

HUMAN RESOURCE Conference

Wednesday, April 3, 2019 • 8:30-2:30 p.m.
The Florian Gardens Conference Center



Coordinated by



The Chamber and the Chippewa Valley Society for Human Resource Management (CVSHRM) will present its seventh annual Human Resources Conference specifically geared for human resource professionals, small business owners and managers. The conference will provide a variety of sessions to keep the HR professional or business owner in the know about key issues affecting the workforce. SHRM credit approval is pending.

Welcome and Opening Keynote 8 – 9:00 a.m.

Attracting, Developing and Retaining the Talent You Need

Jim Morgan, MRA

Talent attraction is like the weather...everyone is talking about it but no one can do anything about it...or can they? All over the upper Midwest, employers and human resources professionals are grappling with attracting, developing, and retaining talent. Jim has been working on that issue for 30 years. He helps employers understand that demographics are driving their troubles and provides solutions for talent acquisition based on best practices. Jim will also look at where we are at in HR today, what's coming in 2019 and what is keeping HR pros up at night.

After the keynote session, attendees will have the opportunity to attend four different breakout sessions.

Agenda at a glance:

8 – 9 a.m.	Welcome and Opening Keynote
9 – 10 a.m.	Breakout Session I
10 – 10:15 a.m.	Break
10:15 – 11:15 a.m.	Breakout Session 2
11:15 – 12:15 p.m.	Lunch Presentation
12:15 – 1:15 p.m.	Breakout Session 3
1:15 – 1:30 p.m.	Break
1:30 – 2:30 p.m.	Breakout Session 4

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Breakout Session 1: 9:00 - 10:00 a.m.

After the keynote address, attendees will have the opportunity to attend the following breakout sessions:

Primrose Room

Act Like a Leader to be Treated Like a Leader

by Jim Morgan, MRA

Ask any CEO what the biggest issue facing their company is right now and most people's money would be on "talent." And who plays a bigger role in talent than human resources? So why aren't you at the table? The perception of what most people think the HR department does is off by 10, 15, maybe 20 years. So, are you positioning yourself as the head of talent acquisition and retention? Why not? Leadership is there for the taking, grab it!!

Jim has facilitated strategic planning sessions for businesses, chambers of commerce, and economic development groups, primarily around developing a talent pipeline for employers. He has provided keynote presentations for groups from 50 to over 1000. CEOs, policymakers, educators, and students have enjoyed his mix of data, experiences, research, stories, and humor.

Jim holds a master's degree in education and a bachelor's degree in education from the University of Wisconsin-Madison, Madison, Wisconsin.

Grand Trillium Room

Making the Overtime Rule Rate Again: Trump DOL's New Rule and Its Impact

by Mindy Dale and Bryan Symes, Weld Riley

In this hour-long presentation, co-presenters Mindy Dale and Bryan Symes will walk seasoned HR advisors through the latest and greatest concerning the DOL's much anticipated "overtime rule," including a discussion of background, practical implications and strategies, and significant and related DOL policy shifts.

Mindy Dale is a shareholder at Weld Riley, S.C., of Eau Claire, Wisconsin. Mindy practices in the areas of public and private sector management labor law, employment law, and municipal, school, and administrative law. She is a graduate of Indiana University (1982, B.S. Public Affairs) and Indiana University School of Law (1987, J.D., Order of Coif). Member, State Bar of Wisconsin (Labor Law and Government Sections); Member, Eau Claire County Bar Association; Member and Past President, Wisconsin School Attorneys Association; Member, National School Board Association Council of School Attorneys (COSA); Member and former Director, Chippewa Valley Society of Human Resource Management (CVSHRM); Member, National Public Employers Labor Relations Association (NPELRA).

Bryan Symes is a management-side employment and labor-relations attorney and shareholder at Weld Riley, S.C. Bryan's law practice emphasizes, among other things, collective bargaining; the defense of harassment, discrimination and retaliation claims; the defense of wage and hour complaints; non-compete litigation, advice concerning the proper administration of employee leave laws; and crafting workplace policies.

Silverleaf Room

The Fourth Industrial Revolution: Prepare for Disruption

by Dawn Garcia, Pursuit of Excellence

There are four major disruptions as part of the Fourth Industrial Revolution that have already begun! Find out the impacts to your current workforce, projections for the near future, and what actions you can take today to begin to prepare effectively to be an employment leader through the Fourth Industrial Revolution!

