



### Day 1 Schedule

7:15 – 8:00 am	Registration
8:00 – 8:45 am	Opening remarks
9:00 am – 4:00 pm	<b>Full Day Workshop:</b> “Creating a Culture Where Everyone Brings Their Best Thinking to Work: 5 Steps to Inclusive Leadership” featuring Ann Herrmann-Nehdi (including breaks and lunch from approximately 12 - 1)
4:00 pm – 5:00 pm	Networking Reception - Appetizers and prizes, book signing, selfie station

### Day 2 Schedule

7:30 – 8:00 am	Registration
8:00 – 8:30	Opening remarks
8:30 – 9:30	<b>Keynote:</b> “Secrets of the 21st Century Learner’s Brain: 4 Keys to Maximizing Learning Outcomes” featuring Ann Herrmann-Nehdi

Feel free to move among the different tracks

## Day 2 Schedule (cont'd)

Tracks	Training and Development	Leadership	Performance Management	Interpersonal Skills
9:45 – 11:00	<b>Boost Training Transfer using Predictive Analytics</b> Ken Phillips	<b>Your Team's Presentations Should Take Your Business to the Next Level</b> Greg Owen-Boger	<b>Leading and Improving Human Performance - the Behavior of Your Workforce</b> Larry Long	<b>Mission: Mindfulness</b> Nicole Soer
11:00 – 11:15	<b>Break</b>			
11:15 – 12:30	<b>Training and Development Roundtable Discussion</b> Panel	<b>Imperative Career Development Conversations</b> Marcie Van Note	<b>Coaching Strategies to Boost Employee Performance</b> Dani Lind	<b>You and SMEs: Building relationships with Subject Matter Experts</b> Joelyne Marshall
12:30 – 1:30	<b>Lunch</b>			
1:30 – 2:45	<b>Dual Role: 5 Ways to Help SMEs Facilitate Learning</b> Greg Owen-Boger	<b>Leading and Managing through Positive Change</b> Dan Bumblauskas	<b>Fueling Training Retention</b> Meg Dindinger	<b>Champion Engagement through your Strengths</b> Traci McCausland
2:45 – 3:00	<b>Break</b>			
3:00 – 4:15	<b>Designing to Boost Performance</b> Riley Barnes	<b>Leading with the Brain in Mind</b> Melanie Hoffner	<b>The Myths of Engaging Millenials</b> Sarah Young	<b>5 Keys to Connect Across Generations</b> Heather Marquez
4:15 – 4:25	<b>Break and re-assemble for closing</b>			
4:25 – 4:45	<b>Closing and Prize Drawings</b>			

## Training and Development Track

### Boost Training Transfer using Predictive Analytics

What is arguably the number one issue facing the L&D profession today? It's "Scrap Learning" -- the gap between training that is delivered and what is actually applied back on the job! It's a critical business issue for organizations -- and for you -- because it wastes scarce organization resources and threatens your credibility professionally.

***Ken Phillips** is founder and CEO of Phillips Associates, a consulting company with expertise in measurement and evaluation of learning. He has more than 30 years experience designing learning instruments and assessments and has authored more than a dozen published learning instruments. He regularly speaks to professional associations, university classes and corporate L&D groups. Since 2008, he has spoken at the Association for Talent Development (ATD) annual International Conference on measurement and evaluation of learning topics. Ken earned the Certified Professional in Learning and Performance (CPLP) credential from ATD in 2006 and was re-certified in 2009, 2012 and again in 2015.*

### Training and Development Roundtable Discussion

There are many challenges, issues, concerns and questions that Training and Development professionals face. This roundtable discussion session provides an opportunity for participants to ask questions to tap the expertise of those in attendance, as well as to share experiences, solutions and resources.

*The discussion will be facilitated by a panel of ATD Hawkeye Board members: **Helena Long**, Director of Human Resources at JET Engineering, Inc., **Sophia Dennis**, Training Specialist at Raining Rose, and **Melanie Hoffner**, Founder and Chief People Development Specialist at Brain Bonanza LLC.*

### Dual Role: 5 Ways to Help SMEs Facilitate Learning

Bringing SMEs into the training process brings depth of experience and enterprise-wide perspective. It also brings risk. While they want to succeed, training is an environment outside their expertise.

