

6th Annual HUMAN RESOURCES Conference

Tuesday, April 3, 2018

8 a.m. to 3:45 p.m.

The Florian Gardens Conference Center, 2340 Lorch Ave, Eau Claire

Coordinated by



The Chamber and the Chippewa Valley Society of Human Resource Management (CVSHRM) will present its sixth 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 and HRCI credit approval is pending.

Welcome and Opening Keynote

8 – 9:00 a.m.

Wisconsin Equal Rights Division Issues & Trends

The Wisconsin Department of Workforce Development's Equal Rights Division (ERD) enforces anti-discrimination laws, wage and hour laws, and various other provisions related to employment law in Wisconsin. The Division strives to ensure that employees, managers, and human resources professionals understand the laws that the ERD enforces. In our keynote session, Jim Chiolino, Equal Rights Division deputy administrator & deputy, Labor Standards Bureau, will present on Wisconsin ERD issues and trends, including proposed rule changes and legal decisions. This "what's up" in Wisconsin labor and employment law opening session is a "can't miss" opportunity!

Chiolino has worked for the Department of Workforce Development since 1991 and in the Equal Rights Division since 1993. Mid-career, Chiolino took a three-year hiatus from state service and practiced in the area of employment law representing employers. He currently serves as deputy equal rights division administrator and director of the Labor Standards Bureau.

Chiolino has a master of public administration degree from UW–Milwaukee and a J.D. from the University of Wisconsin Law School. Chiolino is the author of the State Bar of Wisconsin/Pinnacle publication, *Wisconsin Wages and Hours Handbook*.

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

Agenda at a glance:

8 – 9 a.m.	Welcome and Opening Keynote
9 – 10 a.m.	Breakout Session 1
10 – 10:15 a.m.	Break
10:15 – 11:15 a.m.	Breakout Session 2
11:15 – 11:30 a.m.	Break
11:30 – 12:30 p.m.	Breakout Session 3
12:30 – 1:30 p.m.	Networking Lunch
1:30 – 2:30 p.m.	Breakout Session 4
2:30 – 2:45 p.m.	Break
2:45 – 3:45 p.m.	Breakout Session 5

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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

Beyond the Retirement Plan: Financial Wellness in the Workplace

by Allison Krause, Trust Point Inc.

Recent employee financial wellness surveys have indicated a correlation between employees' financial well-being and a company's bottom line. Almost half of all employees surveyed indicate that financial stressors impact their performance at work, and of those employees, 46 percent say that they spend more than three hours each week dealing with personal finances on company time.

This presentation will:

- Paint a picture of the current state of employees' personal finances and how financial strain can impact worker productivity and morale.
- Give you ideas and tips for implementing a formal or informal financial wellness program at your organization.
- Use behavioral finance principals to help you strategically design your benefits package to increase employee engagement.

Please bring your smartphone to this interactive presentation!

Allison Krause has been working in the financial services industry and specifically at Trust Point Inc. for eight years. As a relationship manager in Retirement Plan Services, she specializes in the administration and support of retirement plans, serving as a key contact for business owners and HR professionals. She is passionate about financial wellness in the workplace and believes that with the right mix of education and incentives, employees can improve their personal finances to the point of reduced stress and increased productivity at work and home. When she is not meeting with business owners or presenting to groups of employees, she is likely going on an outdoor adventure with her husband, toddler and beagle, or watching Netflix.

Grand Trillium Room

Providing a Reasonable Accommodation: How Far Do You Have to Go?

by Dean Dietrich, Ruder Ware LLSC

This presentation will focus on the duty of an employer to provide a reasonable accommodation to an employee who suffers from a disability and is claiming the need for some type of an accommodation. The presenter will review recent court decisions that address reasonable accommodation requirements from a duty to provide a leave of absence after exhausting FMLA leave to allowing a comfort animal to come to work. The presentation also will cover reasonable accommodation issues involving working from home, intermittent work schedules and reassignment of job duties for the impaired employee.

