

December 2012 Conference

“On a Quest to Uncover Your Personal and Professional Strengths”

Speaker Biographies and Presentation Descriptions

Wednesday, December 5th Keynote Presenter



Be More Engaged at Work by Leveraging Your Strengths, Mark Pogue – Gallup, Inc.

Do you have the opportunity to do what you do best every day? Only one in five can say “yes” to this question, and yet your answer has a lot to do with your personal engagement at work. During this interactive presentation, Mark will make a clear link between individual strengths development and personal engagement and career wellbeing. The presentation will include Gallup’s most recent cutting edge research on what the best workplaces do differently. Participants will have the opportunity to dialogue with others to gain personal understanding of their strengths themes and understand the themes of others as well as the opportunity to participate in StrengthsQuest and receive a Top Five Signature Theme Report.

Mark Pogue is the Vice President of the Education Practice of Gallup Inc. His mission is to create a world where all students of any age lead successful and self-directed lives, empowered with the knowledge of their talents and how to apply them. For the past 12 years, Pogue has been a consultant and speaker to higher education institutions, K-12 school districts and Fortune organizations including Toyota, Wells Fargo and Cargill on building strengths-based organizations.

Pogue led in the design and creation of StrengthsQuest and continues to direct the project worldwide. StrengthsQuest, a campus-based human development and engagement program, is designed to help students, staff, and faculty identify and apply their strengths. Since its inception there have been over 1.4 million participants in StrengthsQuest programs in a wide range of settings on more than 600 campuses.

Pogue has shared his message of moving from strengths to thousands of educators and students at more than 250 campuses and national conferences. He concentrates his work on public and private, secular and non-secular community colleges and universities across the country.

Pogue earned his bachelor’s degree in management science from Oklahoma State University and a graduate degree at the University of Nebraska. He and his wife, Jami, live in Minneapolis with their two daughters, Paige and Reilly.

About Gallup

Gallup has studied human nature and behavior for more than 70 years. Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring behavioral economic indicators worldwide. Gallup consultants help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in more than 40 offices around the world.

Wednesday, December 5th Concurrent Sessions:

Personal Strengths Development, Mark Pogue – Gallup Inc.

This is an interactive session that includes an introduction to the Strengths Development framework and will include activities designed to affirm and develop individual strengths.

The Quest for a Successful Internship, Jessie Pondell – UW Oshkosh College of Business

With companies expecting 40% of their new hires to come from within their current intern pool, it is essential to help our students transition into valuable internship roles and to help our partner organizations provide meaningful, developmental internship opportunities. This session will discuss current trends and issues in internships, strategies for assisting organizations in developing strong internship positions, and assessing the success of student internships.

Jessie Pondell is the Director of Student Professional Development for the UW Oshkosh College of Business. In this role for over 5 years, she develops employer internship positions, manages the academic internship program, teaches the Professional Skills in Business class, and coordinates events to enhance the professional development of students, such as the annual College of Business Networking Night. Jessie is an active member of the Cooperative Education & Internship Association and has had the National Intern of the Year twice in the past 4 years. Jessie has a Master of Arts in Higher Education Administration from the University of Northern Iowa and a Bachelor of Science in Business Management from UW La Crosse.

Mobile Recruiting Strategy and Execution, John Hancock – LoopWorks and The RightThing, An ADP Company

Similarly to Internet recruitment 10 years ago, mobile recruitment is revolutionizing how organizations source, recruit and communicate with top talent. Today, companies must decide if they are going to be pioneers in the market or risk getting behind the curve. This session, hosted by mobile recruiting expert John Hancock of LoopWorks and The RightThing, An ADP Company, will address how and why organizations should embrace the mobile medium when it comes to building lasting, cutting edge recruiting standards. Hancock will also discuss emerging best practices and share specific case studies, ideas and examples from forward thinking organizations that have successfully integrated mobile technology.

John Hancock has over 19 years of Business Leadership experience in the EU, APAC, Australian and US markets. He has deep subject matter expertise in start up operations, risk analysis and strategy, with a specialty in product development in the enterprise technology and HR Services Industry. Since arriving in the US in 2004 John has focused on building shareholder value by building high performing outsourcing technology and service organizations, successfully implementing recruitment process outsourcing (RPO) solutions across many industries working with companies ranging from start-ups to Fortune 500 corporations. His most recent role was as Divisional Vice President at The RightThing, An ADP Company. John is Founder and President of Loop Works a mobile recruiting platform for recruiters, and is retained as an advisor to ADP, responsible for Global RPO Strategy, Innovation and Products. This includes oversight on all product development, workforce planning, employee engagement through use of social media, early adoption of technology, mobile services, branding and resource management.

Thursday, December 6th Keynote Presenter:



Why Every Company Should Have a Tree House in Their Office, Matthew Robinson – Red Frog Events

Culture is everything. That's why Red Frog Events founder and CEO Joe Reynolds has invested millions of dollars into a unique office space that has helped shaped the beliefs, values and culture of the organization. While not every company is ripe for a tree house, zip line or rock-climbing wall, a well developed, deeply established culture is the key to success in every area of your organization. Learn how you can use Red Frog's example and take small hops or giant leaps forward with your company's culture.

