



HR+ BUSINESS ADMINISTRATION

ACCOUNTING | PAYROLL | LEADERSHIP

2025 CONFERENCE

OCTOBER 22-23, 2025

GLACIER CANYON CONFERENCE CENTER
Wisconsin Dells, WI

REGISTER ONLINE

abcwi.org/abc-of-wisconsin-human-resources-conference-registration/



2025 CONFERENCE

SCHEDULE AT A GLANCE

WEDNESDAY, OCTOBER 22, 2025

8:00 a.m. to 9:00 a.m.	Registration Breakfast Welcome Announcements					
	LEADERSHIP	HUMAN RESOURCES		ACCOUNTING	PAYROLL	MARKETING
9:00 a.m. to 10:00 a.m.	Leading with Confidence, Clarity & Your Unique Brand	Addressing AI in Your Business	The Tough Talk Blueprint for Construction Leaders	2025 Tax Update	ABC Apprenticeships	Targeting Strategies for Sales and Staffing Success
10:00 a.m. to 10:30 a.m.	Break with Exhibitors					
10:30 a.m. to 11:30 a.m.	Difficult Conversations in the Workplace	Background Checks: Making Effective & Lawful Use of Information Obtained	Demystifying Benefits Funding: Fully Insured, Self-Funded & Captives Explained	Digital Transformation Readiness/ERP Transition	Wage & Hour Compliance Pitfalls in the Construction Industry	10 Best Practices to Maximize your Website
11:30 a.m. to 11:45 a.m.	Break with Exhibitors					
11:45 a.m. to 1:15 p.m.	KEYNOTE LUNCHEON SPEAKER Chad Stuart – Worker Wellbeing & Mental Health in Construction					
1:15 p.m. to 1:30 p.m.	Break with Exhibitors					
1:30 p.m. to 2:30 p.m.	Mastering Employee Engagement: Leveraging the Working Genius Model	Best Practices for Mitigating Risks in HR Operations	Building an Employee Wellness Program	How Companies Can Improve with Proper Management Systems	A&A and Tax Update	Improving Website Traffic and Conversions in the Age of AI
2:30 p.m. to 3:00 p.m.	Break with Exhibitors					
3:00 p.m. to 4:00 p.m.	The EOS Framework for Business Success	Effective Onboarding for Entry-Level Skilled Trades	How to Stop Your Workforce from Quietly Disengaging	You Won't Believe This Claim: Tales from the Trenches	Cybersecurity Trends	Hard Hats, Soft Skills: Confident Networking in 10 Steps
5:00 p.m. to 8:00 p.m.	Networking Social					

THURSDAY, OCTOBER 23, 2025

7:00 a.m. to 8:00 a.m.	Breakfast Announcements					
	LEADERSHIP	HUMAN RESOURCES		ACCOUNTING	PAYROLL	MARKETING
8:00 a.m. to 9:00 a.m.	Shifting Gears: Strategic Thinking on a Tactical Schedule	Building Resilience in Times of Transformation	Knocking Down Bilingual Barriers in Construction	Profits Through People: Maximizing Your Leadership	Secure Act: What's New, What's the Same, and How it Impacts You	Design that Delivers: Layout, Color, & Font Tips with Canva & InDesign
9:00 a.m. to 9:15 a.m.	Break with Exhibitors					
9:15 a.m. to 10:15 a.m.	Get Your Team to Step Up: Practical Tools to Engage Staff and Motivate Managers	Legal Insights for a Smarter Employee Handbook	Communicating and Navigating Generational Differences	Empowering Tomorrow: Unpacking the New Big Beautiful Energy Changes	Navigating Multi-State Payroll Compliance	From Jobsite to Website: Simple Ways to Market Smarter with AI
10:15 a.m. to 10:30 a.m.	Break with Exhibitors					
10:30 a.m. to 11:30 a.m.	Mastering the Corrective Action Process	The Dos and Don'ts of Union Issues	Why HR and IT Must Partner to Attract & Retain Construction Talent	Outsourcing vs In-House Payroll: Making the Right Call	Who's the Boss?	How to Improve Your Company's Relationship with Tech and Security
11:30 a.m. to 12:00 p.m.	Ice Cream Social / Prize Drawings					

* Sessions subject to change without notice.



