



EVERYTHING BUSINESS
Corp!

WEST MICHIGAN'S TALENT RESOURCE CONFERENCE

Tuesday, October 8, 2019

Prince Conference Center, Grand Rapids

Event Agenda

- 9:00 am** **Talent Tool Shed Networking** - Registration, Networking, Continental Breakfast
Exhibitors in the Tool Shed offer tips to attract, retain, and train the best employees.
- 9:30 am** **Welcoming Comments** - Sue Voyles, Publisher, Corp! Magazine
Event Emcee - Carole Valade, Executive Editorial Consultant, Corp! Magazine
- 9:40 am** **Keynote Presentation** - Dr. Richard Pappas, President, Davenport University
- 10:10 am** **ATTRACT: Pipeline Programs Panel** - This panel of professionals working in the trenches will offer unconventional recruiting resources to keep the pipeline flush with candidates eager to work at your company.
Moderator: **Cindy Brown**, VP, Talent Initiatives, The Right Place, Inc.
Panelists: **Jacob Maas**, Chief Executive Officer, West Michigan Works!
Julie Parks, Exec. Director Workforce Training & Tassell M-TEC, Grand Rapids Community College
Alexander Peric, A.A.E., COO, Gerald R. Ford International Airport
Pamela S. Ries, Senior VP, Chief HR Officer, Spectrum Health System
- 10:50 am** **INCLUDE: Diversity & Inclusion - Humor is a Funny Thing** - Bing Goei, President, Eastern Floral & Gifts
Why is Diversity & Inclusion so hard to understand when the need is so obvious? Can you sustain a Global Economy without Diversity & Inclusion? Two questions that must be answered in order to be a destination City for Diverse Talent.
- 11:20 am** **Talent Toolshed Break**
- 11:30 am** **RETAIN: Perks and Benefits Panel** - Best and Brightest winning companies provide comprehensive instructions on how to assemble a powerful package of total compensation.
Moderator: **Sara Parmeter**, Regional Human Resources Manager, Rehmann
Panelists: **Heather Burnett**, Director, Southwest Michigan First
Carrie A. Hoch-Mortlock, Manager of Human Resources, TowerPinkster
Shawn Premer, SPHR, SHRM-SCP, Chief HR Officer, Consumers Credit Union
Jessi Sterk, Director of HR, Rockford Construction
- 12:15 pm** **Lunch**
- 12:45 pm** **uMap - Lead with Connection** - Mike Novakoski, CEO of Become Unmistakable
Join us as Mike Novakoski shares the power of uMap - a talent and team engagement platform that gets people AND results. Learn how to recognize the connections between who you are, what you do and how you interact with others to drive transparency, accountability and action within your organization.
- 1:15 pm** **TRAIN: Preparing Future Leaders** - When your company expert retires, their wisdom and knowledge retires with them. When hiring new talent, they have the energy to learn quickly but need a focused mentor. Successfully managing knowledge transfer, succession planning, and leadership are the keys to seamless employee transitions.
Moderator: **Ellie Frey**, Founder, Successful Generations
Panelist: **Peter D. Beukema**, CHA, Visionary, C.E.O., Partner, Suburban Inns
Justine Burdette, Reg. Dir., Mich. Manufacturing Tech. Center; VP, Technical Services, The Right Place
Scott J. Hill, Attorney and Executive Partner, Varnum LLP
- 2:00 pm** **Keynote Presentation** - Steve Lowisz, Author: *Recruiting Sucks, But It Doesn't Have To!*
Breaking Through the Myths That Got Us Here - "People are our most important asset." We hear it all the time—because it's true. Most savvy business leaders understand the tremendous value of having the right people on a team. But the way in which we go about recruiting those people is all screwed up - here's how we can do better.
- 2:30 pm** **Closing Remarks** - Complete your CE Credit form. Approved for 4 Recertification Credits



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