

CAREER MANAGEMENT WORKSHOP

**THURSDAY
MAY 14, 2015**

LOCATION

Bridgewood Conference Center
1000 Cameron Way
Neenah, WI 54956
[Click Here for Map](#)

AGENDA

7:30 AM – 7:50 AM
Registration

7:50 AM – 8:00 AM
Welcome

8:00 AM SHARP – 9:20 AM
Session 1 (1.5 CPE Credits)

9:30 AM – 10:30 AM
Session 2 (1 CPE Credit)

10:40 AM – 12:10 PM
Session 3 (1.5 CPE Credits)

12:10 PM – 1:00 PM
Lunch

1:00 PM – 2:30 PM
Session 4 (1.5 CPE Credits)

2:40 PM – 3:40 PM
Session 5 (1 CPE Credit)

3:50 PM – 5:00 PM
Session 6 (1 CPE Credit)

Registration is **REQUIRED**
and closes on May 7, 2015

[Click Here to Register](#)

CPE Credits are noted above.

CANCELLATION POLICY

Please send cancellations to
mwcomfoxcities@gmail.com
no later than 5:00 PM
Monday, May 11, 2015.

QUESTIONS

Scott Dell, CPA
www.Linkedin.com/in/ScottDell
608-446-1000

**What will drive your next career move?
Are you ready for your next career move or change?
Is it time to start managing your career?**

Please join us for an exciting and invigorating lineup of sessions designed to enhance your existing career or supercharge your job search. FEI Members, Strategic Partners and their guests (prospective FEI Members, business associates and family members) are welcome. Participate in one or all sessions - no attendance fees apply!

– It's Only MY Career –

Brought to you by:



Right Management is a global leader in talent and career management workforce solutions within ManpowerGroup. We design and deliver solutions to align talent strategy with business strategy.



FEI of Northeastern Wisconsin strives to be the premier association exclusively for financial professionals. Our mission is to advance the success of senior-level financial professionals and their organizations.



Experis is a global company providing project solutions and professional resourcing across Finance/Accounting, Tax & Risk Advisory Services that enable our clients to accelerate the growth of their business.

Session 1: 8:00 AM – 9:20 AM

Topic: **Growing My Career in My Current Organization or Environment**

Presenter: Laura Byxbe

Topic Summary: Change is a constant in the world of work, and making proactive career decisions in a dynamic economy is prudent for individuals at all levels of the organization. We'll discuss how to: assess your history and current position; identify barriers; determine best options inside your organization, and develop a personalized plan of action.

Session 2: 9:30 AM – 10:30 AM

Topic: **Attracting and Hiring Talent and Multi-generational Considerations**

Presenter: Chad Kopitzke

Topic Summary: The talent landscape is changing, and smart companies are moving forward with the times. Do you know what it takes to recruit, retain, and motivate top talent in today's environment? Chad will offer key insights on three important questions you should be asking:

What talent acquisition problems lie ahead?

Who is this up and coming talent audience (millennials)?

How can we create a powerful internship program--and why does it matter?

Career Management Workshop

Session 3: 10:40 AM – 12:10 PM

Topic: **Why Should I Care About Social Media?**

Presenter: Mona Yaeger

Topic Summary: Learn the importance of social media to help you brand yourself, increase your network, and create a strong professional presence. Whether you use Twitter, Facebook, LinkedIn or Glassdoor; social media is a tool to add to your job search toolkit.

— Lunch: 12:10 PM – 1:00 PM —

Session 4: 1:00 PM – 2:30 PM

Topic: **Networking & Search Strategies**

Presenter: Carl Wuornos

Topic Summary: Distinguish between proactive and reactive search strategies along with the networking essentials of developing and approaching contacts and conducting Informational Meetings. Learn how to reach out to your contacts in ways that will encourage more response and garner advice, information and referrals. Review the best networking tools for today's competitive market.

Session 5: 2:40 PM – 3:30 PM

Topic: **Resume Tips & Tricks: Plan of Action for Seeking Opportunities and Automated Resume Screening Tools**

Presenter: Carl Wuornos & Laura Byxbe

Topic Summary: Need a resume update? Creating a "door-opening" resume demands a new targeted, "sales-brochure" approach: moving the spotlight from "years of experience", to "impact and contribution." And the odds are stacked against you in the "online application process" if you aren't keyword savvy. Our tips and tricks presentation will bring you up-to-date on the trends affecting your resume strategy success.

Session 6: 3:40 PM – 5:00 PM

Topic: **Member/Guest Concluding Panel – 6 Sharing Insights and Q&A**

Presenter: Moderated by Carl Wuornos of Right Management

Panelists: Debra Berchem, Jayme DeBaal, Katie Horan, Don Noskowiak, Mike Panas and Jim Van Alstine

Topic Summary: We will conclude with hearing experiences and success stories from a group of your peers.