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DEADLINE 8/15/2025

\$249 per ABC member attendee
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Wednesday Schedule

8:00 - 9:00 A.M.

Registration Opens

Welcome at 8:45 a.m.

9:00 - 10:00 A.M.

LEADERSHIP

Own Your Style: Leading with Confidence, Clarity & Your Unique Brand

► Steph Llano, The Perk

Today's most effective leaders lead with authenticity, clarity, and purpose. In this energizing session, you'll explore evolving leadership expectations, define your unique leadership brand, and learn to align your style with both your team's needs and your personal strengths. Walk away with greater clarity on your "why" and the confidence to lead as your true self.

HUMAN RESOURCES

The Future is Now: Addressing AI in Your Business

► Makena Felten & Angelica M. Hutchins, Godfrey & Kahn, S.C.

It seems like every day we hear about a new way that businesses can leverage AI in the workplace. However, with those potential capabilities comes new potential risks. During this session, we discuss considerations for using AI-based tools in hiring, employment, and termination decisions, as well as federal legal guidance regarding employers' use of AI. We also talk through the key elements that employers should consider when drafting an AI policy.

HUMAN RESOURCES

From Avoidance to Accountability: The Tough Talk Blueprint for Construction Leaders

► Traci Austin, Elevated Talent Consulting

In construction, tough conversations are essential for safety, quality, and results—but too often avoided. This practical, high-energy session introduces the Tough Talk Blueprint, a proven framework for delivering effective feedback, coaching, and mentoring. Learn how to tackle team challenges early and turn them into opportunities for stronger performance.

ACCOUNTING

2025 Tax Update

► John Folsom, CPA, Wegner CPAs

With tax laws changing rapidly, construction companies must stay informed to make smart financial decisions. This session, led by John Folsom, CPA and Partner at Wegner

CPAs, will cover key 2025 federal and Wisconsin tax updates affecting contractors. Topics include depreciation, SALT and QBI deductions, and construction-related tax incentives. Attendees will gain practical insights on how these changes impact their business and what actions to take before year-end.

PAYROLL

ABC Apprenticeships

- Doug Witte, Boardman & Clark, LLP
- ABC Apprenticeship Staff

With ongoing labor shortages in construction, apprenticeships offer a valuable solution. ABC of Wisconsin's growing apprenticeship program produces skilled graduates, but many employers still have questions about hiring apprentices. This session covers key topics including how apprentices are paid (Paid and Unpaid Related Instruction), prevailing wage requirements (including benefits), and the use of Apprenticeship Loan Agreements as a retention tool. Gain clarity on these legal and practical aspects to see how apprenticeships can support your workforce needs.

MARKETING

Right People, Right Message: Targeting Strategies for Sales and Staffing Success

► Lyndsey Bishop & Randy Hawke, Mid-West Family Madison

Join Randy and Lyndsey as they share insider tips on how to identify and connect with your ideal audience. Learn proven strategies for attracting both new business and top talent through targeted messaging that drives real results.

10:00 - 10:30 A.M.

Break with Exhibitors

10:30 - 11:30 A.M.

LEADERSHIP

Difficult Conversations in the Workplace

► Paul Bartleson, Kraemer Brothers

Every workplace has tough conversations—from giving feedback to addressing conflict. This session offers practical strategies to handle these moments with confidence, clarity, and respect. Learn how to prepare, manage emotions, and keep dialogue productive, even when the stakes are high. Walk away with tools to turn difficult conversations into opportunities for growth and stronger collaboration.

Chad Stuart

Holmes Murphy & Associates

Worker Wellbeing & Mental Health In Construction

Each year, more workers die by suicide than from all other job-related injuries combined. Why? Stress, anxiety, and other mental health challenges are deeply tied to safety and wellbeing on the job. In this session, we'll explore how to support your team's mental health and respond to someone in crisis. Together, we'll face the realities—and find the courage to move forward.



Wednesday Schedule

HUMAN RESOURCES

Background Checks: Making Effective & Lawful Use of Information Obtained

► Ashley McNulty, Godfrey & Kahn, S.C.

