

March 5, 2026

Registration: 7:30-8:00am

Event 8:00-4:15pm

Cheers and Chill Social 4:15-6:15pm

In Person

Wood Lake Meeting Center,
Rochester, MN

Includes Breakfast / Hot Lunch /
Afternoon Snacks /
Cheers & Chill Light Appetizers

OR

Virtual

All sessions will be streamed live

13 PDUs

Session recordings available post
event for in-person & virtual
attendees for about 30 days.

Registration Rates

Early Bird Discount

Available until February 6, 2026

Non-members: \$235

PMI Member Discount: \$210
(PMI La Crosse-Rochester Chapter)

Regular

Non-members: \$250

PMI Member Discount: \$225
(PMI La Crosse-Rochester Chapter)

Student Fee: \$95.00

(Fulltime Undergraduate)

Professional Development Day 2026

Thriving Beyond Outputs: Lead with Purpose, Deliver Lasting Value



The professional development day is designed to elevate your professional journey by offering a unique opportunity to expand your skills and knowledge, empowering you to play a pivotal role in advancing your organization. This year's conference promises to rejuvenate and inspire, providing a platform for networking with like-minded professionals and engaging in enriching educational sessions tailored to your specific role.

Immerse yourself in motivating keynotes, explore exceptional breakout sessions, and seize the chance to foster meaningful connections through networking. Elevate your expertise and innovate within your professional sphere by joining us as we look towards the Future.

OPENING KEYNOTE: Cindra Kamphoff

Beyond Grit: Power Practices to Gain the High Performance Edge

CLOSING KEYNOTE: Tom Esch

Want Accountability? Start with Empathy

BREAKOUT SESSIONS: Earn Power Skills (Leadership), Ways of Working (Technical), and Business Acumen (Strategic) PDUs.

Breakout Sessions include: Unlocking Excellence by Leading with Purpose | Flow vs. Fluff: Why WIP, Work Item Age, and their Friends Are the Agile Metrics Revolution You Need | The Project Manager's Guide to Facility Project Planning and Delivery | Getting Beyond the Busy- Engaging Yourself and Those You Impact | Navigating AI Disruption: Sustainable Strategies for Modern Project Managers | A Hybrid Approach to Strategy: Integrating Project and Product Management | Why Artificial Intelligence (AI) Requires Greater Emotional Intelligence (EI) | Cyber Evidence: Its Uses, Emerging Trends, and Effective Response Strategies | Concept to Completion: The Project Management Principles Seen Throughout a Construction Project Lifecycle |

PROFESSIONAL DEVELOPMENT DAY 2026

Thriving Beyond Outputs: Lead with Purpose, Deliver Lasting Value

March 5, 2026

Wood Lake Meeting Center, Rochester, MN

7:30AM-8:00AM	REGISTRATION/BREAKFAST		
8:00AM-8:15AM	WELCOME Jean Seely-Chapter President Room(s): Oak & Birch Room(s): Oak & Birch		
Keynote: 8:15AM-9:30AM	Beyond Grit: Power Practices to Gain the High Performance Edge Cindra Kamphoff		
PDU:	1.25 Power Skills		
9:30AM-9:45AM	BREAK/VISIT VENDOR BOOTHS		
Breakout #1: 9:45AM-11:00AM	Room(s): Oak & Birch Unlocking Excellence by Leading with Purpose Brian Alementi	Room: Maple Flow vs. Fluff: Why WIP, Work Item Age, and their Friends Are the Agile Metrics Revolution You Need Pat Campbell	Room: Willow Concept to Completion: The Project Management Principles Seen Throughout a Construction Project Lifecycle Brea Koebele, Brian Burmester, Jenna Potter
PDU:	1.25 Power Skills	1.25 Ways of Working	1.25 Ways of Working
11:00AM-11:15AM	BREAK/VISIT VENDOR BOOTHS		
Breakout #2: 11:15AM-12:15PM	Room(s): Cedar Getting Beyond the Busy – Engaging Yourself & Those You Impact Patty Hendrickson	Room: Maple Navigating AI Disruption: Sustainable Strategies for Modern Project Managers Noelle Chaltry	Room: Willow A Hybrid Approach to Strategy: Integrating Project and Product Management Becky Kottschade
PDU:	1.00 Power Skills	1.00 Business Acumen	1.00 Ways of Working
12:15PM-1:15PM	LUNCH/VISIT VENDOR BOOTHS VENDOR DONATED PRIZES		
Breakout #3: 1:15PM-2:30PM	Room(s): Cedar Why Artificial Intelligence (AI) Requires Greater Emotional Intelligence (EI) Jeanine Parolini	Room: Maple Cyber Evidence: Its Uses, Emerging Trends, and Effective Response Strategies Chris Lester	Room: Willow The Project Manager's Guide to Facility Project Planning and Delivery Brooke Wodziak, Kristin Poe and Ryan Gideon
PDU:	1.25 Power Skills	1.25 Business Acumen	1.25 Business Acumen
2:30PM-2:45PM	BREAK		
2:45PM-3:00PM	CLOSING REMARKS/DOOR PRIZES Chris Coulson - VP Events Rochester Room(s): Oak & Birch Room(s): Oak & Birch		
Closing Keynote: 3:00PM-4:15PM	Want Accountability? Start with Empathy Tom Esch		
PDU:	1.25 Power Skills		
4:15-6:15PM	GRAND PRIZE Cheers and Chill Social to Follow Room(s): Lobby		

