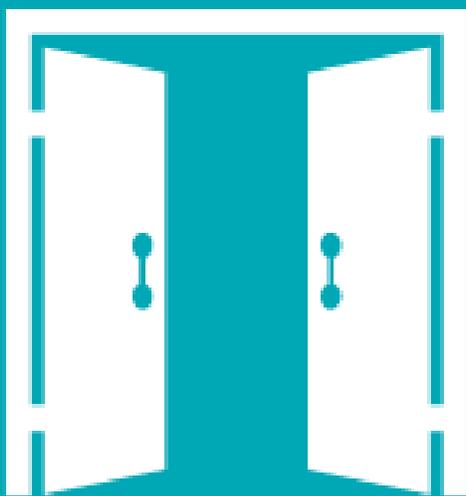


Metro Milwaukee SHRM

# 2023 Spring Conference



*Seize the Opportunity*



May 2, 2023

Brookfield Conference Center  
325 South Moorland Rd. | Brookfield WI 53005

# How to Register



## Online:

<https://metromilwaukeehrm.wildapricot.org/event-5062146>



## By mail:

MM SHRM  
P.O. Box 833  
Germantown, WI 53022



## By fax:

(888) 287-4116

# Schedule of Events

7:30 a.m.-8:15 a.m.	Registration / Networking / Breakfast
8:15 a.m.-9:30 a.m.	Opening Keynote by Lora Haines, JB Training Solutions
9:30 a.m.-10:15 a.m.	Sponsor Showcase / Networking
10:15 a.m.-11:15 a.m.	Breakout Session 1
11:15 - 11:30 a.m.	Wellbeing/Networking Break
11:30 a.m.-12:30 p.m.	Breakout Session 2
12:30 p.m.-1:30 p.m.	Lunch
1:30 p.m.-2:00 p.m.	Sponsor Showcase / Networking
2:00 p.m.-3:00 p.m.	Breakout Session 3
3:00 - 3:15 p.m.	Wellbeing/Networking Break
3:15 p.m.- 4:15 p.m.	Closing Keynote: Executive Panel
4:15 p.m.- 4:30 p.m.	Closing Remarks

*Note: Specific sessions identified in this brochure are subject to change prior to the conference.*

# Professional Development Credits



Metro Milwaukee SHRM is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM -SCP. This program has been approved for 5 PDCs.



This program has been submitted to the HR Certification Institute for review.



# Empathy + Accountability = A Balanced Diet for a Healthy Organization

Lora Haines, Director of Learning and Development  
JB Training Solutions

8:30 a.m. - 9:30 a.m.

If you're a leader who has used the phrase 'during these unprecedented times' in the past 2 years, this session was built for you. Employees are juggling the pressures of personal and professional expectations all while navigating business uncertainty and a constantly evolving workplace. For managers, driving productivity and supporting well-being can often feel like competing priorities. How can HR shatter the false dichotomy between empathy and accountability once and for all? This simulation-style course provides you with a recipe for your managers to support their direct reports while still meeting KPIs.

## Learning Objectives:

1. Create an easy-to-implement coaching plan for people managers.
2. Consider personal and professional factors that may affect each employee.
3. Communicate employee expectations and exceptions.

Lora Haines is a high-energy, world-class facilitator, keynote speaker, and instructional design expert. She has over twelve years of experience in learning and development at world-class organizations like Walt Disney, and has designed and developed several of JB Training's most popular workshops. Lora knows a thing or two about how to keep the modern workforce engaged: she focused her Master's thesis on effectively retaining high-performing early career professionals. While flashy perks may be intriguing initially, she believes that dynamic leadership, a strong culture, and plentiful career development opportunities are necessary to retain star employees for the long haul.

Lora is a certified coach who is passionate about helping professionals reach their highest career aspirations. When she isn't facilitating workshops, she develops engaging curriculum and consults global organizations such as Microsoft, Eli Lilly, Subaru, Spectrum Reach, and Publicis Groupe. Outside of the training room, you can find Lora cruising around town on her bike, supporting local restaurants, and spending as much time as possible near the beach.

## Pursuing Valuable Connections: An Outcome of the War on Talent

Shay Sherfinski and Aaron Wichmann | R&R Insurance Services, Inc.



