2024

HUMAN RESOURCE
CONFERENCE

THURSDAY, APRIL 18

8:30 a.m. to 5:30 p.m.
The Florian Gardens Conference Center,
2340 Lorch Ave., Eau Claire

COORDINATED BY SHRM CHIPPEWA VALLEY | The CHAMBER Eau Claire Area Chamber of Commerce

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 2024 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 & Networking
8:30–9:00 a.m.

Opening Keynote
9:15–10:15 a.m.

Owning Your Career Development
by Ha-Keem Abdel-Khaliq

In this session, attendees will learn these three key takeaways:

- The importance of owning your career development

- Barriers to owning your career development

- Key aspect and strategies for an effective career development plan

Thank you to our sponsors!

Primrose

Remembering the HUMAN in Human Resources

by Renee Sommer, At the Roots LLC

Leadership conversations often center around productivity, KPIs, bottom lines, and bottlenecks and when the numbers don't add up how we want them to we're quick to fine-tune processes, cut costs, and push to increase bandwidth. The problem is, when we focus solely on numbers and results we're missing the most effective tool we have for increasing productivity, reducing turnover, and building a healthy, passionate workforce that exceeds expectations. That tool?

CONNECTION.

If businesses want great results from today's workforce, they must be willing to tap back into the messy, wonderful humanness of their human capital. And it all starts with getting intentional about supporting mental health, building community, and fostering connection.

In this session, participants will learn:

• The true cost of disconnection and what trends tell us employees are expecting from their workplaces

• 7 words that can begin meaningful conversations that spur positive organizational change

• How they can make a real difference for both the bottom line AND the well-being of their staff

Grand Trillum

The Good, Bad and Ugly: Employment Law Update Recent Cases & Legislative Review

by Sara Ackermann, Ruder Ware

Several significant court decisions were decided during the 2023 term.

This presentation will provide an overview of these cases that directly affect Wisconsin employers.

There will be a focus on cases involving disability discrimination and family medical leave. The presentation will include a summary of some "practical tips" in each area of the law that attendees can use in their day-to-day HR positions in order to minimize the risk of litigation.

Learning Objectives:

• Understand WI discrimination law in several key areas

• Understand the direction WI and federal courts are taking with respect to these employment law issues

• Gain practical tips and learn best practices to minimize the risk of litigation in this area.

Silverleaf

The Accountability Dilemma – A Case Study of High Accountability Reducing Turnover

by Mike White, Secchi

This case study explores the intriguing relationship between accountability and employee turnover within an organization.

Through careful analysis and real-world examples, it examines how a culture of high accountability can paradoxically lead to lower turnover rates. By delving into the mechanisms through which accountability fosters employee engagement, job satisfaction, and a sense of purpose, this study offers valuable insights for organizations seeking to enhance retention strategies.

Learning Objectives:

• Understand the concept of the accountability dilemma and its impact on employee turnover

• Analyze real-world case studies to identify the mechanisms through which high accountability can reduce turnover rates

• Gain insights into how accountability fosters employee engagement, job satisfaction, and a sense of purpose, and apply these insights to enhance retention strategies within their own organizations.

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

Breakout Session 2: 11:15 a.m.-12:00 p.m. *Attendees can select one of the following:*

Primrose

Developing Your Best Self

by Sarah Fetch, Best Self Leadership, LLC

Have you ever driven a car when it gets a flat tire? Your options are to pull over and change it, call for help, or keep driving and potentially cause some serious damage. How many of us are physically and mentally driving around with a flat tire….or maybe with a slow leak?

Join us for our upcoming power hour to get filled up, refreshed, and inspired to take on the next minute, hour, day and week.

Participants will walk away equipped with:

• A completed personal SWOT analysis

• Awareness of key leadership attributes and increased EQ acuity and

• Five actionable tools for building deeper connections.

Grand Trillum

What Employees Want: How to Reimagine Your Total Rewards Design to Align With What Employees Value Most

by BJ McAndrew, Cottingham & Butler

In this session, we dive deep into employee perception of total rewards and how it can be used to align employer incentives with what employees value most to drive better employee retention.

Learning Objective 1: A Framework to Prioritize Your Total Rewards Initiatives

Learning Objective 2: Innovative Ways to Tweak Traditional Rewards to Stand Out

Learning Objective 3: Proven Strategies to Free Up Expenses to Allow for Reinvestment

Silverleaf

Unlocking Team Success: Energizing Team Building Activities that Will Have Your Team Walking Away With a Smile

by Sara Abbott, Metropolis Resort

It's no secret that people don't stay for the job duties. They stay because they enjoy working with the team. Today it's harder than ever to retain good employees. In this session, you will learn how to put together team building activities that will assist in making great change that will foster a dynamic team environment within your organization.

Key Takeaways:

• Learn how to create a team centric culture

• Learn how to foster an environment for connection

• Learn how to lead a great team building event

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

Breakout Session 3: 12:45-1:30 p.m. *Attendees can select one of the following:*

Primrose

Cybersecurity Simplified

by Stephen Casselman, Chippewa Valley Technical College

Cybersecurity is all over the media and a major buzzword in every industry but it is not as hard, or as technical as everyone makes it seem.

In this presentation we will take a look at the basics of how cybercriminal work, learn the simplest practices to help be secure, and how to promote security in your own workplace.

Grand Trillum

Unlocking Cost Savings and Enhancing Care: A Case Study of Exclusive Network Health Plans

by Theresa Hasz, Security Health Plan of Wisconsin, Inc

In this session, Security Health Plan will delve into the success story of an Eau Claire area employer's transition to a narrow network health plan product. By examining their journey, attendees will gain valuable insights into how such a move can yield significant cost savings while upholding the standard of care for employees and their families.