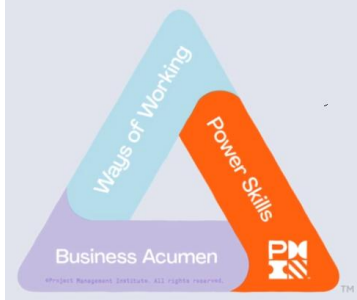
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OPENING KEYNOTE

Beyond Grit: Power Practices to Gain the High Performance Edge

Cindra Kamphoff



1.25 Power Skills

This keynote will help you embrace passion and purpose in our life and work. Based on almost twenty years of research and consulting with the world's best, Dr. Kamphoff will share the 10 practices of high performance to help you combat burnout and stress. Cindra will discuss tools to help you see the opportunity, practice self-leadership, savor the good, and commit to leading with grit for the future. Expect a high-energy, inspiring keynote where you will gain strategies to help you live and work more fully.

Objectives

- Specific strategies you can use to be at your best
- Practical tools and strategies to deal with adversity, mistakes and the unexpected
- Learn and apply how to increase energy in your life and work
- Learn strategies to decrease stress and burnout, and apply them in your life

Speaker Bio

Dr. Cindra Kamphoff is an award-winning keynote speaker and certified mental performance coach for leaders, athletes, and championship teams. She speaks on the topic of peak performance and how to be your best even more often. She has provided mental training for the Minnesota Vikings for four years, working one-on-one with the players. Cindra worked with the United States Olympic Track and Field team while they were at the Tokyo Olympics working with the athletes one-on-one to help them train their minds.

She is the author of an Amazon bestseller, *Beyond Grit: Ten Powerful Practices to Gain the High Performance Edge* and the corresponding workbook. She recently also published a second book, *Beyond Grit for Business: How to Boost Performance, Leadership and the Bottomline*. Her work has appeared in *New York Times*, *ESPN the Magazine*, *The Huffington Post*, and *USA Today*.

Her upcoming book, *The Confidence Mindset: Catch Yourself in the Doubt Spiral, Break Free from What's Holding You Back, and Play Big* will be published in the next year by Simon and Schuster.

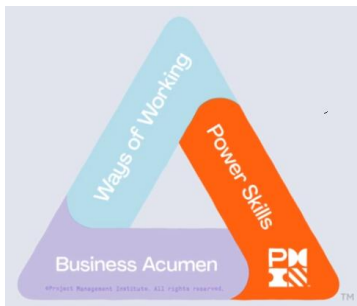
She is the owner of the Mentally Strong Institute, a firm that provides coaching to leaders and athletes. Her podcast, *The High Performance Mindset* podcast, has over 2 million downloads and is ranked in the .5% of all podcasts where she interviews thought leaders about mindset.

SESSION 2: BREAKOUTS

Break out 2a

Unlocking Excellence by Leading with Purpose

Brian Alementi



1.25 Power Skills

This transformative keynote is designed for everyone, from leaders guiding large teams to individual contributors leading themselves to elevate their performance. Leading with purpose is essential to achieving excellence in today's fast-paced world. In this impactful talk, Brian Alementi shares his transformative PG3 model, a framework that empowers individuals to unlock their true potential through positivity, passion, perspective, gratitude, grace, and generosity. Brian's extensive experience and dedication to inspiring others form the foundation of his model, which has helped teams transform, spark innovation, and fostered resilient cultures.

Brian believes effective leadership goes beyond traditional metrics. It's about igniting a purpose and inspiring people to reach extraordinary heights. Through the PG3 model, he equips leaders at every level with the mindset needed to foster connection, trust, and vision. Each principle in the model serves as a guide, helping leaders inspire meaningful impact and create environments where teams thrive.

This session is highly relevant for anyone seeking to elevate their mindset and performance, whether leading a large team or guiding their own personal growth. By leading with purpose, Brian demonstrates how leaders can elevate their teams to perform at their best consistently, even in challenging times. Attendees will be inspired and equipped with practical strategies to infuse purpose into their leadership, unlocking the excellence that drives both personal and organizational success.