The sense of urgency when searching for candidates, has spiked tremendously over the past few years. From an attraction and retention standpoint – creating new ways to source and pursue VALUABLE CONNECTIONS has become an obvious need due to this shift. So... how are you adjusting? We look to bring some new ideas by way of a panel discussion covering different industries that will boost you towards engaging with passive candidates, creating multiple pools to source from and start building your pipelines as we move into the future of pursuing valuable connections.

### Learning Objectives:

1. How to effectively look for the right candidates for your company.
2. How to effectively communicate to potential talent.
3. Understanding your competitors.



Shay Sherfinski's insurance and consulting career is approaching the decade mark. In her role as a Benefits Consultant, she listens to clients to truly understand their challenges and needs. As Healthcare costs continue to rise, the importance of working with employers to realize areas where savings can be realized while balancing quality benefits is key. Employees are an organization's greatest asset and it is important that employees understand their benefits offerings. At R&R, we say a benefit not understood is not a true benefit. Shay works every day to ensure the benefits offered to employees are understood and valued; and does so by educating them on being good Healthcare consumers.

Aaron Wichmann has spent the past decade working within the Insurance/Finance industry being involved in talent acquisition, sales and management. Recently made the transition into Human Resources as an HR Business Partner primarily focused on building teams while bringing on great people.

## Data Storytelling: HR's Secret Weapon to Lead Change

Josh Bergman, Alex Kreibich and Lisa Metcalf | Gallagher



Google's Chief Economist, Dr. Hal Varian, has been expressively vocal about the development of a particular skill. This skill, he believes, is imperative for leaders expecting to drive change within their companies and communities. Dr. Varian emphasizes, "The ability to take data—to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it—that's going to be a hugely important skill in the next decades." The skill he is referring to is called Data Storytelling.

The emergence of self-serving business intelligence platforms has allowed data to be more readily available than ever before. The most successful HR professionals are those that will find access to the best sources of data, disseminate said data, and effectively translate the data into actionable priorities within their leadership teams. Josh Bergman (Gallagher, Area Vice President) will host a panel discussion with Alex Kreibich (Gallagher's Divisional Vice President of Data Analytics) and Lisa Metcalf (Gallagher WI Executive Vice President) to break down the core skills of Data Storytelling.

### Learning Objectives:

1. A Deeper look at Data Storytelling.
2. How Data Storytelling will help you drive action and change.
3. Applying and sharpening Data Storytelling skills.



Since 2016, Josh has consulted several well-known, highly respected firms on their health and risk management programs. In 2020, he joined Gallagher and brings his accomplished professional experience to the Wisconsin team. In collaboration with other specialized industry experts across Gallagher, he ensures that each client's Total Rewards Strategy is aligned with their unique organizational needs and financial expectations.

Lisa Metcalf joined the Gallagher Wisconsin Leadership team in March 2022. Having worked in a variety of roles throughout the industry, Lisa brings nearly 20 years of employee benefits experience and a well-rounded knowledge base ranging from claims and underwriting to strategic consulting.

Alex Kreibich is a Consulting Actuary and is the Managing Director of Analytics Consulting within Gallagher's Healthcare Analytics practice (HCA). Alex is a strategic thought leader in the employee benefits space, with a specialty in large, complex self-funded health plans. Alex currently lives in Chicago and supports clients both locally and nationally.



## Reimagining Talent Communities

Angela Damiani | NEWaukee



We have all come to realize that work will never be the same post-pandemic. This sudden shift to hybrid and remote workplaces has provided us with a once-in-a-generation opportunity to reimagine how we attract and retain talent at our companies. In the new corporate landscape, many employers are asking themselves, "What happens to our engagement and culture if our employees are no longer together in a physical office? How can we attract people to live in our city if they can live anywhere? How and where will people work?" The fact of the matter is that what was effective for talent attraction yesterday might not be impactful today. The way that we connect and draw people to our cities and companies has to change. One way to do this is by reimagining our talent communities. In this presentation on the future of work and hiring, Angela Damiani, co-founder and CEO of engagement agency NEWaukee, explains what a Talent Community is (and isn't!) and how you can move from a reactive to proactive talent strategy. Discussion topics will include reaching passive job seekers, meeting your desired talent where they are, building your community "stack", and engaging your candidates and employees throughout the entire talent lifecycle in order to create brand belonging.