Takeaways from this presentation will include:

- A clear explanation of the duty to provide a reasonable accommodation to a disabled employee and a definition of the factors that must be considered by the employer.
- Knowledge of recent court decisions that have suggested that an employer is not required to grant extended leave to an employee who is unable to report to work after exhausting family or medical leave.
- Information regarding the interactive process that the employer must engage in with the impacted employee and how to insure full compliance with the law.

Dean Dietrich of Ruder Ware LLSC has been an employment law lawyer for the past 40 years. He has represented large and small, public and private employers in all aspects of employment law and labor relations. Dietrich is a frequent speaker on employment law topics as well as topics involving lawyer ethics. He has led the firm's professional responsibility and ethics practice for the past 20 years.

Silverleaf Room

Career Planning Strategies to Engage Your MVPs

by Kristin Schmidt and Nan Pum, M3 Insurance

Attendees will hear about a wide variety of strategies that have effectively engaged high-potential employees (leaders and non-leaders). They'll also engage in a discussion with other attendees about their most effective career development strategies. Attendees will leave with some tactical ideas that they could implement in their own organizations.

Nan Pum is the director of professional development for M3 Insurance. Working out of the Madison office, Pum leads the development and training efforts for M3's staff and manages the Professional Development Department. She is responsible for designing, delivering and evaluating M3's professional development efforts, including internship programs and training programs, and implementing policies and procedures to align with business strategies.

Kristin Schmidt is an account executive in the Eau Claire office of M3 Insurance. Specializing in employee benefits, Schmidt coordinates ongoing service for clients to ensure that their coverage meets their needs. She consults with and advises clients about the design, implementation and management of their benefit programs.

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

(Please visit our exhibitions in the lobby)

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

Primrose Room

Tactical Human Resource Marketing

by Chris Herzog and Sarah Stokes,
Stokes + HERZOG

This session will teach recruiters and human resource professionals the latest ways to target new employees using the most popular social media channels, internet-based advertising tactics and renovated traditional advertising vehicles.

Participants will discover:

- The best sites for direct marketing to potential employees and effective messaging.
- How to target your competitors' current employees in this competitive market.
- How video can help more directly engage potential recruits and drive interest.

Sarah Stokes and Chris Herzog spent nearly 20 years each in television news in Missouri, Texas, North Dakota, Minnesota and Wisconsin winning numerous awards as both reporters and anchors. After successful news careers, they started their own marketing, public relations and strategic consulting agency, which serves large corporations, organizations and municipalities across the nation. The two reside in Eau Claire and have two children ages six and five.

Grand Trillium Room

Matt Lauer, Charlie Rose, Harvey Weinstein, Bill O'Reilly, Who's Next? Are You Prepared For Harassment Allegations in Your Workplace?

by Sara Ackermann, Ruder Ware LLSC

Sexual harassment in the workplace is not new. However, the rash of recent cases reported in Hollywood, corporate America and our federal government are shining a new spotlight on the issue.

As an employer in Wisconsin, Sara Ackermann will tell you what you need to know to avoid being the next headline.

Ackermann is an attorney with Ruder Ware LLSC. She has substantial experience advising and representing clients in the employment law arena. Ackermann provides counsel to employers on every aspect of federal and state employment laws, including laws regarding drug and alcohol testing, background checks, employee privacy, wrongful discharge, anti-discrimination, anti-harassment, plant closing and mass lay-off, wage and hour, FMLA, and reasonable accommodation. In addition, Ackermann conducts on-site employment law training, including but not limited to, sexual harassment training for employees and "employment law basics" training for management.

Silverleaf Room

Trends in Worksite Wellness

by Celestee Roufs,
Group Health Cooperative of Eau Claire

Worksite wellness is the new fad. Everybody wants to do it. Whether companies already have a program in place or are looking to start one, this session will present ideas for them to evaluate in regard to their own wellness initiatives.

