

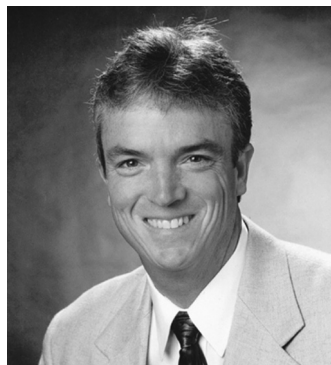
Leadership Conference 2008

Sponsored by
Wisconsin Indianhead Technical College Foundation and
Wisconsin Indianhead Technical College - Rice Lake Campus

Friday, March 28

**Wisconsin Indianhead
Technical College**

**Rice Lake Campus
Conference Center
1900 College Drive**



Keynote Speaker

Pepper Burrus

**Head Athletic Trainer
Green Bay Packers**



Featured Speaker

Michael Perry

*Author: Population 485:
Meeting your Neighbors
One Siren at a Time and
Truck: A Love Story.*



**WISCONSIN
INDIANHEAD
TECHNICAL
COLLEGE**

Register Early !!

Register by March 10 -- save \$30 and be eligible to win Early Bird prizes including Packer memorabilia and Michael Perry books!

About the speakers

Pepper Burruss Keynote Speaker

One of the more visible people in the Green Bay Packer organization, Pepper Burruss is now in his 15th season as the club's head trainer, his 31st in the NFL overall. Overseer of the team's medical care on a daily basis, Burruss, a certified athletic trainer and physical therapist, joined Green Bay in 1993 after 16 seasons with the New York Jets as assistant athletic trainer.

The 53-year-old Burruss graduated with honors from Purdue University, where he earned a B.A. degree in health and safety education. At Purdue, Burruss was fortunate enough to be a student trainer working under a legend in the field, the late William 'Pinky' Newell. After receiving his B.S. degree in physical therapy from Northwestern University Medical School, Burruss was then hired by the Jets in 1977.

The Jets' training staff was honored twice during his stint with the team. In 1985, the unit was the first-ever recipient of 'NFL Athletic Training Staff of the Year' recognition, an award given by peers. The staff was honored again at the National Athletic Trainers Association (NATA) clinical symposium in 1994 by former Jets defensive lineman Dennis Byrd, who credited the team's emergency care as a contributing factor in his miraculous recovery from quadriplegia. Byrd had suffered a fractured neck after an on-field collision in a 1992 game with Kansas City at the Meadowlands.

More recently, and closer to home, the Packers' medical staff received the second-highest approval rating from its players among all National Football League teams in a 2000 survey conducted by the NFL Players' Association, finishing behind only the Giants.

A gifted public speaker, Burruss has lectured at seven National Athletic Trainers' Association (NATA) Clinical Symposia, multiple state, district and college meetings, as well as numerous service organizations throughout Wisconsin. His lectures are supplemented with an extensive collection of photos that has recently grown with the addition of more than 5,000 images of the progression of Lambeau Field's redevelopment.

Born Thomas Pepper Burruss in Beacon, NY, he and his wife, Nancy, have one son Shane, 18, and one daughter Christina, 13. Nancy is a clinical nurse specialist for cardiothoracic surgery, and an assistant professor at Bellin College of Nursing in Green Bay

Michael Perry Featured Speaker

Michael Perry is a humorist and author of the best selling memoir *Population 485: Meeting Your Neighbors One Siren at a Time*, and the essay collection *Off Main Street*. Perry has written for *Esquire*, *The New York Times Magazine*, *Outside*, *Backpacker*, *Orion* and *Salon.com*, and is a contributing editor to *Men's Health*. His essays have been heard on NPR's *All Things Considered* and he has performed and produced two live audience recordings (*I Got It From the Cows* and *Never Stand Behind a Sneezing Cow*). Perry lives in rural Wisconsin, where he remains active as a volunteer firefighter and emergency medical responder. He can be found online at his website www.sneezingcow.com

Raised on a small dairy farm, Perry equates his writing career to cleaning calf pens – just keep shoveling, and eventually you've got a pile so big, someone will notice. Perry further prepared for the writing life by reading every Louis L'Amour cowboy book he could get his hands on – most of them twice. He then worked for five summers on a real ranch in Wyoming, a career cut short by his fear of horses and an incident in which he almost avoided a charging bull. Based on a series of informal conversations held around the ol' branding fire, Perry still holds the record for being the only cowboy in all of Wyoming who was simultaneously attending nursing school, from which he graduated in 1987 after giving the commencement address in a hairdo combining mousse spikes on top, a mullet in back, and a moustache up front – otherwise known as the bad hair trifecta. Recently Perry has begun to lose his hair, and although his current classification varies depending on the lighting, he is definitely Bald Man Walking.