Matthew Robinson, Chairman of Cheesiness at Red Frog Events, proudly represents the company in a number of roles including Red Frog Ambassador, Director of Ticketing for Firefly Music Festival, Video Production Manager, and Warrior Dash Race Director. Starting as an Event Coordinator in August of 2011 and hired as a full time "Frog" in January 2012, Matthew has had the opportunity to witness the overwhelming and incredibly exciting growth of the company first hand. In the past year, Red Frog has been named Chicago's number one small business to work for by the Chicago Tribune, is the recipient of the U.S. Chamber of Commerce Dream Big Small Business of the year, and is number #9 on the INC.com's fastest growing companies at over 10,000% in the past 3 years. It has seen rapid revenue growth over the last four years, with \$300,000 in 2008 to over \$50 million in 2012. Prior to starting at Red Frog, Matthew worked as the sales and operations manager for The Ivy Room, a private event venue located in the heart of River North and has been involved in event production for over 9 years. A Fox Valley native, he holds a degree in Music Business from Belmont University located in Nashville, TN.

Thursday, December 6th Concurrent Sessions:

Engage and Inspire Your Workforce, Tracy Butz – Think Impact Solutions

As organizations continue to compete for top talent, they also seek to retain this talent, especially when in an increasingly competitive environment. This interactive session will showcase how leaders can benefit by ensuring that they and their employees are engaged and inspired to do their best work. An engaged workforce is critical, because having employees who quit and stay, is far worse a problem than employees who quit and leave. If you want to build a high engagement and inspired workforce, focus on: Trust & integrity, job fit, performance expectations & feedback, alignment with corporate goals, culture, the relationship with the supervisor, employee development, inspiration & motivation, and growth opportunities. Learning Objectives: 1) Realize how an effective engagement strategy can greatly enhance the culture, productivity and overall revenue growth of an organization. 2) Understand the importance of measuring the strength of your organization before implementing a solid strategy. By measuring the results each year, you can see the impact of your efforts, ensuring that your organization continues to move in a positive direction. 3) Recognize when engagement issues arise and implement specific strategies to work through and overcome them. 4) Understand the framework of this engagement strategy so that you can effectively apply it within your team and across your organization.

Tracy Butz is a devoted wife, an energetic mom of three adventurous young men, a successful entrepreneur, a captivating author and a true inspiration to many. Whether it is for an audience of 7, 70 or 700+, she is the speaker of choice who has inspired thousands of individuals to "Create the Life You Want to Live." As a highly sought-after speaker, Tracy has delivered powerful, life-changing messages, encouraging her audiences to identify what is most important to them and focusing their decisions in that direction, creating a positive difference in their work, families and communities. She is well known for her captivating and dynamic delivery, where audiences can be found sitting on the edge of their seats, laughing aloud and brushing away tears as she masterfully recounts each story, aligned with a key point, an impactful meaning, and an enduring message. Beyond speaking and writing, Tracy also has significant experience in an organizational development environment, including ten years as Director of Learning and Development for a regional mutual insurance company, leading the company's training and organizational development initiatives.

Recruiting at Red Frog Events - The Life Cycle of a Frog, Matthew Robinson – Red Frog Events

With over 10,000% growth in the last 3 years, Red Frog Events has become the 9th fastest growing company in the country, as named by Inc. Magazine. In this breakout session, learn how Red Frog's unique internship program, huge emphasis on recruiting and finely tuned culture has helped attract over 2,000 resumes a month and some of the best candidates in the country, resulting in high productivity, incredible growth and a turnover of only 4 employees in it's 5 year history.

Streamlining the Hiring Process from Resume to Starting Day, Dale Feinauer – UW Oshkosh College of Business

This seminar focuses on the pace of the hiring process. The seminar starts with a review of the advantages of speeding up the process. This is followed by a discussion of methods that can be utilized to increase the speed. The costs of these methods are explored. The discussion concludes with some of the limitations of speeding up the process and how to address these limitations.

Dale Feinauer received his Bachelors of Science (Spring 1979), Masters of Labor and Human Resources (Spring 1982), and Ph.D. in Labor and Human Resources (Spring 1983), from THE Ohio State University. He has been a Professor at The University of Wisconsin-Oshkosh since 1983; teaching graduate and undergraduate courses in both human resources and management.

Engaged in consulting for over one hundred and fifty organizations in the areas of: employee empowerment, team building, reengineering, compensation, training, planning, organizational culture, managing organizational change, board/CEO relations, board roles in the management of not-for-profit organization, recruitment, performance appraisal and human resource planning. Conducted over five hundred training seminars, for local, national and international audiences.

Active in his community providing volunteer services to over one-hundred organizations. Dale has served on the Board of Directors of Evergreen Manor Retirement, and as president of the Omro Schools Board of Education; The University of Wisconsin Oshkosh Faculty Senate; The Winnebago County Association of Retarded Citizens. Dale currently serves on the board of directors for several for profit organizations.

Etiquette Presenter for Lunch on Thursday, December 6, Lynnette Hulgan – Essentials Details, LLC

Lynnette Hulgan an event manager and owner of Essential Details, LLC, an event consulting firm specializing in corporate meeting services, event planning, convention management services, live event production, lighting design, tour management, tradeshow and performing arts theatre management. With over 18 years of experience, Lyn has provided on-site management for events with guest lists including President George W. Bush, President Jimmy Carter, the Dalai Lama, Jesse Jackson as well as prestigious companies including Harley Davidson, Milwaukee Auto Show, NAACP, Urban Island Music, LLC (Daryl Stuermer of Genesis and Phil Collins), Aurora Health Care, Bayshore Mall, Iggy Biscuit Productions (Think Floyd USA-The American Pink Floyd Show), plus countless entertainers and private clients. Lyn also offers "Dining Etiquette" and "Business Etiquette for Success" presentations to college and corporate clients throughout the county. Prior to Essential Details, LLC, Lyn utilized her Public Relations and Management degree earned from UW-Whitewater to offer personalized customer-focused meeting and banquet services at the Pfister Hotel [Milwaukee, WI], Sheraton Madison Hotel [Madison, WI] and UW-Whitewater [Whitewater, WI] within their catering and banquet departments.