Objectives:

- **Practical Insights for Collaboration:** Acquire practical insights that you can immediately apply to promote a collaborative and dynamic work culture, fostering stronger connections within your teams and boosting confidence in their abilities.
- **Elevate Your Mindset:** Shift your perspective to see challenges as opportunities for growth and success, fostering positivity, teamwork, resilience and accountability.
- **PG3 Model:** Explore the six powerful components—Perspective, Positivity, Passion, Gratitude, Grace, and Generosity—to drive awareness, fulfillment, and positive change.

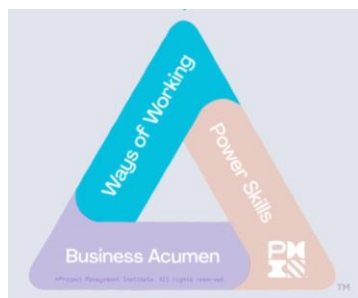
Speaker Bio

Brian Alementi is an acclaimed Inspirational Keynote Speaker, award-winning leader, certified Master Trainer and CEO of Alementi Elevates, LLC, who delivers high-energy, deeply impactful talks that inspire lasting change. With a rich background in a Fortune 500 company’s Hall of Fame learning and development division with over three decades of speaking experience. Brian combines real-world leadership insights with an unwavering passion for helping others grow. He’s spent a lifetime lifting people, helping them discover their potential, their purpose, and their power to create impact. He believes leadership isn’t about titles or positions; it’s about the lives you touch and the light you help others find within themselves. His signature PG3 and MVP Models equip individuals and organizations with the mindset and tools to elevate culture, performance, and purpose. His impact reaches far and wide, with features on major television networks and invitations to speak on prominent stages, including TEDx. His message is brought to life through dynamic storytelling, relevant strategies, and a contagious belief in human potential. Off stage, Brian is a finisher of 18 marathons, a devoted husband of over 24 years, and a proud father of two incredible children. His sessions don’t just motivate, they ignite momentum.

Breakout 2b

Flow vs. Fluff: Why WIP, Work Item Age, and their Friends Are the Agile Metrics Revolution You Need

Pat Campbell



1.25 Ways of Working

In today's fast-paced project environments, where traditional metrics like velocity and burndown charts often prioritize raw output over true value delivery, this interactive session dives into the power of outcome-oriented Agile metrics to transform how teams measure success. As a senior Agile consultant and still-certified project manager, I'll explore the core flow metrics—Work-in-Progress (WIP), Cycle Time, Throughput, and Work Item Age—and demonstrate why they outperform conventional tools by revealing bottlenecks, enhancing predictability, and aligning efforts with customer outcomes rather than mere task completion. Through real-world examples, visual dashboards, and practical exercises tailored for PMI professionals, attendees will leave equipped to audit their current metrics, implement these superior alternatives, and foster a culture of continuous improvement that drives sustainable business results.

Objectives

By the end of this session, participants will be able to:

- Differentiate between output-focused and outcome-oriented metrics, identifying at least three limitations of traditional Agile tools like velocity in driving business value.
- Calculate and interpret WIP, Cycle Time, Throughput, and Work Item Age using real or simulated data to uncover workflow inefficiencies.
- Compare flow metrics against conventional ones, articulating why they better support predictability, waste reduction, and alignment with stakeholder outcomes.
- Develop a basic implementation plan for integrating one flow metric into their team's current processes, including tool selection and baseline measurement.
- Apply these metrics to a sample project scenario, forecasting improvements in delivery speed and quality through group discussion.

Speaker Bio

Patrick is a results-driven senior management consultant with a distinguished career spanning over 20 years, dedicated to spearheading aggressive and effective agile transformations for medium-to-large organizations. As a seasoned change agent and executive coach, Patrick excels in strategic planning, software product management, enterprise portfolio management, and business process re-engineering. Well-known for his leadership in agile and scaled-agile frameworks, he has successfully orchestrated

numerous transformation engagements, leaving a lasting impact on several Fortune 500 companies. Patrick's expertise lies in applying diverse methodologies and frameworks to help shape organizational culture, mentoring teams and teams-of-teams and guiding them through successful agile adoption. A strong communicator, Patrick is adept at translating technical concepts into clear, business-focused language, facilitating seamless collaboration between technical teams and leadership. His commitment to excellence has consistently driven measurable results, enhancing digital value delivery and fostering sustained organizational success.

For the record, Pat's Agile certification credentials include: CSM, CSPO, CSP-SM, CSP-PO, SAFe A-SPC, Kanban Professional, PMI-PMP, and PMI-ACP.