Whether you are an HR Leader, business owner, or an employee looking to move into that next position opportunity, this session will give you an understanding of what the future workforce will be like, and how to leverage your position optimally amidst a full employment local and national economy.

As a special value, attendees at this session will receive a template to create a workforce plan for the future in your organization, with guidance on how to prepare most effectively. Your competition wants you to miss this session—show them that you're on this, and ready for the future.

Dawn Garcia, MBA, MS, CMQ-OE is a seasoned executive and founder of Pursuit of Excellence LLC, an independent business management consulting agency in Eau Claire since 2013. Dawn brings extensive career leadership experience in teams of over 100 persons, and in corporate leadership roles in healthcare, business and education sectors.

Through this experience, Dawn's desire and interest to look to the future compels her to keep the pulse on the emerging trends impacting the workforce of the future. As she helps her clients to maximize the effectiveness of leaders and teams, she's like to help other local businesses to realize similar benefits! Her motto is "Your success is our success."

Networking Break: 10:00 - 10:15 a.m.

(Please visit our exhibitions in the lobby)

Break sponsored by: 

Breakout Session 2: 10:15 - 11:15 a.m.

Primrose Room

The Intersection Between Employee Financial Health, Physical Health and Productivity

by Grant Argall, Kristin Schmidt and Tyler Stuntebeck,
M3 Insurance/M3 Financial

We will discuss how financial health, physical health and productivity are related in today's workforce. As wellness programs have been a significant trend in employee benefits, M3 Insurance and M3 Financial have teamed up to provide coordinated wellness program design and implementation. This includes coordination of wellness incentives, wellness delivery and an integrated approach benefits strategy.

Key take-aways include:

- 1) How does stress impact employee productivity, health and organizational costs
- 2) How financial stress contributes to overall stress
- 3) Methods for approaching comprehensive wellness program design

Grant Argall is a Retirement Plan Consultant for M3 Financial. As a Retirement Plan Consultant, Grant has a deep understanding of retirement plans, fiduciary obligations, and the regulatory environment. Grant earned his Bachelor degree in Finance and began his career in financial services in 1999.

Kristin Schmidt is an Account Executive in the Eau Claire office of M3 Insurance. Specializing in employee benefits, Kristin coordinates ongoing service for clients to ensure that their coverage meets their needs. Kristin holds a Bachelor of Science degree in Human Resource Management from Metropolitan State University and most recently, obtained a Masters of Business Administration from Cardinal Stritch University in 2015.

Tyler Stuntebeck is a Wellness Consultant at M3 Insurance. In his role, Tyler serves as a strategic partner to M3 sales and service by working with clients to develop comprehensive work-site wellness programs. Tyler graduated from the University of Wisconsin-Stevens Point with a Bachelor of Science (Double Major) in Health Promotion & Wellness and Spanish.

Grand Trillium Room

The Secrets of Effective Training and Making it Stick

by Lisa Arendt and Joel Raney,
Chippewa Valley Technical College

In almost any presentation or training facilitation, there is an opportunity to make it engaging and increase the effectiveness of retention, recall and results. In this session spend time with educators and business trainers and learn skills from both that will enhance the experience for you and the audience. Whether you want to improve new hire orientation, workplace training or presentations you are asked to give, these simple strategies will take your effectiveness to a greater level.

In this session you will:

- 1) Plan engaging and interactive presentations
- 2) Balance traditional practices with learner-centered opportunities to create memorable sessions
- 3) Build in assessment opportunities to ensure the transfer of important information

Lisa Arendt has worked in business in industry for over 20 years as a HR professional, consultant, small business owner, educator and more recently, an education administrator.

Today, she is a School of Business Director/ Associate Dean at Chippewa Valley Technical College. She is also a Performance Management Consultant; certified through John Maxwell and HCI. She develops customized curriculum and trains and consults on topics to include; human resources, training and development and leadership. Lisa holds a Master's in Business Administration.

Joel Raney has worked in education for 25 years as a teacher, instructional coach, and faculty developer. One of his top priorities is creating an impactful learning environment for all students/participants.

He is currently a Faculty Developer at Chippewa Valley Technical College in Eau Claire, WI. Joel holds a Master's in Education and Professional Development.

Silverleaf Room

Understanding the Military Culture to build a Veteran-Informed Workplace

by Eric Killen, Eau Claire County

Attendees to this presentation will gain a better understanding of the military and its unique culture in an effort improve recruiting and retention of veterans. Many service members cited transitional gaps between military and civilian environments as their reason for leaving the job.

