OCTOBER 22
THURSDAY

8:30 - 5:00
AM PM

34TH ANNUAL GREATER WI CHAPTER CONFERENCE

The Future of EAPs: Navigating a New Era

Speaker Highlight: Carrie Rule



Carrie Rule has more than 25 years of experience in business development, workforce research, team leadership, and creating solutions that support Wisconsin's workforce and employers. A lifelong learner and leadership advocate, she has completed Leadership Oshkosh, Conflict Resolution training, and participated in the Harvard Humanistic Leadership Academy.

Her work integrates innovative and human-centered approaches, including Equine Therapy, Art Therapy, Somatic Wisdom, and emotional intelligence practices, drawing on the work of leaders such as Daniel Goleman, Peter Senge, and Adam Grant.

Register Today!

The Human Edge: Advanced Emotional Intelligence in the Age of AI

In a 90-minute session designed for experienced leaders and practitioners, we move past the introductory frameworks and into the science of why emotional intelligence is becoming the defining human capability of the AI era. Drawing on the latest neuroscience, peer-reviewed meta-analyses, and emerging research on the head-heart-gut intelligence system, this session reframes EQ as a measurable, trainable, biologically integrated capacity that drives creativity, innovation, and the kind of human flourishing that machines cannot replicate. Participants leave with a clear picture of what EQ is at the neural level, why it matters more (not less) as AI advances, and how the most effective evidence-based modalities work to develop it.

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Rethinking Treatment:
The Power of Ketamine-Assisted Therapy

Register Today!

Ketamine-assisted therapy is reshaping how we approach treatment-resistant mental health conditions. This presentation will provide an overview of the science, clinical benefits, and therapeutic process, while showcasing how The ATT Center delivers KAT through an integrative, whole-person model of care. Attendees will leave with a clearer understanding of how this innovative treatment can support meaningful and lasting change.

Speaker Highlight:



Deanna Brown
APNP, PMHNP-BC, CNM



Brittany Berkovitz
LPC, PATP



Alicia Gerstner
LPC, KATP

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Substance Use Disorder Screening: Indicators of a Serious Problem that Warrants Treatment

This presentation will provide a solid and clear foundation for screening for substance use disorder issues, special considerations, and ways to navigate this in the EAP setting

Speaker Highlight:

Tina Marie Baeten, LCSW, CSAC, ICS

Tina Marie Baeten has over 30 years of experience in addiction and mental health services. Her expertise includes culturally humble care, gender-specific trauma treatment, co-occurring disorders, program development, clinical supervision, and consultation. Tina has worked with diverse populations across community, tribal, academic, residential, and outpatient settings throughout Wisconsin.

She currently provides consultation and counseling through In Focus Counseling, LLC and serves as Director of Clinical Services at Weston Psychiatric Clinic

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Speaker Highlight:

Arlyn Gonzalez, MSW, LCSW, CEAP
(She/Her/Ella)

Arlyn serves as the EAP Director for the City of Madison's Employee Assistance Program. She holds a Master of Social Work with a focus on Mental Health from the University of Wisconsin–Madison and has experience as a therapist, crisis responder, and outreach specialist. Her work focuses on promoting mental health, resilience, and employee well-being in the workplace.

Adapting in Crisis: EAP Response to a School Shooting & Key Takeaways

This training reviews the response of an Employee Assistance Program (EAP) following a school shooting and is designed to help professionals prepare for the psychological and emotional impacts of a mass casualty event in their jurisdictions.

Participants will gain an understanding of the EAP's role in supporting impacted personnel through immediate crisis intervention, ongoing emotional support, and long-term recovery. Emphasis will be placed on coordinated, compassionate response strategies, trauma-informed care, mental health support, and fostering resilience following a tragic event.

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