Perry has run a forklift, operated a backhoe, driven truck, worked as a proofreader and physical therapy aide and has distinguished himself as a licensed cycle rider by careening into a concrete bridge completely unassisted. He has worked for a surgeon, answered a suicide hotline, picked rock in the rain with an alcoholic transvestite, was a country music roadie in Switzerland, and once worked as a roller-skating Snoopy. He can run a pitchfork, milk a cow in the dark, and say "I don't understand" in French, Greek and Norwegian. He has never been bucked off a horse, and contends that falling off doesn't count. He is utterly unable to polka.

For more information about the 2008 Leadership Conference call Dennis Holtegaard, Dean of Continuing Education, 715.234.7082, ext. 5246 or Margie Ince, ext. 5257. Additional registration forms and information are available at www.witc.edu/coned/seminars.

About the speakers



Pete Ptacek

Pete brings more than 30 years of general business and training experience to his presentations. He is best known for his creative, highly interactive and story telling approach: his training is direct, engaging, to the point and fun! Pete has extensive experience in organizational development, quality management, supervisory management and leadership development, and sales training. Pete began his career with WITC New Richmond in 1998 and is the team leader and instructor for the Supervisory Management program. Pete has done seminars, training and consulting for numerous companies including: Polaris Industries, Inc., Doboy, Tenere, Northwire, Andersen Windows, Brown Seed Company, and others.



Joan Runnheim Olson, MS

With over 10 years of experience providing one-on-one career and leadership coaching and workshop facilitating, Joan has become a leader in her industry. As founder of Pathways Career Success Strategies in Hudson, WI, she has helped professionals, managers, and executives take charge of their careers. As a leadership coach for Monster.com, Joan has been able to reach out to millions of people with her online coaching and career-related articles. She has been sought out as an expert in her field, being quoted in local and national print and online media. Joan will be a contributing author in the book 'Work Smarts: Be a Winner on the Job' coming out this year.



Mark Kelsey, Detective

Detective Mark Kelsey has been employed by the City of Hayward for almost 30 years, a training officer for over 26 years, and a law enforcement instructor at WITC for the last 25 years. From 1989 to 1992, Detective Kelsey was Director of the Northwest Area Crime Unit, a special narcotics investigative unit consisting of 7 county sheriff's departments and 7 municipal law enforcement agencies.

Mark Kelsey also holds numerous instructor certifications, and has been a guest lecturer for businesses and many conferences, lecturing on training issues, threat assessment and use of force issues. He is also a court-recognized expert in the area of Defensive and Arrest Tactics and Threat Assessment.

Mark has been awarded numerous Distinguished Service Awards, the Law enforcement Medal of Valor and the Law Enforcement Medal of Bravery.



Sally Field, MBA, SPHR

Sally Field started Sky's the Limit Coaching & Consulting in 1998 to help companies and individuals realize their full potential and reach new heights. With the belief that the focus of business should be on growth and positive effort, Sally has developed training workshops and coaching sessions customized to fit client's specific needs.

Sally holds an MBA with honors from Aurora University and a BA degree in Political Science. And she has more than 18 years combined HR and general management experience, including public information officer in the House of Representatives and Office of the Governor of Illinois.



Linc Duncanson

Linc Duncanson is C.O.O. for Northwire, Inc., a privately owned custom wire & cable manufacturer located in Osceola, Wisconsin with a second facility in Santa Teresa, New Mexico. They pride themselves on the design and manufacture of small volume custom cables shipped quickly.

Northwire's culture has evolved from a values-driven philosophy that focuses on personal development and accountability, teamwork and commitment to one another. The company subscribes to "Customers for Life, Suppliers for Life, and Employees for Life" and the corporate leadership style is Performance Management, which acknowledges the contribution of every individual in the company and rewards them accordingly.



