



Virtual Event Only Wednesday, November 19, 2025

Minnesota Paid Family & Medical Leave (PFML): Employer requirements for 2026

Speaker: Will Steinke, Senior Vice President, Christensen Group Insurance

Will Steinke joined Christensen Group in 2000. Previously, Will was a partner in Butler, Steinke and Associates, an employee benefits consulting firm. Will has specific focus in the following areas: Self-Funded Medical Insurance, Captive Insurance Programs, Alternative Claim/Risk Management, ACA compliance, and Multi-State/Multi-Location Employers. Will graduated from St. John's University with a B.A. in Accounting. He is a Certified Healthcare Reform Specialist. Will lives in Edina with his wife and two children. Away from the office, he is an NCAA Division 1 football official.

Fraud Prevention

Sara Stein, Educational Services Coordinator, STAR Services

Sarah Stein has worked as a Designated Coordinator in residential settings and as a program manager for a vocational provider, all prior to her start at STAR Services nearly 20 years ago. She has a BA in Psychology and an AA in Medical Administrative Assistance. With over two decades of experience working in the field of developmental disabilities, Sarah fully understands the training requirements and needs of direct care and management level staff. Sarah has a natural talent for helping participants improve their skills, confidence, and effectiveness.

AI at Work

Joey Price, CEO, Jumpstart HR

Joey Price is an award-winning Human Resources executive, business coach, thought leader, and professor. He is the founder of Jumpstart: HR, LLC, an HR Consulting Practice specifically for small businesses and startups, and host of Business, Life, and Coffee, a weekly personal and professional development podcast. As the CEO of Jumpstart: HR, LLC, Joey innovates by creating HR solutions for small business owners and start-up founders who want to build better, more competitive businesses. As a podcaster on the Business, Life, and Coffee show, Joey shares carefully curated conversations on personal finance, psychology, professional development, and business for emerging professionals and business owners alike. BLC is a podcast focused on enhancing the quality of your business and life through relevant content that endures over time. Joey is a recent SHRM Top 30 Under 30 award winner, one of Forbes Magazine's Kevin Kruse's Top 100 Employee Engagement Experts in the World, and frequently cited HR and Startup Thought Leader in publications such as Forbes, HR Magazine, Inc., Businessweek, AMEX Open Forum, Money Magazine, and more.

Pathways to Impact: Connecting High School Students with Careers in Health and Human Services

Serena Emerfoll, Vice President of Human Resources, Homeward Bound

Serena Emerfoll is a visionary, solutions-driven Human Resources leader with over 19 years of expertise in HR. Throughout her career, Serena has developed and implemented improvement strategies, partnered effectively with management to achieve business goals, and built strong employee relationships. She is proficient in all areas of Human Resources, from employee relations to benefits administration and has a strong business acumen with a solid understanding of how HR plays an instrumental role in achieving business goals.

Unlocking Financial Stability: Diversify Your Funding

Courtney Kohler, Manager of Strategy Advisory Services, Wipfli

Chris Bryant, Director and Senior Consultant, CIO Advisory, Wipfli

Courtney Kohler is a Manager on Wipfli's Strategy Advisory Services team in the Nonprofit, Government, & Education industry, based in Missouri. With over 15 years of nonprofit experience, she has developed training programs, enhanced organizational effectiveness, facilitated assessments and planning processes, and identified best practices at community, state, and national levels. Her role includes strategic planning, training, coaching, and organizational assessments.

Chris Bryant is a director and senior consultant with Wipfli's CIO Advisory practice. With fourteen years experience in technology consulting within the IDD subindustry, Chris also leads Wipfli's IDD practice, coordinating service delivery to Wipfli's IDD clients from across all Wipfli's practice areas. He has served for the last six years as the virtual Chief Information Office for The Arc Southern Maryland, a \$32 million IDD nonprofit where he works alongside agency leadership to establish and execute technology strategy. A sought-after speaker on the application of technology to enhance nonprofit impact, Chris has presented at numerous NetHope Global Summits, The World Economic Forum (Davos, Switzerland) and most on "The Journey to Becoming a Data Driven Decision Making Nonprofit" at The Arc of the U.S. NCE Summer Leadership Institute 2025. Prior to joining Wipfli, Chris served as the CIO at Operation Smile, a global children's charity.

November 2025 BFF Schedule

9:00 – 9:50 am	Minnesota Paid Family & Medical Leave (PFML): Employer requirements for 2026	Will Steinke, CGI
10:00 – 11:00 am	Fraud Prevention*	Sarah Stein, STAR Services
11:00 am – 1:00pm	Break and Q&A with DHS <i>Feel free to submit questions ahead of time to questions@arrm.org</i>	
1:00 – 2:00 pm	AI at Work	Joey Price, Jumpstart HR
2:15 – 3:15 pm	Pathways to Impact: Connecting High School Students with Careers in Health and Human Services	Serena Emerfoll, Homeward Bound
3:30 – 4:30 pm	Unlocking Financial Stability: Diversify Your Funding	Courtney Kohler and Chris Bryant, Wipfli

