



# BV-SHRM Business Seminar

Thursday, September 4, 2025

## Agenda

<b>8:00 a.m. – 8:30 a.m.</b>	<b>Doors Open</b> Enjoy assorted pastries, network, and purchase raffle tickets
<b>8:15 a.m. – 8:30 a.m.</b>	<b>Opening Remarks/Announcements</b> Ashton Jones, BV-SHRM President
<b>8:30 a.m. – 9:30 a.m.</b>	<b>Shifting the Lens: Mental Models, Meaning, and Momentum</b> Christine Gravelle, Ph.D. – Coach, Instructor, Trainer, & Curriculum Designer with Christine Gravelle Consulting
<b>9:30 a.m. - 10:30 a.m.</b>	<b>Navigating Medicare: A Guide for HR Leaders</b> Nicole A. Morgan, OTR, CSA, CLIPP, CLTC® Owner, Licensed Insurance Agent, Morgan Medicare Solutions, LLC
<b>10:30 a.m. – 10:45 a.m.</b>	<b>Break</b>
<b>10:45 a.m. – 11:45 a.m.</b>	<b>Wage and Salary Bands</b> Jessica McCarron, VP & Practice Director in Administrative & Customer Support at Robert Half
<b>11:45 a.m. – 12:30 p.m.</b>	<b>Lunch and Sponsor presentation – ANCO</b>
<b>12:30 p.m. – 1:30 p.m.</b>	<b>Legal Updates</b> Sarah Glaser, Principal at Lloyd Gosselink Rochelle & Townsend, P.C.
<b>1:30 p.m. – 1:45 p.m.</b>	<b>Sponsor presentation – Colonial Life</b>
<b>1:45 p.m. – 2:15 p.m.</b>	<b>Break</b>
<b>2:15 p.m. – 3:00 p.m.</b>	<b>Panel discussion – AI in Action: Balancing Innovation, Change, and the Human Experience</b> Ashton Jones, Dustin Paschal, Arnold Castro, and Holly Huddleston
<b>3:00 p.m. – 4:00 p.m.</b>	<b>AI + You: The New Power Couple of Workforce Planning</b> Ashton Jones, Human Experience Director at K2United
<b>4:00 p.m. – 4:15 p.m.</b>	<b>Happy Hour Sponsor presentation – Higginbotham</b>
<b>4:15 p.m. – 4:30 p.m.</b>	<b>Closing Remarks</b> Pass out receipts with PDC and Recert Credits numbers
<b>4:30 p.m. – 5:30 p.m.</b>	<b>Happy Hour</b>



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## ★ **Shifting the Lens: Mental Models, Meaning, and Momentum**

*Christine Gravelle, Ph.D. – Coach, Instructor, Trainer, & Curriculum Designer with Christine Gravelle Consulting*

This interactive session will explore how our mental models - deeply held beliefs and assumptions influence the way we lead, communicate, and make decisions. Through an experiential exercise, dialogue, and reflection, participants will uncover unconscious patterns, spark insight, and leave with renewed clarity on how to move forward as leaders with intention.

## ★ **Navigating Medicare: A Guide for HR Leaders**

*Nicole A. Morgan, OTR, CSA, CLIPP, CLTC® Owner, Licensed Insurance Agent, Morgan Medicare Solutions, LLC*

This presentation equips HR leaders with the knowledge and tools needed to effectively navigate the complexities of Medicare. Designed to address the growing need for organizations to support employees nearing retirement, it provides a clear roadmap for understanding Medicare's structure, benefits, and enrollment processes.

## ★ **Wage and Salary Bands**

*Jessica McCarron, VP & Practice Director in Administrative & Customer Support at Robert Half*  
Wages & Salary Bands (or pay bands) are structured pay scales that define the minimum, midpoint, and maximum pay for specific job roles, ensuring fair and consistent compensation based on responsibilities, experience, and skills.

## ★ **Legal Updates**

*Sarah Glaser, Principal at Lloyd Gosselink Rochelle & Townsend, P.C*

This presentation will cover legal updates in EEOC, DOL, DEI and new case law. Sarah will also provide us with a brief Texas legislation update, and some thoughts on what kinds of things to be on the lookout for in the coming year with the federal government, EEOC, and other enforcement agencies.

## ★ **AI in Action: Balancing Innovation, Change, and the Human Experience**

*Ashton Jones, Dustin Paschal, Arnold Castro, and Holly Huddleston*

Artificial intelligence is no longer a future consideration — it is reshaping how organizations operate, make decisions, and serve people today. But the speed of adoption raises critical questions: How do we implement AI responsibly? How do we maintain urgency without burning out our teams? And how do we ensure the human experience remains at the center of transformation?

## ★ **AI + You: The New Power Couple of Workforce Planning**

*Ashton Jones, Human Experience Director at K2United*

This workshop will guide you through using AI tools for workforce planning. Participants will playfully engage in teams with mock business scenarios to explore AI-driven insights, identify challenges, and combine AI with human expertise. The session includes practical AI prompting techniques, group discussions, and strategy development to help HR leaders confidently integrate AI into their talent planning processes.

**Date:** Thursday, September 4, 2025

**Time:** 8:00 a.m. – 4:30 p.m.

**Location:** Legends Event Center (located in Travis Bryan Midtown Park)

2533 Midtown Park Blvd., Bryan, TX 77801

**Business #:** (979) 703-5905

**Register here:** [2025 Brazos Valley SHRM Business Seminar](#)