



WISCONSIN-ASSOCIATION OF COLLEGES AND EMPLOYERS, INC.

“Rolling on the River”



WI-ACE Conference

December 8, 9, & 10, 2004

Radisson Hotel – La Crosse, Wisconsin

200 Harborview Plaza, La Crosse, WI 54601

2004 Conference Sponsors

GOLD LEVEL: UW-LaCrosse and

Great Lakes Educational Loan Services, Inc.

SILVER LEVEL: Enterprise Rent-A-Car

BRONZE LEVEL: Schenck Business Solutions

UW-Stout and M&I Bank

Schedule of Events

Wednesday, December 8, 2004

(Business Casual Dress Today)

Registration 11:00 – 1:00 p.m.

Buffet Lunch 11:00 – 1:00 p.m.

President's Welcome – Craig Mosurinjohn, UW Whitewater 1:00 – 1:30 p.m.

Deborah Thomas-Nininger 1:30 – 3:00 p.m.

Reputation Management – Building Your Professional Brand Identity!

The necessary foundation of one's professional brand – managing your reputation! This workshop teaches the art of self-presentation while attracting, developing and nurturing successful client relationships. Entertaining, informative and practical – you will enjoy the humor and pace of this session!

Deborah will discuss:

- Managing client perceptions
- The top three pivotal reputation building blocks
- Business entertainment – lunches, dinners, cocktail parties
- Contemporary business etiquette
- Investment dressing
- Meeting manners
- Non-verbal communication – self-assessment & how to read others
- Casual vs. formal do's & taboos in the new millennium
- The "charisma" quotient
- Gender etiquette for today's business environment
- Developing a professional "brand" that communicates credibility

Babcock Ice Cream Break 3:00 – 3:30 p.m.

Mixed Group Session 3:30 – 4:45 p.m.

• **Red**

Facilitator: LaMont Meinen, UW-Stout

• **Green**

Facilitator: Todd Grossnickle, Madison Gas & Electric

• **Blue**

Facilitator: Karla Stanek, UW-La Crosse

• **Yellow**

Facilitator: Wade Krogwald, Direct Supply

New Member Orientation 4:45 – 6:00 p.m.

Ad Hoc Committee Meeting	4:45 – 6:00 p.m.
MwACE/NACE Volunteers Meeting	4:45 – 6:00 p.m.
Facilitators Meeting	5:00 – 5:30 p.m.
Cash Bar	6:00 – 6:30 p.m.
Dinner at Piggy's (w/Jazz Trio)	6:30 – 8:00 p.m.
Hospitality Room	8:00 – Midnight

Thursday, December 9, 2004

(Business Casual Dress Today)

Breakfast 8:00 –9:00 a.m.

Terry Ludeman 9:00 – 10:15 a.m.

Wisconsin's Approaching Workforce Changes

Terry Ludeman, Chief, Office of Economic Advisors, Department of Workforce development, State of WI, will examine recent developments in Wisconsin's labor markets and will discuss pending developments and trends, both short-term and long-term. The discussion will include a view of Wisconsin's very diverse industry makeup and the importance of that diversity.

Changes in the demand and supply of labor will be discussed with emphasis on demographic changes and economic changes, past, present and future. The demand for workers and structural changes in industry makeup will be examined. The supply of labor will also be examined, with particular emphasis on pending developments, including an aging baby boom generation, the brain drain, and a sagging birth rate.

Break 10:15-10:30 a.m.

Breakout Sessions 10:30 – 11:45a.m.

➤ **Diversity in Employment Interviewing: Applicants Speak Out**

Presented by Lila Kelly

This session looks at the employment selection process from the unique perspective of diverse job applicants. Lila will address diversity issues related to applicants with different ethnic, disabilities, and sexual orientation backgrounds. We will discuss how our own cultural development prepared us for diversity, cultural misunderstandings and biases that exist in the interview process, and how this can affect recruitment and retention. Come prepared to discuss how this information may apply to your organization's interviewing practices and to share some of your own perspectives and experiences related to the topic.

➤ **WI Jobs for WI Grads**

Presented by Linda Peacock-Landrum, UW-Green Bay and LaMont Meinen, UW-Stout

A discussion and review of the new WI Jobs for WI Grads Consortium web site to help address "brain drain" issues within the state. The questions remains, how can career centers facilitate their graduates to gain employment within the state and contribute to the economic success of the state? This collaborative effort of Career Centers at UW System Schools is to help facilitate and automate the exchange of information between employers and the schools. See how employers post a job opening once and it links automatically to all 13 Career Services Offices in the UW-System. The Wisconsin Technical College System launched a similar effort in 1999 (TechConnect at <http://www.Wisconsintechconnect.com>) and it has received very favorable evaluations by both students and employers. Lets discuss how this system could be expanded to include other independent colleges within the state.