By creating a veteran-informed culture, employers will help veterans make a positive connection to their new work environment, leading to increased engagement and ultimately higher retention rates, which benefits both the veteran and the organization.

Key areas that will be discussed:

- 1) The basic military culture and attributes veterans bring to the workplace as a result of their military experience.
- 2) How to identify transitional gaps veterans may experience and determine potential strategies to bridge gaps to increase engagement and retention.
- 3) Resources available to support veteran employees and their leaders.

Eric Killen was a career Army Officer with 31 years of service that included three wartime deployments to Iraq and Africa. A native of Eau Claire who returned to the area in 2016 upon his retirement from the military. Currently, he is the Director of Veteran Services for Eau Claire county. He holds a bachelor's degree in political science from UWEC, a master's degree in management and organizational behavior from Silver Lake, and a master's degree in strategic studies from U.S. Army War College. Notably he recently published a book recounting the history of Wisconsin's military titled, "Images of America, The Wisconsin Army National Guard".

Lunch Presentation -Think Eau Claire Playbook: 11:15 - 12:15 p.m.

Breakout Session 3: 12:15- 1:15 p.m.

Primrose Room

Four Ways to Strengthen Your 401K Plan

by Beth Erickson and Allyson Krause,
Trust Point

Want to increase your employees' participation in the company 401(k)? Curious about compliance? Wondering how the cost of your 401(k) plan stacks up against the rest? Understanding 401(k) plan administration issues can go a long way toward increasing employee participation and success in retirement as well as keeping your plan competitive and your company in compliance with IRS and DOL rules and regulations. Increased comfort with 401(k) issues can ease your mind on the job.

This presentation will:

- 1) Increase your understanding what a fiduciary is and how to fulfill your end of the bargain.
- 2) Offer greater clarity regarding retirement plan fees, compliance deadlines, and required annual notices.
- 3) Identify trends in employee education that lead to greater engagement.

Beth Erickson and Allyson Krause specialize in supporting business owners, executives, and HR professionals in the administration and design of their employee benefit retirement plans. As Trust Point Inc. Relationship Managers, Beth and Allyson serve as key contacts for employers sponsoring a retirement plan and for their employees participating in the plan.

Together, they have 12 years of experience in the Retirement Plan Services Industry. Beth and Allyson enjoy finding strategic, creative ways to help both employers and employees reach their retirement plan goals.

Grand Trillium Room

Find Your Purple Squirrel: HR Marketing in 2019

by Sarah Stokes and Chris Herzog,
STOKES|HERZOG Marketing + Consulting

This session will help attendees identify the latest and best social media channels to use for employee recruiting while also helping reinforce best practices when it comes to both selling potential employees on your company and also solidifying important relationships with existing employees.

Key Take-aways:

- 1) Think beyond the banner. Companies need to bring their recruiting strategy into the digital era.
- 2) Recruiting doesn't stop, even after the employee is hired. Retention marketing is key.
- 3) HR Professionals are under immense pressure. Our strategies in this session will make a difference right now. Start today and begin seeing results immediately.

Sarah Stokes and Chris Herzog teach human resources marketing to professionals across the country at speaking engagements highlighting their experiences consulting on HR marketing and recruiting for some of the largest companies in the world.

Their firm, STOKES|HERZOG, is an Eau Claire, Wisconsin based Marketing and Consulting firm specializing in human resources marketing, HR advertising strategies, and implementation. The two married former television news co-anchors started their company in 2014 after almost two decades at various TV stations across the country serving as reporters, producers, main anchors and members of the management team.

Silverleaf Room

How Owning Your Primary Medical Care Can Enhance Your Benefits Offering

by David Usher, ReforMedicine

This presentation will include discussing:

- How and why medical costs are such a problem in very general terms
- How preventive and primary care are fundamentally different from specialty and hospital care
- How to change your organization's relationship with health care expenditures to get more value from your spend that will provide lower costs, greater employee satisfaction, and health and wellness engagement.

Three key take aways:

- 1) "Owning" your primary care leads to greater cost efficiency, improved health outcomes, better recruitment and retention
- 2) To "Own" your primary care means paying differently for it in order provide for better alignment with your organization's goals
- 3) A "near-site" clinic or (if organization is large enough) an on-site clinic can be a highly effective means of "Owning" your primary medical care

Dr. Usher founded ReforMedicine S.C. in 2011 as the Chippewa Valley's first and only independent direct-pay medical practice. Since that time ReforMedicine clinics have served thousands of individuals with family practice medical care and a number of employers with on-site and near-site clinic arrangements.