Kerm Morgan

Kerm Morgan is a General Studies instructor at WITC Rice Lake and Ladysmith. He has been at WITC since 1995.

Kerm retired from the U.S. Army in 1995 after 28 years of service. While a Division Chief at the Army Reserve Training Center, Fort McCoy, he was responsible for a wide variety of training programs throughout the country. He was a lead instructor in the areas of Supervisory Management, TQM, and Diversity programs conducted by the Army.

Kerm is trained in conducting the Keirseay Temperament Sorter, an assessment similar to the Myers Briggs, but easier to use and there is no cost to take it. Developed by David Keirseay, people are divided into four temperament groups or styles: guardians, idealists, rationals, and artisans.

Break-out sessions

Managing Conflict: Improving Your Effectiveness & the Company Bottom Line - Joan Runnheim Olson

Unresolved conflict can result in significant costs to an organization and to the employees involved in the conflict. Some people struggle with conflict; many try to avoid it, hoping it will just go away. Others enter into a power struggle, which no one wins. Participants in this interactive session will understand how different conflict-handling modes affect interpersonal and group dynamics and learn how to select the most appropriate style for a given situation.

Performance Management - You Need to Know This -- Linc Duncanson

Performance Management is both a methodology and a leadership style that recognizes the needs and behaviors of your direct reports and 'connects' employees with your expectations and the company's goals so that everyone knows at the end of the day how well they did. Performance Management opens up communication about the things you should be talking about . . . and teaches managers and supervisors how to recognize, reward and redirect people in a positive, interactive way that encourages direct reports and makes work fun. Participants will learn how to adopt the Performance Management style, the benefits including increased productivity, open communication, and ease of performance reviews.

Creating a Positive Workplace for our Employees – Pete Ptacek

History continues to prove that we as managers and business owners cannot motivate our employees . . . we have to create the environment where people motivate themselves. We cannot force our employees to come to work . . . but we can get our employees excited about coming to work! This working session will focus on what we may be able to do to help our employees get even more excited about coming to work. After starting with a bit of theory, teams will brainstorm ideas and techniques that may help you create a more dynamic, fun and productive work place environment.

Hey Dude! Managing the Generations in Today's Workplace – Sally Field

Managers and supervisors everywhere complain about the arrogance, challenges to authority, and lack of work ethic of the younger generations. In turn, those in younger generations are frustrated by older supervisors who they feel are stuck in their ways and want to maintain the status quo. How can you manage the perceived arrogance of the youngster who questions everything? Why are young people so insistent on separating work and personal time -- and how do you use this to your advantage? How do you instill a sense of ownership and loyalty in your younger workers?

Workplace Violence – Mark Kelsey

Workplace violence is becoming one of the nation's most pressing topics for both employers and their staff. Every week in the U.S. there are 18,000 non-fatal workplace assaults. This session will help both employers and employees to identify the factors that may increase a risk for workplace assaults. The training will help you to understand how to conduct a threat assessment of a potentially violent encounter and develop a pre-plan practiced response. This experience will focus on recognizing body language clues, the use of tactical thinking, developing behavioral strategies and discussing practical defensive tactics if violence strikes.

Keirsey Temperament Sorter – Kerm Morgan

There are two sides to personality, one of which is temperament and the other character. Temperament is a configuration of inclinations, while character is a configuration of habits. Character is disposition, temperament pre-disposition. The Keirsey Temperament Sorter is designed to provide an effective and useful assessment of your own unique style. This insight will prove useful in all facets of your career and your daily interactions with other people. The emphasis is on building upon our differences. The workshop is light hearted and fast paced. Be ready to participate!

Agenda

8:00-8:30am	Registration and Coffee	Noon-1:00pm	Lunch
8:30-8:40am	Welcome and Introductions	1:00-3:00pm	Breakout Sessions
8:40-9:40am	Pepper Burrus, Keynote Speaker	3:00-4:00pm	Michael Perry, Featured Speaker
9:40-10am	Break	4:00-4:05pm	Final Remarks, evaluations.
10am-noon	Breakout Sessions		