

TAHRA
P.O. BOX 1656
TRAVERSE CITY, MI

**DATES AND
EVENTS TO
REMEMBER**

**MARCH 13,
2007**

LUNCHEON -
LEVERAGING
TECHNOLOGY
IN HR
12:00 NOON—
2:00 PM
WATERFRONT
CONFERENCE
CENTER

**APRIL 10,
2007**

LUNCHEON—
RECRUITMENT
AND RETEN-
TION OF A
DIVERSE
WORKFORCE
12:15 NOON—
2:15 PM
WATERFRONT
CONFERENCE
CENTER

**INSIDE
THIS ISSUE:**

**The Presi- 1
dent's Corner**

**Upcoming Golf 2
Outing**

**April's Work- 3
shop**

HR Quiz 4

**Establishing 5
Trust**

**Diversity Pro- 6
gram**

TAHRA

Traverse Area Human Resource Association

VOLUME 1, ISSUE 4

MARCH/APRIL 2007

The President's Corner

Congratulations to Jennifer on her election to TAHRA President!

Changing of the Guards

In thinking about what the membership might be looking for in this article, I was drawn to two different points. First, I think we all agree that Karen Schultz deserves a great farewell as she moves on, but also, it was suggested that perhaps the membership would be curious to know more about me. So, my general thought was that this article should reflect the changing of the guards that has taken place.

Though Karen will truly be missed, through all her hard work in the months and years preceding her decision to move to Chicago, she has left a legacy that will make her departure as smooth as could be expected. Karen worked hard to put together an outstanding Board of Directors. She did a great job pulling in new faces but also getting our more "seasoned" members involved. Karen truly brought together a group of people that has diversity of opinions and then fostered the strengths of these individuals. As HR professional, we can appreciate the impact of such an organization.

Additionally, though she has to leave us early in her Presidential term, Karen spearheaded an aggressive program to update our bylaws and make certain they were in compliance with national SHRM standards to ensure our connection with this greater organization. She also made certain that our Chapter Achievement Plan (the CAP) was completed, in place, and submitted on time.



Karen, we all wish you great luck and fun as you assume your new responsibilities with Whole Foods and make the move to the big city of Chicago! We know that there is a SHRM chapter in your new region that will be happy to learn such a hard working professional is moving into their area. Please know you always have a home here at TAHRA!

So, how does one follow in such footsteps? Simply by remembering to build on the groundwork that has already been established! Though the opportunity to be President came much sooner than I expected, I quickly saw the

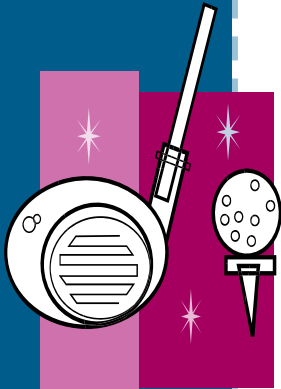
advantages of following a leader like Karen.

For those of you who don't know me, I have been in the HR field for almost 16 years. I have spent most of those years as a generalist working with manufacturing organizations. Currently, I am the Director of Human Resources for AlcoTec Wire Corporation and have been a member of SHRM and local HR organizations throughout my career. I have been a member of TAHRA for over 8 years. During my time in TAHRA, I helped serve on the Membership Committee, was the Diversity Chair, the Co-Chair for Programming and most recently, Vice President.

Outside of TAHRA, I am a member of the TC Chamber's Health Care Committee, an adjunct professor for Davenport University, part of The Employer Training Council, and a member of the illustrious "Vertically Challenged" alpine ski racing team.

I am proud to be a member of TAHRA. We have a great team and possess a strong foundation for moving forward. Thanks to all of you for entrusting me with your Presidency, and I look forward to serving you over the next 16 months.

by Jennifer Hull, SPHR



Plan Now for the June 2007 TAHRA Golf Outing

TAHRA GOLF OUTING

The Traverse Area Human Resource Association (TAHRA) will be holding a fundraiser golf outing on Sunday, June 3, 2007 to benefit the Society for Human Resource Management (SHRM) Foundation and TAHRA.