Do you conduct or outsource background checks during onboarding? This session covers key legal considerations, including the Fair Credit Reporting Act, and offers guidance to help HR professionals reduce risks when using arrest and conviction records in hiring decisions.

HUMAN RESOURCES

Demystifying Benefits Funding: Fully Insured, Self-Funded & Captives Explained

► Laura Bermudo, Luke Duenser, Colton Haas, Charlie Parker, Hausmann Group

This expert-led panel will break down the key employee benefits funding models—what they are, how they work, and what to consider. Ideal for HR professionals and business leaders looking to better understand their options and make informed, strategic decisions.

ACCOUNTING

Digital Transformation Readiness/ERP Transition

► Matt Gelb, VTSP, MCTS, Wipfli LLP

Construction and real estate companies are under mounting pressure to modernize outdated systems and streamline operations—but jumping into a new ERP or launching a digital transformation without a clear plan often leads to costly setbacks. This session will walk you through what it really means to be “ready” for a digital transformation or ERP transition—beyond just picking the right software.

PAYROLL

Wage & Hour Compliance Pitfalls in the Construction Industry

► Doug Witte, Boardman & Clark, LLP

Wage and hour laws present unique challenges for construction employers. This session will clarify what counts as “hours worked” — including travel, training, waiting time, and prevailing wage — and how it affects overtime. We'll also cover rules for employees with multiple pay rates, exempt status, and other compliance issues, along with trends in FLSA litigation. Gain practical insight to help avoid costly wage and hour claims.

MARKETING

10 Best Practices to Maximize Your Website

► Nathan Gerred, Saturn Lounge

Discover 10 of the top best practices to turn your website into a lead generating machine. This session will leave you with actionable insight you can use to improve user experience, increase visibility, and drive meaningful results.

11:30 - 11:45 A.M.

Break with Exhibitors

11:45 A.M. - 1:15 P.M.

KEYNOTE LUNCHEON

Worker Wellbeing & Mental Health In Construction

► Chad Stuart, Holmes Murphy & Associates

Mental health is an invisible crisis in the construction industry. Nationally in construction, more workers die annually by suicide than by all other fatal workplace injuries combined. What is it about construction that contributes to this crisis? Recent studies show a significant number of workplace injuries may be related to mental health challenges, such as stress and anxiety. During our time, we will learn how to support the wellbeing needs of your workers and how to respond to someone in crisis. Together, we will discover that the struggle is real and explore options to move forward courageously.

1:15 - 1:30 P.M.

Break with Exhibitors

1:30 - 2:30 P.M.

LEADERSHIP

Mastering Employee Engagement: Leveraging the Working Genius Model

► Ken Collins, Dave Jones, LLC

Unlock your team's potential by aligning individual strengths with the right roles. This interactive workshop uses the Working Genius Model to boost engagement, fulfillment, and productivity. Learn to identify and leverage unique skills, apply real-world strategies, and create a workplace where employees feel valued, motivated, and empowered to perform at their best.

HUMAN RESOURCES

Navigating Legal Minefields: Best Practices for Mitigating Risks in HR Operations

► Kayla Schaller-Greenwood, Workforce Solutions

Legal compliance is critical to protecting your organization from costly claims and reputational harm. This session equips HR professionals with practical strategies to identify and reduce legal risks across hiring, employee relations, and

Wednesday Schedule

terminations. Learn proactive measures, documentation best practices, and how to align your HR operations with current laws to foster a compliant, resilient workplace.

HUMAN RESOURCES

Building an Employee Wellness Program

► Mandy Basham, Ryan Ogrizovich & Cullen Schmeling, Stevens Construction Corp.

Every construction company is different, but all face similar challenges around employee wellbeing. In this interactive session, learn how a small, dedicated team launched a wellness program to tackle these issues directly. We'll explore practical strategies they've used—from mental health and physical wellness to culture-building—highlighting what worked, what didn't, and how companies of any size can take meaningful steps toward supporting their workforce. Come ready to share and learn—this is a collaborative session aimed at inspiring real change.

