However, many HR teams struggle with data literacy, the ability to extract meaningful insights, and implementing analytical solutions effectively. This session will provide practical guidance on:

- Understanding key metrics and HR analytics models to enhance workforce planning.
- Developing data-driven strategies to optimize talent management and improve employee experiences.
- Using AI and automation tools to transform HR decision-making.
- Communicating data insights effectively to executives and stakeholders for strategic alignment.

By the end of this session, HR professionals will gain hands-on knowledge to navigate the analytics landscape confidently and unlock the power of data in their organizations.

- **Learning Objective 1: Understand the Fundamentals of People Analytics.** Summary: People Analytics is transforming the HR landscape, enabling professionals to make strategic, data-driven decisions. Understanding the fundamentals of People Analytics allows HR leaders to track key workforce metrics, identify trends, and align talent strategies with business objectives. This session will explore essential

HR analytics concepts, tools, and methodologies that drive workforce planning, engagement, and retention. Key Takeaways:

- Gain a foundational understanding of People Analytics and its role in HR strategy.
- Learn how to track, measure, and interpret key HR metrics such as turnover, engagement, and performance.
- Understand how data-driven HR decisions contribute to business success and employee experience improvement.
- Learning Objective 2: Develop Analytical Aptitude for HR Decision-Making.
Summary: HR professionals must leverage data analysis techniques to enhance decision-making in talent acquisition, workforce planning, and employee development. This session focuses on building analytical skills, using dashboards, and integrating predictive analytics to anticipate workforce trends and risks. Key Takeaways:
 - Learn to apply data analysis techniques to recruitment, onboarding, and retention strategies.
 - Discover how predictive analytics can forecast workforce trends and improve HR planning.
 - Master dashboard creation and data visualization tools for presenting HR insights effectively.
- Learning Objective 3: Effectively Communicate Data Insights to Leadership.
Summary: The ability to translate complex HR data into actionable insights is critical for driving strategic decisions at the executive level. This session will provide HR professionals with techniques to use data storytelling, visualization tools, and effective reporting strategies to communicate workforce trends and impact. Key Takeaways:
 - Develop storytelling techniques to present HR data compellingly to stakeholders.
 - Learn how to translate workforce analytics into business impact and strategic recommendations.
 - Gain insights into best practices for HR reporting, executive dashboards, and workforce intelligence presentations.

Kim Groshek is a master strategist who coaches the top 1% of leaders to reclaim their time, amplify their legacy, and make their most meaningful work a reality. I love Kim's massively impressive strategic mind. She has an uncanny ability to see the big picture, distill it into an actionable plan, and connect you with the right people to make it happen—fast!

Learning Session 1

Thinking Differently for a Change

Speaker: Kathie Rotz

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: 1 and 2

Presentation Track: Personal and Leadership Development

"Winners never quit, and quitters never win." — Vince Lombardi, legendary Green Bay Packers coach. While I admire Vince's leadership, I challenge this idea. Sometimes, quitting is exactly what we need to win.

Join me on a journey—one that takes off from my piloting career and lands in the heart of how we think. You'll be introduced to the ThinkDiff™ Model, a powerful tool for transforming negative stories into accurate, empowering thoughts. Get ready to challenge how you think about your emotions, decisions, and leadership.

In this high-energy session, you will:



Discover the brain's biological process when we think.



Uncover how Emotional Intelligence works at a biological level.



Learn how to rewire your Thought Intelligence using the ThinkDiff™ Model to create better outcomes.

Success isn't just about working harder—it's about thinking smarter. If you're not happy with where you are, it's time to Think Diff!

- Learning Objective 1: Discover the brain's biological process when we think.
- Learning Objective 2: Uncover how Emotional Intelligence works at a biological level.
- Learning Objective 3: Learn how to rewire your Thought Intelligence using the ThinkDiff™ Model to create better outcomes

In school, we learned WHAT to think. When were we taught HOW to think? Kathie works with organizations to leverage mind science for innovative approaches to leadership.

Kathie is

- Maxwell Leadership Coach, DISC Trainer
- Author of *Winners are Quitters: The Art of Thinking Differently*
- 2025 Storytelling Champion of NSA, Wisconsin

Tactical vs. Strategic HR: Finding the Balance for Business Success

Speaker: Kayla Schaller-Greenwood

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: 3 and 4

Presentation Track: Business Acumen & HR Strategy

HR professionals often find themselves pulled in two directions—stuck in the weeds of daily tactical tasks or focusing solely on long-term strategic initiatives. But to drive real business impact, HR must strike a balance between both. In this session, we'll explore the common pitfalls of being too tactical or too strategic and provide a framework to help HR professionals align daily operations with big-picture goals. Learn how to build an HR function that supports business objectives, enhances the employee experience, and ensures long-term sustainability—without getting lost in administrative overload or disconnected from day-to-day needs.

- Learning Objective 1: Recognize the Risks of Imbalance – Identify the consequences of an overly tactical or overly strategic HR approach and how each impacts business outcomes and employee engagement.
- Learning Objective 2: Develop a Balanced HR Framework – Learn practical strategies to integrate both tactical efficiency and strategic vision to create an HR function that is both operationally sound and future-focused.
- Learning Objective 3: Implement Actionable Solutions – Gain tools and techniques to assess your current HR approach and make adjustments that enhance efficiency, improve employee experience, and contribute to overall business success.

In her role as VP of Operations at Workforce Solutions, Kayla and her team have the privilege of providing HR consulting and recruiting services to business owners, fellow HR professionals, or anyone who just doesn't have the resources to fully execute their HR strategy.

Beyond the Comfort Zone: Empowering HR to Lead with Courage and Innovation

Speaker: Dave Molenda

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: 5 and 6

Presentation Track: Personal and Leadership Development

“Today, challenge yourself to step into a space that feels unfamiliar. Identify one area in your HR practice where comfort has kept you from innovating—whether it’s embracing new technology, redefining your recruitment strategy, or fostering deeper connections with your team. Take that first courageous step and watch how it unlocks potential—not just in yourself, but in everyone around you.”

- Learning Objective 1: Courage Fuels Transformation: Stepping beyond the familiar allows HR professionals to become true change agents, fostering cultures of trust, resilience, and continuous growth within their organizations.
- Learning Objective 2: Innovation Thrives in Discomfort: By embracing uncertainty and challenging the status quo, HR can drive creative solutions that enhance employee engagement, talent development, and organizational success.
- Learning Objective 3: Leading by Example: When HR leads with courage, others follow. Modeling vulnerability, adaptability, and a growth mindset inspires teams to stretch their limits, creating a ripple effect of positive change.

After almost 30 years of starting my own company and growing it to \$10 million in annual sales, I realized that my passion was helping companies thrive by overcoming their natural tendencies to retreat. My current company, Positive Polarity, is a Midwest business coaching firm that acts as the opposing force against the easy way of doing business.

The Power of 1 on 1's: Driving Engagement & Performance through Meaningful Conversations

Speakers: Janell East and Beth Weiler

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: 7 and 8

Presentation Track: Personal and Leadership Development

One-on-one meetings are a cornerstone of effective leadership, fostering trust, clarity, elevating performance and growth. This interactive session will explore the immense value of one-on-ones, providing insights on how to use them to enhance employee engagement, align goals, and drive performance. Attendees will learn proven techniques for structuring impactful meetings, ensuring they are effective, productive and purpose-driven. A key focus will be on asking powerful, open-ended questions that inspire reflection, problem-solving, and personal development. Attendees will leave equipped with actionable strategies to enhance their organization's one-on-one conversations, helping them build stronger relationships, support employee growth, and individual and organizational success.

- Learning Objective 1: Learn how to structure and conduct 1-on-1 meetings that build trust and promote professional growth.
- Learning Objective 2: Gain practical tips when asking powerful, open-ended questions to inspire reflection and problem-solving.
- Learning Objective 3: Develop actionable strategies to enhance employee engagement and performance through meaningful conversations.

Janell is an experienced talent development and employee engagement HR professional dedicated to unlocking the potential of individuals and organizations. Focused on driving personal growth, fostering inclusion, and crafting cultures that inspire exceptional performance and sustainable success; Janell is skilled in creating environments that empower individuals to thrive and organizations to excel.

Beth is a dynamic HR leader with 25+ years of experience driving organizational success. She excels in strategic HR leadership, employee relations, talent management, and coaching. Proven in transforming vision into results, Beth fosters trust, inclusion, and growth at all organizational levels.

Mutual Mentorship: Empowering Generations to Teach and Thrive Together

Speaker: Skot Waldron

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: A and B

Presentation Track: Personal and Leadership Development

The concept of mentorship has evolved in an era when the workforce spans five distinct generations. "Mutual Mentorship" reimagines this dynamic, focusing on a two-way street of learning and growth that transcends age and experience.

This talk delves into the art of cultivating a mentorship culture where every generation is both a teacher and a learner. We explore innovative strategies for unlocking the collective wisdom of the workforce, combining the rich insights and seasoned perspectives of older generations with the fresh ideas and tech-savvy of younger ones.

Attendees will discover how to foster an environment that encourages every member to share their unique strengths, thereby enhancing personal growth and driving industry advancement. By embracing the diversity of thought and experience across generations, we pave the way for a more collaborative, inclusive, and resilient workplace.

- Learning Objective 1: Cultivate a Two-Way Mentorship Mindset: Learn how to establish a mentorship culture that values and utilizes the unique experiences and skills of all generations.
- Learning Objective 2: Learn to Harness Cross-Generational Strengths for Personal and Professional Growth: Discover a model for both older and younger generations to contribute to each other's development actively. This includes leveraging diverse generational skills for problem-solving, innovation, and adapting to change, thereby fostering a learning environment where everyone grows together.
- Learning Objective 3: Create Synergistic Mentorship Opportunities: Explore practical steps to design mentorship programs and initiatives that encourage mutual learning and support.

Meet Skot Waldron, expert in leadership, communication, and business impact. With 20+ years guiding brands like J.P. Morgan Chase and Coca-Cola, he clarifies chaos and delivers real strategies. Best-selling author and podcast host, he'll challenge how you lead. Get ready to unlock potential—welcome Skot Waldron!

Measuring What Matters in Employee Benefits

Speaker: Joseph Backus

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: C and D

Presentation Track: Total Rewards

This session will be focused on Employee Benefits and truly building a multi-year strategic plan. Too many times, Employee Benefits decisions are reactive to outside market factors and are dictated by insurance carriers/vendors.

This session will focus on first questions to discuss as leadership teams to establish the overall philosophy for the program and how it fits your organization. Second, how to understand if current results and positioning match that intent. Lastly, how to create a road map for change towards the overall strategic goals of the program.

- Learning Objective 1: Defining Philosophy of Employee Benefits Program - How the program fits into culture, takes care of people, will run financially, and how change will be handled?
- Learning Objective 2: Key Metrics to Understand Current Position - Position related to risk profile, benchmarking, and costs.
- Learning Objective 3: Prioritizing Impactful Change, Properly Communicating Impact Points, Methodically Making Adjustments, and Measuring Ongoing Results.

Joey Backus, Vice President within Cottingham & Butler's Employee Benefits Consulting Services and has been on the team for 9 years. Joey serves as the Membership Chair at MMSHRM and is on this same committee for GMA SHRM. Along with this Board involvement, Joey serves on the Board at MP Metals. In his role at C&B, he focuses in on what employees truly value most, how employers can most effectively retain / attract talent, and how to best set up Employee Benefits to take care of people.

