

2021 SOUTH DAKOTA SHRM CONFERENCE

It's a
JUNGLE
out There!



SEPTEMBER 15TH, 16TH, & 17TH

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Sioux Falls Convention Center
1201 N. West Avenue
Sioux Falls, South Dakota

APPROVED FOR 13 HRCI & SHRM RECERTIFICATION CREDITS

2021 South Dakota SHRM Conference – Day 1

Wednesday, September 15, 2021		Room
11am - 12:30pm	Registration	Concourse
12:30pm - 1:00pm	Welcome & SHRM / SoDak SHRM Remarks	Grand Ballroom
1:00pm - 2:00pm	Keynote: Bruce Christopher	Grand Ballroom
	<i>Are We Having Fun Yet? Attitude and Peak Performance.</i>	
2:00pm - 2:15pm	Break	
2:15pm - 3:15pm	Breakouts	
	- <i>Medical Marijuana.</i> Dr. Blanchard / Sanford (<i>will present virtually</i>)	6-7
	- <i>Windmills: Harnessing the Power of Disability Inclusion.</i> Vicki Stewart, Kimberly Ludwig, Catherine Greseth	8-10
	- <i>Bambi vs. Godzilla: How to Deal with Difficult People in Times Like These.</i> Bruce Christopher	11-13
3:15pm - 3:30pm	Break	
3:30pm - 4:30pm	Breakouts	
	- <i>Latest Benefits Trends.</i> Dan LaRock / Silverstone	6-7
	- <i>Candidate Experience : Eliminating the Black Holes in Your Process.</i> Wendy Dailey	8-10
	- <i>Enhancing Your Employer Brand: Recruitment, Retention, and Engagement Strategies Through a Diversity, Equity & Inclusion Lens.</i> Kira Kimball / Marsh & McLennan Agency	11-13
4:30pm - 5:30pm	State Council Meeting	14
5:30pm	Evening Keynote and Dinner	Grand Ballroom
	<i>Why Are Women So Strange and Men So Weird?</i> Bruce Christopher	

Bruce Christopher

Psychologist and humorist, Bruce Christopher, is America's foremost "Enter---Trainer" today. He has earned this distinction because of his high-energy style and humorous presentation of his material. He is a licensed psychologist holding degrees in Professional Psychology and Interpersonal Communications from the University of Minnesota and the University of St. Thomas. Bruce has Enter-Trained audiences internationally because of his humorous approach to today's hot topics which impact our personal, professional and practice lives. He combines excellent content with loads of laughter and contagious comedy.

He has been honored to speak at the Exclusive Million Dollar Roundtable Conference (three times!), the Royal College of Surgeons in London, the Mayo Clinic, and on the largest stage in the world. His clients include: American Airlines, American Express, Best Buy, Blue Cross-Blue Shield, Boeing, General Electric, IBM, The IRS, Oracle, 3M, Radisson Hotels, State Farm, Texas Instruments, U.S. Navy, U.S. Postal, Wells Fargo and many others.

Bruce is a credentialed professional speaker and trainer, he is a member of the American Psychological Association, the National Speakers Association, and is a practicing clinical psychologist. He has earned the Certified Speaking Professional designation (CSP), which is the speaking profession's highest merited international measure of professional platform competence. Less than 12 percent of speakers worldwide, currently hold this professional designation. He speaks over 100 times each year and is one of the most sought-after speakers in the Fortune 500 and at the most prestigious medical and dental conventions. His mission is: "Laugh 'till you cry...Learn 'till you change!" *"I was expecting a lecture, instead what I saw was more like a stand-up comedy show with great content!"*

His best-selling keynotes consistently sell out to standing room only crowds at national conventions.

When you are faced with morale problems, communication conflicts, customer service issues, managing change, need for teamwork, or just a great time of laughter. . . this Psychologist is in!