We'll discuss:

- Technology – Everyone wants a Fitbit! How are employers handling fitness-related incentives? What about online challenges and apps?
- Traps – What screenings should be done? How are those results communicated to participants? How many challenges should you do in a month?
- Take Aways – How to track participation or engagement, ways to include variety and recommendations for challenges and resources.

Presenter Celestee Roufs serves as the health promotion manager at Group Health Cooperative where she helps local employers implement their own website wellness programs. Previously, she managed a Crossfit gym and worked in a weight loss center.

Networking Break: 11:15 - 11:30 a.m.

Breakout Session 3: 11:30 - 12:30 p.m.

Primrose Room

Lifesaving Tips When Facing an Armed Intruder or Active Shooter at Your Company

by Ted Hayes, M3 Insurance

Attendees at this session will learn:

- The warning signs of an armed intruder/active shooter.
- Visual weapons screening.
- How to avoid the “fatal funnel.”
- Run-Hide-Fight protocols.
- How to lockdown your room/area.
- How to evacuate from an active shooter situation.

Attendees will be provided a good example of a crisis plan that can be modified to fit their needs, a room/area security protocol checklist and a review list of the 35 key controls when facing an armed intruder or active shooter.

Ted Hayes of M3 Insurance consults with businesses throughout Wisconsin to develop safety and security strategies. Hayes has authored two books on preventing active shooter incidents in schools. He has been a featured speaker for the National Sheriffs Association, the Law Enforcement Training Network, Wisconsin Attorney Generals Conference, Wisconsin Association of School Boards and the Wisconsin Association of School Business Officials.

Grand Trillium Room

Working from Home: Employment-Related Issues, Concerns and Pitfalls

by Bryan Symes of Weld Riley, SC

In this hour-long session, attendees will gain an in-depth understanding of the most common practical and legal considerations arising out of increasingly popular “remote employment” arrangements. The session is designed to provide management personnel with the tools needed to more effectively evaluate whether work-at-home arrangements make sense in light of the relative risks and benefits.

Attendees can expect to learn more about topics including but not limited to:

- Work-at-home and the ADA
- Work-at-home and the Fair Labor Standards Act
- Work-at-home and workplace safety implications

Bryan Symes has more than a decade of experience representing business clients in the areas of employment laws and litigation, labor relations and alternative dispute resolution. He also is a MLBPA certified/registered athlete agent/advisor and has experience advising professional baseball players.

In 2009, Symes was recognized in Minnesota Lawyer as Up & Coming Attorney and named Rising Star by Wisconsin Super Lawyers in 2011 and 2013-2017. He is admitted to practice in Wisconsin, Minnesota and Illinois. Symes received a bachelor's degree from UW-Madison in 2001 where he majored in political science. In 2004, he earned his juris doctorate with honors from the Chicago-Kent College of Law.

Silverleaf Room

The Future of HR: Promoting Business Success in a Changing Global Workplace

by Callie Zipple of the Society of Human Resource Management

As an HR professional, you can play a significant role in promoting the success of your organization by understanding your business objectives and the changing environment – nationally and globally – in which you compete. In this session, you will learn the business skills you need to develop to become a strong contributor to the “bottom line.” You will also review ways to leverage three key tools – analytics, leadership development, and workplace flexibility – to more effectively engage your human capital assets in fulfilling your business goals.

Callie Zipple, SHRM-CP, is a field services director for SHRM, based in Kenosha. She supports the states of Indiana, Kentucky, Michigan, Tennessee and Wisconsin. Zipple has worked in the HR profession for more than seven years with experience in third-party staffing, manufacturing, travel management, technology and sports data industries. She has served in various roles including recruitment, HR operations and compensation and benefits. Her most recent roles have been primarily focused on HR generalist and manager duties.

Zipple joined SHRM in 2017 with familiarity of the organization due to various volunteer roles. She served as the college relations director and social media director for Wisconsin SHRM State Council as well as part of the Young Professional Advisory Council with a focus on social media for National SHRM. While in college, she served as the Student Chapter President for her college's student chapter. Zipple holds a bachelor's degree in business administration with a focus on human resources and leadership from St. Norbert College. She has received her Certified Professional in Human Resources (SHRM-CP) designation from the Society for Human Resource Management.

