



Milwaukee Area Compensation Association
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August 27, 2007

September 19, 2007 MACA Meeting

BECOMING AN EMPLOYER OF CHOICE

**September 19, 2007
at Country Springs Hotel
2810 Golf Road
Waukesha, WI 53187**

As companies are competing to hire and retain the most talented employees, it is increasingly important to have a strong total rewards philosophy and ultimately become an employer of choice.

In this session, you will learn about Baird's personal journey to become an employer of choice, the key strategies and next steps in the process. Please come prepared to ask questions or to share your personal experiences with the group.

Presented By: Lori Lorenz and Cara Olson of Robert W. Baird

Lori Lorenz, Director of Human Resources at Robert W. Baird & Co., oversees compensation, benefits, recruiting, associate relations, HRIS, and policy development and administration. She has 16 years of HR experience, including nearly 13 years with Baird. Lori is a member of the Securities Industry Association's Human Resource Managers Roundtable, WorldatWork, Milwaukee Area Compensation Association, SHRM and MRA-The Management Resource Association's Executive HR Forum. Lori graduated with honors from the University of Wisconsin - Whitewater with a BBA in Human Resources Management and actively volunteers for Junior Achievement.

Cara Olson began her career with Baird over 12 years ago. Her experiences at Baird range from recruiting, employees relations, compensation and performance management. Cara is the Compensation Manager at Baird and is focused on Baird's current compensation, performance management and talent management initiatives. Cara attended the University of Wisconsin - Madison receiving her Bachelor's degree in Human Resources and Marketing. Cara is a member of World at Work as well as Milwaukee Area Compensation Association and earned her CCP designation in 2005.

Baird Company Description:

Robert W. Baird & Co. is a full service investment firm serving individual, institutional, corporate and public clients through wealth management, capital markets, asset management, and private equity business.

Schedule:

5:00 – 5:30pm: Refreshments & networking

5:30 – 5:45pm: MACA Business

5:45 – 7:00pm: Speaker & discussion

Please RSVP if you plan to attend to: maca@teamwi.com

There is no charge for attendance by MACA members. Non-members can join for the annual fee of \$50 or attend the program for a \$15 fee.