ACCOUNTING

How Companies Can Improve with Proper Management Systems

► Roger Thimm, Wondra Construction

Learn how to implement effective management systems, processes, and procedures that drive measurable results. This session will show you how to equip your management team to make data-driven decisions that positively impact your company's bottom line.

PAYROLL

A&A and Tax Update

► Jared Heimerl, CPA, Preston Tomlinson, CPA, Wipfli LLP

The construction industry is facing a pivotal year in 2025, with sweeping tax reforms and evolving accounting standards reshaping the financial landscape. This session will unpack the most consequential changes introduced by the newly enacted "One Big Beautiful Bill," including permanent 100% bonus depreciation, expanded Section 179 expensing, and expiring TCJA provisions. We'll also explore the implications of the latest accounting updates.

MARKETING

Improving Website Traffic and Conversions in the Age of AI

► Marlena Cavanaugh, Lion Tree Group

Discover how traditional techniques and AI-powered strategies can drive more qualified traffic to your website. This session highlights how to leverage real-time data to uncover insights, optimize content, and make data-driven decisions that improve performance across all funnels.

2:30 - 3:00 P.M.

Break with Exhibitors

3:00 - 4:00 P.M.

LEADERSHIP

Vision, Traction, Healthy: The EOS Framework for Business Success

► John Schwab, EOS Worldwide

Business growth is rarely linear, and many owners eventually feel stuck. The Entrepreneurial Operating System (EOS) offers practical tools and disciplines to help businesses get unstuck and owners regain control—both professionally and personally. EOS focuses on Vision (aligning the leadership team), Traction (executing that vision), and Healthy (building a cohesive, functional, and communicative leadership team). This session introduces the VTH framework to help you get

more of what you want from your business.

HUMAN RESOURCES

Turning Vision into Reality: Effective Onboarding for Entry-Level Skilled Trades

► Ken Collins, Tom Dill, & Steve Dill, Dave Jones, LLC

Ready to level up your onboarding for entry-level skilled trades? Join us to learn how we launched a Training and Development Center to better prepare new hires for the jobsite. We'll share best practices, real-world strategies, and practical tools to align training with job demands, build a supportive learning environment, and set employees up for success from day one. Leave with actionable insights to strengthen your onboarding and workforce readiness.

HUMAN RESOURCES

Silent Crisis: How to Stop Your Workforce from Quietly Disengaging

► Gary Rada, LIFT Consulting, LLC

Quiet quitting often starts with misaligned expectations. In this session, we'll explore how unclear communication erodes trust, culture, and performance—and how to stop disengagement before it spreads. Using insights from The Five Dysfunctions of a Team and Sandler's principles, you'll gain practical strategies to strengthen clarity, commitment, and connection—so your top talent stays engaged.

ACCOUNTING

You Won't Believe This Claim: Tales from the Trenches (and the Breakroom)

► Jason Hiller, Hausmann Group

From scary falls to claims that make you wince, we will dive into a few of the wildest, weirdest, and most memorable workers' comp claims that'll have you shaking your head—and texting your coworkers.

PAYROLL

Cybersecurity Trends

► David Anderson, CLA (CliftonLarsonAllen, LLP)

In this session, David will provide updates on the latest risks and trends related to cybersecurity. This will include payment fraud and ransomware, as well as how AI and deep-fake technology is making it easier for the fraudsters. David will also cover mitigating controls to help organizations in the ever-changing threat landscape.

MARKETING

Hard Hats, Soft Skills: Confident Networking in 10 Steps

► Darryl Feldman, ActionCOACH Milwaukee #1, LLC

Networking can be one of your most powerful business tools—when done with purpose. Whether you're a natural connector or still warming up to it (and it's OK either way), this session will show you how to approach networking with confidence and clarity. You'll know how to prepare, connect meaningfully, and follow up in a way that builds trust and opportunity. We'll walk through simple, practical traditional and online steps to help you network with intention, build genuine relationships, and make every interaction count.

5:00 - 8:00 P.M.

Networking Social

Join us for an evening of live music, fun networking games, great prizes, and the chance to build new connections with fellow ABC members!

Thursday Schedule

7:00 - 8:00 A.M.

Breakfast & Announcements

8:00 - 9:00 A.M.

