



SPRING 2025 CONFERENCE AGENDA

All Times Eastern

All times, session topics and speakers are subject to change. Any changes will be posted as quickly as possible.

Updated: 2/25/2025

Sunday, April 27, 2025

12:00 PM	Registration Desk Opens
2:30 PM - 3:15 PM	<p>First-Timers Orientation: Maximize Your Conference Experience</p> <p>New to the conference? Start your journey here! This interactive session is designed to help first-time attendees make the most of their experience. Learn how to navigate the conference, discover key sessions, and get insider tips to ensure you leave with valuable insights and connections. You'll also have the opportunity to meet fellow first-timers and begin building your professional network right from the start. Don't miss this chance to kick off your conference with confidence!</p>
3:15 PM - 3:30 PM	Break
3:30 PM - 4:15 PM	CUE Connections (Session 1)
4:20 PM - 5:05 PM	<p>CUE Connections (Session 2)</p> <p>Each of these sessions will be designed to facilitate discussion among attendees, enabling sharing of experiences, challenges, and best practices in each area.</p> <p>AI at Work: Friend, Foe, or Game-Changer in Employee & Labor Relations?</p> <p>Unions are leveraging AI to move their agenda forward. How are organizations integrating AI into daily operations? Join this discussion to discuss how you have seen union using AI and explore real-world applications, best practices, and the evolving role of AI in getting your job done.</p> <p>Always Ready: Keeping Rapid Response Teams Sharp & Engaged</p> <p>A rapid response team is only as effective as its training and readiness. How do you keep your team engaged, prepared, and motivated? This session will focus on strategies for sustaining interest, ensuring agility, and keeping teams proactive in employee relations.</p> <p>Bridging the Distance: Reconnecting On-Site, Hybrid & Remote Employees</p> <p>Return-to-work initiatives present unique challenges in maintaining connection and engagement across different work models. How are organizations keeping employees—whether in-office, hybrid, or fully remote—engaged and aligned? Share experiences, challenges, and creative solutions in this discussion.</p>
5:05 PM - 5:15 PM	Break
6:15 PM - 7:15 PM	Grand Opening Reception & Networking

Monday, April 28, 2025

6:45 AM	Registration Desk Opens
6:45 AM - 8:00 AM	Breakfast
8:00 AM - 8:15 AM	Welcome and Opening Remarks
8:15 AM - 9:15 AM	Navigating the Shifting Labor Landscape: Insights from the U.S. Chamber of Commerce

Glenn Spencer, U.S. Chamber of Commerce

With labor relations evolving rapidly, what challenges and opportunities do employers face today? Glenn Spencer, Senior Vice President of the U.S. Chamber of Commerce, will provide an up-to-the-minute analysis of the U.S. labor relations landscape. From policy shifts to emerging union strategies, this session will offer critical insights on how employers can proactively respond and strengthen their employee relations approach.

9:15 AM - 9:45 AM

Decision Dialogue

In these sessions, a challenging fact pattern will be presented for consideration. Breaking into small discussion groups, each group will collaborate to discuss and devise a strategic plan to address the situation, considering various aspects to be considered.

9:45 AM - 10:00 AM

Break

10:00 AM - 11:00 AM

Preparing Employees for AI: Driving Engagement, Not Fear

Gerlind Wisskirchen, CMS

As artificial intelligence becomes more integrated into the workplace, how employers introduce and communicate these changes can determine whether employees feel engaged or threatened. This session will explore strategies for preparing employees for AI adoption in a way that fosters trust, transparency, and excitement rather than uncertainty. Experts will discuss how to address concerns about job security, provide upskilling opportunities, and create a culture where AI is seen as a tool for empowerment rather than disruption. Attendees will gain actionable insights on how to guide employees through technological change while strengthening engagement and workplace confidence.

11:00 AM - 12:00 PM

Turning Discontent into Dialogue: Effectively Engaging Disgruntled Employees

Shannon Charron, Verizon Wireless

Disengaged or dissatisfied employees can impact morale, productivity, and even spark organizing efforts. But how can leaders address employee concerns without infringing on protected concerted activity rights? This session will provide practical strategies for responding to unhappy employees in a way that fosters open communication, deescalates tensions, and builds trust—while staying compliant with labor laws. Learn how to navigate difficult conversations, recognize when concerns signal deeper organizational issues, and turn dissatisfaction into an opportunity for meaningful engagement.

12:00 PM - 1:00 PM

Lunch

1:00 PM - 2:00 PM

The Leader-Shift Playbook: 4 Simple Changes to Score Big and Unleash Your Team's Potential

Phil Wilson, Labor Relations Institute

Four critical mindset shifts are the key "blazes" on every leader's journey: believing in your impact, believing in yourself, believing in others, and believing in your relationships. This engaging presentation explains how leadership is not about ego or grand plans but about adopting a new mindset. Phil's will outline his personal journey, starting with his visit to "Mount Stupid" and culminating in a transformed culture with his own team. This presentation will include practical tips from his experiences and the experiences of other successful leaders. Listeners also walk out with specific tools and practices to help apply these shifts in each leadership journey.

2:00 PM - 2:30 PM

Decision Dialogue

2:30 PM - 2:45 PM

Break

2:45 PM - 3:45 PM

Leadership Training Panel: Where is Engagement Hiding & How to Train Leaders to Find It

Quyrus Epps, Ellwood Inc. and Erin Watson, lululemon

Engagement isn't always missing—it's often hidden in unexpected places. How can leaders identify and tap into overlooked sources of motivation, innovation, and commitment within their teams? This panel discussion will explore how to train leaders to recognize and nurture engagement where it already exists, while also expanding it across the workforce. Experts will share strategies for uncovering hidden pools of engagement, leveraging them to drive stronger workplace connections, and equipping leaders with the skills to foster a culture of sustained involvement and enthusiasm.

