



**APRIL 9**

7:00 AM - 4:40 PM // CONFERENCE  
4:40 PM - 6:30 PM // RECEPTION

**APRIL 10**

7:00 AM - 12:00 PM // CONFERENCE

**TAKE OUR  
TDCON24 SURVEY:**



7:00 AM - 8:00 AM **REGISTRATION & BREAKFAST** ----- **RIVERSIDE BALLROOM & ATRIUM**

8:00 AM - 8:30 AM **WELCOME** ----- **RIVERSIDE BALLROOM & ATRIUM**

- **Seth Lentz**, *Chair, Wisconsin Workforce Development Association*
- **Governor Tony Evers** (*Invited*)
- **Pam McGillivray**, *Deputy Secretary, Wisconsin Department of Workforce Development*
- **Mark Richardson**, *President and Connector-In-Chief, Unfinished Business LLC and TDCON's Emcee*

8:30 AM - 9:35 AM **OPENING KEYNOTE: THE LEADERSHIP PROMISE** ----- **RIVERSIDE BALLROOM**

Jason's flagship message, "Your Leadership Promise", guides audiences and leaders to IDENTIFY their Signature Moves, CLARIFY the strengths of those they lead, and MAGNIFY The Promise to share their legendary voice. Jason helps you answer these important questions: What is Your Leadership Promise? Can you identify your Signature Moves as a Leader?

- **Jason Hewlett**, *Hall of Fame Keynote Speaker, Author and Executive Advisor*

9:35 AM - 9:50 AM **BREAK/TRANSITION**

9:50 AM - 10:50 AM **UNLOCKING THE POWER OF TEAMWORK** ----- **RIVERSIDE BALLROOM C**

Ultimately, success—whether in business, family, church, athletic teams, or any other organization—is entirely dependent on teamwork. But how does one build that team? In a practical, down-to-earth style, we will explore two key principles of team building that are necessary for success in any organization: The Law of Significance (one is too small a number to achieve greatness) and The Law of the Niche (all players have a place where they add the most value). We will discuss how to leverage these laws of teamwork to create community collaborations in workforce development initiatives.

- **Jo Ann Hall**, *Dean of Economic & Workforce Development, Moraine Park Technical College*

**UNIQUE 'BENEFITS' TO ATTRACT CANDIDATES AND HOW TO KEEP NEW HIRES** ----- **RIVERSIDE MEETING ROOM E**

There are many benefits that employers can offer their employees that won't cost the employer anything. Ever think about offering employee housing but don't know where to start? Let's talk about that! Now that you have a new hire... let's talk about tips to keep them engaged and working.

- **Jessica Van Den Plas**, *HR Manager at Salm Partners*

**DEVELOPING YOUR BEST SELF** ----- **RIVERSIDE MEETING ROOMS A & B**

Have you ever driven a car when it gets a flat tire? Your options are to pull over and change it, call for help, or keep driving and potentially cause some serious damage. How many of us are physically and mentally driving around with a flat tire... or maybe with a slow leak? Join us for a power hour to get filled up, refreshed, and inspired to take on the next minute, hour, day, and week. Walk away with actionable items for yourself and team.

- **Sarah Fecht**, *Founder & CEO, Best Self Leadership, LLC*

**HARNESSING THE POWER OF AI TO ELEVATE EFFECTIVENESS** ----- **RIVERSIDE MEETING ROOMS C & D**

Artificial intelligence (AI) is transforming every aspect of our lives, from healthcare to education, from business to entertainment. But how can we leverage the power of AI to enhance our own effectiveness, productivity, and creativity? In this talk, Jay Stulo will share his insights and experiences on how AI can help us achieve more with less, and how we can use AI as a tool for personal and professional growth.