### Learning Objectives:

1. What is a talent community, and how to use one.
2. Engaging candidates through a talent lifecycle.
3. Creating a proactive talent strategy.

The leader of the NEWaukee team, Angela has spent over a decade developing engagement strategies that work. She helps communities and companies build meaningful connections and attract top talent. Angela is a serial entrepreneur launching seven businesses, guest contributor and writer for national publications like Fortune, New Geography and Style Salute, frequent public speaker at economic development symposiums like Future Wisconsin and was a 2016 40 Under 40 Award Winner.

## Social Fabric: Restitching Connection in the Workplace

Jeremy Fojut | Rivet



One of the largest challenges facing society and the workplace today is social isolation and loneliness in the workplace. According to Cigna over 70% of people feel lonely in the workplace every month. It can be easy to forget the importance of creating and cultivating platonic relationships leads to increased retention, employee wellness, and belonging.

In this presentation, Jeremy Fojut, the cofounder and CEO of Rivet, a software that sparks new connections that lead to stronger workplace cultures, will discuss research on belonging and trust in work culture, the benefits of deepening connections across silos, how to build community inside the workplace, and tips to effectively engage your team by facilitating friendships.

### Learning Objectives:

1. Benefits of belonging and trust in the workplace.
2. How to build community in the workplace.
3. Tips to engage teams in deeper, more meaningful ways.

Jeremy Fojut is a visionary entrepreneur who helped found Rivet. Rivet is a b2b saas company transforming how employees connect with the power of AI and analytics; their innovative psychometric approach provides predictive intelligence to give leaders unprecedented insights into their workforce. Furthermore, the digital companion tool helps guide each team member toward deeper interactivity to maximize productivity and foster unity among coworkers - paving the way for higher retention rates across organizations. Jeremy Fojut is a visionary thinker and change agent who has significantly impacted his clients and community.

## Seize DEI! An Opportunity for Growth, Development and Learning

Cheryl Lucas-DeBerry | MRA-The Management Association



Organizations have an incredible opportunity to seize DEI and incorporate it into daily operations. But Doing DEI right is not easy, and those first steps can be the toughest ones to take. Join Cheryl Lucas-DeBerry as she walks you through those first steps. Get the greatest impact with your diversity, equity & inclusion plan. We'll talk about how to start and keep the conversation going. We'll look at inclusive strategies that inspire innovative and creative thinking, and that come from a diversity of perspectives. We'll focus on creating a strong culture of belonging that will attract and retain vital talent.

### Learning Objectives:

1. Insights on how to start the conversation with someone who does not look like me, has a different background than me.
2. Strategies on how to NOT put the emotional work on those different than myself. Identify what to do and what not to do.
3. Knowing the difference between equity and equality.

Cheryl Lucas-DeBerry brings a vibrant presence to her training and presentations. Participants report that her programs are interactive and involving, yet comfortable and fun. With her casual, inclusive style, she has a reputation for excellence among participants. Cheryl's background includes more than 20 years of facilitating and developing exceptional training programs.

## Full Capacity: A Powerful Model for a Thriving Workplace

Michelle Spehr | ViDL Solutions



Every employer's dream is an organization that functions at full capacity. But many companies struggle with overwhelmed or under-skilled leaders, mediocre team performance and unhealthy employees, often spending countless hours and dollars on these challenges with disconnected and outdated initiatives that result in little meaningful change.

This session brings together the latest thinking on organizational performance to offer a simple but powerful model for understanding what it takes to build a thriving culture where people can work to their full potential.

### Learning Objectives:

1. Participants will be able to describe the relationship between systemic conditions in the workplace and employee wellbeing.
2. Participants will be able to identify eight specific points of focus to consider when assessing an organization's approach to supporting employee wellbeing including: organization structure, culture, leadership, purpose, trust, communication, climate and wellbeing resources.
3. Participants will be able to identify practical, relevant strategies that address gaps for their organization.