LEADERSHIP

Shifting Gears: Strategic Thinking on a Tactical Schedule

► Steve Aune, LIFT Consulting, LLC

When you're juggling meetings, urgent requests, and daily demands, strategic thinking often takes a back seat. This session introduces the Altitude Framework to help leaders navigate between the 30,000-foot (strategy), 15,000-foot (operations), and 5,000-foot (tasks) views—without losing focus or momentum. Learn how to shift your mindset in the moment, so you can lead with clarity even when time is tight.

HUMAN RESOURCES

Building Resilience in Times of Transformation

► Leah Roe, The Perk

Change moves at the speed of trust—and resilience. In construction, tough moments are inevitable, and resilience is what keeps teams focused and driving improvement. This session explores why resilience matters, especially during transformation. You'll learn strategies to strengthen personal resilience, build support systems, and foster a resilient culture. Walk away with a personalized action plan and practical tools to lead with confidence, handle pressure, and sustain long-term success.

HUMAN RESOURCES

Knocking Down Bilingual Barriers in Construction

► ABC of WI Inclusion Committee

As workforce diversity grows in construction, so does the need for clear communication across language barriers. This interactive roundtable will explore practical tools, recruiting strategies, inclusive HR policies, and tips for managing multilingual crews to improve team dynamics and job site communication.

ACCOUNTING

Profits Through People: Maximizing Your Leadership

► Dan Paulson, Invision Development International, LLC

Profits Through People is a hands-on workshop for leaders ready to link workforce performance to financial results. Learn how leadership behaviors, employee engagement, and accountability systems impact margins and profitability. Through real-world examples and interactive tools, you'll gain practical strategies to align your people, culture, and bottom line for lasting success.

PAYROLL

Secure Act: What's New, What's the Same, and How it Impacts You

► John Friar, Park Capital Management

In an ever-changing employee benefit landscape, rules and regulation continue to change at a faster pace than we have seen over the last 40 years. Setting Every Community Up for Retirement (The Secure Act) has several updates that will impact plan sponsors for years to come. Learn what these changes are and how to build a modern retirement plan.

MARKETING

Design that Delivers: Layout, Color, and Font Tips with Canva & InDesign

► Laura Kocum & Chrissy Long, ABC of Wisconsin

Learn the fundamentals of effective visual design using two of today's leading tools: Adobe InDesign and Canva. This session covers best practices for layout, color selection, typography, image sizing, and more—whether you're creating designs in-house or providing creative direction. Gain practical tips to produce clean, professional materials that align with your brand and stand out across print and digital platforms. Ideal for beginners and those looking to refine their design skills.

9:00 - 9:15 A.M.

Break with Exhibitors

9:15 - 10:15 A.M.

LEADERSHIP

Get Your Team to Step Up: Practical Tools to Engage Staff and Motivate Managers

► Jason Chance, The Operating Edge

Tired of chasing buy-in or pushing your team to perform? In this hands-on session, you'll learn how to build a self-motivated team through shared ownership and practical tools tailored for the construction field. We'll tackle real challenges like disengaged staff, passive managers, and conflict—turning them into opportunities for collaboration, accountability, and stronger results on-site and in the office.

HUMAN RESOURCES

Beyond the Basics: Legal Insights for a Smarter Employee Handbook

► Doug Witte, Boardman & Clark, LLP

A well-crafted employee handbook is more than a list of rules — it's a vital tool for communication, compliance, and culture. This session dives into what makes an effective handbook in today's evolving workplace. We'll explore common legal pitfalls, recent regulatory updates, and practical strategies to ensure your policies are clear, compliant, and enforceable. Whether you're updating an old manual or starting from scratch, you'll walk away with actionable tips and legal insights to strengthen your handbook and reduce risk.

HUMAN RESOURCES

Communicating and Navigating Generational Differences

► Lee Hill, Capital Railroad Services

In 2025, five generations are in or entering the workforce—each with distinct values, communication styles, and expectations. Leading across this generational mix can be challenging. This session explores key perspectives, practical tactics, and the mindset needed to bridge generational gaps and build stronger, more connected teams.