Dr. Usher is an active member of the Eau Claire Area Chamber of Commerce, Greater Menomonie Area Chamber of Commerce, the American Academy of Family Physicians, the Obesity Medicine Association, and the Catholic

Breakout Session 4: 1:30 - 2:30 p.m.

Primrose Room

What HR Needs to Know About Employment Agreements and Executive Compensation

by Mary Ellen Schill, Ruder Ware

This session includes a summary of tax and Wisconsin law as applied to employment agreements, with specific reference to restrictive covenants.

Take aways include:

- 1) When to use employment agreements
- 2) What are restrictive covenants and impact of recent changes in the law
- 3) Tax issues surrounding deferred compensation and severance agreements.

Mary Ellen Schill is a shareholder in the Wausau office of Ruder Ware, L.L.S.C. (offices in Wausau, Eau Claire and Green Bay). She received her undergraduate degree from St. Norbert College (magna cum laude) and her law degree from the University of Notre Dame Law School (cum laude). She currently serves on the Board of Trustees of St. Norbert College. Her practice involves counseling employers in their sponsorship of employee benefit plans, and design of executive compensation programs.

She is a popular speaker through the state of Wisconsin on employee benefits and executive compensation. Along with other members of her firm, you can find Mary Ellen blogging at The Blue Ink, a Ruder Ware blog, at <http://www.blueinklaw.com/>. She also can be found on Twitter at <https://twitter.com/wausaesq>.

Grand Trillium Room

Prepared Not Scared: How to Respond to an Armed Intruder or Active Shooter

by Ted Hayes, M3 Insurance

Statistics indicate that a little more than 60% of active shooter situations are over within five minutes. Knowing exactly what to do during those few minutes may mean the difference between life and death for you, a coworker and many others in your building. Whether your company uses A.L.I.C.E, Run-Hide-Fight, Lockdown, Evacuation, or other employee crisis action protocols, it is critical to comprehend how to place as many 'roadblocks' as possible between yourself and the intruder/shooter to increase your chances of surviving an active shooter event.

This program will address:

- 1) Rapid Response Lockdown Protocols
- 2) Rapid Response Evacuation Protocols
- 3) "Hear Something, See Something, Say Something" – The signs and indicators of an active shooter as well as identifying signs of escalation of verbal and/or physical altercations
- 4) Visual Weapons Screening – The physical and behavioral characteristics of an armed intruder
- 5) The A-B-C System of Shooter Weapon Control – 'Action always beats reaction' – learn how to safely control a weapon of an armed intruder or active shooter
- 6) Room Specific Security Controls – Learn where the safest areas are in your company when facing an armed intruder or active shooter situation

Ted Hayes consults with businesses, school districts, and municipalities throughout Wisconsin to develop safety programs and risk management strategies. Hayes has authored books on the subject. During the fall of 1998, Hayes was a featured presenter at the Wisconsin School Safety Summit hosted by Attorney General James Doyle. Additionally, Ted has been a featured speaker for the National Sheriffs Association, Law Enforcement Training Network and Wisconsin Attorney Generals Conference.

Silverleaf Room

The VR Talent Pool, a Growing and Dedicated Workforce

Wade Schenck, State of Wisconsin
Department of Workforce Development

The changing economic climate and workforce has created many challenges for businesses today to stay viable in the growing and changing market. With unemployment rates at historic lows, finding talent to fill positions has become a priority for many businesses nationwide.

This presentation will help build your knowledge base of untapped talent pools and their positive impact in the workplace. Topics included will focus on; accessing and hiring talent, programs and support, state incentives, and resources to create a more dynamic and inclusive organization.

Wade Schenck is the Business Services Consultant for the State of Wisconsin, Division of Vocational Rehabilitation. Wade covers the nine counties surrounding Eau Claire and acts as a liaison between employers, partner organizations, educational institutions and the community at large.

His focus is on understanding business needs and helping create workforce solutions and partnerships to keep our state economy moving forward. Wade is originally from Madison and holds a Bachelors Degree in Human Resources Management and Leadership Certificate from UW-Eau Claire. Prior work includes the HR and Sales fields.