The Trust Triangle: Unlock Productive Conflict

Speaker: Paula Rauenbuehler

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: E and F

Presentation Track: Personal and Leadership Development

This 75-minute workshop, "The Trust Triangle: Unlock Productive Conflict," directly addresses the Relationship Management and Communication competencies within the SHRM BASK. It goes beyond traditional conflict resolution models by focusing on the crucial mindset required for productive dialogue. Participants explore the "Trust Triangle"—the essential elements of trust, understanding, and care—and how these factors influence the success of any conversation, especially difficult ones. The workshop emphasizes the importance of considering these elements from both perspectives, fostering empathy and creating space for genuine connection. By understanding and applying the Trust Triangle framework, attendees gain a practical tool to navigate challenging conversations with greater ease and achieve more positive outcomes. This session offers a powerful shift from focusing on what to say to how to be, enabling deeper understanding, increased trust, and ultimately, more productive conflict resolution. Transform conflict into connection.

This 75-minute workshop explores the crucial mental and emotional elements of productive conversations involving conflict. Participants learn the "Trust Triangle" framework—trust, understanding, and care—and how its presence (or absence) impacts dialogue. They gain practical insights into fostering these elements in themselves and others, leading to more collaborative and less combative interactions, even during difficult discussions.

- Learning Objective 1: Apply the Trust Triangle framework to analyze and understand conflict dynamics: Participants learn the "Trust Triangle" (trust, understanding, care) and how it influences difficult conversations. They understand how the presence or absence of these elements impacts communication and conflict escalation, providing a powerful lens for approaching challenging interactions.
- Learning Objective 2: Develop increased self-awareness and empathy in conflict situations: Participants gain greater awareness of their own emotional responses during conflict and how their behaviors affect others. They learn to consider the other party's perspective, fostering empathy and understanding, which are essential for de-escalating tension and building rapport.
- Learning Objective 3: Implement practical strategies for building trust and connection during challenging conversations: Participants acquire actionable strategies for cultivating trust, demonstrating understanding, and conveying care, even amidst disagreement. These strategies empower them to create a more

conducive environment for productive dialogue and achieve more positive outcomes in difficult interactions.

Paula Rauenbuehler, PCC, a seasoned HR pro & certified coach, understands your challenges. As a former HRD, she's navigated talent management, succession planning and employee engagement. Now, as CEO of Leading UP, she empowers HR professionals like you. With deep understanding of emotional intelligence and neuroscience of leadership, she's helped hundreds reach new heights.

Bridging the Wealth Gap: Tailoring Financial Wellness Benefits for a Diverse Workforce

Speakers: Elizabeth Aidoo and Kasey Miller

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: G and H

Presentation Track: Total Rewards

Financial wellness benefits create a supportive workplace environment and provide tools that prioritize employee financial health, equity, and the creation of generational wealth. As a part of these benefits, employees want access to trustworthy and knowledgeable resources that empower their unique journey towards financial well-being. How do you ensure your organization provides retirement plan and financial wellness benefits inclusive of all members of your workforce?

In this interactive session, we will discuss how your benefits can be more inclusive of the diverse needs of your workforce and become the employer that champions financial confidence for all. Let's work together to bridge the wealth gap and create an equitable future.

- Learning Objective 1: Attendees will be able to explore the many ways retirement plan and financial wellness benefits can be customized to fit the unique needs of their workforce.
- Learning Objective 2: Attendees will be able to learn strategies to foster inclusivity and address the diverse financial needs of their employee population.
- Learning Objective 3: Attendees will be able to brainstorm practical ways they can make their current retirement plan and financial wellness benefits more inclusive.

Liz Aidoo (she/her) is the Director of DEI and Spanish Language Services at Francis and supports clients as a Financial Planner. Liz brings her vast experience as a bilingual educator to Francis and manages the DEI Committee as well as the firm's Spanish Language Services. She has been recognized by PlanAdviser as a 2024 Retirement Plan Adviser of the Year for Efforts in DEI, and recognized by the Defined Contribution Institutional Investment Association (DCIIA) as a 2025 Leader in DEI.

KASEY MILLER BIO

Wait... You're Not Done with Your Organizational Restructure

Speaker: Jeff Chan

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: Guava/Tamarind

Presentation Track: Business Acumen & HR Strategy

A recent study from McKinsey found that organizations restructure every 3-5 years and it takes organizations 1-2 years to implement a new structure. This means that most organizations are always in a state of flux - either planning for a restructure, in the midst of a restructure or recovering from a recent restructure.

Most organizations focus primarily on the organization chart as the primary focus of the restructure - who reports to who. As a result teams are left wondering questions such as: How should they work differently in the new structure? What is changing in the new structure other than new reporting relationships? Why was this new structure implemented? There's got to be a better way!

HR leaders can and should play a critical role in working with business and functional leaders to help them operationalize the organization restructure by aligning people, processes and culture.

In this session we will address three critical elements that are needed for any organizational restructure to be successful:

- Operating Model Design
 - Organizational Alignment & Agility
 - Change Management.
-
- Learning Objective 1: Understanding Organizational Restructuring Dynamics - Participants will learn about the typical restructuring cycle, including the frequency and duration of organizational changes, and the challenges organizations face during these transitions.
 - Learning Objective 2: Beyond the Org Chart: Operationalizing Change - Participants will explore how to move beyond structural changes (e.g., reporting relationships) to focus on aligning people, processes, and culture to ensure a successful transition.
 - Learning Objective 3: Key Elements for Successful Restructuring - Participants will gain insights into three critical elements—Operating Model Design, Organizational Alignment & Agility, and Change Management—that drive effective organizational transformation.

Jeff Chan is Managing Director of Chan Management Consulting, founded in 2006 as a specialty management consulting firm working with leaders to guide organizations through

the complex changes that lead to growth and high performance. Prior to starting Chan Consulting, Jeff worked internally within several Fortune 100 companies in General Management and Human Resource leadership.

Jeff is an adjunct faculty member at the University of Wisconsin Business School Executive Education Program.

Elevating Employee Benefits: Strategies for a Competitive Edge with the Next Generation

Speakers: Jill Gorres and Alicia Schwartz

Date: Thursday, October 9, 2025

Time: 10:15am-11:30am

Location: Portia/Wisteria

Presentation Track: Total Rewards

In today's evolving workplace, attracting and retaining top talent requires more than just competitive salaries—it demands a benefits program that truly stands out. This presentation will explore the current landscape for both employers and employees, highlighting key challenges and opportunities for the next generation of work.

We will dive into effective strategies for designing a benefits program that not only meets employees' needs but also strengthens company culture.

Additionally, we'll discuss how to foster a workplace that genuinely cares and provide insights on measuring and continuously improving your benefits offerings to ensure long-term success.

- Learning Objective 1: Flexibility & Work-Life Balance. Employees expect the ability to work from anywhere. Allowing employees to set hours that suit their lifestyles. Encouraging work-life balance and preventing burnout. Supporting caregivers and new parents.
- Learning Objective 2: Holistic Well-Being. Offering therapy, counseling, and wellness apps. Student loan assistance, budgeting tools, and financial planning. Personalized benefits, telehealth, and fertility/adoption support. Covering well-being memberships, meditation apps, or nutrition counseling.
- Learning Objective 3: Personalized & Innovative Perks. Using technology to offer tailored benefits. Appealing to younger workers and their priorities. Providing support for remote work setups.

Jill Gorres joined Alera Group in February 2008. Licensed in Life, Health and Property and Casualty insurance in WI and MN. A graduate of the UW-Stout. Jill brings expertise in areas of benefits consulting, regulatory compliance, benefits administration and advanced strategic benefit program design. She works with employers to find solutions with valued plan designs and cost containment focus, leveraging products or services provided by Alera Group.

Alicia Schwartz is a Benefit Consultant with JA Counter, Alera. As a Benefit Consultant, she provides guidance on benefit selection, total reward strategies, and the implementation and administration of benefits. Alicia's goal is to be an extension of your organization,

working to strategically plan and develop a world-class total rewards package that meets the needs of the organization and their employees.

Learning Session 2

Will the “Sansdemic” (without people) Ever End?

Speaker: Jim Morgan

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: 1 and 2

Presentation Track: Talent Acquisition and Retention

Sorry, the answer is no! The demographics in the Midwest are working against the employer, and that has changed the recruiting and retention game for decades to come. Only through bold and creative innovations will companies survive.

With access to the collective innovation of 4,000-plus quality employers, we have the answers to survive the Great Sansdemic (sans = without / demic = people).

We'll discuss:

- The numbers behind the talent shortage
- Effective approaches to a positive Candidate Experience
- A Winning Onboarding Experience
- An Engaging Employee Experiences
- Top Ten Talent Attraction Strategies

- Learning Objective 1: Understand the causes of today's talent (re: body) shortage—The Great Sansdemic!
- Learning Objective 2: Develop new strategies for a positive candidate and employee experience.
- Learning Objective 3: Establish a winning talent strategy.

Jim Morgan has focused on talent attraction and strategies for 30 years. He helps employers understand that demographics are driving their troubles and provides solutions for talent acquisition. Jim has facilitated strategic planning sessions for businesses, chambers of commerce, and economic development groups around developing a talent pipeline for employers.

The Power of Employee Experience: How HR Can Shape a Thriving Workplace Across Every Touchpoint

Speaker: Kayla Schaller-Greenwood

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: 3 and 4

Presentation Track: Talent Acquisition and Retention

Employee experience is more than a buzzword—it's a critical factor in attracting, retaining, and engaging talent in today's diverse work environment. This session will unpack the holistic concept of employee experience and highlight the integral role HR professionals play in shaping it. From recruitment to onboarding, performance management to retention strategies, every interaction matters. Attendees will explore practical ways to enhance the employee journey at every stage, ensuring a positive and productive workplace culture. Join us to discover how HR can drive meaningful change, foster employee satisfaction, and create a strong, unified organizational brand.

- Learning Objective 1: Understand the Full Scope of Employee Experience: Learn what falls under the employee experience umbrella, from pre-hire to offboarding, and why it's essential for organizational success.
- Learning Objective 2: Identify HR's Impact Across the Employee Journey: Explore the various ways HR professionals influence employee experience through strategic initiatives in recruitment, onboarding, development, performance management, and employee engagement. This session will equip HR professionals of all levels with the knowledge and tools to elevate the employee experience, demonstrating how thoughtful HR practices can lead to a thriving and engaged workforce.
- Learning Objective 3: Enhance Onboarding and Retention Strategies: Discover how to create a welcoming and engaging onboarding process that sets the tone for new hires and how ongoing engagement initiatives can boost retention and job satisfaction.

In her role as VP of Operations at Workforce Solutions, Kayla and her team have the privilege of providing HR consulting and recruiting services to business owners, fellow HR professionals, or anyone who just doesn't have the resources to fully execute their HR strategy.

Moving Target: Understanding The Framework Behind Evolving Employment Laws

Speaker: Cecilia Heberling

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: 5 and 6

Presentation Track: Employment Law & Legislation

This program offers a primer on administrative and constitutional law, with a focus on demonstrating why and how various branches of the federal government function to develop employment law. These laws are subject to frequent and significant changes, as we have observed recently with topics such as DEI, accommodations in the workplace, non-compete, and salary thresholds, to name just a few. This program will help human resources professionals understand why and how this area of law is subject to frequent change and develop a compliance toolkit for staying up to date as new changes emerge.