The SHRM Foundation is a not-for-profit organization that operates as the research and development arm of the HR profession. The foundation advances the profession and enhances the knowledge of competency of human resource professionals through its funding of research, publications, and education programs. The work of the SHRM Foundation is supported by tax deductible contributions made by individuals, companies, and organizations.

Here's how TAHRA members and others can help: Please consider contributing an item or cash to the fundraiser for prizes. Items can be donated by you, your employer, friend, business or all. Some items to consider are gift baskets, gift certificates, wine or food items, etc.

You may also consider sponsoring a hole for \$100.

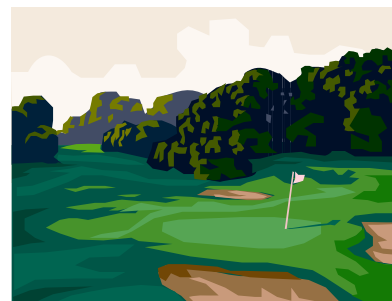
Prize contributors and hole sponsors will be recognized in

event materials and in a news article following the event.

Please mark your calendar now and plan to attend the golf outing on Sunday, June 3, 2007. The event will begin at 1:00 p.m. with registration and practice and dinner and awards will conclude at approximately 5:00 p.m. The event will be held at the Crown Golf Course on West Silver Lake Road in Traverse City. You are encouraged to bring a friend or colleague. No need to worry if you aren't a golf professional or have never played before, the game will be designed for all levels of players. The event will be a 9-hole scramble.

If there are any questions or you can donate a prize or sponsor a hole, give Chris Davis (933-1711) or Brenda Hinds (922-4598) a call.

The 2006 golf outing was a great success. Where else can you get 9 holes of golf, a great dinner and a good prize for only \$40?



[April Workshop—HR as Strategic Planner](#)

Human Resource's Impact on Economic Growth Within the Organization—
Learn how you can become an internal Business Consultant supporting the
strategic plan for your company.

The workshop will cover :

- * How to reposition the HR function within your organization
- * Developing HR metrics and how to tie them to business strategy
- * Developing and using HR statistics to impact your organization's bottom-line
- * Developing trends in HR with potential negative impact to organizations, and how to develop a plan to address these trends
- * How to optimize HR's impact on the bottom line

Workshop Leader: Carrie Van Daele
President/CEO, Van Daele & Associates, Inc.

Carrie Van Daele has built a training and development practice from scratch into a highly successful, well-recognized business with a client list that includes Fortune 500 corporations to medium and smaller size companies. Her company was founded in 1987 as a training and development firm in the areas of leadership, train the trainer, continuous process improvements, team building, strategic planning, sales/marketing, workforce development and general business consulting. Her education and business degrees from Indiana University and Windsor University have provided the academic requirements for consulting. However, her manufacturing experience in the automotive industry has provided the real "hands-on" bruises, bumps and wisdom to consulting. She is a published author of a book called [The Fifty-Best Training Techniques](#) and is featured in several publications such as [Women of Achievement](#) and [Business People Magazine](#), along with newspaper articles.

Thursday, April 5th
8:30 a.m. - Noon
NMC - University Center
2200 Dendrin Drive, TC

\$75 TAHRA members
\$95 Non-Members
3.25 credits for HRCI re-certification

Click here for a link to the [registration form](#).



**The best way to get the last
word is to apologize.**

TAKE THE HR QUIZ

Test your knowledge of age discrimination.

Take the **True/False** quiz below, and then read the answers below.

1. The Age Discrimination in Employment Act (ADEA) protects individuals age 40 and over from employment-related discrimination.
2. It is okay to post a job advertisement requesting a “young graduate.”
3. Decorating a co-worker's office with black balloons on his/her birthday could lead to a charge of age discrimination.
4. Telling age-related jokes or making fun of someone’s appearance could be construed as harassment.
5. You can ask for employment dates during the application/interview process.

How did you do?

1. The Age Discrimination in Employment Act (ADEA) protects individuals age 40 and over from employment-related discrimination.

True: Keep in mind that a few states have enacted stricter laws concerning age discrimination.

2. It is okay to post a job advertisement requesting a “young graduate.”

False: Even though this does not mention a specific age, it does imply you are recruiting someone “young.” However, you can recruit graduates because people graduate at all ages.

