

2025 Human Resources Agenda
ISU Ag Innovation Lab
3800 University Blvd, Ames, Iowa 50010
Tuesday, November 4th – Day 1

10:00 a.m.	-	10:30 a.m.	REGISTRATION
10:30 a.m.		12:00 p.m.	I – BOOSTING RESULTS THROUGH SELF-AWARENESS <i>SUSAN ELDER, BECOMEMORE</i>
12:00 p.m.		12:30 p.m.	LUNCH
12:30 p.m.		1:30 p.m.	II – IOWA OSHA <i>PEGGY PETERSON, BUREAU CHIEF CONSULTATION & EDUCATION</i>
2:00 p.m.		3:00 p.m.	III – ORGANIZATIONAL LEADERSHIP AND WORKPLACE PERFORMANCE <i>DR. CLAIRE MUSELMAN, DRAKE UNIVERSITY, ZIMPLEMAN COLLEGE OF BUSINESS</i>
3:00 p.m.		3:30 p.m.	BREAK
3:30 p.m.		4:30 p.m.	IV – WHAT TO DO WHEN ICE SHOWS UP? <i>Elissa Holman, Dickinson Bradshaw</i>
5:30 p.m.		8:00 p.m.	HAPPY HOUR, NETWORKING AND SUPPER <i>DUBLIN BAY, AMES</i>

Wednesday, November 5th – Day 2

8:00 a.m.	-	8:30 a.m.	COFFEE BAR – RECAP AND DAY 2 AGENDA <i>BREAKFAST AT THE HOTEL</i>
8:30 a.m.		9:30 a.m.	I - Contractors, Covenants and Culture - Navigating the Workplace in 2025 <i>MARY FUNK, NYEMASTER</i>
9:30 a.m.		10:30 a.m.	II - WORK BASED LEARNING & TALENT PIPELINES <i>LINDA FANDEL AND KATHY LEGGETT, IOWA WORKFORCE DEVELOPMENT</i>
10:30 p.m.		12:30 p.m.	III - TABLE DISCUSSIONS AND WORKING LUNCH <i>VARIOUS TOPICS</i>
12:30 p.m.		1:30 p.m.	IV – BIG BEAUTIFUL BILL IMPLICATIONS & TAX TALK <i>ROBERT BELL, GARDINER + COMPANY</i>
1:45 p.m.		2:00 p.m.	V - FUTURE SPRING HR CONFERENCE DATES PLANNING COMMITTEE VOLUNTEERS
2:00 p.m.		2:30 p.m.	VI - SUMMATION AND LAUNCH FORWARD

Susan Elder, BecomeMore



Susan is a dynamic speaker with a true passion for people, leadership, and continuous improvement. With a career rooted in human resources, she has supported Fortune 100 and multinational companies in areas such as leadership development, performance management, and organizational design. Drawing on her expertise in employee engagement, retention, and recruiting, Susan delivers practical and inspiring insights that resonate with audiences at all levels.

A graduate of Central College in Pella, Iowa, Susan brings both academic grounding and a global perspective, having studied abroad in London, England. She believes that “rising tides lift all boats”—when leaders invest in their people, teams thrive, and organizations grow. Through her speaking and facilitation with BecomeMore, Susan empowers leaders to connect, engage, and drive meaningful results.

Dr. Claire Muselman, Drake University Zimpleman College of Business



Dr. Claire Muselman is an Assistant Professor of Practice in Leadership, Human Resources, and Organizational Behavior at the Zimpleman College of Business and Co-Director of the Master of Science in Leadership program at Drake University. She also services as a Lead Instructor for Executive Education in Executive Influence. Drawing on over two decades of experience in the insurance and workers' compensation industries, Dr. Muselman brings a distinctive blend of academic rigor, practical expertise, and behavioral science to her teaching, research, and program development.

Her research integrates neuroscience, emotional intelligence, and organizational leadership to advance workplace well-being and performance. She has pioneered initiatives such as the Workers' Recovery Unit, the Workers' Compensation Center of Excellence, and the Transitions program, which have influenced industry practice and leadership development.

In addition to her academic work, Dr. Muselman is the Chief Operating Officer of WorkersCompensation.com. Dr. Muselman is deeply engaged in leadership development initiatives beyond the classroom. She is an active volunteer, mentor, and contributes to youth leadership programming worldwide. Known for her vibrant and dynamic presentation style, she continues to inspire audiences and students alike to lead with purpose, resilience, and emotional intelligence.