Networking Lunch

Grand Trillium Room: 12:30 - 1:30 p.m.

We will take a break from sessions for a networking lunch where attendees will have the opportunity to discuss a variety of HR hot topics.

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

Primrose Room

Hooray!

by Gina Krueger, REALiving

This session encourages participants to understand the power of “hooray.” The take aways from this presentation include:

- Being able to identify the many different ways “hooray” can be achieved.
- Being able to cultivate a “hooray” from less desirable experiences from your past.
- The ability to recognize the “hoorays” in your life in order to maintain a state of mind filled with “hooray.”

Gina Krueger, CIC, is a curriculum director, EAP consultant and professional coach for REALiving, a company with products to help people be their best – personally and professionally. A compassionate public speaker, Krueger uses her experiences as a wife and “guilty working mom” of four kids, ranging in ages from 9 to 24, to relate to her audiences. Along with her background in education, customer service, training, curriculum development and human services, Krueger finds creative and positive solutions for everyday issues that affect both individuals and companies.

Grand Trillium Room

Employment Law Update: Leaves of Absence in Worker's Compensation, Employment Law & How to Effectively Use Them

by Walker Stutzman and Steve Weld, Weld Riley, SC

This session will focus on the multiple different leaves available to employees under FMLA, ADA, worker's compensation, among others, and will outline the different times appropriate leaves can be taken by employees. This seminar also will highlight the interplay and overlap of different leaves that can be taken by employees, and how management personnel should apply a leave of absence in different employment situations.

The three takeaways will be:

1. An outline of the different leaves of absence available to employees and when each leave should be applied.
2. The interplay of different/multiple leaves of absence and how management should respond.
3. The importance of classifying leaves of absences correctly to avoid other legal pitfalls associated therewith.

Walker Stutzman is a member of Weld Riley's litigation practice group with a focus on worker's compensation defense and labor and employment law. Walker practiced in the Milwaukee area for a boutique worker's compensation defense firm. In that role, he worked directly with corporations and individuals on defending corporate interests. Previous to private practice, Walker served as corporate counsel for a Fortune 100 company located in the Midwest. In his role as corporate counsel, he also practiced in the areas of worker's compensation defense and labor and employment.

Steve Weld has been the firm's president since its creation in 1991. His practice is focused primarily on management labor and employment law. Weld also practices in the areas of government and school law. He is a member of the American Bar Association, State Bar of Wisconsin, Eau Claire County Bar Association, Wisconsin School Attorneys Association, Chippewa Valley Society for Human Resource Management and the St. Croix Valley Employers Association.

Silverleaf Room

Alzheimer's: A Business Calamity

Lisa Wells, Aging & Disability Resource Center of Eau Claire County

Alzheimer's disease has a distressing effect on countless lives – more than five million Americans currently are living with Alzheimer's or other type of dementia and will increase dramatically with the aging population. Alzheimer's disease is one of the primary reasons elder care is needed in the workplace. The disease also has an escalating impact on businesses nationwide. Why should employers care? An employee dealing with dementia will fall into one of three categories: the employee who has not revealed a diagnosis, the employee who has revealed a diagnosis or the employee caring for a family member.

It is important to know dementia may impact safety, affect productivity and change the work environment.

During this session, participants will learn:

- What is dementia.
- Why employers should care.
- Steps to create the right environment.

Lisa Wells has been with the Aging & Disability Resource Center of Eau Claire County for 15 years. She provides support for individuals with dementia and their caregivers, offers memory screenings, evidenced-based programs, assistance with care planning and connections to support and resources. Wells assists in developing dementia-friendly communities, civic awareness of dementia-related issues and trainings.

Wells also is an instructor at the Wisconsin Indianhead Technical College and teaches the Gerontology – Aging Services Professional Program. She previously worked in skilled nursing facilities for 14 years as a certified occupational therapy assistant and director of therapeutic recreation in Minneapolis and Independence, KS. Wells holds a master's degree in gerontology from Bethel University in St. Paul.

