

**WI-ACE**  
**December 2008 Conference Agenda**

**Conference Dates: December 3<sup>rd</sup> – 5<sup>th</sup>, 2008**

**Location: Ramada Inn - Eau Claire, WI**

**Title: “Maximize Your Impact: Initiate – Embrace – Sustain”**

Wednesday – Maximize your Impact - PERSONALLY	
7:30 – 10:30	<b>Board Meeting</b>
11:00 – 1:00	<b>Registration &amp; Lunch</b>
1:00 – 1:30	<b>Presidents Welcome</b>
1:30 – 2:45	<b>Keynote: “What’s Your Motivation? Working Smarter Not Harder” –</b> Patty Hendrickson, Hendrickson Leadership Group, Inc.
<p>It’s too easy to get too busy in our techno-frenzied, instant messaging, non-stop texting, 24/7, all enveloping culture. We must stop and nurture out greatest – ourselves. This high interactive session focuses on you and your ability to make a difference at home and at work. You’ll leave this session with at least three solid principles to reclaim your power.</p> <p>Since 1987 Patty Hendrickson of La Crosse, WI has shared her enthusiastic message with more than a million people. Her keynotes and workshops are high energy and highly interactive. She is the author of many books, including the inspirational book, now in its fifth printing, Who I Am Depends on Me! Patty is a Certified Speaking Professional - the highest earned speaking designation given to less than 750 people in the world. Her many titles include – Company President, Masters of Business Administration, and Past President of National Speakers Association Wisconsin Chapter – but, her most important title is Mom. Patty’s energy inspires so her message sticks!</p>	
2:45 – 3:00	<b>Break</b>
3:00 – 4:15	<b>Concurrent Sessions</b>
<p><b>1. “A Brand Called You” – Kathy Pykkonen &amp; Jodi Carlson</b></p> <p><b>Would you like to:</b></p> <ul style="list-style-type: none"> <li>• <i>Stand out from the crowd?</i></li> <li>• <i>Be noticed and rewarded for your unique talents?</i></li> <li>• <i>Gain greater focus for your career?</i></li> <li>• <i>Be more confident in your job search?</i></li> <li>• <i>Be regarded as a leader in your field?</i></li> </ul> <p>This presentation will include an overview of the concept and power of personal branding. Personal branding is the way you market yourself to the world. Personal branding is unavoidable. As others interact with you, they’ll automatically form mental associations that connect you with certain labels, often within the first few seconds. Since you can’t avoid being branded by others, why not make a concerted effort to build a positive professional brand. Becoming aware of how others see you helps you identify blind spots within yourself. Then you can work on those blind spots to help you become more internally congruent.</p> <p>It's time you to take a lesson from the big brands, a lesson that's true for anyone who's interested in what it takes to stand out and prosper in the new world of work.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> <li>• How to create and maintain a positive personal brand.</li> <li>• Highlight leadership qualities in a way that promotes your commitment to creating/maintaining a positive personal brand.</li> <li>• Tell your story and promote your personal brand during your transition from college to career.</li> </ul> <p>Personal branding is the way you market yourself to the world. Your personal brand is what other people think of you.</p> <p><b>Kathy Pykkonen</b> has 12 years of career development, recruitment and instructional experience. As a Master Instructor in the Air Force, Kathy won numerous awards for her teaching successes. Kathy was an HR Recruiter before transitioning to Higher Education. Kathy currently integrates employers recruiting needs with the professional skills development of their students. <b>Jodi Carlson</b>, MSE, has five years experience in Higher Education, specifically in the area of career development. As a Career Advisor for the College of Business, she has had the opportunity to present on many career topics to a variety of audiences including business professionals. She also teaches a Professional Skills in Business Course, which has recently become a graduation requirement for all College of Business students.</p>	

**2. “Dealing with Change”** – Patty Hendrickson, Hendrickson Leadership Group, Inc.  
 “Accelerating expectations, shrinking budgets, 24/7 connectivity – yes, these ARE the changes. No matter how big or how small, change is challenging. This interactive session identifies the constants in change. We’ll explore real strategies to keep your sanity in these wild times.”