3:45 PM - 4:45 PM

The Changing Workplace: Adapting Employer Strategies & Communication in the Trump Administration Era

Nick Kalm, Reputation Partners

With labor policies evolving under the Trump Administration, employers must not only navigate new legal requirements but also adjust their communication strategies to align with the changing environment. This session will break down key legal changes, their impact on workplace policies, and how organizations can remain compliant while maintaining strong employee relations. In addition to legal insights, the session will outline how shifts in the political and regulatory landscape should inform employer messaging—ensuring communication is clear, compliant, and responsive to the current labor climate.

4:45 PM - 5:00 PM

Announcements

6:00 PM - 9:00 PM

Evening/Networking Reception - NASCAR Hall of Fame

Tuesday, April 29, 2025

6:45 AM

Registration Desk Opens

6:45 AM - 8:00 AM

Breakfast

8:00 AM - 8:15 AM

Welcome and Opening Remarks

8:15 AM - 9:15 AM

Case Study: Lessons from a Union Election – What Worked & What's Next

Every union election provides valuable insights—both in what worked well and what could be improved. This case study takes a deep dive into a real-world election, analyzing the strategies the employer implemented, the challenges encountered, and the key takeaways for future preparedness. Learn from firsthand experiences about effective communication, employee engagement, and areas where adjustments could strengthen future efforts. This session offers a unique opportunity to gain practical lessons from the field and refine labor relations strategies moving forward.

9:15 AM - 9:45 AM	Decision Dialogue
9:45 AM - 10:00 AM	Break
10:00 AM - 11:00 AM	<p>Legal Update: Navigating Recent NLRB Changes & Employer Strategies for Response</p> <p>The legal landscape of labor relations is constantly evolving, and staying ahead of the latest National Labor Relations Board (NLRB) decisions is critical for employers. This session will provide an in-depth look at recent legal changes, what they mean in practice, and how organizations can adapt their policies and strategies accordingly. In addition to expert legal analysis, a seasoned practitioner will share real-world insights on how employers can proactively respond, maintain compliance, and strengthen employee relations in light of these developments.</p>
11:00 AM - 12:00 PM	<p>Navigating Equity and Inclusion in Complex Environments: Lessons from the Transportation Industry</p> <p>Stephanie Deiger, SEPTA; Robyn Pollack, Loutel; Fiona Jamison, People Results</p> <p>As legal landscapes shift, organizations must rethink how they approach equity and inclusion while maintaining engagement and compliance. This case study examines how a transportation organization—operating across unionized and non-unionized environments—has adapted its strategies in response to new challenges. Through real-world insights, this session will explore what has worked, what has evolved, and how leadership is revamping inclusion efforts to align with both workforce needs and emerging legal restrictions. Attendees will gain practical takeaways on maintaining inclusive workplace practices, securing employee buy-in, and ensuring equity initiatives remain impactful and legally sound in today’s complex environment.</p>
12:00 PM - 1:00 PM	<p>Lunch</p> <p>CUE Programming Committee Lunch</p>
1:00 PM - 2:00 PM	<p>Building Crisis Response Processes: Ensuring Employee Safety & Support</p> <p>Linda Stiller, Food Lion</p> <p>In times of crisis—whether a natural disaster, workplace violence, or the unexpected loss of a colleague—employees look to their employers for leadership, stability, and care. This session will focus on how organizations can build structured crisis response processes that prioritize employee safety, well-being, and communication. From developing clear protocols to ensuring leadership is prepared to respond with empathy and efficiency, experts will share best practices for creating a proactive, scalable approach to crisis management. Attendees will gain actionable strategies to enhance preparedness, strengthen employee trust, and integrate crisis response into broader engagement and safety initiatives.</p>
2:00 PM - 2:30 PM	Decision Dialogues: Crafting Your Route in Complex Terrain
2:30 PM - 2:45 PM	Break
2:45 PM - 3:45 PM	<p>Building a Culture of Belonging: Old Dominion’s Employee-First Approach</p> <p>Tom Lillywhite and Dana Murdock, Old Dominion</p> <p>What makes a workplace feel like home—where employees feel valued, heard, and supported without seeking outside representation? This case study from Old Dominion explores how the company has built a culture of trust, engagement, and open communication that naturally fosters employee commitment. By prioritizing direct relationships, responsive leadership, and meaningful workplace connections, Old Dominion has created an environment where employees feel secure and invested in their future. Attendees will gain insights into the strategies that have strengthened workforce loyalty and learn how a culture of belonging can be a powerful foundation for long-term organizational success.</p>
3:45 PM - 4:45 PM	<p>The High Cost of Disengagement: The Financial Impact of Lost Engagement & Organizing Efforts</p> <p>William Hamrick, Publix</p> <p>Disengagement isn’t just a cultural challenge—it’s a financial risk. When employees check out, organizations face increased turnover, lost productivity, and the costly reality of responding to union organizing efforts. This session will break down the true cost of lost engagement, including legal fees, compliance requirements, management time, and the operational disruptions that come with union campaigns. Gain a clear understanding of how disengagement translates into dollars and cents, and explore proactive strategies to protect your organization’s resources by keeping employees engaged, connected, and invested.</p>
4:45 PM - 5:00 PM	Conference Closing Notes and Remarks
5:00 PM - 6:15 PM	Closing Reception/ Networking

Wednesday, April 30, 2025

8:00 AM - 12:00 PM	<p>The Leader-Shift: Becoming an Approachable Leader (Additional cost)</p> <p>Phil Wilson, Labor Relations Institute, Inc.</p>
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