



CHAPTER MEETING

**TUESDAY
JANUARY 20, 2015**

LOCATION

Liberty Hall Banquet
& Conference Center
800 Eisenhower Drive
Kimberly, WI 54136
[Click Here for Map](#)

TIME

2:00 PM – 4:05 PM
Professional Development Session

4:15 PM – 5:30 PM
Keynote Speaker Presentation

5:30 PM – 5:45 PM
Business Meeting

5:45 PM – 7:30 PM
Social Period & Buffet Style Dinner

For this event the social period and dinner will be combined. We will have seating at the bar for those who wish to stand and enjoy a beverage and the buffet, as well as traditional dinner tables for those who prefer to be seated with their colleagues.

REGISTER BY: January 13, 2015

[Click Here to Register](#)

CPE CREDITS

Professional Development Session Qualifies for 2.5 Credits. Keynote Speaker Presentation Qualifies for 1.5 Credits

CANCELLATION POLICY

Please send cancellations to mwcomfoxcities@gmail.com no later than 5:00 PM Friday, January 16, 2015.

FEES

This meeting is free for FEI members, strategic partners and prospective member guests.

Keynote Speaker Presentation



MIKE WELLER

Group President
ITW/Miller Electric Manufacturing

Increasing the profitability and effectiveness of your organization through empowerment and 80/20

Mike has enjoyed a 34 year long career at ITW Welding/Miller Electric Manufacturing Company, and will be retiring on March 31, 2015. Over the years, Mike has held the position of Vice President & General Manager of Sales/Marketing & Administration as well as the position of Vice President of Human Resources at Miller Electric. At present, Mike serves on several boards and was recognized by the Technical Colleges of Wisconsin in 2014 as a Technical Education Champion.

Mike's other notable accomplishments are as follows: he chaired the 2005 United Way Campaign in the Fox Valley with record results and will co-chair the 2015 Campaign. He also served 3.5 years as the President of the Timber Rattlers Baseball Franchise and was recognized as an "Industry Fellow"--by AWS.

Mike will share some of his experiences that have enabled Miller to be the global welding manufacturing leader by using empowerment and 80/20. These principles can be used in your business—and the resources are already in place.

Professional Development Session

CRISIS MANAGEMENT: IS YOUR ORGANIZATION PREPARED FOR A CRISIS?

Presented by Schenck S.C. and Red Shoes PR, Inc.

Every organization should expect the unexpected when it comes to communicating during a time of crisis. In today's era of transparency and 24/7 communication platforms, organizations need to be prepared and know how to stay ahead of communications to ultimately protect their brand.

Through this interactive presentation, participants will:

- Outline potential crisis situations you could face and how to prepare for them
- Think through the many communication channels - social media and traditional media and how to be best prepared to face social bullying
- The importance of communications timing and sequencing
- How to learn from others by using case studies as learning tools
- Build a toolkit that you can start implementing

From an organization's internal audience such as employees and board members to the community at large, crisis communications has never been more critical to a brand's reputation.

(continued on next page)

Professional Development Session (Continued)

January Professional Development Session Presenters



Kim Houlton
Human Resources Consulting Manager
Schenck S.C.



Kim has over 25 years of experience in leading human capital and human resources strategies in a variety of industries. She provides clients human resources guidance such as human resources strategy, talent management, employee benefits, compensation analysis, HR Department assessments, functional HR start-up guidance, compliance assistance, training and development.

Kim understands complex and sensitive situations. She applies relevant HR technical expertise to provide solutions that make good business sense for the client.

Prior to joining Schenck, Kim directed the human resources function for companies with multi-state operations and rapidly growing and changing work environments.



Maria Nelson
Account Director
Red Shoes PR, Inc.



Maria Nelson has extensive experience in media relations, crisis communication and internal communication. An employee of Red Shoes PR since 2009 and a public relations practitioner for more than a decade, Maria specializes in strategic health care communication. Maria excels in complex communications projects or crisis situations and creating detailed plans, spot on messaging and turning those into successful communications programs.

Maria graduated from Marquette University and is on the board of directors for the Emergency Shelter of the Fox Valley and the board of trustees for Catholic Charities for the Diocese of Green Bay.

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January 20, 2015 Chapter Meeting: Instructional Method: Group-live **Experience Level:** Basic **Prerequisites / Advance Preparation:** None **Field of Study: Professional Development Session** = Specialized Knowledge & Applications; Keynote Speaker Session = Economics. **Recommended CPE Credits:** Professional Development Session = 2.5; Keynote Speaker = 1.5.

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.