➤ **A Practical Guide for Immigration Issues**

Presented by Mark Rhodes

Employers and college career services offices increasingly face issues relating to hiring and placing foreign students graduating from US universities. Rules regarding work visas and US immigration laws can seem hopelessly confusing and frustrating. This program provides practical answers to immigration issues regarding the employment of foreign students and graduates. For employers, the program provides information on available visas, costs, timing and employer obligations. For colleges, the program provides information to educate foreign grads on strategies to get jobs in the US. Topics will include the most common work visa options for foreign grads (F-1 Optional Practical Training, F-1 Curricular Practical Training, and H1B), as well as an explanation of employment-based permanent residency. Materials include a plain English immigration law handbook and handy visa summary charts.

Lunch and website demo
Michael Rusboldt, NWTC

11:45 – 12:45 p.m.

Breakout Sessions

12:45 – 2:00 p.m.

➤ **Diversity in Employment Interviewing: Applicants Speak Out**

Presented by Lila Kelly

➤ **College to Work Program**

Presented by Christy Miller

In 1999, WFIC designed the College-to-Work Program to address critical labor shortages by linking talented student interns directly with supporting companies. Over the past several years, educators, employers, legislators, and community leaders in Wisconsin have begun considering how to address brain drain in our state. WFIC stakeholders believe that part of the solution is to better align the resources of Wisconsin's twenty private colleges with the needs of Wisconsin industry. Christy will share how the WFIC College-to-Work Initiative allows companies to form relationships early with talented, locally educated students who will become the workforce of tomorrow.

➤ **A Practical Guide for Immigration Issues**

Presented by Mark Rhodes

Break 2:00 – 2:15 p.m.

Mac Fulfer 2:15 – 4:00 p.m.

Amazing Face Reading – A Communication Breakthrough

Our primal intuitions about people’s temperaments, feelings and intentions depend, to a great extent, on what we observe in their faces. We are all instinctive “face readers” from birth. However, we dramatically increase our personal effectiveness when we can quickly and accurately read every face like a map.

Mac Fulfer will demonstrate how reading the very structure of the face and its accompanying features reveals the thinking style of its owner. Whether selling, hiring, negotiating, speaking, or interacting, the ability to discern another’s attitude and mind-set is a skill we all desperately need. Mac will show you that being a truly gifted communicator is not solely defined by mastery of a verbal style or well-rehearsed techniques; it also requires the ability to immediately read and acknowledge your audience. Mac has taken the science of physiognomy and made it practical for every person to use. **Mac will also be available for face reading at the President’s reception.

Committee Meetings (all are invited) 4:00 - 5:00 p.m.

- Marketing
- Membership
- Conference Planning
- Newsletter
- Publications
- Technology
- By-Laws
- Historian

President’s Reception/Cash Bar 5:30 – 6:30 p.m.
***Mac Fulfer will be available for face reading**

Dinner and Awards 6:30 – 8:30 p.m.

“Heart of LaCrosse” Comedy Group at the Pump House 8:30 – 10:30 p.m.
(coffee and dessert to be served, limited bar available)

Friday, December 10, 2004

(Travel Casual Today)

Heavy Buffet Breakfast 7:00 – 8:00 a.m.

General Membership Meeting 8:00 – 9:00 a.m.

Traditional Group Sessions 9:00 – 10:15 a.m.

- **Public**
Facilitator: June Schubert, UW-River Falls
- **Private Colleges/Universities**
Facilitator: Duane Seidensticker, Milwaukee Institute of Art and Design
- **Technical Colleges**
Facilitator: Bruce Weiland, Fox Valley Technical College
- **Employers**
Facilitator: Nicole Achter, Enterprise Rent-a-car

Break/Check-out

10:15–10:30 am.

Roger Seip

10:30 – 11:30 a.m.

How to Have Your Best Year Every Year

Every thriving organization understands that its most important asset is its people. When people are growing, the organization must follow suit. "How to Have Your Best Year Every Year" will provide you with the fundamental tools for achieving consistent upward growth professionally, financially, and personally.

Farewell and door prizes

11:30 a.m.

Daytime attire is business casual with jeans acceptable on Friday.