In this session, we'll explore the unique needs of SMEs and examine ways to design learning to help them be successful.

***Greg Owen-Boger** is the Vice President of Turpin Communication, a presentation and facilitation training company in Chicago, where he serves as trainer, executive coach and account manager. Prior to joining Turpin 20 years ago, he was an actor, then a Project Leader for a boutique consultancy that used live theatre to initiate the leadership development process. Greg was the 2015 President of ATD, Chicagoland Chapter. He is a frequent blogger, popular speaker, and the co-author of *The Orderly Conversation: Business Presentations Redefined*.*

### Designing to Boost Performance

Have you ever been asked to "...turn a PowerPoint into an online course -in two weeks." or "I need you to train all employees about the entire history of this product, because they need to understand it!" If so - this session is definitely for you!

**Riley Barnes** has made a lasting impact on hundreds of professionals at all levels in his organization. He has designed, developed and delivered training to diverse teams, leading to improved performance and strong partnerships. Riley is a passionate advocate for the ADDIE design cycle. He is even able to apply it to those common training situations when it seems almost impossible! He brings relevance to participants of all types by engaging them in performance based learning. Riley has a proven track record of skilled instructional design; bringing action oriented and real world scenarios to his training modules.

## Leadership Track

### Your Team's Presentations Should Take Your Business to the Next Level

Business communication can be frustrating, ineffective and inefficient. You and your business deserve something better.

In this session we'll throw away old and ineffective techniques we learned in school and replace them with "The Orderly Conversation," a new way of preparing for and delivering everyday business presentations, meetings, and training.

**Greg Owen-Boger** is the Vice President of Turpin Communication, a presentation and facilitation training company in Chicago, where he serves as trainer, executive coach and account manager. Prior to joining Turpin 20 years ago, he was an actor, then a Project Leader for a boutique consultancy that used live theatre to initiate the leadership development process. Greg was the 2015 President of ATD, Chicagoland Chapter. He is a frequent blogger, popular speaker, and the co-author of *The Orderly Conversation: Business Presentations Redefined*.

### Imperative Career Development Conversations

Want to keep the talent you have? We hear a lot in today's work world about work-life balance, the different generations in the workplace and employee engagement. We also know that replacing talent in our organizations is costly. Career conversations between managers and employees are the most important factor in building, motivating and developing a highly skilled and professional workforce. Career development gets pushed out the door with busy managers because they either don't have the time or don't know how to have the conversations, or they're afraid to talk about career development in fear they will develop the employee and they will leave.

Conversations with employees is the most precious and results driven commodity a manager has to share. Learn some tips and tricks about why these conversations are so important, how to plan for them and how to have those quality conversations.

**Marcie Van Note** is the MBA/MSL Coordinator at Mt Mercy University and a consultant from Cedar Rapids, Iowa. She has been a leader in the human capital field for over 25 years with experience in senior leadership roles in human resources and training in both non-profit and for profit organizations. She has presented at local and national conferences with an emphasis on talent development, leadership, coaching, train the trainer, developing a positive culture, employee engagement and motivation. She has the ability to get everyone involved in the learning process through interaction, humor, life experiences and passion. Marcie's personal philosophy is— never, ever stop learning.

### Leading and Managing through Positive Change

There are many different programs on change management and change agency, but what can we take from these programs and scholarly research on change which we can apply to real life? This session will be an abridged version of an initiative developed for industry to effectively lead and manage positive change both in your professional and personal life. Changing workplace and societal culture is one of the largest challenges we face today and this session will provide tools and insights how to make positive change a reality.

**Daniel (Dan) Bumblauskas** is an Assistant Professor and the Hamilton / ESP Fellow of Logistics and Supply Chain Management at the University of Northern Iowa. Dan conducts research, teaches and consults in the field of operations and supply chain management and has published upwards of 30 articles in scholarly journals and conference proceedings

## Leading with the Brain in Mind

Leading in harmony with how the brain works, teams enjoy more positive communication, effective relationships, collaboration and more. Join Melanie Hoffner, Certified Brain-Based Trainer, to explore brain-friendly concepts to enhance leadership, including “The Power of Safety,” “The Power of Connection,” and “The Power of the Pink Elephant.” Leave with practical brain-based leadership strategies and a team development plan you can use!

