

Keynote Speaker

Cy Wakeman

Cy Wakeman is a dynamic national keynote speaker, business consultant, *New York Times* bestselling author, and trainer with over 20 years of experience cultivating a revolutionary approach to leadership. Grounded in reality, Wakeman's philosophy teaches people how to turn excuses into results and transform unhappy employees into accountable, successful members of the workforce. Through her prolific work with companies such as Bayer, New York Presbyterian, National Institutes of Health, Hallmark, Verizon Wireless, TD Ameritrade, Wells Fargo, Gilead Sciences, Hospira, Inc., Medtronic, Inc., Cintas, Kroger, and E*Trade, Wakeman has helped eliminate tired, impersonal management techniques in favor of a reality-based revolution.



Wakeman's professional journey began when she was promoted to her first management position in the late 1980s. Rather than forcing ineffective, traditional management practices into her workplace, Wakeman began developing and teaching her employees a reality-based mindset. What she found was inspiring – her employees were not only motivated to succeed, but they were also driven to deliver results, adapt to change, and emanate happiness on the job. Inspired to help others transform their company and their work, Wakeman began consulting and training. Today, she visits more than 200 companies each year, empowering employees and executives alike to take control of and invest in their work.

Wakeman's acclaimed new book, *The Reality-Based Rules of the Workplace*, shows employees how to calculate their true value to their organization. With an original formula for measuring current performance, future potential, and "emotional expensiveness" – the toll an individual's actions and attitudes take on the people around them – Wakeman shows employees how to become invaluable team members and learn to love their jobs again.

Named one of the "Top 100 Leadership Experts to Follow" on Twitter two years in a row, Wakeman's influence continues to build. Participants consistently rank her programs as the single most impactful training they have ever received.

An expert blogger on FastCompany.com and Forbes.com, Wakeman's ideas have been featured in *The Wall Street Journal*, *The New York Times*, *The New York Post*, and on SHRM.com. She has written two books, *Reality-Based Leadership: Ditch the Drama, Restore Sanity to the Workplace*, & *Turn Excuses into Results* (Jossey-Bass; 2010) and *The Reality-Based Rules of the Workplace: Know What Boosts Your Value, Kills Your Chances, & Will Make You Happier* (Jossey-Bass; 2013).

Wakeman is a highly sought-after conference headliner and holds a Certified Speaking Professional (CSP) designation from the National Speaker's Association, placing her within the top three percent of speakers worldwide.

WisHHRA 2015 Charity:

Feeding Wisconsin is the statewide association of the Feeding America food banks that source, warehouse, and provide food to over 1,200 local emergency food programs in all 72 counties of the state.

Our mission is to coordinate and enhance the statewide work of our member food banks to ensure that everybody in Wisconsin has access to the food and benefits they need to work, learn, play and live healthy lives.

We assist our members in raising statewide food and funds, increasing awareness about hunger in Wisconsin, strengthening the public and private solutions to hunger and food insecurity, and catalyzing the statewide public-private partnerships so that we can all strive forward together toward our collective vision of a hunger-free Wisconsin.

Donations will be accepted on-site.

Learning Track Selection



Learning sessions represent the five core competencies for health care HR leadership. Each session has been defined with a symbol from the ASHHRA HR Leader Model as defined below.

-  **HR Delivery** *HR Leaders "Reach Beyond the Expected"*
Select sessions with this symbol when you are seeking information on integrating the "people" side of health care with organizational business structure.
-  **Healthcare Business Knowledge** *HR Leaders "Embrace New Learning"*
Select sessions with this symbol when you want to demonstrate cross-functional capability, health care knowledge, and strategic vision for your organization.
-  **People Strategies** *HR Leaders "Lead with the Heart"*
Select sessions with this symbol when your goal is to create and implement operating modules and structures that support a high-performance culture of care for employees.
-  **Community Citizenship** *HR Leaders "Raise Their Voices"*
To better connect employers with employees and link both to customers and communities, select sessions with this symbol.
-  **Personal Leadership** *HR Leaders "Exemplify Excellence"*
Select sessions with this symbol when you accept the personal challenge to hold yourself to a higher standard than expected by others and serve as a model for excellence.

Agenda

Wednesday, April 15, 2015

9:00 am-3:00 pm	ASHHRA CHHR Certification Exam (Tentative)
3:00 - 5:00 pm	WisHHRA Board Meeting
Evening	Dinner on your own

Thursday, April 16, 2015

7:30 - 8:45 am	Registration open and Continental breakfast (provided)
8:45 - 9:00 am	President's Welcome and Best Practice Recognition
9:00 - 10:30 am	 Reality Based Leadership <i>Cy Wakeman, MS, CSP, Cy Wakeman Inc.</i>

We are certainly in challenging times in health care today. Here's the reality check – the fact that times are challenging is not the source of our pain. The source of our pain is the absence of great leadership based in reality. These times are calling for a new type of leader. We need leaders who are willing and able to recreate mindsets – their own and the mindsets of others – in order to change circumstances and lead in a new and revolutionary way. The revolution begins with a few good leaders practicing Reality-Based Leadership. This opening keynote will focus on the reality-based leader – one who is able to quickly see and radically accept the reality of the situation; conserve precious team energy; and use that energy instead to impact reality, anticipate the upcoming changes and capitalize on the opportunity inherent in the situation without drama or defense.