2021 South Dakota SHRM Conference – Day 2

Thursday, September 16, 2021		Room
7:30am - 8:00am	Breakfast	Grand Ballroom
8:00am - 8:15am	Announcements	Grand Ballroom
8:15am - 9:30am	Keynote: Ben Eubanks	Grand Ballroom
<i>5 Ways Artificial Intelligence Will (and Won't) Change the Role of HR</i>		
9:30am - 10:00am	Break / Visit Sponsors	
10:00am - 11:30am	CEO Panel Discussion: <i>A View From the Top of the Jungle</i>	Grand Ballroom
	Erica Beck / City of Sioux Falls	
	Miles Beacom / PREMIER Bankcard	
	Natalie Eisenberg / Click Rain	
	Jeff Lauth / POET	
	Kurt Loudonback / Grand Prairie Foods	
11:30am - 12:00pm	Break / Visit Sponsors	
12:00pm - 1:00pm	Lunch	Grand Ballroom
1:00pm - 2:00pm	Breakouts	
	- <i>Artificial Intelligence</i> . Ben Eubanks	6-7
	- <i>Department of Labor & Regulation: Working for You</i> . Marcia Hultman / South Dakota DLR	8-10
	- <i>Workforce Development</i> . Mike Henke	11-13
2:00pm - 2:30pm	Break / Visit Sponsors	
2:30pm - 3:30pm	Breakouts	
	- <i>Recent/Current Litigation in HR</i> . Steve Landon / Cadwell, Sanford, Deibert & Garry LLP	6-7
	- <i>Managing the Ever Changing World of Absence Management</i> . David Setzkorn / Silverstone (<i>will present virtually</i>)	8-10
	- <i>Self Development/Self-Care: Taking Steps to Help Employees</i> . Trisha Dohn/Well 365	11-13
3:30pm - 4:00pm	Break / Visit Sponsors	
4:00pm - 5:00pm	Breakouts	
	- <i>Business Ethics: Why Good People Do Bad Things and How HR Can Fix It</i> . Trudy Billion	6-7
	- <i>HR Issues at the 2021 Legislature</i> . Julie Johnson / SoDak SHRM Legislative Director	8-10
	- <i>Building Intentional Cultures</i> . Vaney Hariri / Think 3D	11-13
5:00pm - 5:30pm	Visit Sponsors	
5:30pm	Drawing for sponsor door prizes & SHRM Foundation baskets. Happy Hour.	Grand Ballroom

Ben Eubanks

Ben Eubanks is the Principal Analyst at Lighthouse, developing research and insights for today's talent leaders and vendor partners. Ben works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance.

His research and insights come in part from his practical, hands-on experience working as an HR executive leading both strategic and tactical talent practices. He has worked in nonprofit, government contracting, and startup environments. In addition, he runs upstartHR.com, a website serving HR and talent leaders that has reached more than 1 million readers since its inception.



2021 South Dakota SHRM Conference – Day 3

Friday, September 17, 2021

7:30am - 8:00am	Breakfast	Grand Ballroom
8:00am - 9:15am	Keynote: Lee Rubin	Grand Ballroom
	<i>Five Components of Extraordinary Teams</i>	
9:15am - 9:30am	Break	
9:30am - 10:30am	<i>A Deeper Dive Into the 5 Components of Extraordinary Teams.</i> Lee Rubin	Grand Ballroom
10:30am - 11:30am	<i>Unconscious Bias.</i> Kira Kimball / Marsh & McLennan Agency	Grand Ballroom
11:30am	Closing Remarks	Grand Ballroom

Lee Rubin

Lee Rubin's unique ability to understand and articulate winning principles with tremendous clarity and practical application makes him a highly sought-after speaker. Corporations, professional associations and elite sports organizations throughout the country have partnered with Lee to build extraordinary teams.

He holds a Bachelor's Degree in Speech Communications, with a minor in Business from Penn State University. Rubin received a full athletic scholarship to play football for the Nittany Lions. Lee not only emerged as a three-year starting free safety, he also became a Captain of the team.

Lee was born in Honolulu, Hawaii, and raised in Central New Jersey. Lee and his lovely wife, Carmen, have been blessed with two beautiful daughters.



2021 SoDak SHRM Conference Speakers



Miles Beacom

Miles Beacom is the CEO and President of First PREMIER Bankcard. He attended Dakota State University and graduated with a business degree. After college, Miles began his financial career with Citibank and moved to First PREMIER Bank in 1989. After a three-year stint as an executive with a credit card company near Chicago, Miles was approached by First PREMIER Bank owner T. Denny Sanford to return to Sioux Falls in 1993 to build the credit card and financial services of the bank.

