



WISCONSIN - ASSOCIATION OF COLLEGES AND EMPLOYERS, INC.

Opening Keynote: Thursday, December 3, 8:45 AM -10:00 AM –Wilderness 25

The Healing Power of Humor

Dr. Stuart Robertshaw, Professor Emeritus of Psychology and Education at the University of Wisconsin-La Crosse and an Attorney, will share his personal journey which began in September, 1987 when he started a review of the research on the benefits of humor. On June 28, 1990, he announced the formation of the National Association for the Humor Impaired. The Association has received national attention from the press in over 144 newspapers, 180 radio stations and has been featured in magazines such as Family Circle and Mature Outlook. Dr. Robertshaw, whom the press refers to as "Dr. Humor," currently serves as President and Chief Executive Officer of the Association. Dr. Robertshaw will share with you what he has learned about the psychological and physiological benefits of humor and laughter as they relate to taking care of our ourselves, our friends and our loved ones.



Dr. Stuart Robertshaw received his Bachelors degree in Education from MacMurray College in 1965, his Masters degree in Psychology from Illinois State University in 1968, his Doctorate in Special Education from the University of Kansas in 1971 and his law degree from the University of Wisconsin Law School in 1978. From 1971 until 1998, he was a professor of Psychology and Special Education at the University of Wisconsin-La Crosse. In June of 1998, he retired from the University to assume full time responsibilities as President and CEO of the National Association for the Humor Impaired.

Breakout Session 1: Thursday, December 3, 10:15 AM – 11:30 AM

Laughter Yoga: Just for the Health of It- Wilderness 1

Dr. Stuart Robertshaw

This presentation will share the history and the psychological and physiological foundations of laughter yoga. Laughter yoga strategies described and demonstrated that are designed to decrease stress and to increase the joy, laughter, and fun in our lives. The audience will actually participate in a laughter yoga group session.

Early Identification of Candidates, Wilderness 4

Tanya Brake & Tara Tomter, Baker Tilly

Every year thousands of college graduates emerge looking for their first job opportunity. The task of many businesses is then to sort through the numbers and find the best and brightest candidates possible. In this session Tanya Brake and Tara Tomter from Baker Tilly will be discussing the importance of early identification of candidates, relationship building and early identification programs that will help aid in successful candidate recruitment. After all, the future success of the company relies on strong recruitment every year. Anyone looking for interns or newly graduated students for hire, can find value in attending this break out session.

Laws Enforced by the Equal Right Division of the DWD, Glacier CD

Jim Chiolino, Department of Workforce Development

Join Jim Chiolino from the Wage and Hours Division of the Wisconsin Department of Workforce Development as he will be presenting the latest updates on the State of Wisconsin Labor Laws. Several topics will be presented such as; fair employment, family and medical leave act, labor standards, and fair wages. Additionally, there will be time for questions and answers near the end of the presentation.

Breakout Session 2: Thursday, December 3, 1:30 PM – 2:45 PM

Helping Employers Build Brand Visibility with Students, Wilderness 1

Lynda Busack, Waukesha County Technical College

Employers regularly ask how can they be the employer of choice when recruiting students and how do they get a first look at some of the best and brightest. It starts with your BRAND! During this breakout session, Lynda Busack, from Waukesha County Technical College, will discuss her experiences partnering with employers to build brand awareness. It goes beyond job fair presence! Whether you're an employer or college rep, this session will provide you with new ideas and first steps to take back your organization.

Matching People and Positions Using Big Data , Wilderness 4

Dan Fons, Talent Management Specialist at Executive Power

A good match! It's what all job seekers and employers are looking for, but how do we find it?

As a job seeker, one can research the company, read the job description, and ask others who might know about the position or company in an effort to learn as much about the role as possible.

As an employer, one can look at resumes and check credentials, certifications, and degrees.

If both parties decide to proceed after the initial checks, they move into the interview process.

During the interviews both parties really start to learn about the other; the company can get a good idea if the candidate has the potential to succeed in the role, and the job seeker can finally get a good idea of if the job is something they would enjoy doing, and if they think they would do well in the role. In the past, this was the way to fill a position or get hired. Unfortunately, interviewing the wrong people wasted a lot of the company's time, and interviewing for the wrong position wasted a lot of the job seeker's time. On top of that, often times the best person for the job didn't get brought in for an interview. Perhaps the job seeker didn't even apply for the positions that would be the best fit for them, maybe the company didn't like the resume of the candidate that would have been the best fit.

Enter Big Data!

Big Data is being used everywhere today. Retail stores can monitor your past purchases to predict what you will be buying next based on what others have purchased. Amazon can actually predict what you will want to buy before you even know you want it. Netflix, iTunes, YouTube, and other entertainment entities give you suggestions of what you want to watch or listen to based on the pattern of what you've enjoyed by looking at the patterns of others all across the world. The list of other ways Big Data is used goes on and on. Big Data is finally starting to be used to help find a match between people and positions in companies. Today we use Big Data in the recruiting and hiring process to help us bring the right people in for interviews. A similar method can be applied for students to discover positions that they could be successful in and would enjoy.

The Art of First Impressions

Make New Friends. Build Social Confidence. Nurture Your Network. Have more fun. Expand Your Influence. Grow Your Business. Find Happiness and Fulfillment While Engaging Others. *The Art of First Impressions for Positive Impact* is your go-to guide to help you do all this and more. With every new encounter, impressions are made and opinions are formed in only a matter of seconds. It happens in an instant, but its impact may last a lifetime. Make these moments meaningful and memorable. A mere glance, a warm smile or a formal introduction. Regardless of the venue, there are skills you can learn and special qualities you can adopt to help you...



SHINE BRIGHT AND STAND APART FROM THE CROWD!

Join Keynote Speaker **Susan Young** as she shares how you can be SIMPLY SENSATIONAL and THRIVE in social settings, and build engaging, AUTHENTIC relationships forged in TRUST, COOPERATION, and RESPECT.

- Build trust and genuine rapport
- Captivate the attention of others
- Put your best foot forward
- Become a master networker
- Win friends and influence people
- Improve likability and approachability
- Optimize your social success and relationship skills
- Engage with others to build their confidence in you
- Leave a POSITIVE lasting impression
- Become more intentional, courageous, and ready to make your mark!

College Session, Friday, December 4, 10:30AM – 11:45AM – Wilderness 1

Networking is a Four-letter Word: Perceptions of Career Services through the lens of race and class
Tori Svoboda, Assistant Professor, Department of Student Affairs Administration in Higher Education,
University of Wisconsin - La Crosse
Patricia Conde-Brooks, Associate Dean, Student Diversity & Inclusion, University of St. Thomas

Engaging with our full student body, especially underrepresented students, is a goal of all of our offices and yet one that we may continue to find challenging. At many college campuses, students from racially and economically diverse backgrounds are less likely to utilize Career Services. Join us for this interactive presentation and conversation about why this topic matters right now, how diverse groups may perceive our offices/services, and what we need to know in order to make progress in terms of serving all of our students.

Building a Diverse Talent Pipeline- What's in it for you?

*Tori Svoboda, Assistant Professor, Department of Student Affairs Administration in Higher Education,
University of Wisconsin - La Crosse*

Patricia Conde-Brooks, Associate Dean, Student Diversity & Inclusion, University of St. Thomas

Partnering between employers and career services is a win-win for all. We will showcase an effective model where teamwork between employers and career centers provide diverse students with knowledge of the workplace, career exploration, and the opportunity to gain an understanding of the relationship between their degree field and the practical workplace while allowing employers to develop a talent pipeline.