Many have enjoyed “WOW!” insights and experiences with **Melanie Hoffner’s** award-winning training facilitation, speaking and coaching. She currently contributes professionally as People Development Specialist with Brain Bonanza LLC. Her work includes an emphasis on brain-based learning/training/customer service/leadership/living, emotional intelligence, accountability, and re/discovering your passions. Melanie’s a lifelong learner with passions for the brain and the learning process. Among her certifications, Melanie is a Certified Brain-Based Trainer, which supports her commitment to apply neuroscience to create successful outcomes with the clients and organizations she serves. She is a long-time member of the ATD Hawkeye chapter and the Association for Talent Development.

## Performance Management Track

### Leading and Improving Human Performance - the Behavior of Your Workforce

The continuous improvement imperative requires organizations to enhance results on an ongoing basis. The three ways to do this are process improvements, efficiency improvements or improving human performance. Only the last one can be implemented on a daily basis by leaders. Attend this leadership best practices session to find out how.

**Dr. Larry N. Long** is a learning and organization development professional currently the Organization Development Advisor for Berkshire Hathaway Energy and adjunct professor for Mount Mercy University's Masters in Strategic Leadership Program. His educational background in organization behavior and industrial and organizational psychology has been applied in the business world for over 30 years to help organizations meet the continuous improvement imperative. Particular areas of expertise include designing and implementing organization development programs, performance management systems, learning and leadership development programs, succession management systems and learning and organization needs analyses, assessments and program evaluations.

## Coaching Strategies to Boost Employee Performance

All too often employees rely on YOU to have a talk-track for their professional growth. They arrive empty handed to development meetings and struggle with self-evaluation. This session will provide a simple approach for engaging employees to take ownership and learn to lead meaningful discussions about their own performance.

***Dani Lind** is a seasoned professional with over 20 years in the employee development arena as a trainer and team leader. Her passion to ensure the success of others has remained her guiding principle. She uses a blend of humor and honesty to engage and motivate others while generously sharing ideas to find greater success. She has been a volunteer in local community organizations including Young Parents Network and the Linn County Partnership for Substance Abuse. Currently Dani is pursuing her calling as a training specialist at Cobham Mission Systems in Davenport, Iowa.*

## Fueling Training Retention

According to Hermann Ebbinghaus' Forgetting Curve, a week following a learning event, as little as 25% of the content is retained by participants. Learn how to blast the Forgetting Curve by implementing training methods which enhance retention and post-training strategies which prompt the learner to remember, review, and act upon the learning content.

***Meg Dindinger** is a Training Specialist at Apache Inc. in Cedar Rapids. She has over 20 years of training experience in various industries and is a Certified Professional in Learning and Performance (CPLP). She is a member of the Association for Talent Development (ATD) Hawkeye Chapter and the National ATD organization. Meg has a passion for learning and takes a common sense, straight forward approach to training. She believes in the success of companies and organizations through the growth of their employees and takes great pride in being part of that process.*

## The Myths of Engaging Millennials

There is so much information out there currently on “how to engage millennials,” “how to retain millennials,” and “what millennials want.” Unfortunately, when we generalize people in this way (using a term that is now a decade old, and for a group of people spanning 20 years), we often miss the point of what we are trying to do in the first place. The key to engagement, retention, positive culture, and high-performing people starts with the individual. In this session, we'll explore specifically how to talk with millennials, and stop talking about them.

***Sarah Young** works with big thinkers and inspiring teams to increase their positive impact in the world. Prior to launching Zing Collaborative, Sarah spent 8 years in the corporate world leading people, projects, and teams in the healthcare IT industry. It was during this time that she became obsessed with the possibilities we create when we fully claim all the different parts of ourselves - at work, at home, and out in the world. Sarah blends corporate experience, research, mindfulness, leadership, coaching, and experiential learning with the goal of empowering organizations, teams, and individuals to get great results in a way that feels inspired and alive. Her clients range from top universities to high-tech startups to construction crews. Regardless of the industry, they share one thing in common: they are serious about increasing their positive impact and tapping into their full humanity to do so. When she's not engaged in juicy conversations with her clients, you'll likely find Sarah somewhere in nature, eating scones at the farmers' market, trying to build the perfect campfire, or hanging out with her favorite 2-legged and 4-legged companions.*