10:30 - 11:00 am	Break and Visit Exhibitors
11:00 am-12:00 pm	Concurrent Sessions:

-  **A. Developing the Leader, the Forgotten Employee**
*Anthony K. Jackson, Senior Advisor,
The Jackson Group, Inc./DriveLeadership™
Janelle Markgraf, SPHR, CHHR, Director of Human Resources and Off Campus Services,
Langlade Hospital, Antigo*

Every organization has leaders. Some organizations develop and promote talent; some promote whomever is available, the best employee, most senior, etc.; and some cross their fingers and hope they've made a wise decision. During this session, each attendee will take stock of his/her own organization's approach to leader selection and development. In addition, the advantages and disadvantages of individualized leader development versus leadership training will be discussed. Also, through a case study of Langlade Hospital, attendees will see the application of leader development by alternative means.

-  **B. The Journey from Rewards to Employee Engagement**
*Joe Cronin, President/CEO/Founder,
Incentive Services
Patrick Cronin, Vice President of Sales,
Incentive Services
Tammy Bents, MHA, SPHR, Employee Relations Specialist, Aspirus, Inc.
Michael-Leah Reich, Employee Relations Specialist, Aspirus, Inc.*

Common sense tells us that motivated, enthused employees are more productive employees. Employees want to perform meaningful work that they can be proud of – and they want to do it in a positive, appreciative business environment. This is why it is critical that leaders at all levels foster an atmosphere that is caring, creative, appreciative and contagiously enthusiastic. This session will focus on reasons managers should reward and recognize employees, the impact giving recognition can have on individual and organizational success, the type of recognition best suited for each recipient, and ways to deliver recognition that encourages and sustains top performance.

12:00 - 1:00 pm	Luncheon and Visit Exhibitors
1:00 - 2:00 pm	Concurrent Sessions:

-  **C. HR Best Practice: STAT Volunteer Program**
*Jen Erb, Activity Coordinator, Stoughton Hospital
Melissa Kitelinger, Human Resources Generalist,
Stoughton Hospital*

Learn about the STAT Volunteer Program at Stoughton Hospital, a WisHHRA member Best Practice. This session will highlight the STAT Volunteer Program and the various ways it has engaged youth in health care careers, created a venue for youth to fulfill college admission requirements, and utilizes past participants for future recruitment.

-  **D. The Challenge of Today's Retirement Plans**
*Stephen Mandel, Regional Sales Manager, Milliman
Joel Ohrmundt, Director of Compensation and Benefits, Aspirus, Inc.
Ruth Marcott, Attorney, Felhaber Larson
Kevin Skow, Principal, Milliman*

During this session, attendees will review recent retirement plan design trends and how sponsors may be setting themselves up for success or failure by how they structure their plan. The two sides of automatic enrollment will be discussed, as well as how automatic features may cost an employer more than anticipated if not implemented correctly. The session will also discuss recent legislation on fund expenses, revenue sharing arrangements and reasons why employers still may not know the full cost of plan administration even after fee transparency legislation.

2:00 - 2:30 pm	Break and Visit Exhibits
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Agenda (continued)

- 2:30 – 3:30 pm  **Annual HR Legal Update**
*Heather Fields, Shareholder,
Health Care Practice, Reinhart
Boerner Van Deuren s.c.*
*Katie D. Triska, Shareholder,
Labor & Employment Practice,
Reinhart Boerner Van Deuren s.c.*

This annual session focuses on the current federal and state legal issues that affect health care and human resources.

3:30 pm Adjourn

- 6:00 – 9:00 pm Networking Reception and Entertainment
- Casino Night by Ace in the Hole
- Music by Road Trip
Sponsored in part by ISG Advisors and LifeLock

Join us for food, friends and fun at WisHHRA's Thursday evening reception. It will include heavy hors d'oeuvres, hosted bar and entertainment, including casino gaming provided by Ace in the Hole and music by one of Wisconsin's favorite local bands, Road Trip. You're encouraged to make this reception part of your WisHHRA Annual Conference experience. Cost to attend is \$25.00 per person.