Breakout 2c

Concept to Completion: The Project Management Principles Seen Throughout a Construction Project Lifecycle

Brea Koebele, Brian Burmester, Jenna Potter



1.25 Ways of Working

This session presents an in-depth case study of the City of Rochester Parks and Forestry Fleet Relocation project—an exemplary model of how strategic project management, stakeholder collaboration, and adaptive delivery methods can drive success in complex municipal initiatives. Led by the city of Rochester Public Works and Parks Departments, the project is being delivered under a Construction Manager at Risk (CMaR) model with a Guaranteed Maximum Price (GMP), balancing scope, cost, and schedule while meeting multi-agency funding and compliance requirements.

Attendees will gain insight into how early contractor involvement during the design phase enhanced planning accuracy, constructability, and financial transparency. The presentation will explore preconstruction and delivery strategies, including bidding and procurement processes, management of long-lead materials, contract award procedures, and constructability reviews that informed key project decisions.

The session will also demonstrate the integration of scheduling and digital project management tools—such as Microsoft Project, Procore, and Vista—to maintain accountability, facilitate real-time information sharing, and support a hybrid collaboration model across teams. Special emphasis will be placed on structured change management practices, addressing both design and cost modifications while ensuring alignment with stakeholder expectations.

Through this case study, participants will learn how the project team applied PMI-aligned methodologies to manage risk, foster teamwork, and deliver a sustainable, future-ready facility. The presentation will conclude with lessons learned and best practices that can be applied to similar public sector projects.

Objectives

- Examine how the CMaR/GMP delivery method supports effective risk management and cost control.
- Understand the benefits of early engagement of the entire project team for design, budgeting, and constructability planning.
- Explore practical applications of digital tools to enhance schedule management, documentation, and team communication.
- Identify key change management techniques and lessons learned that align with PMI principles for successful project execution.
- Managing relationships amongst various stakeholders in a construction project.

Speaker Bios

Brea Koebele

Director of Preconstruction

Brea Koebele brings 27 years of estimating experience to the Benike team, with a focus on preconstruction and budgeting. She has extensive knowledge across a wide range of scopes of work. She provides accurate estimates at every stage—from conceptual budgeting to final GMPs. Brea delivers realistic budgets that set clear expectations and help projects start on the right path.

Outside of work, Brea enjoys traveling, spending quality time with her family, and supporting community events, combining her love of people and planning in all areas of life.

Brian Burmester

Senior Project Manager

Brian brings over 27 years of experience in the construction industry. He earned a Bachelor of Science in Construction Management from Minnesota State University – Mankato in 2005. Brian oversees the day-to-day management of projects from the office, ensuring customer satisfaction while keeping projects on schedule and on budget.

Outside of work, Brian enjoys spending time at his cabin, where he relaxes by boating, fishing, and exploring the outdoors with family and friends.

Jenna Potter

Assistant Project Manager

Jenna is an experienced construction professional with expertise in project management and process design and engineering. As an Assistant Project Manager at Benike Construction, she supports the Project Manager by coordinating daily activities on the job, tracking schedules, managing communications with field personnel and subcontractors, and addressing project-related questions as they arise. Jenna ensures that workflows run smoothly, tasks stay on schedule, and any issues are resolved promptly to keep projects moving forward efficiently.

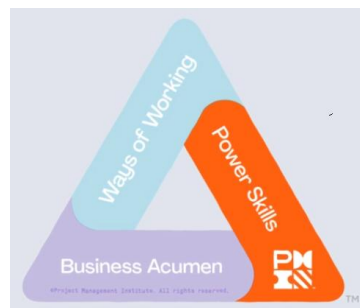
Outside of work, she enjoys staying active through barre, yoga, pilates, and running, bringing the same energy and focus to her personal life as she does to her work.

SESSION 3: BREAKOUTS

Breakout 3a

Getting Beyond the Busy – Engaging Yourself & Those You Impact

Patty Hendrickson



1.00 Power Skills

This high-energy and interactive session creates a culture building environment where attendees learn by doing. The strategies and principles shared, help demonstrate what a top performing workplace creates. The best recruiters are those engaged in meaningful work where people show up to do their best.

Objectives:

Team Leadership: Learn to lead a team and support team performance through feedback and development.

Team Leadership: Learn to lead a team and support team performance to create a culture of resilience.

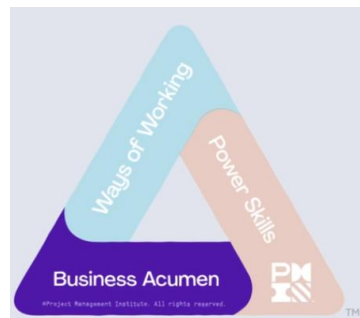
Speaker Bio

Patty Hendrickson is a booked and busy speaker from La Crosse, WI. Since 1987 she has spoken to more than a million people. Her programs are always high-energy and interactive with audience engagement from start to finish. That's why over 90% of her clientele are repeat and referral. Her most popular program is "*Getting Beyond the Busy – Engaging Yourself and Those you Impact.*" Patty has earned the highest designation from the National Speakers Association of Certified Speaking Professional – earned by less than 800 people in the world. And in 2022 she was even the emcee of the National Speakers Association Annual Convention.