- Learning Objective 1: Understanding why and how the three branches of the federal government can create or influence employment laws that impact employers and how those laws can be challenged.
- Learning Objective 2: Tracking recent administrative regulatory changes, including but not limited to, FTA noncompete ban, FLSA joint employer rule rescission, FLSA salary threshold changes, NLRB memorandum rescissions, and recent DEI executive orders, as case studies of the above learning objective in action.
- Learning Objective 3: Understanding why this web of administrative and constitutional law impacts Human Resources professionals and what resources they can rely on for guidance in complying with this ever-evolving area of the law.

Cecilia Heberling is a litigation and employment attorney at Axley Brynelson, LLP. She has extensive experience litigating employment disputes in federal and state courts, as well as administrative tribunals. She also assists clients with employment compliance counseling as issues arise in real-time within the workplace.

Creating a Culture that Conquers Imposter Syndrome

Speaker: Carolyn Goerner

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: 7 and 8

Presentation Track: Inclusion and Belonging

Impostor syndrome isn't just an individual mindset issue—it's shaped by workplace culture. Organizations that prioritize inclusive leadership can help employees overcome self-doubt, reduce negative self-talk, and foster psychological safety. In this session, we'll explore how leaders can create environments where people feel valued, supported, and confident in their abilities. Through research-backed insights and practical strategies, attendees will learn how inclusive leadership reduces impostor syndrome, strengthens employee well-being, and enhances engagement and retention. Walk away with actionable steps to build a culture where every employee feels they belong and can thrive.

- Learning Objective 1: Identify how workplace culture influences impostor syndrome and self-doubt.
- Learning Objective 2: Explore the role of inclusive leadership in fostering psychological safety and reducing negative self-talk.
- Learning Objective 3: Implement practical strategies to create an environment where employees feel valued, capable, and empowered to contribute.

Dr. Carolyn Goerner, Director of Executive Education at IU's Kelley School of Business, has taught executive, graduate, and undergraduate courses since 2000. A LinkedIn Learning author with over a million viewers, she holds a Ph.D. from Ohio State and has earned IU's top teaching honors.

Building HR's Influence: How to Earn Trust and Become a Strategic Partner in the C-Suite

Speaker: Gary Rada

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: A and B

Presentation Track: Personal and Leadership Development

In this powerful session, attendees will learn how to position HR as a trusted, indispensable partner capable of influencing the C-suite. HR leaders often share their struggles to gain the credibility and respect necessary to drive strategic decisions at the highest levels because "that's the way it's always been." This session will provide actionable strategies for HR professionals to build trust with executives, demonstrate HR's value, and align HR initiatives with business goals. Participants will gain insights on how to effectively communicate with and influence company leaders in order to drive organizational success. By the end, attendees will have a clear blueprint for earning and maintaining executive trust, which will benefit the company as a whole.

- Learning Objective 1: Understand how to build trust and credibility within the C-suite and across the organization.
- Learning Objective 2: Learn strategies to position HR as a strategic partner that influences decision making.
- Learning Objective 3: Gain the skills to align HR initiatives with business goals and effectively communicate HR's value to executives.

Gary Rada is a Lead Trainer, Coach, and Consultant for LIFT Consulting, partnering with hundreds of sales professionals and leaders to enhance accountability, hone technique, and elevate sales results. With extensive experience in technology, recruitment, and sales, he leverages Sandler's acclaimed sales development process to drive success. Gary is active in professional networks like Madison Professionals Network, SHRM, ABC and AGC, and is passionate about his work as the Executive Committee Chairman for the Leukemia and Lymphoma Society's Light the Night event.

Empowering Career Growth: Unleashing Team Member Potential Through Coaching & Connection

Speaker: Kris Hackbarth-Horn

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: C and D

Presentation Track: Personal and Leadership Development

Learn to create a growth and development model that supports and inspires your team members. Watch your teams become growth-minded, openly discussing their career aspirations and goals. This environment fosters trust, engagement, and open communication.

In this interactive session, you will hear stories of success and opportunity. We will explore essential topics for a successful coaching model, including accountability, resources, performance feedback, job shadowing, effective communication, mentoring, and training. These coaching essentials cultivate a culture of continuous development and stronger leader-team member relationships.

- Learning Objective 1: Creation of an overarching and intersecting coaching model that bridges performance accountability and career development
- Learning Objective 2: Understanding the change in top-down to bottom-up empowerment and accountability
- Learning Objective 3: Creation of a coaching model that leads with trust and open communication to help align team members' career goals with future opportunities

Kris Hackbarth-Horn, Chief People Officer at Fox Communities Credit Union, excels in organizational development, career coaching, conflict resolution, and strategic planning. Her people-centric leadership drives intentional culture stewardship. Kris has significantly contributed to SHRM, including roles as WI State SHRM Council Director, Conference Co-chair, and SHRM National Pinnacle Award Winner.

Next Generation Inclusion: Creating a Disability-Confident Workplace

Speakers: Mallory Bryan and Nicole Greetan

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: E and F

Presentation Track: Inclusion and Belonging

As the workplace evolves, organizations must embrace disability inclusion to attract and retain top talent. With Gen Z entering the workforce—many of whom openly discuss mental health—leaders must navigate disability inclusion with confidence. This session will explore how HR professionals can collaborate with vocational rehabilitation (VR) programs and foster a disability-confident workplace where all employees, including employees with disabilities, feel valued and supported. Attendees will learn how to leverage emerging workplace trends, implement inclusive practices, and develop the skills needed to create an accessible, future-ready workforce where disability is understood, supported, and valued.

- Learning Objective 1: Define Disability in the Workplace: Gain clarity on visible and invisible disabilities, including the growing prevalence of mental health conditions in Gen Z.
- Learning Objective 2: Innovate for Disability Inclusion: Explore emerging workplace trends, tools, and strategies that drive accessibility and inclusion.
- Learning Objective 3: Build a Disability-Confident Workplace: Learn strategies to foster an inclusive culture, empower employees with varying abilities, and navigate conversations about disability with confidence.

Mallory Bryan is a Business Services Consultant with the Division of Vocational Rehabilitation covering Northcentral Wisconsin. She engages in strategic business outreach to connect local businesses in accessing the state of Wisconsin's DWD-DVR services and talent.

Nicole has been a DVR Business Services Consultant since 2016. Nicole has worked with both youth and adults with disabilities for over 15 years in residential, community, and employment settings. She combines her business management and administration experience with her passion for serving and advocating with individuals with disabilities.

Mastering the Framework of Influence: Empowering HR to Lead Organizational Success

Speaker: Cheri Tree

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: G and H

Presentation Track: Personal and Leadership

Today's HR leaders have a powerful opportunity—to shift from policy enforcement to proactive change-making—by mastering one essential capability: influence. In this high-impact session, we'll deconstruct the hidden science behind why people say “yes” and show how HR can lead with purpose, precision, and measurable results using the BANK methodology—a groundbreaking personality science framework—and Codebreaker AI, the world's first AI of Influence. Built on a robust system that combines behavioral psychology, decision-making science, and cutting-edge technology, this session will equip HR professionals to become systematized influencers within their organizations. Discover how applying the BANK framework can dramatically enhance employee engagement, leadership alignment, and cultural cohesion—all while turning HR into a performance catalyst for enterprise-wide success.

This session is designed for HR professionals ready to lead boldly, influence intelligently, and drive cultural and business outcomes through a proven, people-first system.

- Learning Objective 1: Learn the step-by-step Framework of Influence to ethically shape decisions, strengthen leadership impact, and build organizational trust.
- Learning Objective 2: Decode employee, leadership, and stakeholder communication styles in seconds using BANK to foster stronger alignment and minimize friction.
- Learning Objective 3: Experience a live demo of Codebreaker AI—powered by personality-based intelligence—to see how rapidly influence can be predicted and optimized within any conversation, email, or meeting.
- Learning Objective 4: Gain tangible strategies to solve people-centric challenges like retention, conflict resolution, and performance barriers through personalized influence.
- Learning Objective 5: Walk away with a scalable toolset embedded in both methodology and AI to cascade a culture of connection, engagement, and collaboration across every level of the business.

Cheri Tree is a best-selling author, professional keynote speaker, and world-renowned entrepreneur and innovator. She is the Founder and CEO of Codebreaker Technologies, with Codebreakers in more than 100 countries worldwide. She is the creator of the

revolutionary B.A.N.K. methodology and Codebreaker's patented Personality Coding Technology and Artificial Intelligence, designed to help her clients increase their influence, income, and impact in the world.

Cheri is a top in-demand speaker and has spoken to millions of entrepreneurs and professionals globally at some of the top business conferences in the world. She has been invited to speak at Harvard University, the University of California, Google, GoDaddy, and the United Nations.

Cheri is leading a technology and transformation revolution with her high tech, high touch Codebreaker company and community. She has been featured in numerous international publications including Forbes.com and has received numerous awards and nominations, including Woman of the Year, Female Thought Leaders of the Year, Maverick of the Year, SaaS Company of the Year, Innovator of the Year, and Achievement in Technology Innovation.

Cheri is fueled by her mission to connect and empower humanity, and ultimately Make People Matter™. Her vision is to crack #8billioncodes, equating to the code of every human in the world.

Workforce Energy Management

Speaker: Kelly Bubolz

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: Guava/Tamarind

Presentation Track: Personal and Leadership Development

In today's fast-paced and demanding work environment, burnout is a critical issue that can significantly impact productivity, employee satisfaction, and overall organizational success. Join in on the progressive approach preventing modern day issues facing the labor force. This program is designed to provide an overview of the Workforce Energy Management framework. This session is tailored for those who are committed to creating a resilient, energized, and highly effective workforce.

- Learning Objective 1: Understand the key elements of Workforce Energy Management and its impact on an individual, team and company level.
- Learning Objective 2: Explore practical strategies for preventing burnout and enhancing employee productivity.
- Learning Objective 3: Discover more with less through workflow optimization tools.

Kelly Bubolz has tread the path of burnout and mapped the course to resilience and recovery. With over two decades of HR leadership, she has transformed her personal journey through burnout collapse and work stress into a professional mission. Kelly equips leaders with actionable strategies to manage workforce energy, empowering organizations to recharge, refocus, and thrive not just survive in today's demanding world.

Unlocking the Power of Relationships for Leadership Growth: A Strategic Investment in Your Network

Speaker: Melanie Stuber

Date: Thursday, October 9, 2025

Time: 12:45pm-2:00pm

Location: Portia/Wisteria

Presentation Track: Personal and Leadership Development

Leadership comes with challenges and you don't have to navigate them alone. In today's fast-paced world, the most successful leaders know the power of intentional relationships. Your career growth isn't just about what you know—it's about how you show up, who you connect with, and the network you build along the way.

Discover how owning your value, cultivating your relationships, and building your own 'personal board of directors' helps you thrive. Walk away with actionable strategies to strengthen your leadership, navigate challenges with confidence, and support the leaders in your organization. Don't miss this opportunity to invest in your growth and expand your leadership impact!

