

2023 Human Resource Conference

Thursday, April 6, 2023

8 a.m. to 4 p.m.

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

Get ready for a dynamic conference packed with two sensational keynote addresses, intriguing breakout sessions on a variety of human resource management strategies, and networking during our 2023 Human Resource Conference. This conference will provide an intensive review of tools, tips, and strategies that businesses can use to reach out to employees and job seekers.

Registration and Networking: 8:00 – 9:00 a.m.

9:00 a.m. - Keynote Speaker

Belonging, Resilience and Performance – The New Psychology of High Performing Teams

Featuring Greg Krauska, President, The Change Agent Group

What can we do together when we combine ancient wisdom, neuroscience insights and the latest in social psychology research? How is it that great teams shift their focus from ME to WE?

In this session, attendees will learn the five core beliefs common to all high-performing teams, how the right combination of both challenge and support lead to performance and resilience, and what leaders must do to bring the team's identity to life. Attendees will experience practical examples from a variety of industries with ways to immediately put these insights to work in their own organizations.

10:15 a.m. - Breakout Session 1

Attendees can select one of the following sessions:

Advanced Healthcare Strategies by Jill Gorres, JA Counter, Alera Group (Primrose Ballroom)

This session is dedicated to laying the groundwork with advanced concepts for self-funding your medical benefits, and advancing employer knowledge surrounding self-funding to drive sustainability in healthcare costs. This session will expand the employer's knowledge with advanced concepts and strategies.

Peer Support: The Game Changing Employee Benefit by Renee Sommer, At The Roots LLC (Grand Trillium Ballroom)

Now more than ever, employees are looking to their employers for environments and benefits that cultivate and support good mental health. For years, we've handed employees EAP cards and hoped for the best but that's just not good enough anymore. What your employees need goes deeper than a 1-800 number - they need connection and real support. Find out how you could be implementing the relatively simple strategy of utilizing peer support to help your

employees be happier and set yourself up as an employer of choice who is changing the game for their employees.

Participants will learn:

- How mental health is potentially impacting your employees, recruiting, and productivity
- Tools for starting the conversation around mental health
- Ways to begin implementing the basics of peer support at your workplace and how a certified peer specialist could bring it to the next level

Secure 2.0 Is (Finally) Law: Now What? by Jon Marquet, Trust Point (Silverleaf Ballroom)

The Secure 2.0 Act of 2022 was enacted on December 29, 2022, as part of the Consolidated Appropriations Act of 2023.

Secure 2.0 is significant and sweeping legislation that addresses a long list of issues concerning tax-advantaged retirement savings, including retirement savings via 401 (k) retirement plans and other employer-based retirement plans. Indeed, it may be the most consequential legislation concerning tax-advantaged retirement savings and employer-based retirement plans since the Employee Retirement Income Security Act of 1974.

This presentation will provide business owners and HR professionals with critical information so that they can start to digest, understand, and ultimately implement the significant provisions of Secure 2.0. Among other items, the presentation will help business owners and HR professionals understand:

- When? When will the most significant provisions of Secure 2.0 take effect?
- What? What are the most significant new requirements and options in Secure 2.0 and how will those new requirements and options affect plan sponsors and the administration of 401 (k) plans?
- How? How can business owners and HR professionals plan and prepare for the significant changes demanded by Secure 2.0?

11:00 - 11:15 a.m. - Break

11:15 – 12:00 p.m. - Breakout Session 2

Attendees can select one of the following sessions:

Updating Employee Handbooks and Policies in the 2020s By Jerilyn Jacobs, Crivello, Carlson S.C. (Primrose Ballroom)

This session is designed to provide employers with the information needed so that they can evaluate whether their employment-related policies and employee handbooks are compliant with U.S. labor relations laws. It will update employers as to recent changes in the NLRB's interpretation of labor laws and regulations. Attendees will learn what conduct may be covered

by federal labor laws even in nonunionized settings, and they will be provided with updated language to consider when revising their policies.

Five Generations in the Workplace by Jessica Subach & Kristin Schmidt, M3 Insurance (Grand Trillium Ballroom)

For the first time in history, there are five generations in the workplace. They are:

- Traditionalists—born 1925 to 1945
- Baby Boomers—born 1946 to 1964
- Generation X—born 1965 to 1980
- Millennials—born 1981 to 2000
- Generation Z—born 2001 to 2020

For employers today, this dynamic creates an opportunity to engage talent across generations but also leads to all kinds of challenges, impacts our ability to manage people effectively, and complicates our ability to understand the traits, beliefs, and life experiences that mark each generation. Join us in this session as we explore all facets of this phenomenon and identify ways to embrace these five generations in a way that is advantageous to your organization.