Breakout 3b

Navigating AI Disruption: Sustainable Strategies for Modern Project Managers

Noelle Chaltry



1.00 Business Acumen

Artificial intelligence is reshaping the pace, expectations, and realities of project work; not just through new tools, but through the pressure it puts on how we lead. This session explores how modern project managers can navigate AI-driven disruption while building sustainable, future-ready practices.

We'll look at what AI actually changes in a PM's world: risk profiles, communication patterns, stakeholder expectations, and the speed at which decisions must be made. But we'll also dig into the shift underneath the surface that is seen in the growing need for emotional intelligence, adaptive leadership, ethical judgment, and the ability to guide teams through uncertainty without burning them out.

As automation accelerates, the human skills become the differentiator. The PMs who will thrive aren't the ones who become experts at every new tool. They're the ones who can keep teams aligned, maintain trust, interpret ambiguity, and choose when *not* to automate.

You'll leave with a practical framework for evaluating AI impacts at any project stage, strategies for integrating AI responsibly, and guidance on how to evolve your PM mindset so you're leading both the work *and* the humans doing it. This session is designed to help project managers stay grounded, sustainable, and effective even as the world speeds up.

Objectives

By the end of this session, participants will be able to:

- **Evaluate the impact of AI disruption** on project scope, risk, communication, and stakeholder expectations using a practical assessment framework.
- **Integrate AI tools responsibly** to enhance efficiency and insight while maintaining human oversight, ethical judgment, and clear governance.

- **Apply adaptive leadership and emotional intelligence** to guide teams through ambiguity, change, and evolving expectations created by AI-driven transformation.
- **Identify and mitigate sustainability risks:** including team burnout, misuse of automation, and erosion of trust before they affect project outcomes.
- **Shift their project management mindset** to balance technical competence with strategically elevated soft skills, positioning themselves as future-ready leaders in an AI-accelerated environment.

Speaker Bio

Noelle Chaltry, PMP, is an IT Project Manager at the University of North Carolina at Chapel Hill, where she leads cross-functional technology projects and guides teams through the full project lifecycle. Her work focuses on helping organizations adapt to rapidly evolving tools—including AI-driven capabilities—while keeping people, communication, and sustainable leadership at the center. Before joining UNC, Noelle managed IT, process improvement, and technology implementation projects at the University of Wisconsin–Stout, serving in roles that included Project Manager, Salesforce Developer, Business Manager, and Scrum Master. Her earlier consulting experience further shaped her practical, systems-minded approach to project work. Noelle holds an EDUCAUSE microcredential in Delivering Project Results – Change Management for Those Overseeing, Leading, or Managing Projects and is completing her Master of Science in Information Technology & Management with a concentration in Generative AI for Business. She has presented at national conferences, including NCCI and EDUCAUSE, on navigating disruptive innovation, AI readiness, and sustainable project leadership.

Breakout 3c

A Hybrid Approach to Strategy: Integrating Project and Product Management

Becky Kottschade



1.00 Ways of Working

This educational session explores the intersection of strategy, product management, and project management, offering a practical framework for leaders and teams navigating complex organizational goals. Participants will learn to distinguish between project-based and product-based approaches, understand how strategic planning shapes quarterly and long-term objectives, and discover how agile practices—such as sprints, standups, and big room planning—drive alignment and adaptability. Through a blend of core concept review, real-world case studies, and interactive small group activities, attendees will:

- Clarify the differences and synergies between project and product management.
- Examine how objectives, key results, and tactics connect to strategic roadmaps.
- Apply lessons from well-known products to their own work or personal goals.
- Develop actionable plans for the coming year, including goal-setting, success metrics, work breakdown, and required skill sets.

This session is ideal for anyone seeking to enhance their strategic toolkit and foster a culture of continuous improvement and measurable results.

Objectives

- Understand the similarities and differences of project management and product management
- Apply basic strategy frameworks to existing work
- Understand how the concepts of project management, product management, and Strategy can be combined to develop pathways for team success and clarity

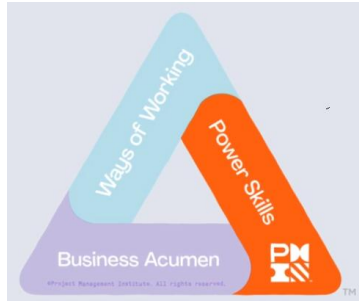
Speaker Bio

Becky Kottschade is an experienced clinical research administrator. Driven by her commitment to developing innovative options for patients she takes pride in providing the best practices for implementing decentralized capabilities possible. As a research administrator her goals are to provide streamlined solutions for researchers and patients, create best practices and enable study teams to provide the best care for patients on trial. In addition to her primary job functions Becky has been recognized her extraordinary commitment to building relationships, providing excellent customer service and leading teams through change. Becky has her Masters degree in Health and Human Services, a graduate certificate in project management, and is PMP certified.