- Learning Objective 1: Learn How to Own Your Value & Advocate for Yourself.
- Learning Objective 2: Understand the Power of Networking & Cultivating Relationships.
- Learning Objective 3: Learn About a Personal Board & How It Can Help You Thrive.

Melanie Stuber, a former executive turned founder and CEO of Cultivate and Thrive LLC, empowers leaders to achieve their goals with clarity and confidence while driving meaningful impact in their organizations. As a business strategy and culture guide, keynote speaker, and workshop facilitator, she helps leaders navigate the complexities of leadership and culture with purpose and influence. She offers a dynamic community, personalized guidance, and an accelerator program for leaders to thrive.

Learning Session 3

AI in HR: Let the Revolution Begin

Speaker: Jim Morgan

Date: Thursday, October 9, 2025

Time: 2:30pm-3:45pm

Location: 1 and 2

Presentation Track: Business Acumen & HR Strategy

The session will delve into the transformative role of Artificial Intelligence (AI) in revolutionizing Human Resources (HR) practices. From talent acquisition to employee engagement and beyond, AI's impact on HR has been profound, reshaping traditional processes and fostering innovation in managing human capital. This presentation will explore the practical applications, challenges, and future implications of AI in HR, offering insights into how organizations can leverage AI to optimize HR functions and drive overall business success.

- Learning Objective 1: Gain an understanding of the various applications of AI within the realm of Human Resources, including recruitment, talent management, performance evaluation, and employee engagement. Analyze the impact of AI on traditional HR processes.
- Learning Objective 2: Discuss the ethical implications and potential biases associated with AI in HR, emphasizing the importance of fairness, transparency, and compliance with legal regulations in AI-driven HR practices.
- Learning Objective 3: Explore emerging trends in AI and HR, anticipating future developments and providing strategies for organizations to adapt, upskill HR professionals, and successfully integrate AI into their HR.

Jim Morgan has focused on talent attraction and strategies for 30 years. He helps employers understand that demographics are driving their troubles and provides solutions for talent acquisition. Jim has facilitated strategic planning sessions for businesses, chambers of commerce, and economic development groups around developing a talent pipeline for employers.

Culture by Design vs. Culture by Default

Speaker: Dustin McClone

Date: Thursday, October 9, 2025

Time: 2:30pm-3:45pm

Location: 3 and 4

Presentation Track: Business Acumen & HR Strategy

Culture isn't defined by what's written in the handbook or displayed on the wall—it's shaped by the everyday actions, decisions, and behaviors of employees and leaders. As the workplace evolves at a rapid pace, HR professionals have more influence than ever in ensuring culture is built with intention, not left to chance.

But what makes a great culture? How do you define it? How do you reinforce it, scale it, and sustain it as teams grow, new employees join, and leadership changes? Most organizations fall somewhere along the Culture by Design continuum, meaning culture is always shifting—it's never a final destination.

In this session, we'll explore the role HR plays in guiding culture through the behaviors we reinforce, the accountability we create, and the leadership we support. Attendees will walk away with:

- A new perspective on how culture evolves and why it must be designed with intention.
- A framework for translating values into everyday behaviors, ensuring culture is a lived experience, not just a statement.
- Insights into how culture can be sustained and adapted over time, keeping it strong through workforce and business changes.
- Culture happens with or without intention. This session will empower HR professionals with the tools and insights to ensure it's happening by design, not by default.
- Learning Objective 1: The Rapid Pace of Change and Leadership's Role in Culture
Culture isn't just about creating a great workplace—it's a true competitive advantage. The best organizations don't leave culture to chance; they design it with intention. In today's fast-moving world, HR professionals play a critical role in ensuring culture is not just strong but also adaptive, aligned, and a driving force behind business success. This session will help attendees:
 - Recognize that culture is always in motion, evolving with leadership, teams, and business needs.
 - Understand the role of leadership in shaping culture, and how culture can either attract or drive away top talent.
 - Explore key factors that impact culture daily, from leadership consistency to team dynamics and company growth.

- Identify where their organization is on the
- See culture as a strategic differentiator—one that impacts retention, engagement, and long-term business outcomes.
- Learning Objective 2: Defining and Reinforcing Culture Through Everyday Behaviors
A great culture isn't a list of values on a website. It's the unwritten rules that shape how people work, lead, and collaborate every day. To make culture real, organizations must move beyond aspirational statements and define how culture shows up in behaviors. This session will help attendees:
 - Shift their mindset from values to behaviors, exploring how to translate culture into daily actions.
 - Discover small but meaningful ways to reinforce culture, ensuring it's lived at every level of the organization.
 - Understand the role of consistency, from leadership actions to the way teams collaborate and hold each other accountable.
 - Explore ways to integrate culture into moments that matter, like hiring, onboarding, and leadership development.
- Learning Objective 3: Sustaining and Adapting Culture in a Constantly Changing Workplace
Culture is never "set"—it evolves as teams grow, new employees join, and leaders shift. The best organizations don't resist this evolution—they design their culture to be strong enough to last, but flexible enough to adapt. This session will help attendees:
 - Recognize that culture is an ongoing process, not a final destination.
 - Explore how to maintain culture through change, ensuring new hires and leadership shifts don't erode what's working.
 - Understand the balance between consistency and evolution, allowing culture to grow without losing its core identity.
 - Learn simple ways to check in on culture, keeping it aligned with employee expectations and business goals.

Dustin is a dynamic speaker, podcaster, entrepreneur, community leader and coach. As president and CEO of McClone Insurance, Dustin oversees the strategic direction of the company and is also the Founder of the Hustle Leadership Network. He is passionate about building, coaching, and inspiring teams, organizations, and individuals.

Using Alphabet Soup to Heal Your Group Health Plan

Speaker: Caleb Schultz and Jason Gensler

Date: Thursday, October 9, 2025

Time: 2:30pm-3:45pm

Location: 5 and 6

Presentation Track: Total Rewards

In today's rapidly evolving healthcare landscape, businesses of all sizes are grappling with the challenge of rising healthcare costs, which significantly affect both their bottom lines and their employees' well-being. These rising costs not only create budgetary strain for employers but also present challenges in maintaining employee satisfaction and attracting talent. Employers have long relied on traditional group health plans to offer their employees coverage, but these plans are becoming increasingly expensive and complex to manage. The growing financial burden, regulatory compliance requirements, and the challenge of meeting diverse employee needs have forced many businesses to seek alternative solutions that help mitigate costs while ensuring employees have access to quality healthcare. One such solution gaining traction is the Individual Coverage Health Reimbursement Arrangement (ICHRA), a flexible and tax-efficient method that allows employers to offer healthcare benefits tailored to the unique needs of their workforce.

The rising costs of group health plans are a significant challenge for employers across industries. Several factors contribute to this trend:

Inflation of Healthcare Costs: The continuous increase in medical costs, including hospital visits, prescription drugs, and specialty care, puts pressure on insurance premiums. Insurance companies often adjust their pricing in response to these rising medical expenses, which results in higher premiums for businesses.

Aging Workforce: Many employers are seeing an aging demographic within their workforce. Older employees tend to require more healthcare services, which in turn increases healthcare utilization and drives up the cost of group plans.

Employee Demand for Better Coverage: Employees increasingly demand more comprehensive healthcare benefits, including coverage for mental health, dental, vision, and wellness programs. Employers are under pressure to provide more expansive coverage options, which adds to the cost burden of group health plans.

Health Risk and Chronic Conditions: A rising number of employees suffer from chronic health conditions such as diabetes, hypertension, and obesity, which can lead to higher healthcare claims and increased premiums. The higher the claims, the more expensive the group health plan becomes for employers.

In response to these challenges, employers are exploring innovative alternatives to provide healthcare benefits to employees while controlling costs. Insert the ICHRA.

The Individual Coverage Health Reimbursement Arrangement (ICHRA) is one alternative that allows employers to control their healthcare expenditures while providing employees with flexibility and choice. An ICHRA is a tax-advantaged account that enables employers to reimburse employees for individual health insurance premiums and other eligible medical expenses. It offers several advantages over traditional group health plans, particularly in the context of rising healthcare costs.

- Learning Objective 1: Understand the Fundamentals of ICHRA: Attendees will gain a comprehensive understanding of what an Individual Coverage Health Reimbursement Arrangement (ICHRA) is, including its structure, eligibility requirements, and how it differs from traditional group health plans.
- Learning Objective 2: Explore the Benefits of ICHRA for Employers and Employees: Attendees will learn about the key advantages of ICHRA for both employers and employees, such as cost control, flexibility in healthcare coverage, tax benefits, and reduced administrative complexity.
- Learning Objective 3: Evaluate ICHRA as a Solution: Attendees will learn how implementing an ICHRA can help employers control healthcare costs, improve employee satisfaction and retention by offering customizable benefits, and ensure compliance with healthcare regulations, all while maximizing tax advantages for both employers and employees.

Caleb Schultz is a professional, dedicated to helping companies control healthcare costs through the administration of FSA's, HRA's, ICHRA's, HSA's, COBRA, and POP Plans. As a Sales Executive, Caleb works with CEO's, CFO's, HR Professionals and Insurance Brokers to simplify the complexities of controlling healthcare costs by providing a unique employee benefits package through the administration of pre-tax account based benefit plans.

Jason Gensler is a professional with over 27 years of experience, dedicated to helping companies control healthcare costs through the administration of FSA's, HRA's, ICHRA's, HSA's, COBRA, and POP Plans. As a Sales Executive, Jason works with CEO's, CFO's, HR Professionals and Insurance Brokers to simplify the complexities of controlling healthcare costs by providing a unique employee benefits package through the administration of pre-tax account based benefit plans.

Tips for Minimizing Workplace Drama and Litigation

Speakers: Sara Ackerman and Nicole Stangl

Date: Thursday, October 9, 2025

Time: 2:30pm-3:45pm

Location: 7 and 8

Presentation Track: Employment Law & Legislation

Conflict in the workplace is inevitable. How HR professionals deal with drama can make all the difference in whether the incident turns into litigation...or not. Employment Law Attorneys, Sara Ackermann and Nicole Stangl, will discuss why “at-will” employment is not a reason for termination, the importance of documentation, how to handle accommodation requests, why you should never overlook harassment claims, and best timekeeping practices in their presentation. Be prepared to learn tips and best practices that you can implement within your own company.

- Learning Objective 1: Understand the limitations of "at-will" employment: Learn why "at-will" employment is not a valid reason for termination and the legal implications involved.
- Learning Objective 2: Master documentation and accommodation handling: Gain insights into the importance of thorough documentation and best practices for managing accommodation requests.
- Learning Objective 3: Recognize and address harassment claims effectively: Learn the significance of not overlooking harassment claims and the best timekeeping practices to implement within your company.

Sara views herself as an essential member of the HR team. She assists HR professionals and business owners in identifying issues early to minimize risks and avoid costly litigation. Additionally, she advises on proactive policies to retain talent and create a positive work environment.

Nicole partners with HR professionals to balance business protection and employee support. She provides tools for navigating complex situations, ensuring regulatory compliance. Nicole offers daily employment advice on federal and state laws, wage and hour issues, Title VII discrimination, agency claims, OSHA investigations, and restrictive covenants like noncompetes and nonsolicitation.

