

TAHRA  
P.O. BOX 1656  
TRAVERSE CITY, MI

# TAHRA

Traverse Area Human Resource Association

VOLUME 1, ISSUE 1

SEPT/OCT 2007

## DATES AND EVENTS TO REMEMBER

SEPT 11,  
2007

LUNCHEON -  
"MENTAL  
HEALTH"  
12:00 NOON—  
2:00 PM WA-  
TERFRONT  
CONFERENCE  
CENTER

OCT 9, 2007

LUNCHEON—  
"VIOLENCE IN  
THE WORK-  
PLACE"  
12:00 NOON—  
2:00 PM WA-  
TERFRONT  
CONFERENCE  
CENTER

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## The President's Corner

### 2007/08 Strategic Planning Meeting Held – Terrific TAHRA Year Planned

Dear TAHRA members:

On July 18<sup>th</sup>, the Board of Directors (see organizational chart) met to put together a plan for the 2007/2008 TAHRA year. At that meeting, each Board Member outlined three goals for the year and talked about how the Chapter would achieve each goal. As you will see, the Board is working hard to bring value to your membership and grow the human resources profession.

Here is a quick overview of some of the highlights of that meeting.

As always, programming, lead by Karyn Oncu and Rita Deike, has laid out a great year of programs and speakers for our monthly meetings. A list of those topics and dates went out to the membership with the invoices recently, but is also included in this newsletter. Additionally, we are looking at putting on a ½

day seminar for members. This may be an HR topic, or we have even considered using the expertise within the Chapter to put on a topic for our local companies such as beginning supervision.



The programming team, which also includes Paula Sagala & Gretchen Swanson, is looking at putting on a special program in the evening that would attract business leaders throughout the area. This team has been looking into bringing in a recognizable name and making this a big event. More information will be coming as they put their plans together and take a look at what is available. But it promises to be exciting.

Terrie Kopkau has agreed to be the new Membership Vice President, and she is looking forward to assum-

ing this role. Some of Terrie's goals include growing membership by contacting local businesses who don't participate and also looking at SHRM members who are not part of TAHRA.

Laura Mitchell will continue as our Marketing and Public Relations Chair. In '07/08 Laura will be looking at ways to update the newsletter. Perhaps taking a membership survey and/or experimenting at different column ideas. Laura will continue news releases but perhaps utilizing different avenues such as our Chamber membership or partnering with a radio program.

In the area of HRCI certification, Bill Morrison plans on organizing a minimum of two study groups over the year. In addition, Bill would like to put together a "best practices" guideline for how to conduct a study group based on past TAHRA successes.

Paul Hresko, Treasurer, has a goal of improving the budget spreadsheet and facilitating getting our Chapter taxes done.

## HRCI Certification

As we enter the fall season and a new year of TAHRA educational programming, now is the time to ask yourself if this is the year you will seek certification through HRCI (Human Resource Certification Institute). According to the HRCI website, "The Human Resource Certification Institute (HRCI) is the leading independent, internationally recognized certifying body for the HR profession. HRCI certifications require professionals to demonstrate their expertise in the core principles of HR practice and the application of those principles. HRCI's three core certifications meet the needs of nearly every HR professional" (<http://www.hrci.org/>). The three certifications offered by HRCI include the PHR (Professional in Human Resources), SPHR (Senior Professional in Human Resources), and GPHR (Global Professional in Human Resources). Two of our own TAHRA members who achieved certification during the May/June testing window are Julijana Love (PHR) from Graceland Fruit and myself (SPHR).

The winter testing window is listed below:

**PHR and SPHR:** 12-01-07 thru 1-31-08  
**GPHR:** 12-01-07 thru 12-31-07

Application deadlines for all levels:

**Regular deadline:** 10-12-07  
**Late deadline:** 11-16-07

If finances are a concern, there may be some options to help defray the costs of certification. The SHRM Foundation offers scholarships each year for SHRM members that qualify. In addition, TAHRA offers members a scholarship to seek certification. I would be glad to answer any questions that you might have about the certification process.

TAHRA will be forming a study group shortly to begin preparation for the winter testing window. If you are interested or have any questions, please contact Bill Morrison at [bmorrison@tcproducts.net](mailto:bmorrison@tcproducts.net) or 231-932-9650.

## 2008 SHRM Annual Conference

SHRM proudly brings you its 60th Annual Conference & Exposition, June 22 - 25, 2008, in Chicago, Illinois.

The SHRM Annual Conference & Exposition offers — for the best price in the market today — the most comprehensive and relevant professional development programs. Attendance will improve your knowledge, skills and abilities as an HR professional.

### Attention SHRM Members! Early Bird Registration

Register now to take advantage of our exceptional \$1,070 preview rate! This special early bird rate is a benefit provided for SHRM members for a limited time only.

Not a member? Take advantage of this exceptional deal, and to have full access to the broad array of tools and resources that SHRM provides, join at: [www.shrm.org/application/](http://www.shrm.org/application/)

This is Early Bird registration only. Conference registration will open October 2007 and housing reservations will be available shortly thereafter. Please check this Web site for updates.

