

**MM SHRM SPRING CONFERENCE**  
**APRIL 24TH, 2024 | BROOKFIELD CONFERENCE CENTER**



## **HR PROBLEM SOLVERS**

INNOVATIONS  
AND SOLUTIONS TO  
MAKE WORK BETTER



**METRO MILWAUKEE SHRM**

# 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

7:00 a.m.-8:15 a.m.	Registration / Networking / Breakfast
8:15 a.m.-9:30 a.m.	Opening Keynote by Steve Lowisz, Qualigence International
9:45 a.m.-10:45 a.m.	Breakout Session 1
11:00 a.m.-12:00 p.m.	Breakout Session 2
12:00 p.m.-1:15 p.m.	Lunch
1:35 p.m.-2:35 p.m.	Breakout Session 3
3:00 p.m.- 4:00 p.m.	Closing Keynote: Executive Panel
4:00 p.m.– 4:15 p.m.	Closing Remarks
4:15 p.m.– 5:30 p.m.	Happy Hour, Networking Reception, Raffle Prize Announcements

*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 pre-approved for 5 recertification credit hours toward aPHR®, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®).***



# Empowering HR: Solving Problems Through Guiding, not Driving!

**Steve Lowisz**  
**Qualigence International**  
**8:15 a.m. - 9:30 a.m.**

In today's dynamic business landscape, the role of HR professionals is evolving from mere problem-solvers to strategic facilitators. This session delves into the power of guiding rather than driving, emphasizing the importance of influence, active listening, and teaching team members to successfully navigate challenges. Discover how shifting from a directive stance to a more supportive one can foster a resilient, adaptable, and empowered workforce, ready to tackle the complexities of the modern world.

### **Learning Objectives:**

1. **Influence Mastery:** Learn to be a more influential leader to cultivate a resilient and adaptable culture to guide and empower teams effectively.
2. **Elevated Active Listening for Impact:** How to improve active listening skills to a strategic level, enabling profound insights into employee needs and facilitating high-impact decision-making.
3. **Transformational Culture Leadership:** Spearhead the creation of a dynamic culture that champions resilience, adaptability, and empowerment, ensuring your organization thrives in today's ever-evolving business landscape.

Steve Lowisz is a serial entrepreneur, TEDx, and keynote speaker, educator, best-selling author, and investor focused on all things talent, leadership, and personal development. Best known as the founder and CEO of the Qualigence Group of Companies, Steve has spent the past 3 decades working with and speaking to organizations across the globe including Richemont (Rikemont), Starbucks, Blue Cross, Bissell, Cisco Systems, and more.

In addition, Steve is a regular contributor to the Forbes Human Resource Council and is the founder and chief facilitator of the HR Executive Council.

Steve's speaking approach is interactive and engaging, getting the audience to dig deep and apply practical lessons to real-world challenges and opportunities. His personal experience of transformation and leadership growth, along with key lessons learned, are featured in his upcoming book, *Mountain Moment – Transformation in Life and Leadership*, launching soon!

## Emerging Benefit Trends for HR Problem Solvers

Ashley Johnson | Vizance

Kurt Conrath | Vizance



Our presentation is designed to provide you with a comprehensive understanding of the latest developments that are reshaping the future of workplace benefits. By attending, you will gain valuable insights that will empower you to shape a robust benefits strategy for your organization and create an environment where employees feel supported, engaged, and motivated.

### Learning Objectives:

1. **Personalization of Benefits:** with a multigenerational workforce the days of a one size fits all Group Benefits are a thing of the past. We will explore what is important to each generation and share ideas on how to customize benefits to meet your culture and employees' unique needs.
2. **Risk Mitigation Trends:** Explore trends and strategies for employers to reduce overall medical spend including RX Sourcing, Bundled Surgical Procedures and more, while breaking down access to care barriers to assist their employees with getting the care they need when they need it.
3. **Proactive Care vs. Sick Care:** A lot in healthcare is reactive vs. proactive, we will discuss ways that you can help your employees be smart healthcare consumers and drive better health outcomes by implementing programs that encourage employees to take control of their health. We will also discuss the importance of quality and affordability metrics.

As an Employee Benefits Advisor, Kurt's goal is to craft employee benefit programs to fit his clients' needs around recruitment and retention, company culture, and long term objectives. He seeks to understand both the struggles and the goals of his clients so that he can provide insights and perspectives to their specific challenges. Kurt strives to explain complicated technical matters in a simplistic way, communicate proactively, and follow through with honesty and integrity.