Total Worker Health by Joe Wear, Marsh McLennan Agency & Michelle Golden, Chippewa Falls Area Unified School District

Total worker health is more than a trending topic. Musculoskeletal/orthopedic costs are the number one expense across all healthcare consumed by employees making up 80%+ of workers' compensation and 15%+ of general health.

Learn how to build a road map of total worker health and improve employee health care by creating personalized benefits with increased access to services for employees. Through this presentation, the audience can look to answer these questions:

1. What steps do you take to unbundle and find potential savings?
2. What does the data tell us about investing in total worker health? What has been the experience for those who have gone through it?
3. Where does Workers' Compensation meet health care spend?

12:00-12:45 p.m. - Lunch Break

12:45 p.m. - Keynote

Be Your BEST by Gina Krueger, REALiving

In today's environment, it's really easy to get sucked into wanting to be like somebody else. We hear constant messages encouraging all of us to be skinnier, healthier, richer, and smarter. Join REALiving for this session meant to remind yourself of what's really important to you – YOUR BEST. How can you identify and nurture your BEST, right now? You have an incredible style,

philosophy, and spirit. It's high time to share it. You're worth it, and your true BEST is waiting to be displayed.

Attendees will learn:

1. What is your message?
2. What are your guideposts?
3. Does your message line up with others' perceptions of you?

2:00 p.m. - Breakout Session 3

Attendees can select one of the following sessions:

Tips for Minimizing Workplace Drama and Litigation by Sara Ackermann and Nicole Stangl, Ruder Ware, S.C. (Primrose Ballroom)

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.

Maximized Leadership – Unlocking Your Team's Full Potential with Compassionate Accountability by Stacy Whaley, Fire Up & Lead, LLC (Grand Trillium Ballroom)

The work world is changing. Today's employees are demanding work arrangements that offer flexibility, faster opportunities for development, and equitable compensation for their contributions. Above all, employees are expected to be treated as respected and valuable contributing team members with great working relationships with their supervisors.

In this energetic and informative presentation, we'll:

- Highlight the changing demands of employees in today's workplace
- Introduce the most critical leadership skills needed to cultivate commitment, including radical self-leadership and compassionate accountability
- Share actionable strategies that will maximize leadership impact and increase employee accountability

Join Stacy Whaley, founding CEO of Fire Up & Lead, as she shares real-world examples and practical solutions that prioritize cultivating clarity, kindness, and hope, where leaders can create an environment where everyone succeeds.

Ticket Health Solutions – Actionable & Long-Term Execution to Reducing Spend and Increasing Benefits in the Chippewa Valley and Beyond by Brandon Mondlock and Garrett Jerue, The Insurance Center (Silverleaf Ballroom)

This session will focus on long-term healthcare strategies to control spend and increase employee engagement, including:

- A cooperative strategy for 2023 and years to come
- What doesn't work, but so many keep doing
- Wash away medical and Rx costs using the rules to your advantage

2:45 p.m. - Breakout Session 4

Attendees can select one of the following sessions:

Social Media Background Checks by Laurie Boettcher, Chippewa Valley Technical College (Primrose Ballroom)

Join us in a discussion around effective ways to align and engage leadership and employees across your organization through a Strategic Plan for DE&I that gets results!

Discussion will include:

1. Creating a contract to obtain permission to do a social media background check. Just like the requirements for a credit report, permission needs to be obtained separately from an employment application.
2. Pros and cons of doing social media background checks in-house vs a third party.
3. Assembling a report without violating protected class information.

Planning Ahead: Key Employment Law Considerations Ahead of and During a Recession by Aaron McCann and Katie Mills Ybarra, Godfrey & Kahn (Grand Trillium Ballroom)

Despite a surprisingly strong start to the year, many economists continue to predict an economic recession may be in the offing in the latter half of 2023 or 2024. During a recession, workforce reductions are often inevitable. In this session, we will discuss important steps employers can take now to prepare for a potential downsizing, how to minimize the associated legal risks and possible alternatives to employee terminations. In addition, we will outline the legal requirements and best practices for conducting a reduction in force, including WARN notice obligations, the effective use of separation/severance agreements, considerations when terminating remote employees, and strategies for protecting company information and property.

Key Take-Aways:

- Learn how best to prepare for and carry out a downsizing to minimize legal risks

- Understand WARN notice obligations and when they apply to your business
- Gain knowledge about protecting your business's valuable information when employees depart

The 15 Invaluable Laws of Growth: Emphasizing Two by Michelle Von Ruden, Von Ruden Coaching and Consulting, LLC (Silverleaf Ballroom)

This session is based on John C. Maxwell's book, *The 15 Invaluable Laws of Growth*. We will only be covering two of the laws he discusses in the book, the Law of Pain and the Law of the Rubber Band. Join this session and leave with an understanding of why personal growth is important to develop your leadership skills.