To take advance of the special rate for SHRM members only: [www.shrm.org](http://www.shrm.org), click on [Conferences](#).

Paul will also be looking into our CD's and researching rates to make sure TAHRA is getting the best returns.

In the area of Diversity, Bill Brundage will be working with the programming team to put together a high level program for April's diversity program. Bill would also like to keep the chapter up to date on diversity issues through newsletter articles and exploring the idea of a diversity award for the Chapter.

Barb Howard, our Workforce Readiness Advocate, is going to work on increasing TAHRA participation in local programs such as Junior Achievement and mock interviews. Julijana Love, our SHRM Foundation Representative, is committed to the 3<sup>rd</sup> Annual Golf Outing in the spring and updating the Chapter throughout the year on Foundation happenings. TAHRA will also be submitting an item to MISHRM for their annual auction to raise monies for the Foundation.

As Secretary, Carol Kasper has set goals of distributing minutes of Board and Chapter meetings in a timely manner and working on some upgrades to the TAHRA website. In addition, as an attendee of the National SHRM Conference in June, she will also be writing some articles about what she learned while at that conference.

Chris Davis has accepted another year of Legislative Representative and will continue letting us know what is happening in our government through e-mail blasts and Chapter updates. Lori Hodek will be serving as our Student Chapter Liaison and will explore the possibilities of supporting a local student chapter.

Finally, Janet Yankee, Vice President and I, President, have set a number of goals to support serving this Chapter to our best abilities. Both Janet and I would like to maintain the professionalism of the Chapter and give value to membership. In particular, Janet would like to focus on ways to foster "junior-level" Chapter members to bridge the HR gap.

So, as you can see, though we have our work set out for us it looks like it will be a fun year full of great activities. The old saying, "Many hands make light work," definitely applies. Over the months, there will be opportunities for volunteers to help out with various programming and projects. The Board and I would like to make this a year in which we grow our human resources skills, have great networking opportunities, support the local Chapter and community, and have a terrific time along the way.

- TAHRA President, Jennifer Hull

## TAHRA thanks Golf Outing Hole Sponsors and Donors!

The golf outing in June at The Crown Golf Course has been a tremendous success two years in a row thanks to the wonderful efforts of TAHRA members Dr. Lori Kerlin and Chris Davis. \$400 of the proceeds from this event went to the SHRM Foundation.

Many thanks to these sponsors for making this a wonderful event!

### Hole Sponsors:

- Brown Lumber Company
- Calcutt, Rogers & Boynton, PLLC
- Fortitude Wealth Partners, LLC
- Manpower
- Northwestern Bank
- Priority Health
- Progressive Development
- Smith Haughey Rice & Roegge
- Starboard Inn

### Prizes:

- Baskets Full of Gifts
- Beauty Control
- Buzz Cents
- By the Light of Day Tea Room
- Central Michigan University
- HR Partners
- LochenHeath
- Northwestern Bank
- Priority Health
- Progressive Development
- Tastefully Simple
- The Crown Golf Course
- Village Bean



### **What is the SHRM Foundation?**

The SHRM Foundation is a 501(c)(3) non-profit organizational affiliate of the Society for Human Resource Management (SHRM). Founded in 1966, the Foundation funds research, publications and a wide range of educational initiatives to advance the profession and enhance the effectiveness of HR professionals. With assets of more than \$7 million, the SHRM Foundation promotes innovation, education, research and the use of research-based knowledge. A volunteer board of HR practitioners, academics and SHRM representatives governs the Foundation. All contributions are tax deductible.

### **Signature Products**

#### ***Ethics- The Fabric of Business DVD***

This new DVD profiles Lockheed Martin, Inc. and explores their work in promoting ethics in the workplace. This DVD is being distributed free of charge to chapters, educators and businesses.

#### ***Fueling the Talent Engine: Finding and Keeping High Performers DVD***

This new DVD demonstrates strategic HR in action. Through a series of interviews with senior Yahoo executives, the video explains how Yahoo's talent management strategy builds competitive advantage for the organization. Copies of this DVD were distributed free to all SHRM chapter presidents and state council directors in early 2006 for use in chapter programming.

Other Foundation DVD's include *HR in Alignment* and *HR Role Models*. These products are available from the SHRMStore.

### **Effective Practice Guidelines**

The SHRM Foundation has created a new series entitled Effective Practice Guidelines to help make research-based knowledge more accessible to HR practitioners. The first report in the series, *Performance Management*, by Elaine Pulakos, was released in 2004.

New reports on *Employee Engagement and Commitment* and *Selection Assessment Methods* are now available. The reports may be downloaded for free by SHRM members at [www.shrm.org/foundation](http://www.shrm.org/foundation). Printed copies are available by request from the SHRM Foundation.

### **Research**

The SHRM Foundation funds original rigorous academic research projects that advance the HR profession. The Foundation Board approved major changes to the grant funding process for 2007. To increase the number of high quality grant proposals received, the Foundation has increased the maximum research funding from \$75,000 to \$200,000 per project. It eliminated four standing RFP's (Requests for proposals) and will now accept research proposals on any high impact HR topic. In the past ten years, the Foundation has funded more than \$1 million in research grants for 79 research projects.