Through this case study, we will highlight the following key takeaways:

• Unlocking savings: Discover how narrow network plans serve as a potent tool for achieving substantial cost reductions in health care expenditures without compromising on the quality and diversity of care options available to employees. Learn how strategic network design can optimize cost-effective-ness while ensuring access to high-quality health care providers.

• Importance of thoughtful benefits communication: Recognize the critical role of clear and engaging benefits communication in driving employee engagement and enrollment. Explore effective strategies for conveying the value proposition of narrow network plans to employees, thereby fostering understanding, trust and enthusiasm among beneficiaries.

• Enhancing value through provider partnerships: Explore the significance of fostering closer collaboration and coordination with health plans to maximize the value delivered to both employers and employees. Gain insights into how cultivating strong partnerships with health care providers can facilitate better care coordination, improved outcomes and enhanced overall health care experience for plan members.

Silverleaf

Coaching Development – Building a Team

by Phillip Swiler, Valley Sports Academy

In this session we will interactively discuss how to coach and develop a strong team.

We will discuss a standard of development through three key areas:

• Finding the right person and building a team (it starts there)

• Utilizing the person's strengths on a consistent basis

• Developing a "game plan" for the team and role accountability

These takeaways will be the development and philosophy of how you coach as a manager, supervisor, or owner.

Breakout Session 4: 1:30-2:15p.m. *Attendees can select one of the following:*

Primrose

Psychological Safety – It's much more than fun and games!

by Greg Krauska, The Change Agent Group

Psychological safety in the workplace has been shown to have strong positive effects on team performance and individual wellbeing. As happens with many important ideas, the meaning of Psychological Safety has become a bit diluted as it has become more popular.

In this engaging session, explore the core principles of Psychological Safety and its profound impact on team performance and individual well-being. Consultant and Team Performance Coach Greg Krauska combines extensive research with practical examples to reveal the key elements of creating a safe work environment.

Key Takeaways:

• Understand the significance of Psychological Safety in your organization

• Explore the crucial role of beliefs and behaviors in fostering a safe workplace

• Acquire specific tools and strategies to instill Psychological Safety in every team

Join us for an insightful dive into transforming your workplace culture. Boost your team's performance, improve risk taking and creativity and unlock the true potential of Psychological Safety

Grand Trillum

Harnessing AI: Building Smarter HR Strategies for Tomorrow

by Rod Holum JR. and Aaron Libner, Coulee Tech

Join us for an enlightening session where we'll dive into the transformative power of artificial intelligence in the human resources field. This presentation is designed to equip HR professionals from the Eau Claire Chamber of Commerce and the Chippewa Valley Society for Human Resource Management (CVSHRM) with the knowledge and tools needed to navigate the future of HR with confidence.

Together, we'll explore how AI can not only streamline HR operations but also contribute to building smarter, more strategic HR practices for tomorrow, with live demonstrations to showcase the practical application of AI in real-world HR scenarios.

Key Takeaways:

• Unlock the Potential of AI in HR: Discover the diverse applications of AI across various HR functions, including recruitment, employee engagement, and performance management, and how these tools can lead to more efficient and effective HR practices

• Navigate Ethical AI Implementation: Learn the importance of addressing ethical considerations and mitigating biases in AI applications, ensuring that your HR practices remain fair, inclusive, and responsible

• Prepare for the Future of HR with AI: Gain insights into the necessary steps for integrating AI into your HR strategy, including upskilling, fostering an AI-ready culture, and embracing change management to stay ahead in the evolving workplace. Experience live demonstrations of leading AI tools to see practical examples of how AI can enhance HR functions

Silverleaf

What's Heating Up in HR

by Jillian Gorres, JA Counter, Alera Group and Alisha Hanson, Build your Roots, HR Consulting

Join JA Counter, Alera Group and Build Your Roots HR as we dive into critical topics such as cost containment strategies, ensuring compliance in areas of leave management, handbook review and understanding how technology can support the ever-evolving HR landscape.

Attendees will walk away with actionable ways to combat increasing costs in their total rewards programming, be audit ready and forward thinking about ways to support Human Resources in the future.

Networking Break: 2:15-2:30 p.m.

Afternoon Keynote: 2:30-3:30 p.m.

It's Me, I'm the Problem!
by Jim Morgan, MRA

Massive retirements due to Baby Boomers "aging out." Younger leaders taking over at 35 instead of 55 without having 20 years to watch and learn from others. Limited exposure to senior leadership in today's workplace. Younger leaders with plenty of skills - strengths in technology (software, programs, integration, adaptation, drones, gaming); social justice, community impact and diversity; social media platforms, and a different perspective. Add to that remote work, flexibility, DEI, role of the hiring manager, generations in the workplace, artificial intelligence, and traditional business practices and someone might say, "You need to calm down!!"

So, shake it off!

In this session we will look at issues from both the employer and employee perspectives, we will delve into the varying viewpoints, challenges, and potential solutions to bridging the gaps between companies and their talent, including:

• The generational "changing of the guard"

• Trend analysis and scenario planning

• Flexible working

• Tailored work experiences

• Work/life separation is gone, hence work/life balance

• Career paths and learning opportunities

• Demise of bureaucracy

• Organizational flexibility

• "Real" diversity, equity, and inclusion

And, we will end with Thirteen (of course) take-aways! Bring your friendship bracelets!

Happy Hour: 3:30-5:30 p.m.