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**3. “Personal Wellness: Stress Management”**– P.J. Kennedy, Ph.D.  
 This interactive workshop provides a lecture defining stress, outlines physical and psychological consequences of stress overload, and introduces methods for coping with stress and provides practice in relaxation training as a coping method.

P.J. earned his doctorate in Counseling and Student Personnel Psychology from the University of Minnesota. He has work experience in university, chemical dependency, and psychiatric settings, and emphasizes social skills training and cognitive therapy in his work.

4:15 – 5:15	<b>New Member &amp; Committee Meetings</b>
6:00 – 6:30	<b>Cash Bar</b>
6:30 – 8:00	<b>Dinner (casual)</b>
8:00 – 12:00	<b>Hospitality Room/Entertainment</b>

**Thursday - Maximize your Impact - PROFESSIONALLY**

8:00 – 9:00	<b>Continental Breakfast Town Hall Meeting</b>
9:00 – 10:15	<b>Keynote: “The Ten Demandments: Rules To Live By in the Age of the Demanding Candidate”</b> – Anne Nimke, Pinstripe Talent

Organizations have long recognized the value of customers and the pivotal role that they play in a company’s success, devising countless clever strategies aimed at “recruiting” them. Most, regrettable, have neglected to place the same emphasis on recruiting employees who can effectively run their organization and satisfy those very same customers. So, how can employers get there? What do organizations have to do to meet the increasingly demanding expectations of today’s consumer-candidates? Just know the rules – and abide by them.

Your career site says a lot about your organization and acts as an electronic “welcome” or “turn-off” to potential employees just by how it is set up, the places it is linked to and the direct and indirect messages it sends people when they visit. Don’t underestimate the power you have to make a lasting impression on potential candidates in those few seconds they are on your site.

In this presentation, Anne Nimke, Co-founder and Executive Consultant for Pinstripe, a leading RPO (Recruitment Process Outsourcing) firm will provide employers with a way to apply these rules to their relationships with job candidates and applicants. Kelly Mooney’s 10 Demandments: Rules to Live by in the Age of the Demanding Consumer provides a framework for building and sustaining relationships with customers.

Anne Nimke is co-founder and Executive Consultant at Pinstripe. She is a seasoned veteran in the world of RPO and talent strategy. Adept at creating staffing models, Anne understands how solutions need to align with the strategic objectives of the business to achieve an organization’s maximum performance capability. She has extensive experience developing talent lifecycle strategies, driving employment branding, aligning recruitment and on-boarding initiatives, and ensuring sustainable performance through process improvement, integrated technology, and performance measurement. Anne’s experience includes leadership roles in both Corporate HR and in global RPO firms. She is past president of HRMA, SHRM State Conference Chair, current RPO Alliance Vice Chair, member of SHRM Special Expertise Panel for Staffing and member of HROA.

10:15 – 10:30	<b>Break</b>
10:30 – 11:45	<b>Concurrent Sessions</b>

1. **“Jazz Up Your Services, By Implementing a Professional Skills Program”** – Kathy Pykkonen

Increase your student engagement in career implementation programs by 70% by re-packaging your current services! The University of Wisconsin Oshkosh has analyzed our best practices through consultation with national employers like Target, Kimberly Clark, Kohler, and Enterprise Rent-A-Car who seek our graduates. These employers shared with our institution that student awareness of the skills required during the application and recruiting process will make students more marketable. Our program research from working with over 350 companies and organizations on a very regular basis each semester, confirmed that students need to be more prepared and professional in presenting themselves to prospective employers. Our Professional Skills Program was initiated in summer 2006 with the College of Business and has gained support throughout campus. While creating this program, the key skills/qualities as defined by NACE, assisted in the development of our assessment tools in collecting campus data. Sharing this data and coordinating career events for employers to participate in, has earned campus support in addressing the development of our student’s skills.

