



WISCONSIN CONFERENCE ON VETERANS ISSUES

SEPTEMBER 24-25
FOX VALLEY
TECHNICAL COLLEGE



WDVA
Wisconsin Department of Veterans Affairs

12 P.M.

Registration

1 PM

Welcome

Secretary Zimmerman

1:15 PM

Mission Wisconsin: It's More You

Rebecca Deschane, Wisconsin Economic Development Corporation; Tim La Sage, Military Affairs Manager, WPS Health Solutions

2 PM

The Impact of Enrichment

Ryan McKennedy, Team Red, White, and Blue

3 PM

Breakout Sessions

FORWARD: Developing Your Leadership Style

Kyle Arneson, World Leadership Partners & Bunker Labs WIS

DWD's Exploring New Avenues

Rita Atkinson, Wisconsin Department of Workforce Development

Building Your Network

Jessica Beckendorf, Waupaca County UW-Extension & Military Families Learning Network

4 PM

Woman Veteran of the Year Presentation

Secretary Zimmerman and Connie Walker, 2017 Woman Veteran of the Year

Kim Graff, award recipient

4:30 PM.

Closing Remarks

Secretary Zimmerman

5 PM

Fox Valley Veteran Council Networking Event

Timber Rattlers Stadium

7:30 AM

Registration

8:30 AM

Welcome

Secretary Zimmerman

9:00 AM

Boots On The Ground: Embracing Today's Veteran

Ann Schueller, Army Veteran And HR Manager, Henry Schein Veterinary Solutions, North America

9:45 AM

Lt. Governor Rebecca Kleefisch

10:45 AM

Breakout Sessions

Be There For Veterans and Service Members

Lori Kirchgatter, Veterans Outreach and Recovery Program

On A Mission: Womens Health at the VA

Dr. Jill Feldman

Veteran's Best Friend: Healing With Animals

Service Animal Panel

11:30 AM

Wisconsin Veterans Museum Presentation And Lunch

12:30 PM

Breakout Sessions

Team Building In A Leadership Development Context

Will Atkinson, Team Red White & Blue

Work For Me Entrepreneurship

Spa Massage on the Go, Vines to Cellar, Operation Coffee, and ChunkaBuns

Keeping Student Veterans Engaged

UW Oshkosh, Gateway Tech, and Western Technical College

1:30 PM

Breakout Sessions

Wisconsin Veterans Village

Major Jim Strong, President of Veterans Village

How Universities And Tech Colleges Are Engaging With Local Resources And Employers

Fox Valley Technical College, UW Oshkosh, and Western Technical College

Breaking Barriers: Women in the Trades

Sue Silverstein, MATC

2:30 PM

Closing Remarks

Secretary Zimmerman



Secretary Daniel Zimmerman,
Wisconsin Department of Veterans Affairs

Wisconsin Department of Veterans Affairs Secretary Daniel J. Zimmerman is the chief advocate for the nearly 400,000 Veterans of Wisconsin. In this capacity he is responsible for the leadership and management of the department and its service to Veterans.

Zimmerman is a career Army Intelligence officer and former Combat Engineer soldier. Hailing from New Berlin, Wisconsin, Dan spent his 25 year military career serving in various command and

staff positions in support of the Army worldwide. His experience includes numerous assignments at home and abroad, training and operational. Dan is a decorated combat Veteran, having been awarded two Bronze Star Medals, five Meritorious Service Medals, and numerous other Army, NATO, and foreign medals and awards.

Since his retirement from the Regular Army in 2008, Dan remained engaged with the military and educational communities. He most recently worked as a contracted training consultant for U.S. National Guard Bureau and as an exercise officer and threat planner at Wisconsin Emergency Management, Wisconsin Department of Military Affairs.



Mission Wisconsin: It's More You

Whether it's starting a new career, receiving a quality education for Veterans or their families, finding affordable housing in a welcoming community or having an outstanding quality of life outside of the workplace, Veterans will find more of what they're looking for in Wisconsin. Learn more about the state's talent attraction and retention marketing campaign, including the targeted outreach to the nation's 200,000+ transitioning service members as well as best practices to help your organization be Veteran Ready.

Rebecca Deschane is the talent initiatives director for WEDC and the University of Wisconsin System. In this role, she leads and

coordinates both organizations' statewide efforts to attract and retain talent. Prior to that, Deschane played an integral role in WEDC's effort to identify and develop talent initiatives. She's been active in WEDC's engagement with young professional organizations and launched and expanded YPWeek, a statewide initiative aimed at attracting and retaining young talent in Wisconsin.