Miles is dedicated to serving his community in leadership roles and fundraising campaigns by serving on the Board of Directors of the Sioux Falls Area Community Foundation, Catholic Foundation of

Eastern South Dakota, Dakota State Foundation, United National Corporation, First PREMIER Bank, PREMIER Bankcard, Board of Governors of the University Of South Dakota Beacom School of Business, and the Sioux Falls Catholic School System.



Erica Beck

Prior to beginning her role as the Chief of Staff in June of 2018, she spent four years as the Vice President of Development for Lloyd Companies. During her tenure with the regional construction and property management company, she was responsible for development and execution of the company's corporate growth and business strategy, marketing and public relations. During her time at Lloyd Companies, she was recognized by the Prairie Business Journal as one of the region's leading women in business, and in the spring of 2018 she was named as the inaugural winner of the Steve Metli Vision Award from Downtown Sioux Falls, Inc.

Previous to her work in the private sector, she served eight years with the City of Sioux Falls as Urban Planner, Senior Planner and Economic Development Manager. During that time, she played a key role in the community's economic development and downtown revitalization efforts.



Trudy Billion

Dr. Trudy Billion teaches in the MBA and Doctoral programs at the University of Sioux Falls specializing in leadership, human resources, strategic management, organizational change, and research methods. As an instructor at the University of South Dakota, Trudy works with doctoral students in the education department with an emphasis on training and development. She draws from over 30 years of experience in a variety of business and HR roles, including small business ownership.

Trudy earned her doctorate in Educational Leadership and Administration from the University of South Dakota, with an emphasis in Adult and Higher Education. She has earned a Masters of Business Administration with an emphasis in Human Resource Management. She has also earned the SHRM-SCP and SPHR designations.

In conjunction with USF, since 2015, Trudy has been a training partner with the Society for Human Resource Management, teaching the SHRM-CP and SHRM-SCP Certification Prep Course. Trudy is passionate about lifelong learning and helping students foster their God-given talents. She is married to Matt and together they have three adult children. Traveling, cooking/baking, reading, needlepointing and attending theater and sports events are among her favorite pastimes.



Dr. Joel Blanchard

Dr. Joel Blanchard is the Medical Director at Sanford Occupational Medicine in Bismarck, ND. He received his doctorate from the University of Saskatchewan in Saskatoon, Canada. Dr. Blanchard received the Sanford Health Bismarck Innovator Physician of the Year in 2017. He is married with three children, who are also physicians. In his spare time, he enjoys making wine, running, gardening and traveling.



Wendy Dailey

Wendy Dailey is an experienced talent acquisition professional with over 20 years of experience. She is an HR podcaster (HR Social Hour Half Hour Podcast), blogger and speaker. In her spare time, she enjoys spending time with her family, leading her daughter's Girl Scout troops and making ice cream.



Trisha Dohn

Trisha Dohn is the founder and CEO of Well365, an independent corporate wellness company providing wellness services to companies of all sizes and in all industries locally, regionally and nationally! Well365 creates opportunities for employees to lead their best quality of life while improving engagement, culture, productivity, absenteeism and healthcare costs. From health coaching, an online wellness platform, wellness workshops and challenges, Well365 integrates meaningful initiatives with results!

Trisha is a graduate of the University of South Dakota with a BS in Health and Physical Education and M.S in Exercise Science. She is also a Certified Health Coach, Weight Management Coach, Stress Management Coach and Tobacco Cessation Facilitator.



Natalie Eisenberg

Natalie Eisenberg has spent her career building brands across the region. Today as CEO of Click Rain, Natalie is the chief driver of the company's people-first approach to digital marketing. Natalie loves contributing to causes in her hometown of Sioux Falls and spending time in the great outdoors with her husband and two children.