Friday, April 17, 2015

7:30 – 8:30 am Breakfast

8:30 – 9:30 am **Concurrent Sessions:**

-  **E. Physician Stress and Burnout: Crisis Continues – 2014 National Survey Results**
*Liz Ferron, MSW, LICSW, Senior Consultant,
VITAL WorkLife*
*Carol Bank, Vice President, Human Resources,
Divine Savior Healthcare, Portage*

The prevalence of physician stress and burnout is startlingly high. Yes, even with knowledge of this ongoing issue, respondents to the 2014 National Physician Stress & Burn Out Survey report it has not improved. Physicians report increases in all levels of stress and burnout, with over one-third feeling more stressed than they did three years ago. This session will focus on the changing levels of stress and burnout as compared to the 2011 survey. Attendees will also discuss the causes of stress in physicians' lives, as well as ways to assess their own organization's stress and burnout levels and address any issues that exist.

-  **F. Maximize Efficiency with Benefits Management Technology**

Frank West, Principal Broker, Employer Advantage Insurance (EAI)
*Brenda Reinert, Human Resource Director,
Tomah Memorial Hospital, Tomah*

Discover how to gain time and cost efficiencies by using technology to manage employee benefits. This session will review the various types of technology products available and their respective advantages and disadvantages. Attendees will learn from a case study in designing and implementing a perpetual benefit management system. Ways to leverage current premium dollars to fund a technology-based benefit management solution will also be illustrated.

9:30 – 10:00 am Break

- 10:00 – 10:15 am  **ASHHRA Update**
*Christine Jensema, PhD, MS, SPHR,
Region 5 Representative, ASHHRA,
and Chief People Officer,
HSHS Division-Eastern Wisconsin*

- 10:15 – 11:15 am  **Annual Legislative Update**
Kyle O'Brien, Senior VP, Government Relations, Wisconsin Hospital Association
Jenny Boese, VP, Federal Affairs & Advocacy, Wisconsin Hospital Association

This annual session focuses on the current federal and state legislative issues that affect health care and human resources. In addition, attendees will learn how to be proactive with state and federal government in order to influence legislation that may affect health care human resources.

11:15 – 11:45 am **Annual Business Meeting
Prize drawings**

11:45 am Adjourn

Thank You to Our Conference Sponsors:

Employee Benefits Corporation
ISG Advisors
LMC Insurance
Midwest EAP Solutions
Milliman
Towers Watson
Verisight, Inc.

Registration Information

Registration Options and Fees:

- \$250/person - Full Conference: WisHHRA Member
- \$250/person - Full Conference: Non-Member, SPONSORED by WisHHRA member in good standing
- \$300/person - Non-Member**
- \$200/person - Thursday Only
- \$150/person - Full Conference: Full-time student
- \$25/person - Thursday Evening Reception

Early Bird Discount

Receive a discount of \$25 per person if registration is received by **March 17, 2015.**

**Non-Member option not applicable to vendors. Vendors should contact Jenna at jenna.hanson@wha.org or 608-274-1820 if interested in attending the conference.

Online Registration ONLY

All registrations can be made online at: <http://events.SignUp4.net/15WisHHRA>

After you have registered online, you will receive a receipt, which you can print and use to submit to your organization for payment or reimbursement.

Payment Information

Payment accepted by check only; Make check payable to "WisHHRA." **Print registration receipt and mail it, along with your payment, to:**

WisHHRA, Attn: Jenna Hanson
c/o WHA
PO Box 259038
Madison, WI 53725-9038

Conference Cancellation Policy

Cancellations received in writing up to seven business days prior to an event will be given a full refund less a \$25 processing fee. No refunds will be given for cancellations received less than seven (7) business days prior and day-of-program no-shows. Substitutions are accepted.

Hotel Accommodations

Glacier Canyon Lodge at The Wilderness Resort
45 Hillman Road, Wisconsin Dells, WI 53965; 1-800-867-9453

A block of rooms for the WisHHRA Annual Conference has been reserved April 15 and 16, 2015 at the Glacier Canyon Lodge at The Wilderness Resort in Wisconsin Dells, WI. Contact the hotel at 800-867-9453 to reserve a room before April 1, 2015; be sure to ask for a room in the "2015 WisHHRA Annual Conference group block #402941." Room rate for April 15 and 16 is \$99.00 per night plus tax and a \$9.95 nightly resort fee for a single room with two queen beds.

- **Final cut-off date for room reservations is April 1, 2015.**
- Rooms at the group rate are available on a first come basis.
- Reservations require a deposit (cash or credit card) equal to the cost of the first night's stay.

Special Needs

In accordance with the Americans with Disabilities Act, the Wisconsin Healthcare Human Resources Association seeks to make this conference accessible to all. If you have a disability which might require special accommodations or have any dietary restrictions, please e-mail your needs to Jenna Hanson at jenna.hanson@wha.org or call 608-274-1820.

Conference Attire

Business casual dress is appropriate for this event. Casual dress, including denim, is appropriate for Friday, April 17.