Embracing Neurodiversity in the Workplace: Strategies for Inclusion and Success

Speakers: Drs. Sameer Ahmed and Maya Jaber

Date: Thursday, October 9, 2025

Time: 2:30pm-3:45pm

Location: C and D

Presentation Track: Inclusion and Belonging

This interactive session explores the importance of neurodiversity in the workplace and provides actionable strategies for fostering an inclusive environment. Participants will gain a deeper understanding of neurodivergent perspectives, learn how to implement supportive workplace practices, and discover ways to leverage neurodiverse talents for organizational success.

- Learning Objective 1: Define neurodiversity and its significance in the modern workforce.
- Learning Objective 2: Identify common challenges neurodivergent employees face and how to address them.
- Learning Objective 3: Explore inclusive hiring, onboarding, and retention strategies. Learn how to create supportive workplace policies and accommodations. Understand the role of leadership in promoting neurodiverse-friendly cultures.

Dr. Sameer Ahmed, Assistant Professor of Human Resource Management at the University of Wisconsin-Platteville, holds a Ph.D. from Southern Illinois University Carbondale and an MBA from Osmania University. His research focuses on employee engagement, leadership, and diversity. A SHRM-CP and CPLP, he combines academic expertise with industry HR experience.

Dr. Maya Jaber, a social entrepreneur, educator, and consultant with 20+ years of business expertise, champions sustainable market transformation. She integrates ESG principles into leadership, strategy, and growth. With a creative and analytical approach, she fosters cultural shifts and operational excellence while prioritizing humanity at the core of every endeavor.

Lead by Letting Go: How to Multiply Your Team's Results

Speaker: Steve Aune

Date: Thursday, October 9, 2025

Time: 2:30pm-3:45pm

Location: E and F

Presentation Track: Personal and Leadership Development

Many leaders unknowingly develop habits that limit their team's effectiveness, especially when they are scrambling to do more with less. This session will help participants learn to recognize those habits and introduce strategies that can significantly improve team performance. Attendees will assess their leadership style, recognize behaviors that hinder productivity, and learn actionable approaches to unlock their team's full potential. By the end, leaders will have the tools they need to drive better results and support long-term team success.

- Learning Objective 1: Identify leadership behaviors that limit team productivity and performance.
- Learning Objective 2: Learn actionable strategies to improve team effectiveness and foster great collaboration.
- Learning Objective 3: Develop tools to unlock the full potential of teams and drive sustainable, long-term results.

With over a decade of experience consulting, coaching, and training, Steve Aune brings a deep passion for developing people. A seasoned business leader, Steve owns multiple companies and has led retail stores exceeding \$50 million in sales per year. His expertise centers around understanding people; he's a lifelong student of leadership and personal development, committed to growing his own skills to better equip others to lead, perform, and thrive.

Breaking Down Silos: Collaboration and Communication Strategies for the Future of Work

Speaker: Vanessa Zamy

Date: Thursday, October 9, 2025

Time: 2:30pm-3:45pm

Location: G and H

Presentation Track: Personal and Leadership Development

Conflict is inevitable in any team, but it doesn't have to be destructive. When silos emerge, communication breaks down, and conflict festers, it can sabotage even the most talented groups, hindering productivity and innovation.

The "Next Generation of Work" demands a new approach to collaboration and communication. As organizations navigate innovation, automation, and a rapidly changing landscape, the ability to break down silos and foster teamwork is more critical than ever.

When managed effectively, conflict can fuel innovation and strengthen team bonds. When teams work together successfully, they achieve extraordinary results. But silos, miscommunication, and conflict can sabotage even the most talented groups.

In this session, Vanessa Zamy, The Business Defibrillator and Workplace Wellbeing Champion, provides practical strategies for transforming conflict into a catalyst for growth, building a culture of trust and open communication, and navigating challenging conversations with confidence. It's time to harness the power of healthy conflict and collaboration!

- Learning Objective 1: (SHRM: Relationship Management; Business Acumen): Analyze common sources of conflict within teams and Develop strategies for addressing disagreements with employees in a way that maintains authority while fostering open dialogue.
- Learning Objective 2: (SHRM: Communication; Relationship Management; Leadership & Navigation): Apply advanced communication and conflict-resolution techniques to facilitate constructive dialogue, build consensus, and foster collaboration among team members.
- Learning Objective 3: (SHRM: Leadership & Navigation; Relationship Management; Inclusion & Diversity): Develop and implement strategies to promote psychological safety and open communication within teams, creating an environment where employees feel comfortable sharing ideas, expressing concerns, and contributing to a culture of trust and innovation.

Vanessa Zamy revolutionizes corporate culture by transforming minds for exponential individual, team, and company growth. As Managing Principal of LiberationX Contracts,

Vanessa and her nationwide team of trainers, coaches, and facilitators empower leaders and executives to build high-performing teams while navigating the complexities of the modern workplace.

The Queen's Gambit: Strategic Workforce Planning Like a Grandmaster

Speaker: Shari Simpson

Date: Thursday, October 9, 2025

Time: 2:30pm-3:45pm

Location: Guava/Tamarind

Presentation Track: Business Acumen & HR Strategy

Master the art of strategic workforce planning through the lens of chess mastery, inspired by The Queen's Gambit's brilliant approach to strategic thinking and calculated decision-making. This innovative session reimagines talent management and workforce optimization by applying grandmaster-level chess strategies to today's complex labor landscape. Learn how to anticipate market shifts, identify critical skill gaps, and position your organizational talent for future success. Participants will explore data-driven workforce analytics, succession planning frameworks, and agile talent deployment strategies that create sustainable competitive advantages. Through practical scenarios and interactive exercises, discover how to develop multi-move strategies that align workforce capabilities with emerging business needs while maintaining organizational agility. Perfect for HR strategists, talent management professionals, and business leaders who need to navigate the increasingly complex dynamics of workforce transformation, skills evolution, and talent marketplace disruption.

- Learning Objective 1: Develop and implement forward-thinking workforce planning strategies using predictive analytics and strategic foresight methodologies to anticipate future talent needs and market shifts.
- Learning Objective 2: Master techniques for creating dynamic succession planning frameworks that ensure organizational resilience and maintain competitive advantage in rapidly evolving markets.
- Learning Objective 3: Design and execute data-driven talent optimization strategies that effectively balance current operational needs with future capability requirements while maximizing ROI on human capital investments.

Shari Simpson is a seasoned HR leader with over 20 years of experience and a passion for driving innovation in the field. Armed with an MBA, MHRM, SHRM-SCP certification and currently pursuing an Ed.D. in Leadership and Innovation at Purdue, she blends expertise with a commitment to lifelong learning. As host of the HR Mixtape podcast and a sought-after speaker, Shari collaborates with industry leaders to shape the

Beyond Busy: How Leaders Create Focused and Fulfilled Teams

Speaker: Jenna Piche

Date: Thursday, October 9, 2025

Time: 2:30pm-3:45pm

Location: Portia/Wisteria

Presentation Track: Personal and Leadership Development

“Busy” is not a badge of honor—it’s a sign of misaligned priorities and exhausted teams. As a leader, your habits, communication, and vision set the tone for your team’s focus, productivity, and fulfillment. But how do you shift from managing tasks to inspiring purpose-driven results?

In this dynamic and actionable session, we’ll uncover the strategies behind creating a workplace culture where focus thrives, personal growth is prioritized, and team members feel empowered to achieve shared goals. From modeling time habits that honor boundaries to fostering clarity in priorities, you’ll learn how to lead with intention and cultivate an environment where both people and productivity flourish.

This isn’t just about better time management—it’s about leadership transformation that moves your team from busywork to brilliance.

- Learning Objective 1: The Priority Filter: Learn a simple framework for helping your team identify what deserves their focus, ensuring alignment with both personal and organizational goals.
- Learning Objective 2: The Plate Reset Conversation: Gain strategies to guide team members in renegotiating priorities, setting clear timelines, and avoiding burnout.
- Learning Objective 3: The Focus Zone Blueprint: Implement a system for carving out dedicated, interruption-free work time that empowers your team to deliver their best work.

Jenna Piché is a team productivity consultant, Full Focus Certified Pro, & international speaker who helps busy professionals escape chaos and reclaim their time and energy. Blending corporate leadership with a functional health background, she delivers practical strategies and relatable real-life lessons to help audiences work smarter, stress less, and create space for the double win - winning at work and succeeding at life.

Learning Session 4

Bridging the Leadership Gap: Practical Strategies to Strengthen Your Leadership Pipeline

Speaker: Christy Siegle

Date: Thursday, October 9, 2025

Time: 4:00pm-5:15pm

Location: 1 and 2

Presentation Track: Personal and Leadership Development

Despite the critical need for strong leadership pipelines, many organizations either underinvest in leadership development or rely on approaches that fail to produce senior-ready leaders. This session explores why traditional efforts often miss the mark and what truly accelerates leadership growth. Attendees will gain insight into the key challenges in leadership pipelines, discover evidence-based strategies that drive real development, and walk away with practical approaches to bridge the gap in their own organizations. Through research-backed insights and actionable takeaways, this session equips HR leaders with the tools to build stronger, future-ready leadership teams.

- Learning Objective 1: Identify the common pitfalls in leadership development efforts and why they fail to produce senior-ready leaders.
- Learning Objective 2: Understand what truly works in leadership growth and how to implement strategies that accelerate leadership effectiveness.
- Learning Objective 3: Discover practical, actionable approaches to bridge the leadership skills gap in your organization.

Christy is a leadership coach and talent development professional dedicated to closing the leadership skills gap. With a background in HR and talent acquisition, she helps organizations develop future-ready leaders. Christy's coaching empowers professionals to embrace growth, build confidence, and navigate the challenges of leadership transformation.

The Missing Piece of Employee Engagement: How Leader Engagement Creates a Cascade Effect of Success

Speaker: Consuela Munoz

Date: Thursday, October 9, 2025

Time: 4:00pm-5:15pm

Location: 3 and 4

Presentation Track: Business Acumen & HR Strategy

Employee engagement strategies often fall short because they focus on frontline employees while overlooking a key factor—leader engagement. When leaders are disengaged, their teams follow. In this session, Consuela Muñoz introduces a leader-first approach to engagement, showing how an engaged leader creates a cascade effect that drives performance, retention, and workplace culture. Using her LEAD Method (Leverage strengths, Empower engagement, Achieve aspirations, Drive performance), attendees will explore actionable strategies to develop engaged leaders who, in turn, cultivate engaged teams. HR professionals will leave equipped to shift engagement efforts from reactive to strategic, ensuring lasting organizational impact.

- Learning Objective 1: Recognize the Leader Engagement Gap: Understand how disengaged leaders create disengaged teams and why engagement must start at the top.
- Learning Objective 2: Implement a Leader-First Strategy: Apply practical techniques to engage leaders first, ensuring engagement cascades throughout the organization.
- Learning Objective 3: Sustain Engagement Through Measurement: Use key metrics and ongoing strategies to maintain leader engagement and drive long-term success.

Consuela Muñoz is a keynote speaker, best-selling author, and expert in leader engagement and team performance. She helps organizations unlock success by focusing on leader engagement as the key to driving employee engagement. Through her LEAD Method, she equips HR professionals with actionable strategies to create a cascade effect of engagement and performance.