PRESENTERS



Laura Parrino Byxbe

Career Management Consultant, Right Management

www.linkedin.com/in/lauraparrinobyxbe/

Laura Parrino Byxbe is a Career Management Consultant with 14 years of experience with Right Management. She has spent her entire career assisting people in transition, with additional experience in recruitment, coaching, entrepreneurial ventures, social media and speaking engagements.

Consulting Experience

Throughout her tenure with Right, Laura has provided transition coaching to both individuals and groups by conducting one-on-one sessions, workshops and presentations. Her candidates range from entry-level to seasoned executives and come from diverse companies and industries from Fortune 500 to small niche businesses.

Career Management Workshop Presenters *(Continued)*

Business/Organizational Leadership Experience

Laura's experience as a recruiter in the staffing and direct placement industry provides her with deep expertise in the hiring process. She is particularly skilled in assessing strengths and determining cultural fit.

Education and Training

Laura attended Marquette University with a major in Journalism. She is a Certified Personnel Consultant (CPC), and is certified in administering the Birkman FirstLook Assessment.

Laura's LinkedIn profile (see above) reveals her impact on candidates and audiences.



Chad Kopitzke

Owner/Consultant, NextGen Advantage

www.linkedin.com/pub/chad-kopitzke/0/764/284/

Chad Kopitzke is a Generation Xer stuck between two of the largest generations in American history—Millennials on one side, Boomers on the other. Through his background of managing internship programs on a state university campus, Chad has effectively played third party between companies and students. He hears what business leaders need and what keeps them up at night. And, he understands today's college students—how they think and what they value.

Yet Chad's own mentors have been C-level corporate Boomers, which means he can also relate to how they operate and what they expect. All of this places Chad at a unique vantage point in modern business culture. His focus is to help generations connect—rather than collide—for the sake of business growth.



Carl Wuornos, MS.Ed., LPC

Career Management Consultant, Right Management

www.linkedin.com/in/carlwuornos/

Carl is a dedicated professional with over 25 years of experience and knowledge in counseling, education, industry, and small business development. Carl co-founded and was President of the Career Development Group, an organization established in 1984 that became widely recognized for its quality services and steady growth and was acquired by Right Management in 2000. The Fox Cities Chamber of Commerce nominated Carl in 1996

for the Small Business Person of the Year Award.

In addition to his expertise in career management, Carl built a very successful Employee Assistance practice, providing services to 45 employers and over 20,000 employees. Other areas of interest and focus for Carl include crisis management, executive leadership coaching, and assessment. With strong ties to the business community, his long-term relationships have resulted in continued client/customer growth and satisfaction.

Career Management Workshop Presenters *(Continued)*



Mona Yaeger, MSHE

Job Resource Consultant, Right Management

www.linkedin.com/in/monayaeger/

Professional Experience

Mona has over 13 years of Higher Education Management experience in Career Services/Placement and Admissions. She has provided consultative support and effective placement services to several college's Career Services/Placement departments across the United States. Her department assisted diverse graduates of career changers, adult learners and veterans with successful job acquisition. Her expertise includes training, resume writing, coaching/development, and recruiting strategies, and performance management.

Business Experience

Mona's first year at Right Management, she was a Career Coach working with professionals in transition from being either downsized or right sized by their employer. She was responsible for one-on-one coaching, resume development, and training on various career topics. Before Right, Mona served as a National Executive Director of Career Services at Kaplan University, where she was responsible for meeting placement goals and validating that graduates secured employment within their degree field. During her time at Kaplan, Mona was able to increase the number graduates finding employment by the utilization of recruiting events, online job fairs, employer partnerships and websites maximization.

Leadership Experience

Throughout Mona's career, she has been a Director responsible for hiring, training, and policy development. She has worked with diverse population of clients and helped to provided structure and goal planning for her clients and directors. Two of her previous directors went on to higher level leadership roles within and outside their current organization.

Education and Training

Mona has a Master's degree in Higher Education, College Administration and Leadership, from Kaplan University. She holds a B.A. in Communications from the University of Kansas. She has also been certified to work with clients/candidates on the Birkman First Look. The Birkman Assessment is the career assessment tool currently used at Right Management.



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May 14, 2015 Career Management Seminar: Instructional Method: Group-live **Experience Level:** Basic **Prerequisites / Advance Preparation:** None **Field of Study:** Session 1= Personal Development; Session 2 = Personnel/HR; Session 3 = Personal Development; Session 4 = Personal Development; Session 5 = Personal Development; Session 6 = Personal Development; **Recommended CPE Credits:** Session 1 = 1.5 Credits; Session 2 = 1.0 Credit; Session 3 = 1.5 Credits; Session 4 = 1.5 Credits; Session 5 = 1.0 Credit; Session 6 = 1.0 Credit.

For FEI CPE credits, one credit hour equals 50 minutes according to NASBA guidelines. Some state boards may differ on how many minutes constitute a credit hour. Contact your state board for more information. For more information regarding administrative policies such as complaint and refund, please contact Michelle Weiss, Chapter Administrator: mwcomfoxcities@gmail.com.