



West Michigan Chapter

Good for Your Employer.
Good for the Industry.
Better for You!



Employee Communications: Do Your Employees "Get It?" Wednesday, September 13, 2017

Given the investment employers make in employee benefits coupled with the ever-increasing demands on employees to become educated consumers, it is imperative that we transcend annual enrollment to educate employees year-round. Equipping yourself and your business partners with best-in-class employee benefits engagement strategies will maximize employee understanding and increase effective use of your benefit investment.

Please join us for a panel discussion to explore and learn creative ways to maximize your investment and improve outcomes by meeting employees where they are with ideas that can be implemented today! Themes include how to:

- Start with the end in mind: Outlining your communication strategy
- Create an internal benefits brand
- Embrace consumerism through education and engaging activities
- Keep education fresh and ongoing (realizing that repetition is the mother of education)
- Use multiple mediums to engage plan participants

We look forward to seeing you on September 13th!

Date:

September 13, 2017 (Wednesday)

Time:

8:00 - 8:30 am

Registration and Full Breakfast

8:30 - 10:00 am

Program

Location:



Watermark Country Club
5500 Cascade Road SE
Grand Rapids, MI 49546
(www.watermarkcc.com)

Cost:

\$30 Members

\$45 Non-members

Registration:

Please visit the [West Michigan Chapter website](#) to register.

Questions:

Debra Pratt, CEBS
debrapratt@gmail.com
(612) 845-1212

Please feel free to share this email with a colleague.



PANEL MEMBERS:

David Barnes

**Manager of Compensation and Benefits
Lacks Enterprises, Inc.**

David Barnes has been a human resources professional since 1999 with responsibilities spanning a variety of areas including employee engagement, performance management, conflict resolution, employment law and handbook interpretation, recruiting, safety, training, compensation and benefits. David holds a Master of Business Administration degree with a concentration in Human Resources Management from Davenport University. Mr. Barnes currently works for Lacks Enterprises, Inc.; an automotive parts manufacturer in the Kentwood, Michigan area that employs over 2,700 people and manufactures products through plastic mold injection, painting, plating and assembly processes. David is currently in the role of Manager of Compensation and Benefits for Lacks and is responsible for compensation strategies and benefit plan design.

Kate Mundwiler

Director of Employee Engagement

Kate joined Acrisure Benefits Group (ABG) in 2013. She brings over 10 years of experience in communications and marketing. At ABG, Kate works with each client to develop a strategic annual campaign that educates employees on how to maximize their benefits and become smart healthcare consumers. Her unique background in visual communications drives her ability to produce eye-catching materials that speak to each employee at their level.

Erica Dekker

Communications Specialist

Erica joined Acrisure Benefits Group (ABG) in 2017. She brings several years of experience in communications and event planning. At ABG, Erica provides exceptional support for clients' to ensure the effective communication of employee benefits, company-wide. Using her organizational background, Erica manages all of our client's communication timelines to make sure we don't miss a beat.