The Big Decision: Moving from Fully Insured to Self-Funded Health Insurance

Speaker: Theresa Hasz

Date: Thursday, October 9, 2025

Time: 4:00pm-5:15pm

Location: 5 and 6

Presentation Track: Total Rewards

Discover how employers have strategically evaluated fully insured vs. self-funded health insurance options to identify the most cost-effective and beneficial plan for both employees and the employer. This session will delve into the critical considerations, thorough evaluation process and decisive factors that influenced the choice between fully insured and self-funded health insurance plans, all while maintaining budgetary constraints and minimizing overhead expenses.

- Learning Objective 1: Identify the primary needs and concerns related to health insurance within your organization. Learn how to systematically evaluate the advantages and disadvantages of fully insured versus self-funded plans, focusing on key factors such as costs, coverage options and the flexibility required to meet your unique organizational needs. Understand the process of designing a self-funded plan tailored to your organization and employees' needs. Explore how to establish a collaborative partnership with insurance providers, enabling the customization of plans to align with organizational goals. Gain insights into selecting vendors that offer the best value, enhancing flexibility and managing coverage and overhead costs effectively.
- Learning Objective 2: The process of designing a benefit plan to fit the needs of the employees as well as how to create a partnership with a selected insurance provider where they could have the opportunity to design a plan to fit organizational needs. How the organization decided on the vendors that brought the most value and allowed them to gain flexibility and take control of coverage and overhead costs.
- Learning Objective 3: Gain valuable insights from employers who have experience in evaluating and transitioning their health insurance plan. Understand the real-world outcomes of their decision, including the impact on plan costs, employee time and satisfaction with the plan's value. Learn from their journey, including the challenges faced and the strategies employed to overcome them. Receive practical recommendations for other organizations considering similar changes and identify potential risks and pitfalls to avoid during the process.

Theresa has been involved in the healthcare industry for over 24 years. She is responsible for retention of a wide variety of large, small and self-insured groups and has served our two largest cooperatives for more than five years. Theresa serves as a mentor to other

sales staff due to her many years of experience at Security Health Plan. She manages key accounts like Stratford Homes, Custom Fab, Counter Form, Lynn Dairy and Haas Sons.

From Awareness to Action: Strengthening Allyship in the Workplace

Speaker: Melanie Stuber

Date: Thursday, October 9, 2025

Time: 4:00pm-5:15pm

Location: A and B

Presentation Track: Inclusion and Belonging

What we know to be true is the landscape of DEI is shifting, and with it, so are the conversations. One thing remains true: culture is the foundation of every thriving organization.

No matter what we call it—the work we do to create inclusive environments where everyone feels seen, heard, and valued is still essential. Because at the heart of it all, this isn't about labels—it's about people.

According to Gartner, 82% of employees stressed the importance of being seen as a person within their organization. Prioritizing an inclusive and thriving culture strengthens relationships and creates an environment where people and organizations flourish.

Join us for this engaging session to uncover valuable insights and actionable strategies tailored to support you, wherever you are in your inclusion and belonging journey.

The impact you make today will shape the success of tomorrow.

- Learning Objective 1: Share What Inclusion and Belonging Means to Us and Explore inclusive practices.
- Learning Objective 2: Learn How Demonstrating Empathy and Kindness Contributes to an Inclusive Culture.
- Learning Objective 3: Understand the Power of Allyship and Address Bias and Microaggressions with impact.

Melanie Stuber, a former executive turned founder and CEO of Cultivate and Thrive LLC, empowers leaders to achieve their goals with clarity and confidence while driving meaningful impact in their organizations. As a business strategy and culture guide, keynote speaker, and workshop facilitator, she helps leaders navigate the complexities of leadership and culture with purpose and influence. She offers a dynamic community, personalized guidance, and an accelerator program for leaders to thrive.

Creating a Comprehensive Approach to Financial Wellbeing and Retirement Readiness

Speaker: Rick Jones, FSA, EA, MAAA

Date: Thursday, October 9, 2025

Time: 4:00pm-5:15pm

Location: C and D

Presentation Track: Total Rewards

Fifty-three percent of employees express a need for employer assistance in saving for retirement or managing long-term financial goals. This session explores how organizations can design a holistic financial well-being program to meet these growing demands. Attendees will gain insights into crafting competitive retirement packages that not only support employees' future readiness but also improve engagement and loyalty. We'll also explore the intersection between employee financial well-being and fiduciary risk for employers. Backed by insights from Aon's 2025 Employee Sentiment Study, this session provides actionable strategies to educate, engage, and empower employees in achieving financial security and retirement confidence.

- Learning Objective 1: Identify the key components of a comprehensive financial well-being and retirement readiness program.
- Learning Objective 2: Understand how to use data to inform program design.
- Learning Objective 3: Learn actionable strategies to engage and educate employees on financial planning and saving for the future.

Rick leads the Aon Pooled Employer Plan (Aon PEP) and has advocated for retirement legislation via the SECURE Act / SECURE 2.0. He has testified before the U.S. Senate, appeared on CNBC, and been quoted in the Wall Street Journal among other notable publications. He serves on the American Benefits Council's Executive Committee.

Mastering Change: HR's Essential role in Navigating Disruption and Driving Resilience

Speaker: Steve Aune

Date: Thursday, October 9, 2025

Time: 4:00pm-5:15pm

Location: E and F

Presentation Track: Personal and Leadership Development

The goal of this session is to prepare HR professionals to navigate the complexities of organizational disruption. Through exploring the psychology of change and providing insights into how to proactively support leaders and employees through uncertainty and resistance, attendees will discover high-impact change management strategies that maintain business continuity while boosting employee engagement. By learning how to turn challenges into opportunity, HR leaders will be better equipped to guide their organizations through difficult transitions, foster resilience, and ensure teams stay connected and productive during times of change.

- Learning Objective 1: Learn high-impact change management strategies that ensure business continuity and employee engagement during disruptions.
- Learning Objective 2: Develop the skills to turn challenges into opportunity and lead teams through uncertainty with resilience and productivity.
- Learning Objective 3: Gain insight into the psychology of organizational change and how it impacts employees.

With over a decade of experience in consulting, coaching, and training, Steve Aune brings a deep passion for developing people. A seasoned business leader, Steve owns multiple companies and has led retail stores exceeding \$50 million in sales per year. His expertise centers around understanding people; he's a lifelong student of leadership and personal development, committed to growing his own skills to better equip others to lead, perform, and thrive.

Shaping Tomorrow's Manufacturing Workforce: Implementing Workforce Planning Strategies

Speaker: Ryan Festerling

Date: Thursday, October 9, 2025

Time: 4:00pm-5:15pm

Location: G and H

Presentation Track: Talent Acquisition and Retention

The manufacturing industry is at a crossroads. With an aging workforce and an insufficient pipeline of skilled workers to fill the gap, companies are facing a looming labor crisis. As Baby Boomers retire, a significant number of skilled tradespeople are leaving the workforce, and the younger generations are not stepping in fast enough to replace them.

So, how can manufacturers plan ahead to meet their organizational goals and remain competitive in an ever-evolving market?

One key solution lies in strategic workforce planning—and more specifically, implementing the "Six B's" approach to building and managing your workforce. In this session, we'll explore how you can build, buy, borrow, bind, bounce and boost to ensure that your workforce has the talent needed.

- Learning Objective 1: This presentation will start with a workforce overview. We'll go over statistics of the global workforce and what is needed to fill the critical skilled roles, which are expected to increase in the next 5 years.
- Learning Objective 2: We'll then discuss the impact of automation on workforce needs and how that will affect each of the roles that are filled by low, medium and skilled workers.
- Learning Objective 3: The meat of the presentation will be about the 6 B's of workforce planning basics- build, buy, borrow, bind, bounce and boost. No matter what employment challenges your company is facing, the Six B's of workforce planning offer a flexible and effective framework for addressing them. Whether you're building talent internally, bringing in new hires, or leveraging external resources, implementing a combination of these strategies will help you shape a workforce that is prepared for the future. With thoughtful workforce planning, manufacturers can navigate today's labor crisis and remain competitive in the ever-changing marketplace.

Ryan has over 20 years of experience from Kohl's Department Store where he held the position of executive vice president and head of human resources. Ryan has a track record of utilizing technology to enhance the candidate experience while improving overall efficiencies. He has a drive for building cohesive teams that are passionate about the work

they do. Finally, he loves to use compelling data to tell stories on how to create an engaged workforce for leaders across industries.

Inside Out Leadership: Understanding and Managing Emotions in the Workplace

Speaker: Shari Simpson

Date: Thursday, October 9, 2025

Time: 4:00pm-5:15pm

Location: Guava/Tamarind

Presentation Track: Personal and Leadership Development

Transform your leadership effectiveness by mastering the complex interplay of emotions in the modern workplace. Drawing inspiration from "Inside Out," this innovative session deep-dives into the critical role of emotional intelligence (EI) in driving organizational success and team performance. Participants will explore cutting-edge neuroscience-backed strategies for understanding, managing, and leveraging emotions to create psychologically safe work environments where innovation and collaboration thrive. Learn practical techniques for navigating difficult conversations, managing workplace stress, and building stronger interpersonal connections across hybrid and in-person teams. This session combines contemporary EI frameworks with real-world applications, helping leaders develop the emotional agility needed in today's high-pressure business environment. Perfect for HR professionals, people managers, and organizational leaders seeking to enhance team dynamics, improve employee engagement, and build more resilient, emotionally intelligent organizations.

- Learning Objective 1: Apply advanced emotional intelligence techniques to recognize, understand, and effectively manage both personal and team emotions in various workplace scenarios.
- Learning Objective 2: Implement research-based strategies for creating psychological safety and fostering authentic communication that drives team performance and innovation.
- Learning Objective 3: Develop practical frameworks for building emotional agility across teams, enhancing decision-making processes, and improving conflict resolution in complex workplace situations.

Shari Simpson is a seasoned HR leader with over 20 years of experience and a passion for driving innovation in the field. Armed with an MBA, MHRM, SHRM-SCP certification and currently pursuing an Ed.D. in Leadership and Innovation at Purdue, she blends expertise with a commitment to lifelong learning. As host of the HR Mixtape podcast and a sought-after speaker, Shari collaborates with industry leaders.

5 Ways to Win Back 10 Hours a Week

Speaker: Jenna Piche

Date: Thursday, October 9, 2025

Time: 4:00pm-5:15pm

Location: Portia/Wisteria

Presentation Track: Personal and Leadership Development

Are you tired of feeling like there's never enough time to get everything done? If your days are consumed by a never-ending to-do list and constant demands pulling you in every direction, it's time for a change. Join Jenna Piché for "5 Ways to Save 10 Hours a Week" as she shares practical strategies, real-life insights, and actionable tools to help you focus on what matters most, work more efficiently, and build a fulfilling career and life without burnout or sacrifice.

- Learning Objective 1: Gain practical strategies to prioritize what's important, tackle your workload, and regain control of an overwhelming to-do list.
- Learning Objective 2: Recognize the barriers that prevent you from controlling your time and actionable steps to take charge of your schedule.
- Learning Objective 3: Learn a clear framework to break free from the "Hustle Fallacy" and create sustainable growth and fulfillment without compromising your health or family life.

Jenna Piché is a team productivity consultant, Full Focus Certified Pro, & international speaker who helps busy professionals escape chaos and reclaim their time and energy. Blending corporate leadership with a functional health background, she delivers practical strategies and relatable real-life lessons to help audiences work smarter, stress less, and create space for the double win - winning at work and succeeding at life.

