Welcome TBA

Keynote Speaker
Erin Weber-Holloway: Erin Weber-Holloway has worked as a professional communicator for 20 years and currently holds the position of Director, Organization & Leadership Communication for Harley-Davidson in Milwaukee, Wisconsin where she leads a team responsible for partnering with the company’s leadership teams to achieve business goals through improved organizational communication management.

Erin’s primary focus during her career has been developing and leading the implementation of performance-based communication solutions and standardized systems that drive improved employee engagement and business results. She also has extensive experience in counseling and coaching all levels of leaders to help them improve their communication effectiveness.

Prior to joining Harley-Davidson, Erin worked for Owens Corning, a global leader in building materials systems, where she led organizational communication strategy, planning and implementation for the company’s largest business. Prior to that, she held various communication positions at JohnsonDiversey, Rockwell Automation and Malcolm Marketing Communications, a public relations agency.

Erin holds a Master of Arts degree in mass communications with an emphasis in public relations from the University of Wisconsin – Milwaukee and a Bachelor of Science degree in public relations from Northern Michigan University.

Start Where They’re At to Take Them Where You Want Them to Go
Presenters: John Barch
Start Where They’re At to Take Them Where You Want Them to Go
This interactive session will briefly review the difference between management and leadership before exploring a few contemporary perspectives on how to achieve exemplary leadership. Through these perspectives, participants will learn how to diagnose the competency and commitment of team members as a process for selecting appropriate strategies of influence. We will also deconstruct the concept of leadership into five levels of power and influence in an effort to understand how to progress toward the pinnacle and leave a leader’s legacy.

Employment Law “Must Knows” for Supervisors and Managers
Presenters: Susan MacGregor, J.D.
A primer on the key employment laws that impact a company, focusing on what middle management and first line supervisors need to know and how to address common issues that arise. Specific areas include FMLA, FLSA, at-will/just-cause, ADA, Discrimination and Hostile Work Environment.

Effective Evaluations with Four Generations in the Workplace
Presenter: Deb LaMere
In this fun and interactive session, participants will learn to identify the four generations in the workforce and how to effectively combine, communicate, manage and evaluate the employee mix. Participants will walk away understanding what a performance management program is and how to begin building an effective performance management system right away. Effective performance evaluations don’t just happen, managers need to learn the ins and outs of evaluating employees appropriately. Learn about rater error and how to avoid it, how to maintain objectivity, how to evaluate performance using measurable objectives and how to communicate desirable outcomes while keeping in mind generational differences.

Common Sense Leadership for Uncommon Results – Putting the Pieces Together
Presenters: TBA

WRAP UP