



WEDA Fall Conference
Holiday Inn Conventions Center, Stevens Point, WI
Friday, October 4, 2019

CONFERENCE AGENDA

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|------------------------------|---|------------------------------------|
| 7:30 AM – 8:30 AM | Breakfast Buffet Exhibits Open | EXPO 3A-B |
| 8:30 AM | <p>Welcome Recruit, Re-Skill and Retain a Rural Workforce</p> <p>A panel of local business owners, HR representatives and trainers will discuss creative ways they are recruiting, retaining and re-training their Central Wisconsin workforce. Two mini-breakout sessions will follow led by the speakers from this session.</p> <ul style="list-style-type: none"> • Ann Micholic, Vice President Human Resources, Kolbe & Kolbe Millwork Co. • Lisa Sobczak, Senior Branch Manager, ABR Employment Services • Nora Boomer, Director of Human Resources, Blenker Companies • Bill Schierl, Co-CEO, Team Schierl Companies <p>Facilitator: Stephanie Goetsch, VP People Development, IncredibleBank</p> | EXPO 4 |
| 9:30 AM | <p>MINI BREAKOUTS – 30 minutes</p> <p>1) Recruitment Tools to Attract Your Workforce A quick summary of the latest recruitment techniques to attract younger workers to your business and your community.</p> <p>2) Being the Employer of Choice Creative benefit packages and work environments can make you an employer of choice. Learn how.</p> | EXPO 4 EXPO 1 |
| 10:00 AM | BREAK | EXPO 3A-B |
| 10:15 AM | <p>Wisconsin’s Economy Now and into the Future</p> <p>Wisconsin is facing structural demographic and economic shifts that will affect communities across the state. In particular, the state’s slow rate of population growth combined with its increasing share of residents approaching retirement age and a shifting industrial structure will impact labor availability, job growth, housing and transportation demand, school enrollment and health care needs throughout Wisconsin. Despite these challenges, there are opportunities for communities and regions to use their assets and comparative advantages to address these issues. This session explores these changes in greater detail and explores options for community responses in the coming decade.</p> <p>Matthew Kures, Center for Community & Economic Development, UW- Madison</p> | EXPO 4 |
| 11: 00 AM | <p>Talent Attraction Strategies, Tools and Resources</p> <p>Learn about the state’s talent attraction strategy which focuses on three primary target audiences: Midwest millennials, Wisconsin alumni and transitioning military veterans. Kelly will demonstrate how economic development partners and businesses can leverage WEDC’s talent marketing assets to create videos, social media posts, digital and print ads promoting their region’s career and lifestyle opportunities. He will also share information on how to participate in Wisconsin’s veteran attraction program.</p> <p>Kelly Lietz, Vice President, Marketing & Brand Strategy, Wisconsin Economic Development Corporation</p> | EXPO 4 |
| 12 Noon | Conference Concludes – DNR Small Business Luncheon – Sign up required | EXPO 4 |