

TAHRA
P.O. BOX 1656
TRAVERSE CITY, MI

DATES AND
EVENTS TO
REMEMBER

NOV 13, 2007

LUNCHEON -
"COMMUNITY
SUPPORT
POISED TO HELP
YOUR BUSINESS
SUCCEED"
12:00 NOON—
2:00 PM
WATERFRONT
CONFERENCE
CENTER

DEC 11, 2007

LUNCHEON—
"HEALTH AND
WELLNESS"
12:00 NOON—
2:00 PM
WATERFRONT
CONFERENCE
CENTER

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TAHRA

Traverse Area Human Resource Association

VOLUME 1, ISSUE 2

NOV/DEC 2007

The President's Corner

Local Organization versus National

Dear TAHRA members:

With the kick off to the new year behind us and two great programs already under our belt, it is fair to say we are off to a good start for the 2007-08 TAHRA year. Heading into the strategic planning for this year and during the recruitment process for the Board, an interesting question came up; is there value to the local organization in supporting the national SHRM organization?

In my mind, the answer is, "Without a doubt!" However, I also believe it is correct to say that the national efforts should not overshadow or diminish our local efforts.

For those of you who are new to the chapter, you may or may not know that TAHRA is an affiliate of national SHRM. As part of SHRM we receive monies from both the national and state chapters. Last year we received over \$900 of support from the national chapter. As a perspective, this is enough money to pay for a months worth of food and

programming fees for the entire chapter.

Another resource that is provided is support for our Board. We receive mentoring from other chapters and volunteer tool kits to help us in performing our jobs. Additionally, SHRM pays the cost of the President or Vice President to attend the annual leadership conference



in Washington, DC where we can network with similarly sized chapters.

However, we should not view our national affiliation just from the "What can you do for us?" perspective, but also from, "What can we do for you?" By supporting SHRM, we are supporting the largest organization in the nation that represents our profession. SHRM is constantly working on bringing our profession to the next level, lobbying for legislation that makes sense for

businesses and providing education to hone our personal skills.

With all that being said, it is my belief we should never let the national obscure what we are doing on a local level. We should never run the chapter for the sole goal of getting enough "points" for the Chapter Achievement Plan. Rather, if we run the chapter well, using both our local, state and national resources, these awards should naturally be achieved by a live, functioning chapter.

TAHRA has done just this! We have great monthly meetings with substantive programming; we provide workshops for members and study groups for those interested in certification; our budget is balanced; we give back to the community and our profession through fundraisers such as the golf outing; and we have a functioning Board and a great community of professionals as members. It is my goal as President to ensure this balance remains.

Sincerely,

Jennifer Ewing
President

Fall 2007 HRCI Study Group

Attention TAHRA members:

A certification study group has been formed to assist you in gaining the knowledge you need to pass the certification exam for the PHR, SPHR, or GPHR. If you would like to find out more about joining the study group, or for more information about how you can become certified through the HRCI Certification program, contact Bill Morrison at 932-9650 or email bmorrison@tcproducts.net

The winter testing window is:

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

Remember, TAHRA offers a \$200 scholarship for those who qualify. Scholarship applications are available on the TAHRA website by going to www.tahratc.org, logging onto Members, and clicking on Addendums.

- Bill Morrison
Certification Representative

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www.glasbergen.com



**"On the other hand, you need to know
when to let go of a bad idea!"**

*The company you keep will determine
the trouble you meet —*

TAHRA Supports Junior Achievement!

Traverse City Area Schools are participating with Junior Achievement classes again this year, and volunteers are needed!

Junior Achievement's mission is to educate and inspire young people about our free enterprise system, economics and entrepreneurship. JA will be presented in 200 classrooms (elementary) this school year and they need your help. Five classroom visits of 1 hour are arranged between the volunteer and teacher in advance. Training and materials are provided. Be a role model for our students, volunteer for JA!

JA volunteers are invaluable to the program and they are the ones that bring the "real" work-world relevance into the classroom and make learning relevant.

One volunteer's testimonial: "Volunteering and supporting Junior Achievement is a great way to give back to the community. As a volunteer and financial supporter, I can attest to the fact that the experience is rewarding and fun". - Kirsten Rinne, Vice President, National City Bank, Traverse City.

Call Leland Michaels, District Manager 231-922-6330 or leland.michaels@ja.org for more information. Let their success be your inspiration.