- **Jay Stulo**, *Director of AI Strategy and Technology at Fox Valley Technical College*

10:50 AM - 11:00 AM **BREAK/TRANSITION**

11:00 AM - 12:00 PM **CONCURRENT SESSIONS (AM ENCORE)**

12:00 PM - 1:20 PM **LUNCH & KEYNOTE: CRAFTSMAN WITH CHARACTER** ----- **RIVERSIDE BALLROOM & ATRIUM**

Craftsman with Character (CWC) is a program that aims to build an industrial workforce of young people who live and work with purpose and character. A U.S. Navy-sponsored program designed to address the aging workforce at American manufacturers, CWC provides a comprehensive model, curriculum, and support to foster partnerships between businesses and high schools, creating a pipeline of potential future employees-with-character through mentoring and coursework for high school students. The goal is to assist young people in becoming strong in character, exploring their life purpose, and finding meaningful employment in businesses that value their contributions.

- **Dr. Dave Hataj**, *Founder, Craftsman with Character*

1:20 PM - 1:30 PM

BREAK/TRANSITION

1:30 PM - 2:30 PM

**GENERATIONS UNMASKED**

**RIVERSIDE MEETING ROOM E**

Can Millennials ever show up on time? Why are Boomers so adverse to change? Our youngest employees won't even pick up the phone! Our staff wants to work on their terms. Generational conflict and misunderstanding has been present for decades, however the divide between each generation seems to get further apart. The Generations Unmasked identifies key influences, traits and characteristics of the predominant generations in the workforce, but more importantly strategies to help understand what makes each age cohort succeed and engage. No matter which generation you fit into, this session will be relevant, entertaining and help you better understand your coworkers and individuals throughout your life.

- **Brad Gingras**, *Owner, Superior Strategies, LLC*

**REFUGEE EMPLOYMENT PROGRAMS**

**RIVERSIDE MEETING ROOMS A & B**

Amcor Flexibles North America developed a staffing strategy to tap into under-represented candidate pools via refugee communities. Through partnerships with national refugee resettlement agencies and ethnic advocacy groups, the team was able to successfully on-board, train and mentor over 100 Afghan and Congolese refugees. Throughout the session, Amcor will share some best practices and key learnings to help you establish refugee employment programs within your organization.

- **Matthew Bray**, *Human Resources Director, Amcor Flexibles North America*
- **Benjamyn Deneen**, *Refugee Career Development Services Program Manager, JSS Madison*

**CAREER EXPLORATION AND ENGAGEMENT THROUGH VIRTUAL REALITY**

**RIVERSIDE BALLROOM C**

This session will focus on how workforce partners in Wisconsin and the United States are using virtual reality career exploration to attract and engage participation by providing day-in-the-life exploration experiences through virtual reality.

- **Ryan Leonhardt**, *State Workforce Manager, Transfr*

**THE EVOLVING EMPLOYER-EMPLOYEE RELATIONSHIP**

**RIVERSIDE MEETING ROOM C & D**

The presentation aims to explore the evolving landscape of workplace dynamics, focusing on the difficult issues surrounding remote work, flexibility, DEI, generations in the workplace, artificial intelligence, traditional business practices, challenging demographics and a world of uncertainty. Looking at it from both the employer and employee perspectives, we will delve into the varying viewpoints, challenges, and solutions to bridging the gaps between companies and their talent. The future of work looks very different.

- **Jim Morgan**, *Vice President of Talent Strategies, MRA*

2:30 PM - 2:40 PM

BREAK/TRANSITION

2:40 PM - 3:40 PM

**CONCURRENT SESSIONS (PM ENCORE)**

3:40 PM - 3:50 PM

BREAK/TRANSITION

3:50 PM - 4:30 PM

**AFTERNOON KEYNOTE:**

**WORKFORCE AND ECONOMIC TRENDS IN WISCONSIN**

**RIVERSIDE BALLROOM**

An overview of current economic conditions and a discussion of trends that will impact Wisconsin's workforce and economy. The primary underlying challenge remains the demographic shifts in our population as Baby Boomers exit the workforce. This life-cycle event will continue to complicate employers' ability to find workers and talent. This session will also address talent needs, common barriers to workforce entry and attraction, and the prospective impact of AI on Wisconsin's labor market.