As an Employee Benefits Advisor, Ashley believes in truly getting to know her clients. She does this by finding out where they've been and where they would like to go; allowing her to implement a proactive benefits strategy that aligns with their company goals, culture, and demographics. With extensive knowledge in alternative solutions and self-funding, Ashley guides her clients and their employees through the world of Employee Benefits, where her passion for being a trusted resource shines through.



## Winning Gen Z Talent: Ensuring Your Workplace Is Ready

Ellyse Williams | E.M. Williams, LLC



Gen Z talent will be around 24% of the workforce by 2025. Technology, economics, and social issues have made this generation want and need more from their workplace. This session will help you to prepare to attract and retain Gen Z talent.

### Learning Objectives:

1. Defining Gen Z
2. The opportunities and challenges in attracting and retaining Gen Z talent
3. How to prepare the workforce now and in the future.

Ellyse Williams recently joined the University Relations team as the inaugural Operations Manager. She hails from Pittsburgh-area where she was born and raised and later went to the University of Pittsburgh. Ellyse graduated with two bachelor's degrees, one in Marketing and one in Political Science and she also minored in Japanese. She later went on to get her Master of International Studies from Concordia University in Irvine.

Ellyse has worked in many capacities for almost the last decade she has dedicated herself to working with young people at critical stages in their development. First as an elected school board member, then as an undergraduate international recruiter at Pitt, covering Asia and eventually the world.

She went on to work at University of Pittsburgh Medical Center (UPMC) heading up their UR recruitment for IT and Finance in their Corporate Services division.

She is happy to be at Kraft Heinz to work for a legendary Pittsburgh brand and to "Make Life Delicious".

## Think Fast, Work Well: Training Professionals to Create Mentally Healthy Workplaces

Nicole A Eull, PsyD | HODI Center, LLC / DocNicole.com



This is a highly interactive presentation based on improvisational exercises. Each exercise simulates challenges and scenarios in real life and the debriefing illustrates how we can translate these skills to professional "scenes". The participants will learn strategies and practical tools to improve communication, teamwork and emotional intelligence.

### Learning Objectives:

1. Perform five communication and listening skills to enhance effective patient teaching and interdisciplinary strategy.
2. Practice three exercises to improve mental flexibility and increase ability to think quickly in high stakes situations.
3. Experience seven strategies to effectively work with team members to create exceptional patient experience.

Dr. Nicole Eull is a psychologist, speaker, consultant, coach and author. She has served in healthcare for over twenty years, from the front lines to healthcare executive and is a passionate advocate for the well-being of healthcare professionals. She teaches professionals to harness the pillars of Interpersonal Wellness to create mentally healthy workplaces. Her trainings are humorous and engaging with practical and effective takeaways. She is the author of "Well to Do: A Guide to Take Charge, Set Goals and Improve Your Health" and the founder of MySkillRx.com where she encourages physicians to "Give a Skill, Not a Pill." For more info, check out: DocNicole.com

## Executive Motherhood: How Can We Develop More Female Leaders?

Ashley Powell | myVA Rocks



Working mothers are often subtly, or not-so-subtly, pushed out of the workforce or in to less critical roles, as they navigate family and career, causing a leaky pipeline of senior-level and executive women. We'll discuss how to engage and support working parents through their childbearing years, in order to harness the incredible and mostly untapped potential of women in their childbearing years.

### Learning Objectives:

1. We'll discuss how to engage and support working parents as a human capital strategy.
2. We'll talk about why and how growing families can be an asset to organizations at all stages.
3. I'll give specific and practical tactics for career growth, from one executive mother to another.

Ashley is a serial entrepreneur and national speaker. She's the author of Executive Motherhood: The Art of Having It All Without Doing It All and the Founder of the Virtual Assistant Agency, myVARocks. She's spoken about motherhood for TEDx, Anita B.org, The University of Chicago's Polsky Center, and many others. She lives in Madison with her husband and two children.

## Where is AI Taking HR? Opportunities and Ethical Considerations

John Rood | Proceptual



AI presents opportunities to streamline HR operations, make hiring more efficient, and advance skills-based hiring practices. But there are also important considerations of ethics, data privacy, and compliance.