Michelle is a seasoned consultant and facilitator recognized for her ability to inspire positive change by helping organizations identify and apply creative solutions to foster purpose-driven workplace cultures and build thriving communities. She is inquisitive and energized about creating a better world of work by developing courageous leaders, improving team performance, and supporting employee wellbeing.

In addition to her consulting and training practice, she is actively involved in the Culture First Global Community where she partners with others chapter leads to create inspiring experiences to amplify, educate and connect culture change agents.

Her professional credentials include Master's degrees in Communication and Health Education and multiple certifications including a Licensed Developing a Leadership Mindset™ Facilitator, Certified Thriving Workplace Culture Consultant™ and Master Health Education Specialist (MCHES).

## The Undeniable Connection between Growth, Retention and Generosity

Jonathan Reynolds | Titus Talent Strategies



What if we told you that your giving strategy, or lack of, could be having a negative impact on your organization's growth and employee retention? The cost of replacing an individual employee can range from half to five times the employee's salary, so the solution seems simple, keeping your people helps you grow your bottom line. By focusing on generosity, we've proven that you can not only find the right hire but also engage, retain, and develop your people. Learn more about the undeniable link between giving, growth, and retention in this discussion with the CEO of Titus, Jonathan Reynolds.

### Learning Objectives:

1. It's essential to build a culture where people want to work and stay.
2. Values differ by generation, and it feeds into your giving strategy.
3. Giving is the link that compels people to buy in and grow.

As CEO of Titus Talent Strategies, Jonathan is a visionary, entrepreneur, and game-changer. He is energized by inspiring company leaders and equipping them with unique approaches to better understand their people, foster organizational alignment, and create optimum performance among their team members. His fun stories and British accent will draw you in, while his cutting-edge ideas and practical strategies will leave you empowered to implement change. Jonathan is a bestselling author of *Right Seats, Right People: A Leaders Guide to Hiring and Developing Top Talent* and currently leads a unique team of talent consultants that has been on Inc. 5000's list of fastest growing companies for 4 years in a row.

## Be the Culture: Best Practices of Employee Engagement

Alexis B. Outlaw | Alverno College



Did you know the number one thing employees appreciate from their employer is recognition? Accolades around a job well done can look different based on the individual, in this session, you will learn about how to empower, motivate and encourage your workforce through a variety of ways to engage based on your organizational structure, size and resources. Learn how to set a culture of engagement and be mindful of ways to sustain it.

### Learning Objectives:

1. How workplace culture effects how employees behave and perform and why.
2. Best practices and missteps on examples of engaging the workforce and what could work best for you.
3. Once you get engaged, how to stay engaged. What are your engagement checkpoints and when.

For the last 18 years, Outlaw has held positions focusing on the functions of Human Resources and Education (K-12 & Higher Ed). Outlaw's experience in executive-level recruitment, talent acquisition, and employee incentive programming has helped shift the organizational culture and promote change management. In K-12 & higher education settings, she has passionately served in the public, private and charter sectors.

## Seize the Talent Opportunities

Jim Morgan | MRA -- The Management Association



Finding talent these days requires creative innovations. Keeping talent requires even greater effort. Add in the talent shortage and you've got an unbelievable mix crippling business growth. Having studied the talent shortage for the past 30 years and with access to the collective innovation of 3,000-plus quality employers, we have the answers and innovation to survive the Great Sansdemic (sans = without / demic = people).

### Learning Objectives:

1. Knowing numbers behind the talent shortage: What are the underlying factors causing the great sansdemic?
2. It's all about the experience: candidate, onboarding, and employee
3. Top Ten Talent Attraction Strategies: Where in the world are they going to find talent?

Jim Morgan has been helping employers build their talent supply chain for more than 30 years. His real-world, hands-on experience has resulted in providing recruiting and retention solutions that really work. Jim will share stories and best practices from companies throughout the Midwest.



# Executive Panel

## 3:15 p.m. - 4:15 p.m.

In the past three years, work has changed at a rapid pace, and HR has been the leader of those changes in most organizations. The evolving demands of HR professionals has been at the forefront of conversations about work, employee well-being, the great resignation, quiet quitting, DEIB initiatives, pay transparency, and return to work policies.