SESSION 4: BREAKOUTS

Breakout 4a

Why Artificial Intelligence (AI) Requires Greater Emotional Intelligence (EI) Jeanine Parolini



1.25 Power Skills

Step into the fantastical world where AI (artificial intelligence) beckons, and alongside it, the call for EI (emotional intelligence) resounds louder than ever before. Even ChatGPT, our digital sage, nods in agreement, recognizing the paramount importance of EI amidst our growing reliance on AI. As project managers, you face the dual challenge of integrating AI tools while maintaining human trust and ethical integrity. This session will move beyond theory to critically examine how EI is essential to enhancing AI user experience and truly understanding user intent, building trust and navigating the ethical use of AI, and mitigating AI bias and preventing discrimination in project outcomes. Through interactive dialogue and hands-on exercises, project managers will leave with practical strategies to wisely navigate the world of AI and effectively coach your teams on its responsible use.

Objectives

- Understand the difference between and connection of AI and EI
- Analyze the five components of AI that require greater EI
- Determine and apply these insights to one's role as project manager

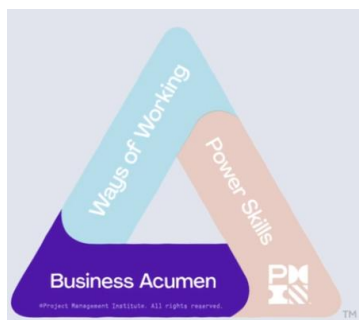
Speaker Bio

Dr. Jeanine Parolini is the MBA Program Director and an Associate Professor for Bethel University, St Paul, MN. Her experiences include 12 years in corporate strategic sales and consulting, 9 years in key staff positions at 2 large non-profits, and 30 years in consulting, coaching, and teaching. Her passion is to invest in principled leaders and learning organizations. Through her work, she has developed thousands of leaders in hundreds of organizations throughout the world.

Jeanine coaches leaders, teams, and organizations to be continuous learners, self-aware, trustworthy, responsible, collaborative, empowering, and innovative. She speaks and writes on a variety of topics involving effective leadership, teams, and organizations. To support PMI La Crosse Rochester's PDD, Jeanine will speak on Why AI Requires Greater EI.

Breakout 4b

Cyber Evidence: Its Uses, Emerging Trends, and Effective Response Strategies Chris Lester



1.25 Business Acumen

Today's organizations face an increasingly complex web of cyber risks. From financial losses to lasting reputational harm, the impact of a cyberattack or data breach can be both severe and difficult to measure—let alone prevent.

In this session, Sean Lanterman, Principal of Digital Forensic Services, will explore the latest trends shaping the cybersecurity landscape, including the rise of deepfakes, the evolution of ransomware, and the critical role of human behavior in both enabling and preventing attacks.

Sean will also share actionable strategies—both proactive and reactive—to help organizations strengthen their cybersecurity posture and better navigate today's high-risk digital environment.

Objectives

Attendees will:

- Recognize the most common cyberthreats, and understand how such threats can impact project timelines and deliverables.
- Understand security requirements and controls in project planning
- Understand documentation and escalation procedures, including regulatory or contractual reporting obligations.
- Analyze case studies to understand how security failures happen and how they could have been prevented.

Speaker Bio

A 30-year veteran of the FBI and a senior forensic examiner at CFS, Chris Lester has decades of experience in digital forensics, e-discovery, and supporting criminal and civil litigations involving computers. He has repeatedly testified as a computer expert in criminal and civil cases, transforming convoluted technical data into relatable, easy-to-comprehend testimony. In tandem, Chris has been a featured lecturer and public speaker,

providing education and training in computer forensics and complex investigations involving computer-related illegal activity.

While working for law enforcement, Chris worked with regulatory organizations such as the SEC and FINRA regarding allegations of securities fraud, assisted trustees in investigating Chapter 7, 11, and 13 bankruptcies, and partnered with Assistant United States Attorneys to investigate and successfully prosecute sophisticated investigations ranging from Intellectual Property Investigations to vehicular calamities involving cellular phone data and records.