Networking Break: 2:30 - 2:45 p.m.

Breakout Session 5: 2:45-3:45 p.m.

Primrose Room

How to Manage HR Projects Like a Champ!

by Jessica Barnier, University of Wisconsin-Eau Claire Continuing Education

As HR professionals, we are constantly asked to work on projects to move HR work forward, in addition to all of the other tasks, meetings, issues, etc. we work with throughout the week. With all of these other priorities, how do we successfully manage a project from start to finish?

In this session, you will:

1. Get an introduction to project management.
2. Learn tips on how to start a project off right.
3. Discuss tips to keep a project on track.

Jessica Barnier works at the University of Wisconsin-Eau Claire in the Continuing Education department, where she manages project support staff and provides HR, project management, process improvement support for the Continuing Education unit and Blugold Central division. She is a certified Project Manager (PMP) and HR Professional (SHRM-CP and PHR). She is the foundation director for the Wisconsin Society of Human Resource Management.

Grand Trillium Room

Establishing and Maintaining Trust in a Distrustful World

by Deb Clarke,
Chippewa Valley Technical College

Along with day-to-day operational and productivity demands, the workplace needs leaders who can build and maintain positive, cooperative working relationships with people from varying backgrounds. In a time when trust is hard to win and easy to lose, organizations need leaders who value trust and recognize its impact on productivity and retention. Explore foundational concepts related to trust and debunk the myth that being respected and being liked are mutually exclusive. Identify strategies for increasing your trustworthiness and, in turn, your capacity to lead.

Deb Clark comes to Chippewa Valley Technical College with 20 years of leadership experience in post-secondary education. She demonstrated a commitment to training and development of teams within academic and administrative departments at both public and private institutions. In those roles, she created and deployed orientation and ongoing training for team members.

Before joining CVTC, Clarke served as an associate dean at Mid-State Technical College in Marshfield overseeing programs in service and health occupations. In addition, Clarke has 15 years of post-secondary teaching experience in supervisory and business management programs. Her favorite training topics include team building, problem solving, performance management, change management and employee engagement. She is a certified trainer in Everything DiSC.

Silverleaf Room

Youth Apprenticeships – What's In It For Me?

by Glen Schraufnagel and Jenna Hughes,
CESA 10

Youth apprenticeship has been around since 1991 and partners education with business and industry. This partnership has never been more prevalent than today as business and industry struggles to find qualified skilled laborers that know how to work. Education has been investing in getting students prepared for college and test taking, and it is time that they invest in preparing students for the workforce. This session will discuss the benefit for businesses to participate in youth apprenticeship programs, explain how to promote job availability to youth in schools and partner with local schools in growing their own workforce.

Three key take-aways from this session include:

1. Why should I take part in partnering with high schools in a youth apprenticeship?
2. How do I promote my business to the next generation?
3. How do I retain high school students after they graduate?

Glen Schraufnagel was an agri-science educator for 20 years in public education. He worked with more than 1,000 youth in career planning and exploration. His current position as youth apprenticeship coordinator at CESA 10 has him meeting with 25 different schools in the Chippewa Valley and making contacts with business and industry. He is passionate about building skills into youth to get them career ready and working with businesses in growing their own workforce.

Jenna Hughes is a distance learning and youth apprenticeship specialist at CESA 10 in Chippewa Falls. For the past eight years, Hughes has worked with counselors in more than 40 area districts to plan and coordinate their distance learning schedules and enroll their students in classes from both higher education institutions and neighboring high schools. Recently in addition to distance learning, she also works with youth apprenticeship coordinators in over 20 districts in the Chippewa Valley Consortium to help them grow their programs.

Register

Cost to attend is **\$89** for Chamber members and **\$119** for non-members and includes the keynote presentation, breakout sessions and the Progressive Power Lunch. To register, visit www.eauclaichamber.org, or call the Chamber office at **715-834-1204**.