### Learning Objectives:

1. The state of the art of AI in HR now -- and where the next 18 months are likely to take us
2. The 3-pillar framework for ethically and legally rolling out AI in your organization
3. The 4 things HR leaders should do now to prepare for the AI revolution

John Rood is founder and CEO at Proceptual, a platform for compliance with emerging regulation of AI in hiring. He is on the board of JB Training, Victory Lap, and Learnfully.

## Bringing HR and Finance Together with Analytics

Kerri Guse | U.S. Bank



Covering how HR can partner with the business and other key partners to drive optimization and significant financial save.

### Learning Objectives:

1. Problem identification
2. Potentially new types of data that can be leveraged
3. Establishing success measures

Kerri is the HR Talent Consultant (Business Partner) for Wealth, Corporate, Commercial & Institutional Banking Operations at U.S. Bank. This past year, she has been leading the organizational design and integration of the newly formed business in addition to the human capital strategy. She joined the bank in 2014 as an HR Business Partner supporting Trust Technology & Support Services.

Kerri began her career with Procter & Gamble in Cincinnati, responsible for the strategy recruitment process and execution across the U.S. for two of P&G's world-class Brand Building functions - Consumer Market Knowledge and Design. She moved to an HR Manager (Business Partner) role supporting three North America strategic sales organizations leading initiatives across strategic talent management, performance management, DEI and onboarding / offboarding. In 2012 Kerri joined MillerCoors in Milwaukee, WI leading end-to-end life cycle recruitment for salaried roles in four of the eight North American breweries.

Kerri earned a Bachelor of Science degree in Psychology from the University of Illinois Urbana-Champaign, and a Master of Human Resources and Industrial Relations from the University of Illinois School of Labor & Employment Relations.

## Nurturing Your Future Workforce in High School

Everette Fernandes | Cristo Rey Jesuit High School Milwaukee



The Corporate Work Study Program at Cristo Rey provides students from underserved communities with valuable work experience in over 100 corporate customers in Milwaukee and Waukesha County. How can employers partner with high schools in developing programs to support future leaders.

### Learning Objectives:

1. Developing talent with diverse and underserved populations – Talent Acquisition, Talent Pipeline and Workforce Development
2. How to make Diversity, Equity and Inclusion a visible and tangible program for you company and your employees.
3. How schools and the business community collaborate to create life changing experiences for students of color in our community
4. Building deeper pipelines and building long lasting relationships with future talent that is committed to living and working in the Milwaukee and surrounding areas.

Everette is currently the Vice President of the Corporate Work Study Program at Cristo Rey High School in Milwaukee. The Corporate Work Study Program is a separate 501c3 within the school and acts as a professional employer organization. His team maintains deep relationships with over 100 Milwaukee based employers. Cristo Rey offers a work study experience for all 500 students with the intention of connecting qualified workers with great Milwaukee employers. Everette joined Cristo Rey after thirty years in the corporate space and is passionate about furthering the mission of this school.

He firmly believes in the Social Enterprise approach to the Corporate Work Study program at the school and is passionate about making a difference in the lives of our students. His experience in working with businesses will be useful as we deepen and expand our corporate work sponsor relationships. His goal is to find great ways to not only fund the mission of Cristo Rey, but ensure that every corporate sponsor who interacts with our students realizes the power of building great future leaders in Milwaukee. Being Jesuit educated, he views this role as an opportunity to serve for the many blessings he has received.

## Purposefully Pursuing the Next Normal: The Psychologically Healthy Workplace

Jeff Gorter, MSW, LCSW | R3 Continuum



Following the Covid 19 Pandemic, employers faced a host of challenges as they re-engaged with a stressed and weary workforce. Employers remain hungry for programs and solutions that help build a culture of wellbeing, foster ongoing adaptive capacity, and ensure the health of employees and their businesses in a still developing post-covid landscape. This session will explore the characteristics of a psychologically healthy workplace and practical ways to overcome challenges to increase individual employee well-being, crisis hardiness, and business productivity.

### Learning Objectives:

1. Understand the emerging concept of Cascading Collective Crisis and it's impact on the workforce
2. Define the elements of a psychologically healthy workplace and how it supports an employees' well-being and business performance.
3. Learn how HR Professionals can help employers prioritize and plan where to make changes in the workplace to improve the behavioral health of their employees.

Jeff Gorter, MSW, LCSW, is VP of Crisis Response Services at R3 Continuum. Mr. Gorter brings over 30 years of clinical experience including consultation and extensive on-site critical incident response to businesses and communities. He has responded directly to the Sept. 11 terrorist attacks, Hurricane Katrina, the earthquake/tsunami in Japan, the Newtown Tragedy, the Orlando Pulse Nightclub Shooting, the Las Vegas Shooting, the breaching of the US Capitol on 1/6/21, and the 2023 Hawaii Wildfires, among others.