The world of work has changed, and while our responsibilities to our organizations are still important, it is becoming ever more critical to engage with employees on a whole new level. This time is a time of great possibility and engagement in the HR space. We are helping to lead our organizations through multiple policy changes, generations in the workplace, and pay practice changes.

Join us as we hear from local HR Executives about the changes and shifts they are making in their organizations, and what they believe are the long term impact on the HR profession

**Learning Objectives:**

1. Learn how our panelists have lead their executive management teams in HR discussions and decisions
2. Learn how our panelists have promoted and supported the organizational culture
3. Learn how our panelists have identified, developed and managed workplace practices that are aligned with the organization’s statements of vision, values, and ethics to shape and reinforce organizational culture
4. Learn how our panelists have established and managed effective relationships with key stakeholders to influence organizational behavior and outcomes



<b>Diane Ekstrand</b> Chief Human Resource Officer AbleLight	<b>Brook Mayborne</b> Chief Human Resources Officer YMCA of Metropolitan Milwaukee	<b>Kelly Renz</b> CEO inVantage	<b>Tom Slaski</b> Sr. Director of Human Resources Kohler Company
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Diane has been serving as Chief Human Resource Officer at AbleLight since 2019. AbleLight is an organization serving individuals with developmental disabilities across the United States. AbleLight believes the world shines brighter when people with developmental disabilities achieve their full potential..

In her role, Diane leads the entire human resource function and ensures that all the services and programs support an environment that let’s employees do what they do best - make AbleLight’s mission come to life. As a member of the executive leadership team, she is an active participant in the strategic and business planning processes and ensures that human resource priorities are aligned to drive business outcomes. Diane has more than 20 years of experience in operations and human resources in various industries including insurance, financial services, integrated health care systems, and social services.

Brook Mayborne, MBA, SPHR, SHRM-SCP, currently leads a dynamic team of HR professionals in her role as the Chief Human Resources Officer with the YMCA of Metropolitan Milwaukee. With 20+ years of progressive HR experience, including 12 years in HR leadership roles, Mayborne now oversees designing and executing strategies for staffing, talent management, workplace culture, total rewards and leadership development. In addition, she is responsible for planning initiatives that advance diversity, equity and inclusion throughout the organization and community.

Brook started her career as an entry-level HR manager after completing a bachelor’s degree in human resources management from the University of Wisconsin-Milwaukee. Working mostly in the healthcare and non-profit sectors, she has held various roles as the director of human resources with Divine Savior Holy Angels High School, Stowell Associates, and the Milwaukee Center for Independence.

Kelly has never been one to conform to conventional business practices. Her innate desire to challenge the status quo and a relentless drive for better results influences how she approaches her work. One of her former CEO’s would say she could see around corners. And she believes that is possible – there is an art and science to running a business and she subscribes to building accountability to achieve results.

She became one of only 100 certified Pinnacle Business Guides in the world because she enjoys working with entrepreneurs to get more of what they want from their businesses. Pinnacle© is an evolution. They packed up some of the finest business tools on the planet—all curated from hundreds of time-tested books, proven systems and concepts—then custom designed for each business’s unique climb—all to help teams gain the highest impact in the shortest amount of time. She has spent the past decade in sessions learning, and teaching leadership teams how to implement growth. It’s not an easy journey, but in the end the view is incredible.

Tom is an innovative, strategic people leader with over 25 years’ experience in Human Resources. Tom has a passion for breaking from tradition and leading a team to disrupt old school thinking and processes in order to build new best practices that inspire today’s workforce. He puts the human back into HR by focusing on the individual employee and creating simple, modern, flexible people practices that lead to a true best place to work culture in today’s complex business world.

Tom currently leads Human Resources at Kohler Company for their North American Kitchen & Bath business, representing over 10,000 employees and \$3.5 billion in annual sales. Before Kohler, Tom was the Chief Talent Officer for GMR Marketing, an experiential marketing agency with over 2,000 global employees. Previously, Tom led various HR functions at Kohl’s Department Stores, Clifton Larson Allen, and the Bon-Ton Stores.