Jamie Page-Stadler, Director of Career Services at the University of Wisconsin Oshkosh, has eight years experience in higher education. While at UWO she has developed a professional skills and partnership program. In April 2005 she co-authored an article in the Black Collegian called “Your Transition to the World of Work: Eight Steps for Success.”

Kathy Pykkonen has 12 years of career development, recruitment and instructional experience. As a Master Instructor in the Air Force, Kathy won numerous awards for her teaching successes. Kathy was an HRR Recruiter before transitioning to Higher Education. Kathy currently integrates employers recruiting needs with the professional skills development of their students.

2. **“Don’t Stop Thinking About YOUR Tomorrow”** – Ralph Brigham, Ph.D

First, we will examine some of the top futurist’s forecasts in a number of arenas, including energy, education, technology, society, and business. What impact might these trends have on career services and recruiting? A number of questions regarding our future will be presented with discussion to follow. Bring an open and future-focused mind to this session.

Dr. Ralph Brigham was hired as Southwestern’s first full-time Global Director of Campus Relations in 2002. Ralph joined Southwestern after 17 years as the Director of Career Services at Montana State University in Bozeman, Montana. Dr. Brigham is the current past-president of NACE, the largest professional organization in the world for the employment of the college educated with some 10,000 members. While at Montana State University Ralph was elected president of Rocky Mountain Association of Colleges and Employers (RMACE) and the Northwest Association for Employment in Education. Ralph personally visits in excess of 40-50 schools annually and meets with literally hundreds of career professionals on the campuses and at conferences around the world. In addition to NACE, Ralph is an active member of SoACE, MwACE, MPACE, EACE and CEIA. He also belongs to the Canadian Association of Career Educators and Employer and in Great Britain he belongs to the AGR and AGCAS.

3. **“Social Networking: Expanding Your Talent Pool through Networking Sites”** – Anne Nimke, Pinstripe Talent

In the past few year, an explosion of social networking sites have made the tried-and-true methods of word-of-mouth referrals even more rewarding for sales, recruiting, and personal job initiatives. Expanding your talent pool by using Web 2.0 is critical to a successful talent management strategy in today’s world. Tapping into this pool of potential candidates can yield extraordinary results. Add value to your recruiting function by gaining the “know-how” to find and reach these passive candidate prospects.

Networking sites give recruiters access to potential candidates and their connections, which in turn can exponentially multiply those candidates for talent acquisition. With four generations in the workplace (Veterans, Boomers, Gen X and Gen Y), these sites help companies reach 20- and 30-somethings who don’t typically respond to traditional methods. The benefits of social networking sites as a talent acquisition tool are numerous:

- Expand contacts;

- Find passive job-seekers in a targeted manner;
- Build a new economic recruitment source (most sites are free);
- Interact with the candidates informally and easily; and
- Reach individuals 24/7.

In this workshop you will hear from recruiting experts who will demonstrate how to begin mobilizing social networking sites AND how to effectively and assertively communicate with these newly sourced candidate prospects.

You'll gain a general overview of Web 2.0 techniques including how to effectively utilize networking sites with the latest direct sourcing techniques. You will also learn how sourcing smarter can empower you to recruit more qualified candidates.

Don't miss the opportunity to hear about the power of social networking and how to use it in your recruiting strategy! Can't make the date? Sign up and receive a recording of the web cast immediately following the live presentation.

Anne Nimke is co-founder and Executive Consultant at Pinstripe. She is a seasoned veteran in the world of RPO and talent strategy. Adept at creating staffing models, Anne understands how solutions need to align with the strategic objectives of the business to achieve an organization's maximum performance capability. She has extensive experience developing talent lifecycle strategies, driving employment branding, aligning recruitment and on-boarding initiatives, and ensuring sustainable performance through process improvement, integrated technology, and performance measurement. Anne's experience includes leadership roles in both Corporate HR and in global RPO firms. She is past president of HRMA, SHRM State Conference Chair, current RPO Alliance Vice Chair, member of SHRM Special Expertise Panel for Staffing and member of HROA.