Chris has coauthored affidavits and reports exposing computer quacks, overzealous rookies, and harbingers of “junk science” who prey on the courts with fantastical claims and technical nonsense. While employed as a Special Agent, he received hundreds of hours of training in disciplines including Detection of Altered Digital Photography, Forensic Video Analysis, Encryption and Applied Decryption, and Cellular Forensics.

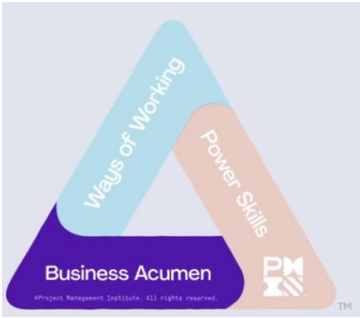
At the FBI, Chris worked on high-profile cases, including Zacarias Moussaoui’s involvement in the 9/11 terror attacks and the Red Lake High School shooting investigation, which involved multiple teenage suspects and hundreds of computers. He examined digital media from counter-terrorism investigations, child pornography, white-collar crime, organized crime, civil rights, kidnappings, and thefts of intellectual property.

Chris was a founding member of the Minnesota Cyber Crimes Task Force and was the Acting Supervisory Special Agent for the Cyber Squad in the Minneapolis Division of the FBI. He taught at the FBI Academy in Quantico, Virginia, covering standard operating procedures and techniques for new Computer Forensic Examiners, as well as Advanced Unix Techniques.

Breakout 4c

The Project Manager’s Guide to Facility Project Planning and Delivery

Brooke Wodziak, Kristin Poe and Ryan Gideon



1.25 Business Acum

Facility projects are some of the most visible, complex, and strategically important initiatives organizations undertake. They profoundly shape how people learn, work, and deliver services — and their success relies on tight collaboration among business leaders, design partners, construction teams, and project managers.

In large facility initiatives, there are often two complementary project management roles that must work hand-in-hand:

- **Business-Side PMs**, who translate strategy and user needs into space and functional requirements, engage stakeholders, and ensure the organization is prepared to occupy and operate the space.
- **Facilities-Side PMs**, who lead the technical delivery process, coordinate architects and construction teams, and ensure compliance, scope control, and on-time, on-budget execution.

When these roles are aligned, new spaces or facilities open smoothly and meet the intended mission. When they’re not, teams face delays, budget issues, rework, scope creep, and spaces that don’t fully support operations.

This session breaks down what truly drives successful facility projects — clear roles, aligned expectations, disciplined decision-making, and strong partnership between business and facilities project leaders. We will walk through the full facility project lifecycle, from concept and programming through design, construction, move-in, and operational launch, highlighting the key decisions, deliverables, and collaboration touchpoints that matter most at each stage.

Participants will learn how to build the right project team, define roles early, structure core and ad-hoc contributors, and use practical tools such as requirements worksheets, decision logs, communication plans, and move-in checklists. We’ll also share real lessons learned and proven

strategies to avoid common pitfalls, prevent late changes, manage scope, and ensure readiness on day one.

Attendees will leave with a practical roadmap and actionable templates to strengthen stakeholder alignment, streamline decision-making, and deliver spaces that support people, operations, and organizational mission — on time, on budget, and with confidence.

Objectives

- Build the right project team and define roles early
 - Know who needs to be in the room, what each role is responsible for, and how to structure your core team + ad-hoc contributors for alignment and smooth delivery.
- Understand the facility project lifecycle and key milestones
 - Gain clarity on each phase from programming through occupancy, what decisions must be made when, and what success looks like at each stage.
- Use templates and checklists to manage the work and create alignment
 - Apply practical tools (requirements worksheets, decision logs, communication plans, move-in checklists) to keep teams aligned and projects on track and budget.
- Avoid common pitfalls using real lessons learned
 - Learn strategies to prevent late changes, manage scope, align stakeholders, and keep the project vision intact from concept to occupancy.

Speaker Bios

Brooke Wodziak, M.B.A., PMP is Director of Education Project and Portfolio Management and Planning Services at Mayo Clinic, where she leads a portfolio of more than 30 enterprise initiatives across technology, operations, capital planning, and academic transformation. She is recognized for bridging executive vision with disciplined execution, orchestrating complex portfolios, and cultivating high-performing teams to deliver measurable results.

With over 25 years of leadership experience, Brooke’s expertise spans strategic planning, governance, operational transformation, and facility program management. She has played a key role in major capital projects, including the Integrated Education and Research Building on Mayo Clinic’s Phoenix campus, contributing from early ideation through occupancy as part of a cross-functional leadership team. She has also advanced institutional programs such as the Practice Optimization and Acceleration Program and led master planning for administrative, classroom, and immersive learning spaces.