Early Bird 2

People Analytics → Analytical Aptitude & Business Acumen

Speaker: Kim Groshek

Date: Friday, October 10, 2025

Time: 6:15am-7:15am

Location: E and F

Presentation Track: Business Acumen & HR Strategy

In today's data-driven world, HR professionals must go beyond traditional workforce management strategies and embrace People Analytics to drive better business outcomes. This session explores how data analysis techniques, business intelligence tools, and workforce insights can be leveraged to improve talent acquisition, employee engagement, retention, and performance management.

HR leaders are increasingly expected to use data to predict workforce trends, identify potential risks, and make evidence-based decisions that align with organizational goals. However, many HR teams struggle with data literacy, the ability to extract meaningful insights, and implementing analytical solutions effectively.

This session will provide practical guidance on:

- Understanding key metrics and HR analytics models to enhance workforce planning.
- Developing data-driven strategies to optimize talent management and improve employee experiences.
- Using AI and automation tools to transform HR decision-making.
- Communicating data insights effectively to executives and stakeholders for strategic alignment.

By the end of this session, HR professionals will gain hands-on knowledge to navigate the analytics landscape confidently and unlock the power of data in their organizations.

- Learning Objective 1: Understand the Fundamentals of People Analytics. People Analytics is transforming the HR landscape, enabling professionals to make strategic, data-driven decisions. Understanding the fundamentals of People Analytics allows HR leaders to track key workforce metrics, identify trends, and align talent strategies with business objectives. This session will explore essential HR analytics concepts, tools, and methodologies that drive workforce planning, engagement, and retention.
 - Key Takeaways:

- Gain a foundational understanding of People Analytics and its role in HR strategy.
 - Learn how to track, measure, and interpret key HR metrics such as turnover, engagement, and performance.
 - Understand how data-driven HR decisions contribute to business success and employee experience improvement.
- Learning Objective 2: Develop Analytical Aptitude for HR Decision-Making. HR professionals must leverage data analysis techniques to enhance decision-making in talent acquisition, workforce planning, and employee development. This session focuses on building analytical skills, using dashboards, and integrating predictive analytics to anticipate workforce trends and risks.
 - Key Takeaways:
 - Learn to apply data analysis techniques to recruitment, onboarding, and retention strategies.
 - Discover how predictive analytics can forecast workforce trends and improve HR planning.
 - Master dashboard creation and data visualization tools for presenting HR insights effectively.
- Learning Objective 3: Effectively Communicate Data Insights to Leadership. The ability to translate complex HR data into actionable insights is critical for driving strategic decisions at the executive level. This session will provide HR professionals with techniques to use data storytelling, visualization tools, and effective reporting strategies to communicate workforce trends and impact.
 - Key Takeaways:
 - Develop storytelling techniques to present HR data compellingly to stakeholders.
 - Learn how to translate workforce analytics into business impact and strategic recommendations.
 - Gain insights into best practices for HR reporting, executive dashboards, and workforce intelligence presentations.

Kim Groshek is a master strategist who coaches the top 1% of leaders to reclaim their time, amplify their legacy, and make their most meaningful work a reality. I love Kim's massively impressive strategic mind. She has an uncanny ability to see the big picture, distill it into an actionable plan, and connect you with the right people to make it happen—fast!

You've made the decision to achieve your SHRM certification, now what do you do?

Speaker: Kortney Jenks and Margaret Baltus

Date: Friday, October 10, 2025

Time: 6:15am-7:15am

Location: G and H

Presentation Track: Personal and Leadership Development

Hear from local chapter representatives and recently certified professionals discuss all things certification, including:

- Which certification is best for you?
- How do you apply to take the exam?
- What's the best way to prepare and study?
- How will certification benefit me and my career?
- Where can I join a study group?
- What about specialty certifications?

All these questions and more will be answered during this interactive panel discussion.

- Learning Objective 1: Find out which certification is best for you and how to apply.
- Learning Objective 2: Be able to answer how the SHRM certification will be able to benefit you and your career.
- Learning Objective 3: Learn more about specialty certifications and why they are beneficial.

Kortney has been in the Human Resources field for 16 years in a variety of industries and Human Resource functions. She received her bachelor's degree in business administration with a concentration in Human Resources Management from the University of Wisconsin – Green Bay. Kortney received her SHRM-CP certification in December 2016. She currently works at the City of Oshkosh in Oshkosh, WI as their HR Generalist. In her role she supports recruiting, wellness, and training.

Margaret Baltus, SHRM-CP has worked in the HR field for over 10 years. She graduated Suma Cum Laude with a Bachelor's Degree in Human Resources and Organizational Leadership from Rasmussen University in 2016. Margaret obtained her SHRM -CP in February of 2020. She has been a volunteer leader with Fox Valley SHRM for 5 years, serving as their VP of Professional Development. She is currently employed by the Foth Companies as a Senior Organizational Development Leader.

Let's talk about mental health: Using your perks, policies, and programs to support well-being

Speaker: Terri Dougherty

Date: Friday, October 10, 2025

Time: 6:15am-7:15am

Location: Guava/Tamarind

Presentation Track: Wellness and Safety

Support for employee mental health and well-being makes a positive impact on workplace culture and that support can come from surprising sources. We will look at how to strengthen well-being and champion mental health through:

- Benefits and communication: Which offerings can help? Do workers know what's available?
- Supervisor insights and training: Do leaders know how to respond if an employee is struggling?
- Workplace policies: How can they make a difference?
- Wellness programs: How do your programs support physical and mental health?

We will also discuss workplace wellness scenarios that relate to mental health and talk about creative ways to reduce stress.

- Learning Objective 1: Raise awareness of how workplace policies, benefits, communication, and supervisor training programs make an impact on workplace culture and mental health.
- Learning Objective 2: Use examples to show how to effectively use benefits, communication, training, policy enhancements, and wellness programs to support workplace mental health and employee well-being.
- Learning Objective 3: Engage the audience in a discussion of workplace scenarios relating to mental health to reinforce the concepts presented and provide ideas that can be applied to an attendee's workplace.

Terri is an editor on the Human Resources Content Team at J. J. Keller & Associates, Inc. She has been with J. J. Keller since 2011 and is the editor of the LivingRight/Employee Health and Wellness Training Advisor. The publication provides tips and insightful information on mental health and other workplace wellness topics. In addition, Terri works with regulatory compliance issues such as drug testing.

Learning Session 5

Cracking the Gen Z Code: Unlocking the Secrets to Engaging and Retaining the Digital-First Workforce

Speaker: Dan Truehl

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: 1 and 2

Presentation Track: Talent Acquisition and Retention

Prepare to dive deep into the unique characteristics, values, and work preferences of Generation Z, the first truly digital-native generation. This session equips HR professionals with strategies to engage, motivate, and retain Gen Z talent in the modern workplace. Attendees will learn how to harness the career newcomers by providing continuous learning opportunities and creating clear paths for advancement, all while setting clear expectations from start. By hiring Gen Z correctly, HR professionals can unleash fierce brand advocates, diligent workers, and pragmatic, tech-savvy problem solvers.

- Learning Objective 1: Understand the core characteristics, values, and work preferences of Gen Z employees.
- Learning Objective 2: Learn strategies to set boundaries with, motivate, and retain Gen Z in the modern workplace.
- Learning Objective 3: Discover how to build career development opportunities and create advancement paths that align with Gen Z's expectations.

Dan Truehl, Director of Training at Lift Consulting, helps clients achieve exceptional outcomes. With a background in family entrepreneurship and direct sales, he develops training for corporations up to \$1 billion in revenue. His expertise empowers professionals, teams, and leaders to drive transformative results through practical, results-driven strategies.

Leadership Development on a Budget: Creative Ways to Develop Talent

Speaker: Erika Van De Yacht

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: 3 and 4

Presentation Track: Personal and Leadership Development

Leadership development doesn't have to break the bank. This interactive session explores innovative, cost-effective strategies for growing leadership talent within your organization—without relying on expensive programs. Discover how to leverage internal resources, implement microlearning, and create development opportunities through mentoring, stretch assignments, and job rotations. Learn practical ways to foster a culture of continuous leadership growth and measure the impact of your efforts. Walk away with actionable ideas to build strong leaders at every level—no big budget required!

- Learning Objective 1: Understand Key Drivers of Leadership Growth – Identify the core skills, experiences, and behaviors that contribute to effective leadership development.
- Learning Objective 2: Develop Leaders Using Cost-Effective Strategies and Resources – Leverage internal expertise, mentoring, stretch assignments, and free or low-cost digital tools to build leadership skills without a large budget.
- Learning Objective 3: Measure and Sustain Leadership Development Efforts – Track progress, demonstrate impact, and foster a culture of continuous leadership growth without a large budget.

Erika Van De Yacht, VP of HR at Weinbrenner Shoe Company, leverages 20+ years of experience to drive talent strategy and workforce development in manufacturing. A dedicated community leader, she also serves on multiple non-profit boards and has been recognized among Wisconsin's Top 50 Women Leaders and as an ATHENA Award recipient.

Safety Program Pitfalls: Six Critical Missteps and How to Avoid Them

Speaker: Jen Remsik

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: 5 and 6

Presentation Track: Wellness and Safety

This presentation will explore how safety programs can falter and provide actionable strategies to prevent these failures. Through real-life examples and interactive discussions, attendees will learn to address these common issues proactively. The session is designed to empower the attendees with the tools needed to build a safety culture that withstands modern workplace challenges.

Target Audience:

This talk is for HR professionals, safety officers, team leaders, and management personnel across various industries who are responsible for implementing and maintaining workplace safety standards.

Takeaway:

Attendees will Takeaway these Outcomes:

- Develop actionable strategies to reinforce safety protocols despite employee turnover and role changes.
- Implement practices to combat burnout and enhance employee focus and compliance with safety standards.
- Apply methods to uphold rigorous safety standards even under tight deadlines, preventing risky shortcuts.
- Utilize techniques to address and prevent safety complacency among seasoned employees.
- Ensure continuous improvement through regular updates and training, keeping staff aligned with current safety protocols and technological advancements.
- Enhance communication effectiveness to clearly convey and implement safety messages, overcoming communication barriers.

This talk is designed to address the root causes of disregard for safety measures and empower leaders with the knowledge and tools to build an enduring safety culture in their organizations.

We will examine the six common pitfalls that can lead to the failure of safety programs in any organization. From the impact of changes and turnover to the hazards of employee burnout, attendees will understand how these factors can undermine safety and what can be done to counteract them effectively.

- Learning Objective 1: Navigating Employee Changes: Understand how role shifts and personnel impact safety priorities and discover strategies to embed safety as a core value during transitions. Combating Employee Burnout: Discuss the direct correlation between burnout and lapses in safety and introduce rejuvenating practices that enhance focus and compliance.
- Learning Objective 2: Managing Time Constraints: Examine methods to uphold rigorous safety standards and minimize risky shortcuts even when under tight deadlines. Curbing Overconfidence: Address how familiarity can breed complacency in seasoned employees and showcase techniques to reinforce a culture of continuous safety vigilance.
- Learning Objective 3: Ensuring Continuous Training: Highlight the critical role of regular training updates in keeping staff aligned with current safety protocols and technological advancements. Streamlining Communication: Provide solutions for enhancing communication effectiveness to ensure safety messages are clearly understood and implemented.