- **Scott Hodek**, *LMI Section Chief - Office of Economic Advisors, Wisconsin Department of Workforce Development*

4:30 PM - 4:40 PM

CLOSING REMARKS

4:40 PM - 6:30 PM

RECEPTION

**ATRIUM & RIVERSIDE TERRACE**

**WEDNESDAY, APRIL 10TH**

7:00 AM - 8:00 AM

REGISTRATION & BREAKFAST

**RIVERSIDE BALLROOM & ATRIUM**

8:00 AM - 8:15 AM

**WELCOME BACK DAY 2**

**RIVERSIDE BALLROOM**

- **Mark Richardson**, *President and Connector-In-Chief Unfinished Business LLC and TDCON's Emcee*

8:15 AM - 9:15 AM

**MORNING KEYNOTE: PUTTING ARTIFICIAL INTELLIGENCE TO WORK: A CONVERSATION ON AI AND ADVANCING THE WORKFORCE OF THE FUTURE**

**RIVERSIDE BALLROOM**

Artificial Intelligence (AI) technologies are profoundly shaping the nature of work, altering the skills workers need for success, changing the competitive landscape for employers, and prompting educational and workforce development systems to overhaul their offerings to sustain a thriving Wisconsin economy. At the same time, the rise of generative AI offers the potential to advance equity and economic opportunity for the people of Wisconsin. This session will highlight the progress of Gov. Tony Evers' Task Force on Workforce and Artificial Intelligence, which has brought together leaders from business, agriculture, education, technology, labor, workforce development and government since last fall to identify policies and investments that will advance Wisconsin workers, employers and job seekers through this technological transformation.

- **Jennifer Sereno**, *Assistant Deputy Secretary, Wisconsin Department of Workforce Development*
- **Panel Discussion**

The number one asset in any business is its people. In the coming years, workforce attraction promises to be the biggest hurdle to growth (or even sustainability) for Wisconsin businesses. In some industries it already is. So, how do you attract and retain the people you need for your business to survive... and thrive?

- **Mark Richardson**, *President and Connector-In-Chief*,  
*Unfinished Business LLC*

#### ENGAGING YOUR WORKFORCE ----- RIVERSIDE BALLROOM C DURING THE GREAT RESIGNATION

Employees who are truly engaged in their work are more than simply satisfied with their jobs. Engaged employees tend to demonstrate higher levels of job performance, provide higher levels of customer service quality, are more effective at problem solving, build stronger intra-organizational working relationships, and contribute more toward the company's success. And, during this time of the Great Resignation, engaged employees are less likely to quit! In this session, we'll explore the core elements of employee engagement, discuss company practices that facilitate employee engagement, and identify what leaders can do to retain top talent by strengthening engagement strategies. Participants will leave this session with a clear understanding of the power of employee engagement and a plan for strengthening engagement levels throughout the company.

- **Jeff Russell**, *Owner, Russell Consulting, Inc.*

#### MOVING JUSTICE-INVOLVED ----- RIVERSIDE MEETING ROOM E INDIVIDUALS INTO EMPLOYMENT

A discussion of how those returning to their communities from the Wisconsin Department of Corrections are reentering the labor market with competitive skills and qualifications and how local employers can be part of successful reintegration.

- **Becky Heth**, *Employment Program Manager*,  
*Wisconsin Department of Corrections*

#### Z-SPACE CAREER EXPLORATION ----- RIVERSIDE MEETING ROOMS C & D - LEARN BY DOING, VIRTUALLY!

Discover how districts have implemented innovative strategies using glasses-free AR/VR laptops to enhance workforce development programs. Leave with practical ideas for incorporating AR/VR into your teaching and training, and how to prepare students for STEM careers and industry certifications in health science, agri-science, transportation, advance manufacturing, and more.

- **Nikki Lester**, *Executive Director of Career and Technical Education, ZSpace*

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