- Barb Howard
Workforce Readiness

LEARN FROM *FORTUNE'S* BEST COMPANIES TO WORK FOR



WANT TO LEARN FROM THE BEST? *FORTUNE* MAGAZINE'S ANNUAL BEST COMPANIES TO WORK FOR LIST HIGHLIGHTED TOP BENEFITS OF THEIR 100 BEST COMPANIES. COMPANIES MUST APPLY TO BE CONSIDERED FOR THE LIST AND ALLOW 400 EMPLOYEES TO BE SURVEYED ANONYMOUSLY. THE LIST SURVEYED OVER 10,000 EMPLOYEES. HERE'S WHAT THEY SAY THE BEST ARE OFFERING THEIR WORKERS:

- **Health care** — Sixteen of Fortune's best companies to work for pay 100% of their employees' health care premiums.
- **Child care** — Nearly a third of the best companies offered onsite child care, with monthly rates starting at \$240 per month.
- **Work-life balance** — Employees at *Fortune's* best companies benefit from top-notch work-life balance programs. For example, at Google, No. 1 on the list, you can do your errands at work. The company offers free laundry facilities, a gym and onsite doctors, all free of charge.
- **Telecommuting** — This year, 83 companies on the list allow employees to work at home or telecommute at least 20% of the time.
- **Sabbaticals** — Fully paid sabbaticals are available from 22 companies on this year's list.
- **Unusual perks** — Companies making the list offered perks ranging from gas cards to free tickets to sporting events to employee referral fees. One even gave an extra week off from work to employees

MILITARY LEAVE

Through such federal and state government requirements as the Uniformed Services Employment and Re-employment Rights Act (USERRA), employers are required to provide military leave to their employees. While some responsibility is on the employee, most of it falls to the employer. This means employers must be knowledgeable of the laws and be prepared in case one of their team members is called to duty.

TEST YOUR MILITARY LEAVE KNOWLEDGE.

Take the **True/False** quiz below.....

1. Some employers are not required to provide military leave to their employees.
2. Employees requesting military leave must provide their employers with advance notice unless circumstances make this unfeasible.
3. The only military leave requirements placed on employers are from federal laws.
4. Federal laws do not usually require military leave to be paid.
5. Employees must return to work as soon as they return from military duty.

How did you do? See answers on page 7.

Welcome New TAHRA Members

We are pleased to welcome the following new members for the 2007/2008 year:

Robert Barnes—The Pavilions
Director of Human Resources

Penni Schratz—Grand Traverse Resort and Spa
Benefits Manager

Patrick Leadens—Grand Traverse Resort and Spa
Director of Human Resources

Connie Youker—Traverse City Bank
Human Resource Generalist

Faith Linsenmayer—Fawcett Dopke Agency
Life and Health Assistant

Deena Murawski—Magnum Finance, Inc.
Human Resource Generalist



TAHRA brings “The Speed of Trust” to Traverse City

What Exciting News!

For the first time, TAHRA is embarking on bringing a nationally known speaker to Traverse City! Stephen M.R. Covey has written a “red-hot relevant” book for business leaders.

This book challenges the assumption that trust is “soft” and demonstrates that trust is a hard-edged, economic driver—a learnable and measurable skill that makes organizations more profitable, people more promotable, and relationships more energizing.

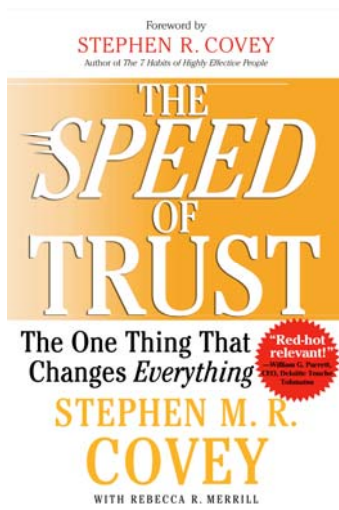
Stephen M.R. Covey reveals the 13 behaviors common to high trust leaders and presents a road map to establish trust on every level, build character and competence, enhance credibility, and create leadership that inspires confidence.



Mark your calendars for this one, folks!

When:	Wednesday, October 22, 2008
Where:	Grand Traverse Resort—Governor’s Hall
Time:	5:00 pm—9:00 pm 5:00 pm—cocktails (cash bar) 6:00 pm—dinner 7:00 pm—90 minute keynote presentation
Cost:	\$150 TAHRA Member and 1 guest (early registration), \$175 afterward \$150 non-TAHRA individual tickets (early registration), \$175 afterward Tables of 10 available at a discounted price

The Northwest Michigan Council of Government, working with TAHRA to host this event, will provide marketing and registration support.