Jen Remsik, CEO of Training Tracker since 2018, excels at fine-tuning details, enabling managers to lead effectively. Her leadership has propelled the company forward, enhancing training and compliance processes for businesses and thus fostering safer, more efficient workplaces. Jen's approach is about empowering teams and streamlining operations. Jen balances work with cozy moments at home alongside her husband, Jim, and their French Bulldog, Riesling.

From Expert to Trusted Advisor: Building Trust and Influence as HR Leaders

Speaker: Stacey Murphy

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: 7 and 8

Presentation Track: Personal and Leadership Development

Transitioning from being a subject matter expert to a trusted advisor is a game-changer for HR leaders and practitioners. This session equips attendees with practical strategies to build trust, influence decision-making, and strengthen leadership impact. Participants will explore the characteristics of trusted advisors, gain insights into overcoming common barriers to trust, and learn techniques for fostering strategic relationships. With actionable advice and real-world examples, this session emphasizes how HR leaders can align with organizational goals, deliver data-driven insights, and demonstrate empathy and integrity. Elevate your leadership by mastering the skills to become an indispensable partner in your organization's success.

- Learning Objective 1: Distinguish Between Expertise and Trusted Advisor: Understand the core difference between being a subject matter expert and a trusted advisor, focusing on how HR leaders can transition to advisory roles that enhance trust and influence within organizations.
- Learning Objective 2: Build Strategic Relationships and Earn Trust: Identify actionable strategies to develop trust through business acumen, reliability, emotional intelligence, and delivering value aligned with organizational objectives.
- Learning Objective 3: Communicate and Navigate Effectively: Learn how to provide data-driven insights, proactive solutions, and empathetic support, while leveraging relationship management and communication skills to act as a coach and guide for organizational leaders.

Stacey Murphy, SHRM-SCP, is a seasoned HR executive with 20+ years of success in Human Resources. She has held pivotal HR leadership roles at Mortgage Guaranty Insurance Corporation, Associated Bank, BMO Harris, and M&I Bank. A dynamic keynote speaker, Stacey shares actionable insights to empower leaders and drive growth.

Fostering Civility in the NextGen Workplace

Speaker: Kendra Johnson

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: A and B

Presentation Track: Inclusion and Belonging

Civility is more than a workplace value—it is the foundation of a thriving, engaged, and collaborative workforce. As organizations navigate a multigenerational workplace and evolving professional expectations, fostering civility is essential for strengthening relationships, reducing conflict, and creating a culture of trust.

This session will explore how HR professionals can champion civility as they support employees and leaders in moving to the next level—bridging generational differences, adapting to workplace shifts, and fostering respectful collaboration. Attendees will leave with actionable strategies to reinforce civility as a core value, ensuring that every team member feels valued, respected, and empowered to contribute their best.

- Learning Objective 1: Recognize the impact of civility on fostering resilient and collaborative teams across generations.
- Learning Objective 2: Recognize the impact of civility on fostering resilient and collaborative teams across generations.
- Learning Objective 3: Identify common workplace challenges that threaten civility and explore strategies to address them effectively.

Kendra is an author, a sought-after speaker, coach, and consultant with experience in process improvement, culture dynamics & personal development. She has over 25 years of experience in organizational strategies, with expert knowledge in Human Resources, Employee Relations, Emotional Intelligence, Conflict Resolution, Change Management, and Organizational and Talent Development. Kendra has a master's degree in HR Development & certifications in HR, coaching & training.

Future-Ready Leadership: Accountability as the Key to Innovation & Collaboration

Speaker: Leah Roe

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: C and D

Presentation Track: Personal and Leadership Development

Accountability doesn't have to feel like a chore - it's your secret weapon for success! In this high-energy, hands-on session, you'll crack the code to accountability using one simple formula: Accountability = Clear Expectations + Feedback. Forget micromanaging & messy miscommunications—this workshop will show you how to set the stage for crystal-clear expectations & give feedback that actually fuels problem-solving, ownership, & creativity.

Through fun exercises & real-life examples, we'll teach you how to make accountability a team sport. You'll learn how to ditch the awkwardness of tough conversations, turn clarity into your superpower, & leave with tools to build a culture where everyone shows up, takes ownership, collaborates effectively, & drives results. Let's make accountability something your team actually loves - yes, it's possible!

- Learning Objective 1: Clarity is Key: Understand how clear expectations eliminate ambiguity & empower teams to own their responsibilities.
- Learning Objective 2: Feedback that Lands: Master the art of providing feedback that motivates & drives continuous improvement.
- Learning Objective 3: Create a Culture of Accountability: Learn how to foster collaboration & trust through consistent communication & follow-through.

Leah Roe, Founder of The Perk, is dedicated to building the world's best leaders. She excels at simplifying complex topics like trust, culture, & resilience. With a human touch, fun, & celebration, Leah empowers leaders to create the culture they aspire to & become the leader they want to be.

Labor Market Trends: Impact on Talent Acquisition and Total Rewards Strategies

Speaker: Matt Duffy

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: E and F

Presentation Track: Total Rewards

This presentation explores the evolving - shrinking - labor market and its implications for recruiting, compensation, and benefit strategies. As remote work, automation, and shifting employee expectations reshape the workforce, organizations must adapt to attract and retain top talent. This session examines emerging massive labor market changes, including skill shortages, and increased demand for flexible benefits.

Attendees will gain insights into strategic approaches for competitive compensation, innovative benefits packages, and effective talent acquisition practices. By understanding these changes, organizations can develop adaptive strategies to meet the needs of today's dynamic workforce and maintain a competitive edge.

- Learning Objective 1: Understand current and pending Labor Market conditions.
- Learning Objective 2: Ensure equity in your total rewards practices in competitive markets.
- Learning Objective 3: Provide a framework for how the shifting labor market may impact organizations future recruiting and total rewards strategies.

Matt Duffy is a recognized expert in the Talent Acquisition field. He currently serves as the President of Carex Consulting Group. Specific areas of concentration include recruitment strategy and workforce planning. Matt writes a monthly Labor Market Insights report that provides a thoughtful narrative on the market and trends.

Medicare, COBRA, HSAs and More — Welcome to Vipers' Nest

Speaker: Melinda Caughill

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: G and H

Presentation Track: Total Rewards

Beware! HR professionals, like most people in general, are often unaware of the dangers of Medicare-related mistakes until one bites them. Unfortunately, just one "little" mistake can be incredibly costly— or even deadly— for employees or employers. Common mistakes made by HR professionals can break federal labor laws, saddle retirees with lifelong late enrollment penalties, or even leave retirees without ANY functional health insurance—any of which could be disastrous for the stability of the employer.

In this session, you'll learn the most common Medicare-related mistakes made by HR professionals and how to steer clear of them, with a special emphasis on COBRA, Medicare secondary payer rules, Health Savings Accounts (HSAs) and Guaranteed Issue Right.

Plus, through this entertaining session (yes, really!), attendees will discover simple tricks and tools to easily navigate the complexities of Medicare, including easy-to-use talking points to drive a basic understanding of Medicare and help employees steer clear of costly Medicare mistakes.

- Why Medicare is the primary payer for employees on COBRA after the age of 65
- What Guaranteed Issue Right is and why it's important for those on COBRA
- Simple, yet powerful, talking points about Medicare to use with employees
- Specific strategies to bridge potential gaps in coverage during work transitions
- How to integrate Medicare into the broader narrative of employee benefits and healthcare planning
- The rules of Health Savings Accounts and the restrictions that Medicare can impose on these unique retirement accounts

- Learning Objective 1: Learn strategies to ensure that your HR policies and retirement plan packages do not run afoul of federal labor laws and Medicare regulations.
- Learning Objective 2: Gain 2-3 simple talking points to help employees understand Medicare.
- Learning Objective 3: Feel confident about providing meaningful guidance to employees related to Medicare without having to become a Medicare expert.

For more than 15 years, Melinda has provided seniors, as well as their families and trusted advisors, with the unbiased Medicare guidance to help them avoid costly mistakes.

She's been a featured presenter for Charles Schwab, SHRM, Edward Jones, PBS, and more. Her Medicare insights have been featured in The Wall Street Journal, Consumer Reports, Barron's and more. Best of all, Melinda does not sell Medicare insurance.

Communication & Connection: Insights from a Hostage Negotiator

Speaker: Scott Tillema

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: Guava/Tamarind

Presentation Track: Personal and Leadership Development

“Communication & Connection: Insights from a Hostage Negotiator” inspires and educates professionals in techniques and tactics of high-level conflict resolution and leadership, presented by an FBI trained SWAT hostage negotiator.

As Human Resource professionals, you will be leading individuals and organizations where we find emotions, conflict, and competing interests. In this session, participants will be presented with a flexible framework they can use to effectively work through even the most challenging interactions. Regardless of whether we are executives or front-line representatives, we must excel at conflict resolution and influence to give ourselves the best chance of success in these critical moments.

Attendees will leave this session more confident and prepared to lead teams of people from a variety of backgrounds, and they will be ready to handle these difficult conversations and situations, allowing them to find success for themselves, their teams, and the people they serve.

- Learning Objective 1: Attendees will learn four principles of connection to effectively bring influence as leaders, communicators, and problem solvers.
- Learning Objective 2: Those in attendance will enhance their active listening skills by learning new and powerful techniques taught to professional crisis negotiators.
- Learning Objective 3: Four drivers of behavior will be introduced, allowing attendees to nudge the behavior of others in successful directions.

Scott Tillema is a retired SWAT hostage negotiator and partner at The Negotiations Collective, who teaches leaders how to have difficult conversations.

Scott holds a master's degree in psychology, a bachelor's degree in behavioral science, and has received negotiation training from the FBI and at Harvard University's Program on Negotiation.

How to Read Corporate Financials for HR Professionals - You'll Gain Confidence & Know the Drivers

Speaker: Susan Thomson

Date: Thursday, October 10, 2025

Time: 10:00am-11:15am

Location: Portia/Wisteria

Presentation Track: Business Acumen & HR Strategy

Ever find yourself looking at a set of financials for an upcoming Leadership Team or Board meeting and wondering how to prepare yourself for a productive meeting? Things look "normal," but what story is really being told through the numbers?

This session will teach you what to look for in corporate financial statements, so that you feel confident in what you're reading, what questions to ask, and how to use these documents for decision-making. We promise it won't be boring! Susan shares lots of stories to bring the numbers to life!

- Learning Objective 1: You'll learn several useful perspectives on financials - an accountant will look at the numbers very differently than a CEO, department head or board member. Understanding these different views opens up different discussions and helps your team approach budgets and financials in a collaborative manner.
- Learning Objective 2: You'll learn the 5 key "go to" numbers that tell you if your organization is healthy and on the right path. We'll de-mystify these so you are confident in what they are telling you.
- Learning Objective 3: You'll get one tool in particular which helps your team see exactly how to grow and increase profit. When you understand how to break down your company's financials into these manageable bites, you'll know how to manage your people so they are more successful.

Susan Thomson has deep roots in the manufacturing world, where each step of the corporate ladder came with a chance to grow and be challenged. As you can imagine, there were a lot of lessons learned along the way. Susan candidly shares these from both the successes and the tough stuff so you can short-cut your own journeys to becoming a stronger leader and running your area in a way that's vastly simplified and more successful.