Earlier in her career, Brooke held leadership roles in public health emergency preparedness and environmental protection, strengthening her ability to navigate complex systems and deliver impact in highly regulated environments. She holds both a B.A. and M.B.A., is a certified Project Management Professional (PMP), and is passionate about applying innovation, collaboration, and governance discipline to advance organizational strategy.

Kristin L. Poe is an accomplished project management professional with over five years of experience leading complex projects for the education shield. Currently serving as a Project Manager in Education at Mayo Clinic, she manages multimillion-dollar education space projects, overseeing budgets ranging from \$300,000 to \$8 million. In this role, she specializes in project planning, stakeholder engagement, risk mitigation, and quality assurance—ensuring timely, high-quality outcomes that align with institutional goals. Kristin also plays a pivotal role in advancing Mayo Clinic’s Rochester Education Space Master Plan, coordinating efforts among 53 stakeholder groups.

Prior to this, Kristin worked as an Operations Specialist in Education at Mayo Clinic, where she supported the placement and clinical capacity management of medical students across campuses in Arizona, Florida, and Minnesota. Her contributions included optimizing processes, strengthening collaboration, and improving operational strategies to enhance student experiences and institutional efficiency.

From 2018 to 2023, Kristin served as a Data Manager for the Mayo Clinic Cancer Center, where she oversaw the full lifecycle of more than a dozen NIH-funded clinical trials. She managed project documentation, compliance, and quality assurance while collaborating with both domestic and international health organizations. Her expertise in regulatory standards, protocol development, and risk management was instrumental in ensuring the success and integrity of these large-scale research projects.

Earlier in her career, Kristin gained leadership experience as a Footwear Sales Supervisor at Dick's Sporting Goods, where she managed teams, mentored junior staff, and cultivated a customer-focused retail environment.

Kristin holds a Master of Business Administration from Louisiana State University Shreveport and a Bachelor of Science from the University of Minnesota.

A proven leader, Kristin has served in multiple leadership roles, including Assistant Secretary of the Mayo Clinic Education Space & Equipment Subcommittee and team member of the Clinical Placement Optimization Project. She has also mentored colleagues, supervised teams, and previously held roles as a youth soccer coach and team captain—reflecting her lifelong commitment to collaboration and leadership.

Driven, adaptable, and solutions-focused, Kristin continues to build her career around the principles of teamwork, innovation, and stakeholder value. She is passionate about leveraging her skills to advance healthcare education initiatives that make a meaningful impact.

Ryan Gideon is a dedicated Project Manager in Mayo Clinic's Facilities Project Services group, responsible for leading projects from scope development through design and ultimately construction. He graduated with a Bachelor of Arts in Mathematics from the University of Saint Thomas/St. Paul, MN and a Bachelor of Science in Civil Engineering from the University of Minnesota. Prior to joining Mayo, Ryan leveraged his education and work experience to lead land development/entitlement processes for a national home builder, build an engineering department for a national consulting firm where he became a shareholder, taking leadership roles as VP of Construction and VP of Business Development for General Contractors in Minnesota and lead campus facilities management and construction at the College of Saint Benedict/St. Joseph, MN and Dartmouth College/Hanover, NH.

CLOSING KEYNOTE

Closing Keynote

Want Accountability? Start with Empathy
Tom Esch



1.25 Power Skills

There are many ways to achieve exceptional projects. One of the best ways is to create a culture of accountability, with teammates, stake holders and sponsors. And a proven method to secure accountability, especially when things are stressful or mistakes have been made, is to lead with empathy.

Sometimes people in technical fields lack effective people skills or minimize their importance. This engaging presentation will cover the “how to” of some of the most powerful work you will ever do: hold others to a high standard of performance + excellence while maintaining positive relational connections.

Objectives:

1. Three proven methods for holding others accountable
2. Practical ways for tech-oriented people to be more empathetic
3. Simple ways to build trust within your work culture

Speaker Bio

Tom Esch, President of Esch Consulting, LLC has inspired more than 25,000 people with his unique and engaging messages related to communication, leadership and culture change. Esch has a proven track record as a keynote speaker. He is inspiring, enthusiastic, challenging and funny.

He has conducted highly reviewed full day trainings and morning and evening events for a variety of PMI chapters and many other associations since 2012.

He is willing to address challenging interpersonal and organizational situations. He will own his unconscious privileges and admit mistakes in communication, without getting stuck in a defensive posture. He has heart for people on the margins, including lonely leaders and smart project managers.

He has two master’s degrees, one in “Conflict Resolution” and the other in Theology from the University of Notre Dame. He is a former minister and spent 23 years in the construction industry as a culture change consultant, trainer and salesman.

He has published an award winning book called *Personal Accountability and POWER: How Contractors Can Build a Stronger Safety Culture*. It got “Best New Release” on Amazon when released in 2021.

In the daytime he is a leadership development consultant. At night he is a stand-up comic.

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