Deschane currently works with WEDC and the UW System to help align local, regional and statewide talent and workforce initiatives, engaging with organizations and providing insight to support the talent needs of Wisconsin.



Timothy La Sage is a Marine Corps Veteran who currently works as the Military Affairs Manager for WPS Health Solutions. After completing infantry training at Camp Pendleton in California, La Sage was selected for duty with an Anti-Terrorism unit. First Sergeant La Sage, a 6th award rifle and pistol expert, was deployed to Japan, Iraq, and Djibouti and received two Purple Heart Medals, three Navy Commendation Medals (two with Combat Valor), two Navy Achievement Medals for life saving actions, The Presidential Unit Citation, Combat Action Ribbon and the Meritorious Service Medal in addition to several campaign medals and miscellaneous ribbons for his service.

DAY 1

Secretary Daniel Zimmerman
Conference 112AB
1 PM

DAY 2

Secretary Daniel Zimmerman
Conference 112AB
8:30 AM

The Impact of Enrichment

How Team Red, White & Blue (and other Veteran service organizations) add Value to the Community by Enriching Veterans' lives

Ryan McKennedy, Midwest Program Manager, Team Red White & Blue.

Ryan McKennedy currently works at Team Red, White & Blue. Team RWB's mission is to enrich the lives of America's Veterans by connecting them with their community through physical and social activity. At Team RWB, Ryan serves as a Midwest Program Manager supporting Team RWB Chapter's in Illinois, Wisconsin and Indiana. Ryan also serves in the Illinois Army National Guard as a Human Resources Sergeant assigned to HHC 1-106 Aviation Battalion in Peoria, IL, and was deployed to Afghanistan in 2009. Ryan earned his Master of Social Work degree with a concentration in Community Organization, Planning and Administration from the University of Southern California in 2015, and resides in Chatham, IL with his fiancée Cassie and two stepchildren Jocelyn and Hazel.

Breakout Session: FORWARD: Developing Your Leadership Style

This session will break down a simple leadership model for leaders at every level of an organization with an easy-to-access acronym: **4M**

Model Motivate Mentor Multiply

All of these different topics will be discussed.

Kyle Anderson, Founder and Managing Partner, World Leadership Partners, Bunker Labs Wisconsin.

Breakout Session: DWD's Exploring New Avenues

This session is specifically for employers and agencies that partner with employers to help them find workers. Having trouble finding employees with the skills you need? Are you or your best employees spending too much time training new employees? Wisconsin Fast Forward can help. Through Wisconsin Fast Forward worker training grants, you can get funding to help develop specialized training that is geared specifically to giving workers the skills they need to succeed in your business. We'll describe the grant program and provide you with tips to help you get the funding. We'll also share information about our new Internship portal, a free website that helps employers find interns, helps interns find employment, and provides employment resources to employers and interns.

Rita Atkinson, Director of the Office of Skills Development, Wisconsin Department of Workforce Development

Breakout Session: Building Your Network

Build Your Network The Working Out Loud Way – 5 Practical Principles for Achieving Goals and Making Meaningful Connections. Shed outdated views of "networking" and learn to network in a way that builds authentic connection and helps move you toward achieving your goals. Using the Five Principles of John Stepper's Working Out Loud, as well as some lessons from the fields of positive psychology and network theory, participants will leave with practical steps that will help them grow their network as soon as they walk out the door.

Jessica Beckendorf, Waupaca County UW-Extension and Military Families Learning Network.

DAY 1

The Impact of Enrichment Ryan McKennedy

Conference 112AB
2 PM

DAY 1

FORWARD: Developing Your Leadership Style

Conference 112AB
3 PM

DAY 1

DWD's Exploring New Avenues

Room 143
3 PM

DAY 1

Building Your Network

Room 145
3 PM



Woman Veteran of the Year

Kim Graff, Marine and President, Founder of Protecting Military Families in Wisconsin

Struggling from the unexpected death of her first husband, Graff joined the Marine Corps in 2012 as a way to apply herself. She served as a Chemical, Biological, Radiological and Nuclear Defense Specialist with the First Marine Expeditionary Force at Camp Pendleton in California before deploying to the South Pacific and Australia. After her active duty

service concluded, she and her current husband, fellow Marine William Graff, and their two children moved to Janesville, where she joined the Wisconsin National Guard. She retired from military service earlier this year due to a PTSD diagnosis and found a passion in advocating for protecting military families.

Graff has lobbied for Wisconsin to pass the Deployed Parent Custody and Visitation Act with the hope of it passing in the next legislative session. She will graduate with a master’s degree in humanities next year and works as a Special Education Paraprofessional in the Milton School District.