### **SHRM Foundation Publications**

- *Making Mergers Work*, softcover edition; a practical roadmap for HR to add value in the M&A process.
- *Graduate Programs in Human Resource Management*, profiles of 155 HR-related master's degree programs. <http://www.shrm.org/foundation/directory/>
- *Directory of Undergraduate HR Programs*, profiles of more than 260 undergraduate HR degree programs in a searchable online database. Free to the general public.

### **Education**

SHRM Masters Series at Annual Conference sponsor (\$25,000)

Collegiate HR Games sponsor (\$36,200)

### **Awards & Scholarships**

Regional Scholarship Program; \$100,000

Co-sponsor of the prestigious \$50,000 Michael R. Losey Human Resource Research Award

Dissertation Awards; \$20,000

Student Awards & Scholarships; \$12,000

*For a complete list of sponsored awards, visit [www.shrm.org/foundation](http://www.shrm.org/foundation)*

The Foundation raised more than \$400,000 in 2006 to support this important work. *Thank you for your support!!*

- Julijana Love, SHRM Foundation Chair

**One thing you can learn by watching the clock is that it passes time by keeping its hands busy.**

## A NEW LOOK FOR SHRM

This June, I was fortunate to be able to attend the 2007 Annual SHRM Conference in Las Vegas, thanks in part to funding from TAHRA as part of our professional development for our Board members. As Secretary of TAHRA, I would like to thank the Board for giving me this opportunity and plan to share with our Chapter members some of my experiences at the conference through the TAHRA newsletters this year.

This year's conference attracted over 22,000 HR professionals, including 600 international delegates and 300 student members, and I was overwhelmed by the number of people and the resources for HR information available there! This was my first SHRM Annual Conference, and nothing can prepare you for the magnitude of this event. The keynote speakers were excellent and inspiring, and included Lance Armstrong, 7-time Tour de France winner and activist on behalf of cancer survivors; Linda Alvarado, President and CEO of Alvarado Construction and co-owner of the Colorado Rockies baseball team; Dan Pink, Michael R. Losey HR Research Award winner; and Erin Gruwell, high school teacher who transformed her troubled students' lives leading to them publishing a book of their stories and eventually to a movie. Every day started with one of these motivating speakers, as well as messages from SHRM.



SHRM's big announcement this year was their new look and new logo. The new logo, which uses the full "SHRM" acronym instead of just the "HR" used in the former logo, is consistent with how people know the organization. SHRM is also revamping its website and all its printed materials to give them a more unified look and message. "We need to communicate with our members and to the profession with one voice and one look," SHRM President and CEO Susan Meisinger said. "We want to make every piece of SHRM communication immediately recognizable as belonging to SHRM. Our new brand strategy accomplishes both of those goals."

For the latest HR-related business and government news, go daily to [www.shrm.org/hrnews](http://www.shrm.org/hrnews). For more coverage of SHRM's 2007 Annual Conference and Exhibition in Las Vegas, go to <http://www.shrm.org/hrnews/07annual/>.

Next year's Annual Conference will be held in Chicago, just a stone's throw away! We encourage you to attend if you can and will be looking for possible ways to reduce and share costs for attendees through carpooling. Watch for more information as the Conference dates draw closer....

Carol Kasper  
TAHRA Secretary

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www.glasbergen.com



*The greatest possession you  
have is the 24 hours directly  
ahead of you.*

"I'm here to talk to you about outsourcing. I have 15,000 friends who are willing to work for fish and blankets!"

**TAHRA**  
P.O. Box 1656  
Traverse City, MI 49685-1656

**2007-2008 TAHRA Leadership Board**

**Newsletter Articles**

The TAHRA Newsletter is a bi-monthly publication. Members interested in submitting articles for the newsletter or for press releases should contact Laura Mitchell at lamitchell@waynewire.com. Deadlines for submission are the 10th day of the month. TAHRA encourages its members to submit articles, information, or successes they've had that they feel others may find interesting. TAHRA reserves the right to alter submissions for space purposes. If you would like to be removed from the newsletter mailing list, please let us know.

- |                              |                       |
|------------------------------|-----------------------|
| President                    | Jennifer Hull, SPHR   |
| Vice President               | Janet Yankee          |
| Treasurer                    | Paul Hresko           |
| Secretary                    | Carol Kasper, PHR     |
| Programming Co-V.P.          | Karyn Oncu, PHR       |
|                              | Rita Deike            |
| Programming Administration   | Gretchen Swanson, PHR |
| Special Programming          | Paula Sagala          |
| Membership V.P.              | Terrie Kopkau         |
| Certification Representative | Bill Morrison, SPHR   |
| Legislative Representative   | Chris Davis           |
| Workforce Readiness          | Barb Howard           |
| Diversity Advocate           | Bill Brundage         |
| Marketing and PR Chair       | Laura Mitchell        |
| SHRM Foundation Director     | Julijana Love, PHR    |
| Student Chapter Liaison      | Lori Hodek, PHR       |



**Traverse Area Human Resource Association  
2007-2008 Board**

