

LIC HUMAN RESOURCES COMMITTEE

HR Networking & Practical Solutions



LIC Human Resources Committee Meeting

Hosted by Homesteaders Life Company | West Des Moines, IA | October 1-2, 2025

Meeting Location: Homesteaders Life Company, 5700 Westown Pkwy, West Des Moines, IA 50266

Recommended Hotel: [The Rewind West Des Moines](#), 6075 Mills Civic Pkwy, West Des Moines, IA 50266

AGENDA

Wednesday, October 1, 2025

2:00 pm **Welcome Remarks, Attendee Introductions/Activity Reports**

Meeting host Homesteaders Life Company opens the meeting with a welcome message followed by attendee introductions and updates on what's happening at their companies.

2:45 pm **Networking Break**

3:15 pm **Employee and Leadership Development, and Developing Young Talent Early as Part of Succession Strategy**

This segment will offer succession concepts and the importance of developing young talent for long-term succession planning, offer actionable steps and a template for succession planning and development. Following a 40–45-minute presentation, the group will discuss and list possible action items from the learning gained.

An experienced life insurance company leader, Steve Lang began his career in human resources and used this background and experience to influence his own career and leadership journey. He is former Chairman and CEO of Homesteaders Life Company, and as President of Lang Consulting, he provides succession planning programs, executive coaching services, and CEO support.

4:30 pm **Adjourn for the Day**

6:30 pm **Hosted Networking Dinner**

Our networking dinner will be held at Glen Oaks Country Club, a top-rated private country club located in West Des Moines, Iowa. Offering spectacular views of the golf course, this will be a perfect setting to reconnect with peers and meet new colleagues with similar human resources opportunities and challenges.

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Thursday, October 2, 2025

8:00 am **Continental Breakfast Hosted by Homesteaders Life Company**

8:30 am **Case Study: Change Management at Betterlife**

With a new CEO and a fast-forward growth strategy that includes new products, distribution and M&A, Betterlife stakeholders are certainly experiencing lots of change. Keeping veteran staff mission-focused while successfully onboarding and integrating leadership and staff from acquired companies is a huge undertaking. Kaye DeMartino, VP-Talent Management will share her team's experience and a new change management program they created called "Flourish" to keep Betterlife on track towards their goals.

9:30 am **Managing Change Under a Vertical Growth Strategy**

Justine Bell, Homesteaders' new Chief Human Resources Officer, joins another company making creative decisions to grow with, and beyond, its insurance roots. Her challenge is helping current and new team members from disparate organizations come together toward a common vision. Maintaining a focus on upholding core culture values; where people feel seen, heard, and valued, Justine shares how she is applying her wealth of experience from working at high-growth companies to Homesteaders.

10:30 am **Networking Break**

10:45 am **Facilitated Discussion: HR Q&A**

The facilitated discussion will cover submitted topics including employee benefits.

11:30 am **Networking Luncheon Hosted by Homesteaders Life Company**

12:30 pm **Adjourn**