Catherine Greseth

Catherine was raised in Milwaukee, Wisconsin and moved to South Dakota when she was 17. She attended Black Hills State University and Denver University where she majored in Mass Communications. She began her career at KBHB in Sturgis. She went on to be the Regional Business Development Director for a number of fortune 500 companies throughout the United States. Catherine moved back to South Dakota in 2014 and was hired as the Executive Director of the Workforce Diversity Network of the Black Hills. She is the Past President of the Rapid City Mayor's Committee for People with Disabilities. She has been appointed by the Governor to Chair the Governor's Board for Service to the Blind and Visually Impaired. She also serves on the Governor's Board for the State Independent Living Council. She is a Zonta Board Member and State Board member to National Federation of the Blind.

She is a 2016 graduate of Women in Leadership and a 2017 graduate of Leadership South Dakota. Catherine was the 2018 recipient of the South Dakota Governor's Award for Outstanding Citizen with a Disability. Catherine is a certified Windmills Trainer (July 2020) and a certified Trainer of Infinite Possibilities (2020). She is married to Clete. Together they love to explore new places and spend time with family. They have 4 grown children and 9 grandchildren.



Vaney Hariri

Vaney Hariri is a motivational speaker and the Co-Founder of Think 3D which is a consulting company that focuses on organizational culture and leadership development. By working through our 3 dimensions of a healthy work culture (Personal, Professional, and Potential), we are able to create customized solutions for our clients that help them address some of the most pressing issues facing businesses today like attrition, low engagement, and millennials. Vaney is skilled in Life Coaching, Banking, Coaching, and Diversity Training. Strong entrepreneurship professional.



Mike Henke

Mike Henke is owner and President of Mike Henke, Inc., a training and consulting firm based out of Doniphan, NE. Mike was appointed by the Governor to be a Nebraska Diplomat and has successfully served terms on the Board of Directors for the Hastings Chamber of Commerce, St. Francis Hospital Foundation, Central Nebraska HR Association, and College Park. At Mike Henke, Inc. they understand the unique challenges that businesses face from managing day-to-day operations to sales and beyond. They have been helping local businesses for many years with advice and expertise based on professional experience.



Marcia Hultman

Marcia Hultman was appointed Cabinet Secretary of the South Dakota Department of Labor and Regulation by Governor Dennis Daugaard in 2014 and reappointed by Governor Kristi Noem in 2019. Prior, she had served in various DLR leadership roles for 17 years.

Throughout her career, Hultman has been involved in the delivery of workforce training, employment, adult education and literacy, and unemployment insurance services, as well as state specific wage and hour, workers' compensation, and human rights programs.

Hultman received a bachelor's degree from Black Hills State University and completed the Council of State Government Henry Toll Leadership program in 2016. She is a native of Belle Fourche, South Dakota. Just as her grandmother and mother before her, she was trained to be a teacher. She taught

school in Hot Springs, Custer, and Rapid City before joining state government in 1997. Marcia and her husband Brian live in Pierre. They have two grown sons, who each live 8 hours away in opposite directions. Marcia enjoys reading, gardening, and all things baking related.



Julie Johnson

Johnson is a lawyer licensed to practice in South Dakota, and Registered Lobbyist at the SD Legislature. She is the registered lobbyist for SoDak SHRM, a role she has had for 12 years or so. She is a former Secretary of Labor for South Dakota, and former Secretary of Revenue for the State. She ran the Industry and Commerce Association of South Dakota, now known as the State Chamber of Commerce and Industry. She has lobbied at the SD Legislature for 40+ years, and specializes in HR, employment law, state tax, economic development, housing, workforce and community development issues. She is actively engaged in each legislative session, and deeply involved this year in the legislative interim on several topics important to SoDak SHRM.



Kira Kimball

Kira Kimball serves as Chief Innovation Officer for Marsh & McLennan Agency Sioux Falls & Fargo operations, where her primary goal is to develop strategies to create an unfair competitive advantage for her firm and team. Diversity, equity & inclusion, culture building, talent development, internship programming and brand positioning are Kira's energy drivers. Kira leads MMA's national diversity, equity & inclusion council and she is able to equal this effort in her Sioux Falls community as the leader for the nonprofit, Pathways to Inclusive & Equitable Workplaces. She is passionate about the vibrancy of her firm's culture and believes it has everything to do with not only attracting, engaging and retaining high caliber talent, but also with growing business.