3. Decorating a co-worker's office with black balloons on his/her birthday could lead to a charge of age discrimination.

True: Something as innocent as this could cause hurt feelings and result in a charge of discrimination. Just be sensitive to each individual situation.

4. Telling age-related jokes or making fun of someone’s appearance could be construed as harassment.

True: When most people think of harassment, they usually think of sexual harassment. Keep in mind that harassment can be based on any protected characteristic, including age. Make sure you have a policy prohibiting this type of behavior.

5. You can ask for employment dates during the application/interview process.

True: While you do not want to ask anything that could easily indicate age, such as date of high school graduation, it is acceptable to ask specific employment dates when reviewing work history.

AFFILIATE OF



SOCIETY FOR
HUMAN
RESOURCE
MANAGEMENT

There's Got To Be Something More

BECOME THE ONE WITH A MOTIVATIONAL PURPOSE

What's the one thing most companies have in common? They're in business to make money, plain and simple. What do most workers have in common? That's a good question. In the past, it might have been said that people simply worked to bring home a salary or provide for their families. While this is still true to some extent, a new generation of workers is entering the job market with different demands. They want a job that makes a difference; they want more than simply money in the bank.



Employers need to realize that jobs that simply meet employees' [lower level needs](#) by providing an income and employment security are easy come, easy go. Great companies go beyond these basics, providing a vision to their workers. A vision helps meet the three higher needs: social, esteem and self-actualization. Fortune magazines' 100 Best Places to Work list is filled with organizations that have done just that. Still, you might be thinking, why focus time and energy on something that won't build my business? Well, you might be surprised to know that companies on Fortune's best places to work list get a very tangible payoff for their efforts. Their stocks perform an average of three times better than other companies listed on the S&P 500. Consider that for a moment. Establishing a vision not only attracts top workers, it also helps companies boost their bottom line.

Establishing Purpose

For your company to set itself apart and attract the best workers, you must provide something more. But how can you do this? The best place to start is with creating a vision, a purpose for your company that elevates its reason for existing above making money.

As difficult as it may sound, establishing a purpose for your organization is really a matter of discovering why you matter to your customers. Start by thinking about *why* people use the products or services you sell instead of simply *what* they buy from you. They don't just buy a new suit or an oil change. They want the confidence of a professional look or to know their vehicle is properly maintained. Realize that what your product or service means to people is an important part of your vision. You aren't simply about selling to your customer; you exist to provide them with something they want or need.

Then, think about why they come to you instead of a competitor. Maybe your business focuses on providing good products at discount prices. Perhaps you focus on providing excellent customer service or your technicians are highly trained in the latest technology. Every business appeals to customers for different reasons. Tap into that by asking valued customers why they choose you.

Communicating Purpose

Merely thinking about your company's vision or purpose isn't enough. You must communicate this purpose to employees to ensure they understand why they work for you. The first step in communicating purpose is to commit it to paper. Spend time crafting a purpose statement you can be proud of. Then, you must share this statement with your workforce. Post it on the wall, visible to your customers, to keep all employees accountable to it. Another important aspect of communicating the purpose of your company is for management and leadership to actively work with this purpose in mind.

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

2006-2007 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	Open
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.	Janet Yankee
Certification Representative	Lori Hodek, PHR
Legislative Representative	Chris Davis
Workforce Readiness	Barb Howard
Diversity Advocate	Bill Brundage
Marketing and PR Chair	Laura Mitchell
SHRM Foundation Director	Brenda Hinds
Student Chapter Liaison	Kate Greene, GPHR

We're on the Web!
www.tahratc.org



April's Diversity Program

On April 10, 2007 Dionardo Pizana from Michigan State University Extension will present "Recruitment and Retention of a Diverse Workforce: Strategies, Implications and Organizational Change". We will explore:

- Perspectives on the work of Diversity
- Levels of Oppression—"Isms" and Change
- Programs, policies and initiatives aimed at overcoming historical inequities
- Business and Strategic Imperative
- Effective Recruitment Initiative—best practices

The program will include an exercise to enhance our awareness, and give us educational tools and techniques we can bring back to the workplace.

Don't miss this very dynamic presentation NOTE: **This program will run from 12:15 to 2:15 pm.**