**4. "On the Brink" The Mental Health Crisis of Students and the role of Career Professionals and Employers – Carmen Croonquist & Mile Stebleton**

The news is grim: one out of two US college students is likely to suffer from serious depression. College is a time of major transition and change. Many students lack the coping skills needed to deal with stress, loneliness, relationship problems, anxiety, academic pressures, self-esteem, and managing time and finances. Students are increasingly entering college with an existing mental health diagnosis, and the use of antidepressants is becoming widespread. While there is a growing awareness of the mental health crisis facing college campuses, scant attention has been paid to its impact on career development theory, practice, and employment. This session will address the mental health crisis, explore the role of career professionals and employers, and outline "best practices" by sharing successful resources, tools, policies, and strategies.

Carmen Croonquist, MS, is the Director of Career Services at the University of Wisconsin – River Falls. Referenced as a career portfolio expert by Richard Bolles in the 2007 edition of What Color is Your Parachute, Carmen has spoken widely on an array of career/life development concepts locally, regionally, nationally, and internationally. In 2005, she provided a series of lectures in Iceland to help foster portfolio development throughout various educational institutions in the country. In 2007, Carmen was the keynote speaker at the Nordic Network Conference in Gothenburg, Sweden.

Mike Stebleton, Ph.D., is a faculty member in the Department of Postsecondary Teaching and Learning in the College of Education and Human Development at the University of Minnesota – Twin Cities. He recently held adjunct faculty positions at St. Mary's University of Minnesota and Metropolitan State University in St. Paul, MN. His research interests include: narrative approaches to career development, the role of media on career-decision making, and multicultural influences impacting career. Mike is the lead author of a textbook titled: Hired: The Job Hunting/Career-Planning Guide, 3 ed., published by Prentice-Hall (2006). He has presented at numerous state and national career development conferences.

11:45 – 1:15	<b>Lunch &amp; Committee Brainstorming</b>
1:15 – 1:30	<b>Break</b>
1:30 – 2:30	<b>Traditional Groups</b>
2:30 – 3:00	<b>Babcock Ice Cream Break</b>
3:00 – 4:00	<b>Mixed Groups</b>

4:00 – 5:30	<b>Break</b>
6:00 – 6:30	<b>Presidents Reception &amp; Cash Bar</b>
6:30 – 8:30	<b>Dinner and Awards</b>
8:30 – Midnight	<b>Hospitality Room</b>
<b>Friday – Maximize your Impact - GLOBALLY</b>	
8:30 – 9:45	<b>Breakfast, Member Meeting, Door Prizes</b>
10:00 – 11:30	<b>Keynote: “Environmental Stewardship: Leadership in the 21<sup>st</sup> Century” – Craig Anderson, Enterprise</b>
<p>Having been in business for more than half a century, we at Enterprise know that leadership is not a short-term proposition. For us, environmental stewardship is a long-term approach to addressing those parts of the world that we touch with our business, and involving ourselves with those issues over which we have some influence. It's an approach built upon a commitment to ensure the sustainability of our business, as well as the sustainability of the world we all share. In this presentation, I will discuss the importance that everyone plays in the future of our world and environment, both professionally and personally. Moreover, I will address the fact that you do not have to be an environmentalist to make a difference.</p> <p>Craig Anderson is the Vice President / General Manager of Enterprise Rent-A-Car for the state of Wisconsin. As an eighteen year employee of Enterprise, he has led successful operations in both Los Angeles and Seattle before coming to Wisconsin in 2007. Craig currently serves on the Board of Directors for the Milwaukee Urban League as well as WICRA (Wisconsin Car Rental Alliance). Craig is responsible for overseeing the four Enterprise business lines in Wisconsin: 50 Car Rental locations, Commercial Truck, Fleet Leasing, and Car Sales as well as the 600 career oriented men and women Enterprise employs in the state. He has an undergraduate degree in Political Science from University California, Santa Barbara and currently resides in SE Wisconsin with his wife and 3 children.</p>	
11:30	<b>Closing Remarks</b>