Peggy Peterson, OSHA Bureau Chief Consultation and Education

Peggy is currently the Bureau Chief of Iowa OSHA On-site Consultation, Education and COOP Programs. She is a veteran of the Persian Gulf War – her mission was receiving, storing, and supplying blood to hospitals and mobile units.

Peggy has been a state of Iowa employee since 1988. She joined the Division of Labor as a safety enforcement officer, became a safety and health consultant, and moved to a Sr. Industrial Hygienist and THE Complaint Officer.

She was honored to provide assistance at the World Trade Center after 9-11 and in New Orleans, LA after hurricanes Katrina and Rita in 2005. She was introduced as a special guest at the State of the State address in 2002 and was part of the Ground Zero, OSHA outreach, after-action review.

Peggy was one of the first employees in the Division of Labor to become an OSHA 10-hour trainer in both construction and general industry and has trained both employees and employers throughout the state. She has served as a VPP (Voluntary Protection Program) team leader. She has represented the state of Iowa in several conferences throughout the United States. Reluctantly becoming an expert with video conferences (which means she knows where the mute button can be found).

Mary Funk, Nyemaster



Working exclusively with labor and employment issues, Mary Funk focuses on client preparation. In a word, Mary's approach is proactive. "I work with clients to make smart personnel decisions that will reduce their exposure to liability," she says.

Mary regularly works with human resources professionals, counseling them on employment policies, hiring and firing, harassment and discrimination investigations, drug testing policies, noncompete agreements, and employee leave issues. She reviews and drafts corporate documents and employee handbooks and conducts employer training sessions to educate clients about changing and ongoing employment issues. To Mary, helping employers make the right decisions up-front is paramount. "Being proactive typically results in a better and more productive workplace, which, in the end, is good for business," she says.

Linda Fandell and Kathy Leggett, Iowa Workforce Development

Interest in Internships is Growing - Are You Ready?

Internships are evolving into strategic workforce development tools to recruit students before they graduate from high school as well as adults not in college who want to pursue new careers. The Iowa Institute for Cooperatives and Iowa Workforce Development (IWD) are collaborating to support employers who want to expand their internship candidate pool. Join us on Wednesday, Nov. 5, for a conversation with the Institute's Matthew Eddy and Linda Fandel and Kathy Leggett from IWD to learn more about how your cooperative could benefit.

Elissa Holman, Dickinson Bradshaw



Attorney Elissa Holman is a highly successful and knowledgeable professional with nearly two decades of experience in Employment Law, Contract Law, Litigation, and Human Resources. At Dickinson Bradshaw, Elissa's practice is focused primarily on Employment Law and Civil Litigation. Her unique background helps her leverage her extensive business, HR and legal knowledge for her clients by helping them get in front of issues, in a proactive manner, to avoid costly litigation and headaches in the future. Before joining the firm, Elissa spent three years as a litigator in Employment Law, Personal Injury, and Defamation Law. She has been named a "Rising Star of the Great Plains" for her work by Thomson Reuters each year since 2021. Prior to becoming an attorney, Elissa climbed the corporate ladder at Bank of America for 16 years where she held various roles as a Senior Vice President in the HR arena. Her predominant focus during her tenure was on leadership development, executive coaching, training and development, and assisting in the direction and execution of HR operational processes and services for more than 200,000 employees across the globe. She has also served as a consultant for Fortune 500 companies focusing on customer and associate experience.

Robert Bell, Gardiner



Robert has a master's degree in accounting and a CPA license which brings a strong foundation of financial expertise to his work. Specializes in cooperative taxation and oversees the tax department at Gardiner + Company. He is well-versed in a broad range of tax code areas and holds memberships with the AICPA, ISCPA, NSAC, and NCFE. Licensed in Iowa, Robert's background as an auditor provides him with a unique perspective encompassing both audit and tax functions. He enjoys a hands-on approach, often participating in inventory observations such as measuring grain bins and fertilizer sheds. Robert is dedicated to assisting clients with tax planning, equity management, and comprehensive accounting support.

Registration Form

2025 Human Resources Workshop
November 4th and 5th, 2025
ISU Ag Innovation Lab
3800 University Blvd, Ames, Iowa 50010



Early Bird Rate: \$300 per participant (available through October 15)
Standard Rate: \$350 per participant (October 16–28)

Please use the QR code to submit registration online or mail back the form below

<u>Registrant Name</u>	<u>Email</u>
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Attendees _____ X \$350 = _____

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