Thursday Schedule

ACCOUNTING

Empowering Tomorrow: Unpacking the New Big Beautiful Energy Changes

► Steve Barnes, Wipfli LLP

The version of the One Big Beautiful Bill (OBBB) passed by the House of Representatives proposes sweeping changes to energy tax credits, including the potential acceleration of phaseouts, the repeal of incentives, and the elimination of transferability. It is crucial to understand what's at stake and how to prepare for these changes. Join us for an insightful presentation where we will unpack how the OBBB could impact clean energy projects.

PAYROLL

Navigating Multi-State Payroll Compliance

► Courtney Koen, Paycor

This session will provide an overview of the key payroll and HR considerations businesses face when expanding or operating across multiple states. Attendees will learn how to approach multi-state compliance strategically to support growth and reduce administrative risk.

MARKETING

From Jobsite to Website: Simple Ways to Market Smarter with AI

► Dan Truehl, LIFT Consulting, LLC

► Charles Rodriguez, LIFT Consulting, LLC & Earthling Interactive

In this session, we'll educate HR Professionals and Marketing teams on how the best contracting firms are leveraging AI to increase content productivity and build brand consistency. We'll also cover essential tools, effective prompting techniques, and key safety considerations to help you use AI with confidence and integrity.

10:15 - 10:30 A.M.

Break with Exhibitors

10:30 - 11:30 A.M.

LEADERSHIP

Mastering the Corrective Action Process: A Guide for HR Professionals and New Managers

► Kayla Ebert, Fincantieri Marine Group

This session provides a clear, practical approach to managing employee performance through corrective action and progressive discipline. Ideal for new managers, HR professionals, or those needing a refresher, it offers train-the-trainer tools and actionable strategies. Learn how to identify performance issues, give effective feedback, apply fair discipline practices, and address common questions—all while emphasizing the importance of understanding employee perspectives.

HUMAN RESOURCES

The Dos and Don'ts of Union Issues

► Dan Barker, Jackson Lewis, PC

Contractors without a basic understanding of federal labor law risk costly, avoidable mistakes. This session equips HR professionals—new and experienced—with essential knowledge on union-related issues like protected activity, picketing, banner, salting, organizing, and jobsite access. In just an hour, you'll gain the tools to confidently handle common labor challenges.

HUMAN RESOURCES

The Hidden Costs of Outdated Systems: Why HR and IT Must Partner to Attract & Retain Construction Talent

► John Samuelson, Earthling Interactive

In today's talent war, outdated systems are quietly driving turnover and frustrating your workforce. In this session, Earthling Interactive shares real-world examples of how modernizing internal processes—without overhauling your ERP—can improve recruiting, onboarding, and retention. Learn to spot hidden tech bottlenecks, prioritize high-impact solutions, and create a smoother, more effective employee experience.

ACCOUNTING

Outsourcing vs In-House Payroll: Making the Right Call

► Lou Perez, Lumber

Lou Perez, Co-Founder of Lumber, leads a deep dive into the key factors when deciding between in-house and outsourced payroll. This session explores cost-efficiency, compliance, and operational control, offering actionable frameworks to help you determine which approach best supports your organization's growth, customization needs, and regulatory requirements.

PAYROLL

Who's the Boss?

► Ashley McNulty & Makena Felten, Godfrey & Kahn, S.C.

While federal guidance regarding independent contractor classification seems to be ever-changing, the gig economy continues to be a significant portion of the U.S. labor market and shows no signs of slowing down. Come along as we discuss what worker misclassification is, why the government cares, and what current federal guidance requires employers to consider—complete with real-world misclassification mistakes to help you avoid them.

MARKETING

How to Improve Your Company's Relationship with Tech and Security

► Hilary Stohs-Krause, Red Canary by Zscaler

Almost every company has inefficiencies when it comes to how they operate from a technical perspective, both at the organization level and individual level - and some of these inefficiencies come with very real financial and security risks! Luckily, there are lots of small- and medium-sized ways to improve your company's relationship with tech and security. In this talk, we'll explore 10 practical, free or low-cost best practices that organizations from any industry can take today to improve their security, technical longevity and productivity, no matter their size, budget or tech set-up..

11:30 A.M. - 12:00 P.M.

Ice Cream Social | Prize Drawings

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