LASHRM Professional Development Symposium
May 17, 2017 • Piggy’s Restaurant Ballroom

Employer Branding – Become an Employer of Choice
How Can YOU Attract & Retain Talent in the Coulee Region?

LASHRM

HR and business professionals must learn to create a strong employer brand to attract and retain top talent. Employer branding is multi-faceted and vital function of any business, large or small. LASHRM’s symposium on May 17, 2017 at Piggy’s Restaurant will give you the tools you need to create and enhance your employer brand.

Respected, local business leaders will share their expertise on...

- Developing YOUR Brand
- Creating Diversity
- Coulee Region Offerings
- Talent Recruitment & Retention
- Team Building
- Economic Value of Brand Development

Learn ways to promote the Coulee Region as a great place to work, live and play!
LASHRM’s Vision…
to be the trusted partner of choice for excellence in human resource practices

Symposium Agenda

7:30-8:00  Check-in (Continental breakfast provided)
8:00-8:30  La Crosse Chamber Commerce—Executive Director Vicki Markussen
           Addressing employment trends in the Coulee Region
8:30-10:00 Interactive Employer Panel—Sharing best practices, followed by Q&A
           Trustpoint | Dynamic Recycling | Organic Valley | YMCA
10:00-10:30 Break and Networking
10:30-11:00 Creating a Diverse Team—Ricardo Acevedo
           Social Security Administration District Manager
11:00-11:15 Seven Rivers Alliance—Lisa Herr, providing overview of organization’s
           focus on economic development in the Upper Mississippi Region.
11:15-Noon Explore La Crosse —A.J. Friel & Outdoor Recreation Alliance—Jeff Worrell
           Leveraging the uniqueness of La Crosse area to recruit and retain top talent

~ Symposium attendance eligible for SHRM and HRCI re-certification credits ~

REGISTER ONLINE

Name: ________________________________________  SHRM-CP  ❑  SHRM-SCP  ❑
       PHR  ❑  SPHR  ❑  GPHR  ❑
Organization: __________________________________________________________
Address: ______________________________________________________________
Phone: ______________________  E-mail: ___________________________________

Please make checks payable to: LASHRM
❑ $50 – LASHRM Members  ❑ $60 – Non-LASHRM Members
❑ $25 – FT Undergraduate Students
❑ $150 – Business Sponsorship

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