Seize the Opportunity

# Conference At-a-Glance

## May 2, 2023

### Brookfield Conference Center

	Room A-1	Room A-2	Room A-3
Registration 7:30 a.m.-8:15 a.m.	<b>Join us in the Conference Center Foyer for Registration, Networking and to visit with Conference Sponsors</b>		
Welcome and Keynote 8:15 a.m.-9:30 a.m.	<b>Empathy + Accountability = A Balanced Diet for a Healthy Organization</b> Lora Haines, JB Training Solutions		
9:30 a.m.-10:15 a.m.	<b>Sponsor Showcase / Networking</b>		
Session 1 10:15 a.m.-11:15 a.m.	<b>Pursuing Valuable Connections: An Outcome of the War on Talent</b> Shay Sherfinski Aaron Wichmann R&R Insurance Services, Inc.	<b>Data Storytelling: HR's Secret Weapon to Lead Change</b> Josh Bergman Lisa Metcalf Alex Kreibich Gallagher	<b>Reimagining Talent Communities</b> Angela Damiani NEWaukee
Session 2 11:30 a.m.-12:30 p.m.	<b>Social Fabric: Restitching Social Connection in the Workplace.</b> Jeremy Fojut Rivet	<b>Seize DEI! An Opportunity for Growth, Development and Learning</b> Cheryl Lucas-DeBerry MRA--The Management Association	<b>Full Capacity: A Powerful Model for a Thriving Workplace</b> Michelle Spehr ViDL Solutions
12:30 p.m.-1:30 p.m.	<b>Lunch</b>		
1:30 p.m.-2:00 p.m.	<b>Sponsor Showcase / Networking</b>		
Session 3 2:00 p.m.-3:00 p.m.	<b>The Undeniable Connection between Growth, Retention and Generosity</b> Jonathan Reynolds Titus Talent Strategies	<b>Be the Culture: Best Practices of Employee Engagement</b> Alexis B. Outlaw Alverno College	<b>Seize the Talent Opportunities</b> Jim Morgan MRA -- The Management Association
Executive Panel 3:15 p.m.- 4:15 p.m.	Diane Ekstrand Chief Human Resource Officer AbleLight	Brook Mayborne Chief Human Resources Officer YMCA of Metropolitan Milwaukee	Kelly Renz CEO inVantage  Tom Slaski Sr. Director of Human Resources Kohler Company
4:15 p.m.- 4:30 p.m.	<b>Closing Remarks</b>		

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This program has been submitted to the HR Certification Institute for review.

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## Online:

<http://www.mmshrm.org/>



## By mail:

MM SHRM  
P.O. Box 833  
Germantown, WI 53022



## By fax:

(888) 287-4116



## Seize the Opportunity

2023 Spring Conference  
May 2, 2023  
Brookfield Conference Center

Registration limited to 200. Registration closes April 22nd.

## Cost:

Early Bird Pricing  
March 15 - April 7

Regular Pricing  
April 8 - April 21

MM SHRM Member:	\$179.00	\$199.00
MM SHRM Non-Member:	\$199.00	\$219.00
Join and Save (conference + 1 year membership): <i>Available for new members only</i>	\$279.00	\$299.00
Student Chapter Member	\$69.00	\$79.00

**CANCELLATION POLICY:** A \$50 administration fee will be applied for all cancellations received prior to April 22, 2023. Refunds will not be issued for cancellations received after that date.

Name:	_____	Title:	_____
Company:	_____		
Full mailing address:	_____		
E-mail address:	_____	Phone #:	_____

### Payment by Credit Card

Amount to charge:	\$ _____
Name on card:	_____
Type of card:	<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover <input type="checkbox"/> AmEx
Account #:	_____
Expiration date:	_____
CVV code:	_____
Billing Address:	_____
City, ST Zip:	_____

### Payment by Check

Amount enclosed:	\$ _____
Check #:	_____
Please return form and check (payable to <b>Metro Milwaukee SHRM</b> ) to:	
<b>Metro Milwaukee SHRM</b> <b>P.O. Box 833</b> <b>Germantown, WI 53022</b>	
<b>Questions?</b> <b>office@mmshrm.org</b> <b>PH: 888-782-6815</b> <b>FX: 888-287-4116</b>	