Featured Speakers

Deborah Thomas-Nininger



Deborah Thomas-Nininger is the founder of DTN Productions International-Hallmark of Etiquette, a training company that provides seminars on all areas of international and domestic protocol specializing in "Perception Management." In addition to being an executive trainer for a Fortune 500 company, she brings to you over twenty years of business etiquette expertise. Ms. Thomas-Nininger helped organize the etiquette interests and international dilemmas for the 1996 Olympic games in Atlanta and is a frequent subject of interviews which often appear in publications both nationally and internationally. The DTN staff continues to spread throughout the world their views on business and social courtesies via seminars, workshops, keynotes and the DTN Productions International web site.

Terry Ludeman



Terry F. Ludeman is currently Chief of the Office of Economic Advisors, in the Department of Workforce Development - State of Wisconsin. He has had chief responsibility for analysis of Wisconsin's labor market conditions for ten years. Prior to becoming the Chief of the Office of Economic Advisors, Terry was the Chief of the Local Workforce Planning Section. Terry also served as the Department's Labor Market Analyst for the Waukesha, Ozaukee, Washington county area. Mr. Ludeman received a Bachelor of Arts degree from the University of Wisconsin – Parkside with a major in history and a Bachelor of Science degree from the University of Wisconsin – Parkside with a major in German language. He received a Masters of Arts degree in Economics from Mankato State University – Minnesota.

Terry was born and raised in Aberdeen, South Dakota, but has lived in Wisconsin nearly fifty years. Mr. Ludeman has first hand knowledge of the labor market having worked in a number of occupations, including the management of his own business during his work life.

Mac Fulfer



Mac Fulfer is a popular speaker and lecturer who gives presentations on face reading for national and international conferences. He practiced law in Fort Worth, Texas for nearly 22 years, since earning his Doctorate of Jurisprudence from the University of Texas in 1975. Initially, Mr. Fulfer became interested in the practice of face reading for the purpose of jury selection. He quickly discovered that face reading changed his perspective, allowing him to see people more compassionately through the experiences reflected on their faces.

Since then, he has researched and developed these skills and presented ideas in workshops across the country. His workshops are in great demand from lawyers, educational institutions, Fortune 500 companies and other venues that have an interest in understanding people. As a presenter, Mr. Fulfer relies on his background, personal experience, wisdom and expertise in face reading to provide participants with information and experience that will enhance their communication skills.

Roger Seip



Any man who can teach Sunday school to 200 middle schoolers and emerge from the experience unscathed and eager to sign up for another semester is a man who can teach anything to anybody. Over the course of his career, Roger has stood up in classrooms, comedy clubs, and conference centers, delivering programs that were practical, engaging and motivating. He connects easily with audiences of every size, every age, and every profession – and always leaves them celebrating their progress and with a renewed confidence in their ability to reach their potential.

Lila Kelly



Lila Kelly, Principal Consultant and Trainer of Lila Kelly Associates, combines over 20 years experience in the areas of diversity, recruiting and selection, career transition, and human resource management. She offers a unique approach to integrate diversity into the recruitment and selection process, which helps interviewers and hiring managers “see through the eyes” of diverse applicants. Lila also works with organizations to provide diversity education, design a structured interview process, centralize recruiting efforts, and provide outplacement services. Lila teaches a college course on Managing a Diverse Workforce, and is the VP of Diversity on the board for Human Resource Professionals of Minnesota. She holds a B.A. degree in business management and communications from Metropolitan State University in St. Paul and a M.A. degree in Human Development from St. Mary's University in Minneapolis.

Mark Rhodes



Mark is an immigration attorney, and is the head of the international Immigration Practice Group ("IPG") at the law firm of Reed Smith LLP. Mark concentrates his practice in employment-based and professional immigration, with extensive experience advising colleges, universities and employers on immigration issues. Mark also speaks nationwide on both immigration and employment law topics to employer groups and university groups, including seminars at the annual conferences of the National Association of Colleges & Employers. Mark is a graduate of the College of William & Mary and received his law degree from the University of Richmond in 1985, where he was an associate editor of the *Law Review*. He is an active member of the American Immigration Lawyers Association. He is also an editor of the IPG *U.S. Immigration Law Handbook*, co-author of *A Practical Guide to Employment-Based Immigration*, published in the Washington & Lee Law School Race & Ethnic Ancestry Law Digest (Vol. 3, 1997), and has published articles on immigration topics for university and employer audiences in the NACE monthly journal.