## Interpersonal Skills Track

### Mission: Mindfulness

This mission, should you choose to accept it, involves reports of reduced stress, increased collaboration, bolstered productivity, fewer errors and reduction in sick time taken. No impossible, death-defying stunts necessary! Companies such as Google, Target, Goldman Sachs, Ford, General Mills and Aetna are embracing the concept of Mindfulness in the Workplace. Mindfulness may be a newer idea for you. One description is "the very simple process of noticing new things, which puts us in the present and makes us more sensitive to context and perspective." (Ellen Lager, "Mindfulness Isn't Much Harder than Mindlessness") Come see what the mindfulness hype is about!

***Nicole Soer** is an Application Specialist at Honkamp Krueger & Company and serves as the Vice President for Technology for the ATD Hawkeye Chapter. She has a passion for people, software and training and has more than fifteen years of experience in training about software as well as other business and time-management skills. She enjoys developing and presenting workshops and collaborating with others on ways to streamline their business processes using technology. Nicole has a B.S. in Mathematics from Illinois State University, an M.A. in Psychology from Loras College as well as a Business Analytics Certificate from Loras College.*

### You and SMEs: Building relationships with Subject Matter Experts

The partnership with subject matter experts (SMEs) is critical for any training initiative. L&D professionals must balance the science of learning design with softer skills to collaborate and execute on pressing deadlines. Participants will learn the Three Pillars for Building Trust en route to successful SME relationships through interactive exercises and engaging discussion

***Joie Marshall** has worked in talent development for over 20 years, across a variety of industries—franchise, financial, wireless communications, retail, food & beverage, and more. Joie combines an MBA and a degree in electronic media to design and implement learning solutions that are innovative, engaging, and deliver maximum business value to organizations. Her experience and training allows her to think strategically about identifying creative approaches to help solve organizational challenges. In her role as a learning solutions manager with Caveo Learning, Joie provides support to clients throughout the training project lifecycle. She also coaches other Caveo instructional designers on her team.*

### Champion Engagement through your Strengths

According to Gallup, less than 1/3 of the U.S. workforce is engaged, and the low data isn't any better. How is this horrible trend impacting your organization, your team members, and...YOU?

We'll examine how you can be a champion in your organization and promote and advocate engagement.

***Traci McCausland** is the founder of Follow Your Strengths and one of the first Gallup-Certified Strengths Coaches in the state of Iowa. Follow Your Strengths offers customized StrengthsFinder® workshops, performance management training, leadership coaching, and speaking engagements. Traci's work experience includes organization development, career coaching, and training delivery. Clients have included ACT, Accenture, John Deere, Iowa State University, and The University of Northern Iowa. Traci is a SHRM Senior Certified Professional (SHRM-SCP) and earned her B.B.A. in Management and Organizations from The University of Iowa and her M.S. in Counseling Psychology from The University of Kansas*

## **5 Keys to Connect Across Generations**

Working with people is hard; add in multiple generations on the same team, and now you really have issues! The demands to perform are high. How do you juggle 4 different generations, get them to play nice, and then get actual results to reach your metrics? In a study by Teleometrics of 16,000 executives, they found a direct correlation between achievement and the ability to care for and connect with people.

It all starts with you and how you connect. During this session, you will learn the 5 key practices you must implement to not only succeed in a diverse work environment, but to thrive. You will walk away with a deeper understanding of what it means to connect and how to create a culture of connection with your team. Whether you are leading a team, a family or yourself you need the ability to go beyond communication. You need to build influence. You need to CONNECT!

*As a John Maxwell Team Certified Coach, Speaker and Trainer, Think Buzan Mind Mapping Instructor, and Certified Human Behavior Specialist, **Heather Marquez** helps individuals and teams drive results and overcome obstacles in a creative, growth driven manner. She supports leaders in business who are frustrated by the chaos around them and the feeling of never being enough. With over 20 years of leadership experience, her mission is to help others unlock their leadership potential. She accomplishes this through workshops, seminars, and coaching to build their confidence and take back control so that they can enjoy life again. Whether you are leading yourself or others, you can truly live your strongest life and have the business results you dream of. Growth is the journey to creating positive change for your future!*