As a committed business leader in her community, Kira serves on the board of directors for Southeast Tech Foundation, Levitt at The Falls, Sioux Falls Development Foundation, 100+ Women Who Care Sioux Falls and Sioux Empire Women Connect. Kira is a member of the USD Community College for Sioux Falls Professional Development Advisory Committee, the Leadership Sioux Falls Executive Committee and volunteers as a Sioux Empire United Way Emergency Services Impact Team member and as an EmBe women's leadership program mentor, greatly adding to the purpose with which she lives her life. Kira is the first person in both SD & ND to earn the National Diversity Council Certified Diversity Professional designation and she is a Qualified Administrator of the Intercultural Development Inventory. Kira was recognized in Sioux Falls Woman for her abounding passion for diversity, equity & inclusion.

Prior to Kira's fifteen years in the insurance industry, she spent a decade in higher education teaching, advising and counseling students at Purdue University and The Ohio State University with a focus on leadership & organizational development, career exploration and diversity equity & inclusion. Kira studied English and philosophy at Minnesota State University Moorhead as an undergraduate and received graduate degrees in both counseling & development and English at Purdue. Passionately believing everyone's self-esteem and potential are worth supporting, Kira commits to living this belief both in and outside the workplace.



Steve Landon

Steve joined Cadwell Sanford Deibert & Garry LLP in November of 1998. His practice focuses on representing clients in commercial and business pre-litigation and litigation matters, including employment and human relations practices and disputes, such as non-compete, non-solicitation and non-disclosure issues. Steve's litigation practice also includes product liability and catastrophic injury cases, and intellectual property disputes. Steve tries cases in both federal and state courts and has experience with alternative dispute resolution, including mediation and arbitration. Steve's clients include local, regional and national businesses, as well as insurance carriers for a wide variety of matters.

Steve has been listed in Chambers USA as one of the leading litigation attorneys in South Dakota (Band 1) since 2004. He has been a guest speaker for various professional continuing education groups. He is presently a member of the American Board of Trial Advocates, the South Dakota Trial Lawyers Association, and the Defense Research Institute. When not working, Steve serves on the boards of various local nonprofit organizations, and is involved in coaching youth sports.



Dan LaRock

Dan is Principal & Shareholder with the SilverStone Group. Prior to joining SilverStone, Dan worked in professional public relations, fundraising and consulting positions. His experience in management is beneficial to all of SilverStone Group's service areas. In addition to his board duties with SWMN CEO, he serves as an elected board member of the Hill-Beaver Creek School District 671 and is a newly elected member of the University of Sioux Falls Board of Trustees.



Jeff Lautt

Jeff Lautt is President and Chief Operating Officer at POET. In his role, he works across the POET enterprise in business development, bioprocessing operations, technology development, design and construction and product marketing. He joined POET in 2005. He has also been an advocate for biofuels in Washington, DC, states, media and various conference venues. Lautt holds a Bachelor of Science degree from South Dakota State University.



Kurt Loudenback

Kurt Loudenback is an innovative leader as the CEO and Founder of Grand Prairie Foods. Kurt is also an Executive Board Member of the Sioux Falls Development Foundation and Rotary Club of Downtown Sioux Falls as well as a past Chairman of the Board for Zeal Center for Entrepreneurship.



Kimberly Ludwig

Kimberly Ludwig is employed as a Business Specialist with the SD Division of Rehabilitation Services (DRS), which she's been in this capacity since July of 2014. DRS assists South Dakotans with disabilities to prepare for, obtain, and maintain employment in the workforce. However, DRS also supports employers with hiring and retaining people with disabilities, or who have employees who acquire a disability later in life impacting their employment. Kimberly was employed as a Vocational Rehabilitation (VR) Counselor for 7 years prior to becoming a Business Specialist. She obtained an undergraduate degree in Psychology with a minor in Business from Northern State University in 2006.

In May of 2011, she achieved a Master of Science Degree in Rehabilitation Counseling from Virginia Commonwealth University (VCU). She is also a Certified Rehabilitation Counselor (CRC).

Overall, Kimberly's role and duties consists of being a primary contact for employers or businesses located throughout the state providing technical support in the areas of hiring people with disabilities, reasonable accommodations, business tax incentives, Section 503 regulations, and other areas of disability-related topics.