## Don't Put Your Company in Jeopardy! Legal Issues Impacting HR Leaders

Amanda Collins | Quarles & Brady

Tyler Roth | Quarles & Brady



The speakers will share their insight into what they are seeing as some of the most important labor and employment legal issues that companies should be aware of – presented in a Jeopardy-style format. Some of the topics may include FMLA leave requests, ADA disability accommodations, AI and technology, social media policies, NLRB updates, and employee classification issues.

### Learning Objectives:

1. Update attendees on hot topics in labor and employment law and their practical implications in the workplace;
2. Provide a framework for legally compliant and effective employment policies; and
3. Assist employers in navigating challenging ADA and FMLA requests.

Amanda Collins advises employers and human resources professionals on a broad range of labor and employment issues, including compliance with applicable laws and regulations, employee conduct issues, and labor and employment disputes. She works with a wide variety of clients ranging in size from startup to Fortune 500, and across multiple industries, including health care, manufacturing, financial, educational, energy, nonprofit and more. Amanda's practice includes preparing and negotiating employment contracts and agreements; reviewing internal policies and procedures; representing employers in discrimination, whistleblower and wage and hour disputes, and counseling regarding traditional labor law compliance.



Tyler Roth advises employers on the full range of legal and regulatory issues they face related to one their most valuable assets: employees. In addition to providing employment law counseling and regulatory compliance, Tyler assists employers with internal investigations of employee misconduct and provides strategic defense in all aspects of litigation, including discovery management, taking and defending depositions, mediation and settlement negotiations, briefing and arguing dispositive motions, and trial. Tyler regularly defends employers in state and federal court, and before the National Labor Relations Board and state and federal civil rights agencies.



# Executive Panel

## 3:00 p.m. - 4:00 p.m.

In the past four 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.



**AnnMarie Kreitzer**  
TDS Telecommunications

AnnMarie Kreitzer is Senior Vice President of Human Resources and Chief Human Resources Officer at TDS Telecommunications. In this senior leadership role, she oversees employee relations, safety, compensation, benefits, talent acquisition, talent development, and Diversity, Equity, Inclusion, & Belonging (DEI&B) efforts.

Prior to joining TDS Telecom in 2023, AnnMarie accumulated more than 20 years of experience in human resources management, strong business acumen, and consistently delivered positive business results at several major corporations including Walgreens and Kohl’s. AnnMarie earned a Bachelor of Arts in Psychology and Women’s and Gender Studies from Ripon College (Wis.).

In her free time, AnnMarie enjoys spending time with her husband and three daughters and is an active volunteer in her daughters’ school community.

**Beth Bahr**  
Reinhart

Beth J. Bahr is Reinhart’s Chief Human Resources Officer. As an accomplished Human Resources executive, Beth has more than 25 years of experience working closely with business leaders in a variety of industries to build strong service cultures, develop leaders, and implement HR systems and practices that drive performance and business results to help clients achieve their goals.

In her role with the firm, Beth leads attorney and professional staff recruiting and retention, compensation and benefits, employee relations, learning and talent development and performance management. She also oversees the legal administrative support function for the firm. Beth plays a key role in the firm’s diversity, equity and inclusion efforts as the talent lead/administrator for the firm’s Mansfield Committee and as a standing member of the DEI Committee.

**Brook Mayborne**  
YMCA of Metropolitan Milwaukee

Brook Mayborne, MBA, SPHR, SHRM-SCP, currently is the Chief Human Resources Officer with the YMCA of Metropolitan Milwaukee. With 20+ years of progressive HR experience, including over 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 and Milwaukee Center for Independence.

**Makda Fessahaye**  
UW-Milwaukee

Makda Fessahaye began her human resources career while working for the Milwaukee Public Schools’ Office of Human Resources investigating discrimination complaints, reviewing FMLA requests, and representing the district in unemployment insurance hearings. She also gained experience working for the School District of Wauwatosa Division of Human Resources and conducting employee benefits law research for a professor. Makda went on to join the Wisconsin Department of Corrections (DOC) as an Employment Relations Specialist, and later served as Legal Counsel, primarily practicing employment law. In 2019, Governor Tony Evers appointed Makda as the DOC’s Administrator for the Division of Adult Institutions, where she was responsible for the management and operations of the state’s 36 adult prisons. Mayor Tom Barrett later appointed Makda to serve as the City of Milwaukee’s Chief Human Resources Officer and Director of the Department of Employee Relations. Since April 2022, Makda has served as the Associate Vice Chancellor and Chief Human Resources Officer for the University of Wisconsin-Milwaukee.