Boots on the Ground: Embracing Today’s Veteran

Advice and anecdotes from a Veteran, HR professional, adult educator, and entrepreneur on how to find mutually positive and beneficial situations for today’s Veterans. Add to your tool box: Veteran hiring, retention, college environments and Veteran entrepreneurial resources.

Ann Schueller, Army Veteran and HR Manager for Henry Schein Veterinary Solutions, North America

Since July, 2017, Ann Schueller has served as Human Resources Manager for Henry Schein Veterinary Solutions, North America. Based out of the Oshkosh, Wisconsin office, Ann is responsible for all Human Resources functions at all three of the North America locations: Piedmont, MO Oshkosh, WI and Treviso, PA, and over 40 remote employees.

With 18 years of Human Resources management experience in businesses that includes Food, Agriculture, Higher Education and Manufacturing, Ann also specializes in compensation and benefits, recruiting, employee and labor relations, regulatory compliance, affirmative action, employee development and change management.

Ann retired after 21 years of service in the US Army as a helicopter maintenance technician, and currently volunteers with Veterans organizations to assist in Veteran hiring initiatives. She created a tool –Rank Assumption Chart for Employers- to assist civilian HR Professionals and hiring managers to understand how Veteran skills can transfer into their organizations. She and her husband own and operate Butterfly Creek Lavender Farm in Peshtigo, WI, so she understands the challenges and resources for Veteran entrepreneurs.

Ann has a Master’s Degree in Organizational Management, Bachelor’s Degree in Human Resources Administration, with a Senior Professional in Human Resources (SPHR) certification.



Presented by Secretary Zimmerman and Connie Walker, 2017 Woman Veteran of the Year

Connie Walker is a US Navy Veteran who honorably served 23 years, retiring as a Captain. Connie has a passion for working to raise cultural competency of Veterans issues, especially in mental health and healthcare. She is a tireless advocate for Veterans, active duty, and their families. Connie is driven to effect change, she says, because of her son Michael,

who returned from the War in Iraq with invisible wounds. In advocating for him, she learned first-hand what Veterans and families working to overcome TBI, psychiatric injury, psychiatric illness, and chronic pain have to deal with in trying to get back some semblance of their lives. For her astounding work, Connie was named WDVA’s 2017 Woman Veteran of the Year

DAY 1

Woman Veteran of The Year Presentation

Conference 112AB

4 PM

DAY 2

Boots on the Ground: Embracing Today’s Veteran

Conference 112AB

9 AM

Lt. Governor Rebecca Kleefisch

Since her election as Wisconsin's 44th lieutenant governor in November 2010, Rebecca Kleefisch has worked eagerly to attract employers to Wisconsin and to ensure that all citizens are equipped with the proper skills and education to find and embrace fulfilling work.

A former small business owner, Rebecca developed and heads the annual Governor's Small Business Summit. She also works frequently with economic developers and business owners to recruit new businesses and grow current employers. As Wisconsin creates more jobs, she works hard to expand the talent pipeline that fills them.

Rebecca wants our state's success to embrace all our citizens, especially those who must overcome barriers to prosperity. That's why she serves as co-chair for the Governor's Task Force on Minority Unemployment and the Governor's Task Force on Opioid Abuse. It's also why she chairs the Interagency Council on Homelessness, works for offender reentry, and advocates for returning Veterans and people with disabilities looking to join the workforce.

As the leading force behind Governor Walker's proclamation of 2012 as "The Year of the Veteran," Lt. Governor Kleefisch is equally committed to championing Veterans. From the greatest generation to those returning home from the Global War on Terror, she believes that all Veterans deserve honor and respect from their communities and state government.

Rebecca is a colon cancer survivor, a recovering news reporter, a member of the NRA, and graduate of the University of Wisconsin-Madison. She lives in Oconomowoc with her husband, Joel, and their two daughters, Ella and Violet.



Breakout Session: Be There for Veterans and Servicemembers

September is Suicide Prevention month and you can learn of resources for Veterans but also hear personal stories from a Veteran who is a suicide survivor. This is a panel and will be an open discussion with all panel members.

Moderator: Lori Kirchgatter, Veterans Outreach and Recovery Program Supervisor, Wisconsin Department of Veterans Affairs

Panelists: Abbey Bernier, VA Appleton Suicide Prevention Team; **Colleen Rincken**, Bureau Director of Health Services for Wisconsin Department of Veterans Affairs; **Gerald Sieren**, Outreach and Recovery Regional Coordinator for Wisconsin.