Kimberly is married to Joe and they live in Aberdeen and together they enjoy doing house projects, riding motorcycles, and enjoying camping trips with family and friends.



David Setzkorn

David Setzkorn, Vice President Absence Management, has over 12 years of experience working in the carrier space as a subject matter expert on Leave Administration. His experience includes consultation and development of Absence Management and ADA programs with clients from implementation, training and ongoing compliance with state and federal regulations as well as product and program development for carriers. He is a nationally recognized speaker working with organizations such as DMEC, IBI, SHRM and ISCEBS to deliver trainings and content regarding FMLA, ADAAA, Paid Family Medical Leave and state and municipal leave programs.

David is a graduate of Arizona State University with a Bachelor's of Science in Purchasing and Logistics Management and an MBA with an emphasis in Project Management. He also holds a Chartered Property Casualty Underwriter (CPCU) designation along with multiple certifications in IT and Operational Management.



Vicki Stewart

Vicki Stewart is the Executive Director of Business Resource Network in Sioux Falls, South Dakota. Vicki has a B.A. in religion with a minor in psychology from Augustana University. She has worked in the field of disabilities for 29 years striving for full inclusion of people with disabilities in employment, community living and all aspects of society. Vicki was born with the disease Osteogenesis Imperfecta (OI) and uses a wheelchair for mobility. Vicki is a member of South Dakota RehabACTion, the Sioux Empire Society for Human Resource Management, the Sioux Falls Development Foundation's Recruitment Council, Sioux Falls Downtown Rotary and the Greater Sioux Falls Chamber of Commerce. She serves on the Pathways to Inclusive and Equitable Workplaces Board, the Advisory Committee for

Business Administration and Entrepreneurship at Southeast Technical College, the USD Health Sciences Advisory Board, the State Board of Vocational Rehabilitation and the South Dakota Parent Connection Board. Vicki became a certified WINDMILLS Trainer in September 2020. She is married to Alma and they enjoy traveling, camping, and spending time with family.

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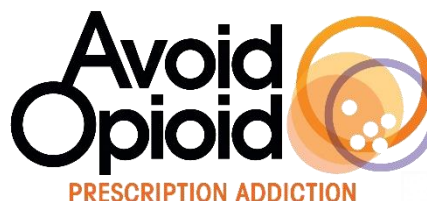
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REGISTRATION & ACCOMMODATIONS

Registration	Fee
Full Conference	\$249.00
Thursday Only (Full Day)	\$150.00
Wednesday Only (1/2 Day)	\$99.00
Friday Only (1/2 Day)	\$99.00
Full Time Student (not sponsored by employer)	\$99.00

Register at the SoDak SHRM State Council Website:

[State SHRM Conference | South Dakota SHRM State Council](#)

Cancellation Policy:

CANCELLATION POLICY: * 100% refunded if cancellation received by 7/31/21 * 50% refunded if cancellation received by 8/31/21 * No refunds after 8/31/21 * Cancellation must be in writing and sent to: jadix@minnehahacounty.org (confirmation of cancellation will be sent).

Attire: Business Casual

Accommodations

AmericInn By Wyndham

3300 W Russell Street, Sioux Falls, SD 57107
605-274-1180

Rates until 8/13/2021

2 Queen: \$99.00+tax

1 King: \$99.00+tax

Ramada Hotel and Suites

1301 W Russell Street, Sioux Falls, SD 57104
605-336-1020

Rates until 8/25/2021

Single/Double: \$64.99+tax

Triple: \$74.99+tax

Quad: \$84.99+tax

Best Western PLUS Ramkota Hotel and Convention Center

3200 W Maple Street
Sioux Falls, SD 57107
605-336-0650

Rates until 8/13/2021

2 Queen: \$101.99+tax

1 King: \$101.99+tax

Sheraton Sioux Falls & Convention Center

(Onsite hotel for the conference.)

1211 N. West Ave
Sioux Falls, SD 57104

[Book your group rate for SHRM State Conference](#)

Rates until 08/18/2021

2 Queen: \$124.00 + tax