# Conference At-a-Glance

## April 24, 2024

### Brookfield Conference Center

	Room A-1	Room A-2	Room A-3
Registration 7:00 a.m.-8:15 a.m.	<b>Registration, Networking, Continental Breakfast</b> Join us in the Conference Center Foyer for dedicated time to network with attendees and our sponsors.		
Welcome and Keynote 8:15 a.m.-9:30 a.m.	<b>Empowering HR: Solving Problems Through Guiding, not Driving!</b> Steve Lowisz, Qualigence International		
Session 1 9:45 a.m.-10:45 a.m.	<b>Emerging Benefit Trends for HR Problem Solvers</b> Ashley Johnson   Vizance Kurt Conrath   Vizance	<b>Winning Gen Z Talent: Ensuring Your Workplace Is Ready</b> Ellyse Williams   E.M. Williams, LLC	<b>Think Fast, Work Well: Training Professionals to Create Mentally Healthy Workplaces</b> Nicole Eull, PsyD HODI Center, LLC / DocNicole.com
Session 2 11:00 a.m.-12:00 p.m.	<b>Executive Motherhood: How Can We Develop More Female Leaders?</b> Ashley Powell   myVA Rocks	<b>Where is AI Taking HR? Opportunities and Ethical Considerations</b> John Rood   Proceptual	<b>Bringing HR and Finance Together with Analytics</b> Kerri Guse   US Bank
12:00 p.m.-1:15 p.m.	<b>Lunch and Sponsor Remarks</b> Choose a seat based on the table topics that interest you! Enjoy these targeted networking conversations over lunch and hear from dedicated MM SHRM Sponsors who made the conference possible.		
Session 3 1:35 p.m.-2:35 p.m.	<b>Nurturing your Future Workforce in High School</b> Everette Fernandes Cristo Rey Jesuit High School Milwaukee	<b>Purposefully Pursuing the Next Normal: The Psychologically Healthy Workplace</b> Jeff Gorter   R3 Continuum	<b>Don't Put Your Company in Jeopardy! Legal Issues Impacting HR Leaders</b> Tyler Roth   Quarles Amanda Collins   Quarles
Executive Panel 3:00 p.m.- 4:00 p.m.	<b>CHRO Panel</b>		
	AnnMarie Kreitzer TDS Telecommunications	Beth Bahr Reinhart	Brook Mayborne YMCA of Metropolitan Milwaukee Makda Fessahaye UW-Milwaukee
4:00 p.m.- 4:15 p.m.	<b>Closing Remarks</b>		
Happy Hour 4:15 p.m.- 5:30 p.m.	<b>Happy Hour, Networking Reception, Raffle Prize Announcements</b> Meet in the Conference Center Foyer for drinks, light bites/cocktails, raffle prizes, and dedicated networking time with attendees and sponsors to close out a power-packed day.		

### Professional Development Credits

	<p><b>Metro Milwaukee SHRM is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP or SHRM -SCP. <u>This program has been approved for 5 PDCs.</u></b></p>
	<p><b>This program has been pre-approved for 5 recertification credit hours toward aPHR®, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®).</b></p>
<p><i>All session have been approved for HRCI credit. The ones highlighted in yellow were approved for HRCI Business Credit</i></p>	



# Metro Milwaukee SHRM 2024 Spring Conference



**Online:**

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



**By mail:**

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



**By fax:**

(888) 287-4116



Registration limited to 200. Registration closes April 12th.

## Cost:

	Early Bird Pricing Through March 15	Regular Pricing March 16 - April 12
MM SHRM Member:	\$189.00	\$209.00
MM SHRM Non-Member:	\$209.00	\$229.00
Join and Save (conference + 1 year membership): <small>Available for new members only</small>	\$289.00	\$309.00
Student Chapter Member	\$79.00	\$89.00

**CANCELLATION POLICY:** A \$50 administration fee will be applied for all cancellations received prior to April 17, 2024. 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> P.O. Box 833 Germantown, WI 53022	
<b>Questions?</b> office@mmshrm.org PH: 888-782-6815 FX: 888-287-4116	