



# **School of Business**

**Invites You to  
Join Us for**

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***HUMAN RESOURCE CHALLENGES IN  
SMALL & MEDIUM-SIZED BUSINESSES***

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**Lincoln College  
Alumni Room  
Lincoln, IL  
November 1, 2018**

# Workshop Overview

Today, there is an increasing emphasis placed on developing a positive company culture and cultivating loyalty. This has made the roles of HR, in particular, hiring, retention, and benefits, increasingly important for a business's future. However, being competitive in these areas isn't always easy for small and medium-sized businesses. These companies often lack the budget, staff, or specific knowledge to navigate difficult HR issues.

This workshop, hosted by Lincoln College's School of Business, is designed to provide practical tips and techniques to assist small and medium-sized businesses in navigating current issues in HR.

## **Workshop Cost:**

\$25 if registration completed by October 26th  
\$40 after October 26th or at the door

*\*lunch included for all registrants*

## **For More Information Contact:**

Dr. Diana Heeb Bivona  
217.735.7326  
dbivona@lincolncollege.edu

# Workshop Registration

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Checks made payable to: Lincoln College

Return Registration form and payment to:  
Dr. Diana Heeb Bivona, Assistant Professor of Business  
Lincoln College  
300 Keokuk Street, Lincoln, IL 62656

## Facilitators

**KRISTINE JORDAHL** is a HR/Total Rewards consultant for Salo, LLC, a firm that provides senior-level accounting, finance and human resource professionals to businesses on an interim or project basis. She has more than 25 years of human resources experience with focus areas in compensation, benefits, recruiting, talent development, HRIS, and employee engagement. Prior to Salo, Kristine served as Vice-President of Human Resources for SpartanNash. She has served in human resources leadership roles in several industries including pharmaceutical, restaurant, grocery, nuclear power and manufacturing, giving her a wide range of experiences to build her professional portfolio. She earned B.A. degrees in Advertising/Public Relations from Drake University and Communications from Augsburg College and a M.A. in Leadership from Augsburg College. She holds multiple professional designations including SPHR, CEBS, CBP and CCP.

**ROGER BALDWIN** is a native of Lincoln, Illinois and served six years in the U.S. Navy prior to joining GTE in 1994, and subsequently Verizon and Frontier Communications. He has twenty-five years of experience in the telecommunication industry, holding various positions in Operations and Human Resources. He has held the position of Senior Human Resource Manager at Frontier Communications since 2010. In addition, he has served as an adjunct faculty member at Lincoln College, teaching Human Resource Management and Business Law. Roger has an undergraduate degree in Business and an MBA from Illinois State University. He holds professional certifications from the HR Certification Institute and the Society of Human Resource Management. He holds the professional designations of SPHR and SHRM CP.

## Facilitators

**NICOLE PFEIFFER** is a Vice-President of Employee Benefits for Cottingham & Butler. Nicole has been with Cottingham & Butler since April 2004. She offers consultative advice to business decision-makers regarding their employee benefit plans. Prior to Nicole's role in Employee Benefits, she worked as the Vice-President of Human Resources and Director of Marketing for the firm. Prior to joining Cottingham & Butler, Nicole held a Business Development role for Procter & Gamble. She is a frequent speaker at state, regional and local SHRM conferences. She holds an MBA from the University of Iowa and her industry designations include SPHR, SHRM-SCP, CEBS, GBA, and CMS.

**JOE HENDRIX** has over 26 years of experience working in a variety of capacities at Lincoln College's campuses, both in Lincoln and Normal, Illinois. Some of his previous roles have included serving as Director of Admissions, Dean of Student Affairs and Campus Operations, and Dean of Enrollment Management. Currently, he serves as the founding Director of Career Services for the College, and works in conjunction with the faculty, staff, and potential employers to provide Lincoln College students and alums with the appropriate services and resources to empower them with the skills needed to successfully navigate their career exploration and job search processes. Joe earned his M.S. in College Student Personnel Administration from Illinois State University, and his B.A. in Communications (with a minor in Business Administration) from the University of Illinois at Urbana-Champaign.

# Agenda

8:00 – 8:45	Check-in & Networking	11:15 – 12:15	<b>Retaining the Good Ones</b> <b><i>Kristine Jordahl</i></b> Employees leave organizations for many reasons; often these reasons are unknown to their employers. This session discusses retention strategies that make employees feel valued, engaged, and less likely to leave your organization.
8:45 – 9:45	<b>Recruiting in a Tight Labor Market</b> <b><i>Kristine Jordahl</i></b> Finding top talent is harder than it's ever been. This session explores how to navigate a tight labor market to find the talent you need to grow your business.	12:15 – 1:15	Lunch (provided)
9:45 – 10:00	Break	1:15 – 2:15	<b>Building an Employee Benefits Package</b> <b><i>Nicole Pfeiffer</i></b> To attract and retain top talent, organizations must leverage their benefits package. Learn more about what other employers are implementing within their benefits package strategy to remain competitive in the current talent market place.
10:00 – 11:00	<b>Conducting Internal Investigations</b> <b><i>Roger Baldwin</i></b> Many managers and HR professionals have never had formal training in how to conduct workplace or internal investigations. Without having the proper skills to handle allegations in the workplace and investigate them effectively, employees may feel their complaints are not taken seriously and take their complaints externally to the DOL, EEOC, or an attorney. This session discusses how to conduct a workplace or internal investigation to minimize legal liability.	2:15 – 2:45	<b>Courting College Graduates</b> <b><i>Joe Hendrix</i></b> Did you know there are benefits to hiring recent college graduates? They're cost-effective, impressionable, and eager to work. This session discusses how to create a pipeline between area colleges and universities to provide a larger pool of potential applicants.
11:00 – 11:15	Break		