Breakout Session: On a Mission: Women's Health at the VA

Join Dr. Jill Feldman for this powerful session on what work means to people and how it defines them. She will explore how attendees can develop and pursue their dreams and goals during various life stages. She will highlight how people transition and recover through hardships and setbacks.

Breakout Session: A Veteran's Best Friend: Healing with Animals

Meet people that train animals for a very special mission...to assist our Veterans in the healing process. Hear stories about service animals and animal therapies as well as speak with Veterans who benefit from these services.

DAY 2

Lt. Governor Rebecca Kleefisch

Conference 112AB

9:45 AM

DAY 2

Be There for Veterans and Servicemembers

Conference 112AB

10:45 AM

A Veteran's Best Friend: Healing with Animals

Room 145

10:45 AM

On a Mission: Women's Health at the VA

Room 143

10:45 AM

Breakout Session: Team Building in a Leadership Development Context

Perform and Discuss team-building exercises replicated from Team Red White and Blue's Leadership Experience.

Will Atkinson, Army Veteran and Veterans Engagement Director for Team Red White & Blue.

Breakout Session: Work For Me Entrepreneurship

Hear from a panel of Wisconsin Veteran Business Owners representing coffee, massage, wine, and the clothing industry to learn what they do, what inspired them to start their businesses and how their time in the military has helped them develop their work ethic and drive when dealing with the ups and downs of owning a business.

Moderator: Darian Luckett, Senior Loan Officer for the Wisconsin Women's Business Initiative Corporation

Panelists: Jessica Dragan, Spa Massage on the Go; **C.J. Wirsching**, Vines to Cellar, Inc.; **Sam Floyd**, Operation Coffee; **Angela Wendling**, ChunkaBuns

Breakout Session: Keeping Student Veterans Engaged

Nick Brewer, the Disabled Veterans Outreach Program Representative for the Wisconsin Department of Workforce Development, moderates an interactive panel of student Veteran organizations from around the state as they engage the audience with whatever questions they may have. Topics will range from the best current practices in attracting student Veterans, future initiatives and how to face any challenges that may arise.

Moderator: Nick Brewer, Disabled Veterans Outreach Program Representative for Wisconsin Department of Economic Development

Panelists: Michelle Munns, UW-Oshkosh; **Robert Swanson**, Gateway College; **Edwardo Vargas**, Gateway College; **Paula Speropulous**, Western Technical College

Breakout Session: Wisconsin Veterans Village - Innovation in Veterans Housing and Care

Learn about the history of the Wisconsin Veterans Village and how it provides comprehensive care and housing in a Veteran-centric community.

Major Jim Strong, USA, Ret.; President Wisconsin Veterans Village Association

DAY 2

Team Building in a Leadership Development Context

Conference 112AB
12:30 PM

DAY 2

Work For Me Entrepreneurship

Room 143
12:30 AM

DAY 2

Keeping Student Veterans Engaged

Room 145
12:30 PM

DAY 2

Wisconsin Veterans Village Innovation in Veterans Housing and Care

Conference 112AB
1:30 PM

Breakout Session: How Universities and Tech Colleges are Engaging with Local Resources and Employers

Networking with employers in the community to advocate for student Veterans is vital in today's society. With various resources and opportunities available and an emphasis being placed on collaboration, it's important to know how to correctly utilize them. Don Nelson, the Vice President for Government Relations at Magellan Health moderates as the panel discusses how to work together to achieve success in your community.

Moderator: Don Nelson, VP for Government Relations for Magellan Health

Panelists: Timber Smith, UW-Oshkosh; Bill Trombley, Fox Valley Technical College; Jackie Helgeson, Western Technical College

Breakout Session: Breaking Barriers: Women in the Trades

Take an in-depth look into women who have gone into non-traditional careers in the trades. Hear from a panel of women who have chosen to enter the welding, plumbing, and steam fitting industries. Learn how you can get involved and train to enter these fields. Q&A session will follow.

Moderator: Sue Silverstein, Welding Instructor at Milwaukee Area Technical College

Panelists: Lauri Rollings, Executive Director for Plumbing Mechanical Sheet Metal Contractors' Alliance; Chiquita Jeffery, Section Chief- Trades for Department of Administration



Gerald Sieren



Ryan McKennedy



Sam Floyd



Michelle Munns



Timber Smith



Kyle Anderson



Bill Trombley



Jackie Helgeson

DAY 2

How Universities and Tech Colleges are Engaging with Local Resources and Employers

Room 143
1:30 PM

DAY 2

Breaking Barriers: Women in the Trades

Room 145
1:30 PM



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