For further information, please go to the website:

www.coveylink.com/about-coveylink/press-room.php

Here you will be able to read excerpts from the book including the forward, table of contents and chapter one. You will also be able to view video clips on “The Nature of Trust”, the “Trust Tax”, and a brief film on “The Speed of Trust”.

Many thanks to Paula Sagala, Special Programming Director, for her dedication to our profession and her willingness to tackle this amazing event!

IMPROVE YOUR ONLINE CANDIDATE EXPERIENCE AND WIN QUALITY HIRES: *IT'S A SOLID BET*

In order to attract better quality new hires in today's market, the competition is much greater and the process much more technological than in the past. Your website should be used as a tool to attract the type of candidate who will be qualified for the position, fit into your organizational culture, and ultimately be a happy, contributing employee. Equally important is the way that your candidates are treated all along the "prospect pipeline", from Lead, to Contact, to Candidate, to Applicant, to Finalist, and finally to New Hire. Their experience of your organization influences their choice, which is just as important as your experience with them during the recruitment process.

Gerry Crispin, SPHR from CareerXroads, uses a unique process for researching what works and what doesn't in recruiting. He examined the recruitment websites of the winners of the "100 Best Companies to Work For" and the Fortune 500 Companies for guidance. Some of the lessons he learned are:

- Post the number or percentage of internal hires on your website
- Volunteer employees blog what their first year was like at the company and candidates are referred to it
- Ask middle and high school students to respond to a survey on their career goals to see if it fits with your company – early recruitment
- Connect with the candidates – they should be able to tell from your website that you are looking for "them" or that you're not
- Clicking on a button can connect you to a recruiter to chat about a position so that they are instantly engaged
- Use your company's branding effectively – answer the question, "Why should I come and why should I stay?"
- Emphasize your company's social responsibility
- Give candidates the ability to send you questions and have a recruiter answer them – post "Frequently Asked Questions" – it can be eye opening
- Be sure your site is easy to navigate – from your home page to the job description – count the number of clicks they have to go through
- Do a dry run from the applicant's standpoint to see how difficult or easy it is to apply. If you are really adventurous, send a fictitious resumé or application to your own company and see how you are screened and treated in the process.
- Provide a realistic job description and/or a job-shadowing video applicants can view

If you feel that a lot of these suggestions are too much for your small organization to undertake, here are some basic elements of respect that are equally important in the recruitment process that every company can do:

- Provide a job description that applicants can understand
- Acknowledge all candidates who apply in some way
- Tell them what comes next in the process
- Promise to protect their data whenever possible
- Tell them their "status" in the search
- If you screen them, then tell them
- Tell them what it takes to compete now and later
- In the interview process, give realistic expectations about day-to-day activities and how they will be managed
- In the interview process, give them an honest assessment of what they might expect, salarywise and otherwise, if they succeed in the position.

Source: Session at the SHRM 2007 59th Annual Conference & Exposition presented by Gerry Crispin SPHR, Principal, CareerXroads

Submitted by: Carol Kasper, TAHRA Secretary

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



President	Jennifer Ewing, SPHR
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Secretary	Carol Kasper, PHR
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	Rita Deike
Programming Administration	Gretchen Swanson, PHR
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Membership V.P.	Terrie Kopkau
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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



Military Leave Quiz - Answers and Explanations

Compare your answers with the correct ones below to learn what is true and false regarding military leave.

1. Some employers are not required to provide military leave to their employees. **False:** USERRA requires all employers to allow their employees to take military leave.
2. Employees requesting military leave must provide their employers with advance notice unless circumstances make this unfeasible. **True:** Unless circumstances dictate otherwise, employees should provide written or verbal notice as soon as possible.
3. The only military leave requirements placed on employers are from federal laws. **False:** Some states may have laws that give employees on military leave more rights than stated in the federal laws.
4. Federal laws do not usually require military leave to be paid. **True:** However, employees do have the option of using paid leave to cover their military leave.
5. Employees must return to work as soon as they return from military duty. **False:** The time frame for reporting back to work varies and is based on the employee's length of military leave and other circumstances.

Scoring

- 5: If you got a perfect score, great job!
4: You're on top of your HR game!
2-3: You may need a brush up on the law to be in compliance.
0-1: Keeping up with everything in the HR world is tough, so seek help if you need it!