

THE RESOURCE



Valley Society for Human Resource Management

Saginaw, Bay City and Midland - Michigan



Published for Members of the Valley Society for Human Resource Management

JUNE 2009

Marketing to Your Internal Customers

Presented by Ellen Charlebois, Partner at inFUSION Group

- Date:** Tuesday, June 9, 2009
- Location:** Horizons Conference Center
6200 State Street
Saginaw, MI 48603
- Time:** LUNCH MEETING
11:30 a.m. Networking / Registration
Lunch 11:45, Meeting begins at 12:15
- Cost:** \$20 for members, \$25 for Guests. Student cost is \$10. Cost includes lunch.
- RSVP / Information** rsvp@vshrm.org, or call Sue Slade at (989) 754-4717, Ext. 5503, On-line at www.vshrm.org
- RSVP Deadline:** RSVP **Extended:** Friday, June 5, 5:00 p.m.
There is a \$5.00 charge for late RSVP's received after the deadline
- Cancellation Policy:** *If you made a reservation but are unable to attend a meeting, please cancel prior to noon the Friday before the meeting. You will be billed for the breakfast or luncheon if you do not cancel your reservation.*



About the SEMINAR:

Things are tough, the economy is lousy, and business is bad. Companies have taken some drastic measures to cut costs. In many cases, HR had to deliver the bad news. How long will your employees remember that you reduced benefits, downsized their friends, stopped their 401(k) match, implemented a pay freeze, and cut their hours?

So, let's look down the road a bit . . . the economy has improved and business has picked up. How is employee morale? Will your top performers consider an offer from another company? Are employees engaged and committed? Are they willing to put in extra hours to meet customer demands? Now that you need to hire more people, how appealing does your company look to outsiders? Will your internal referral system be in good shape?

Chances are someone will look to HR to clean up the mess, to get employees motivated, and to get the best candidates hired. Be prepared for those challenges, but better yet, start marketing to your internal customers NOW!

We would like to encourage members/attendees to bring a guest from their marketing department (or the individual that handles PR and marketing for their organization). We'll have an activity portion of the presentation and we hope to include the expertise of marketing professionals while initiating some teamwork to bring back to the workplace.

About the SPEAKER:

Ellen R. Charlebois, Partner. With over 25 years experience across many industry sectors, Ellen has broad expertise in business, including strategy development, project management, and general administration. She has over 14 years effectively developing and managing all aspects of human resources with a record of significant achievements in the areas of recruitment, performance management, compensation & benefits, employee development, and labor relations. As a problem solver, Ellen loves a challenge and has a high level of commitment. She holds a BBA from Northwood University and has completed education programs at the University of Michigan, Michigan State University, and the Center for Management Research.

VSHRM is an affiliated chapter of the international professional resources organization, **Society for Human Resource Management (SHRM)**. The monthly meetings are open to members, guests, and other interested parties.

MISSION:

The Valley Society for Human Resource Management (VSHRM) strives to be the principal voice for human resource issues for the Tri-Cities area. It promotes and assists the profession by providing valuable human resource information to area employers, resulting in the highest professional and personal development of their employees.



2007 SHRM SUPERIOR MERIT AWARD CHAPTER

From Your President:

I would like this opportunity to thank all board members and membership for a year filled with challenges and professional growth. While I will enjoy my Michigan summer I look forward to another exciting year with VSHRM starting in September. We look forward to welcoming both new and returning members to our events.

There are three (3) board members who are leaving the board. Patty Alfano, PHR, is at her seven (7) year maximum term limit! We are sad to see her leave the board. However she is willing to stay active in VSHRM by becoming a member of our Member Connections Committee! **Thank you Patty for the last seven years as a board director.** Dmitry Erofeev, Membership Chair for the last four years, and Ashlee Geisken, Member-at-Large/Website Chair, are also ending their roles as a volunteer leader for VSHRM.

Your VSHRM Board is transitioning into a new Board of Directors by adding **five** new volunteer leaders to be elected at the June 9 meeting. Shortly, a new Board of Directors will begin their Leadership role.

To help your new Board of Directors plan another exciting and educational program year, a YEAR-END survey will be distributed later this month to membership using Survey Monkey. Please take 10 - 15 minutes to complete this survey. VSHRM will use the results at the annual Strategic Planning Session being planned for a date in July.

It has been an honor to serve as your President. I enjoyed my term as President and have no doubt that Gina Kellogg will be a TERRIFIC leader for our extraordinary organization!

Take advantage of your SUMMER!

Wendy K. Yelsik

**VSHRM BOARD MEMBERS**

President	Wendy Yelsik Fabiano Brothers, Inc. (989) 509-0282 wyelsik@fabianobrothers.com
Past President & Foundation Chair	Lori Lunger, PHR Amigo Mobility International, Inc. Telephone: (989) 921-5077 lunger@myamigo.com
President Elect & Certification Chair	Gina Kellogg, SPHR Citizens Bank Telephone: (989) 776-7348 gina.kellogg@citizensbanking.com
Treasurer	Patricia Alfano, PHR Synergy Medical Education Alliance Telephone: (989) 583-7411 palfano@synergymedical.org
Membership Chair	Dmitry Erofeev, PhD Express Personnel Services Telephone: (989) 832-6994 membership@vshrm.org Dmitry.Erofeev@ExpressPros.com
Program Chair	VACANT POSITION
Legislative Chair	Susan Goddard Delta College Corporate Services Telephone: (989) 758-3631 sgoddard@corpserv.delta.edu
Secretary	VACANT POSITION
Member at Large/Website & Job Chair	Ashlee Giesken St. Mary's of Michigan 989-907-8292 agiesken@stmarysofmichigan.org
Member at Large	Sue Slade, PHR Spicer Group Telephone: (989) 754-4717 x 5503 sues@spicergroup.com

The 2009 STEADY EDDIE winner is.....

The winner will be announced at the end of Tuesday's meeting. The winner will win a renewal to their membership with SHRM or will win a new membership with SHRM. \$160 value!

VSHRM
PO BOX 5448
SAGINAW, MI 48603



Certification Corner

Submitted by Gina Kellogg
President-Elect & Certification Chair

Studying for Your HR Certification test?

A study group has been formed and is meeting every Wednesday evening through the end of June. If you are interested in joining the group please contact Wendy Yelsik at wyelsik@fabianobrothers.com or call 989-509-0282.

Low-cost Recertification Programs

Certification has more value now, in these economic times, than ever. Recertification does not have to cost a lot of money, and there are many low cost options out there. *Did you know that since December 2005, VSHRM has offered 36 programs approved for HRCI credit for a combined total of 48 credit hours? Wow!*

Some other examples of low cost recertification activities are:

- Being a national member of SHRM or another national HR association
- Holding a leadership position related to the HR field such as mentoring an HR professional or HR student
- Holding a volunteer position for a professional organization
- Through your normal job responsibilities. For example:
 - Creating an HR budget
 - Developing an employee handbook
 - Leading an HR-related workshop or training session at work or outside of work

You can also quickly find activities that meet your recertification needs with the Searchable Directory of Approved Events, home to more than 3,000 pre-approved programs. Find the directory at <http://www.messaging.hrci.org/ct/17s9r541hmsn/>.

Make sure VSHRM knows your certification status by updating your online profile at <http://www.messaging.hrci.org/ct/11s9r541hmsy/>.

ENJOY YOUR SUMMER

The next VSHRM meeting is on Tuesday, September 9 at Horizon's in Saginaw. The topic is "Ten Challenges that keep HR and Diversity Professionals up all Night"

LEGISLATIVE REVIEW AND NEWS

Submitted by Sue Goddard



Expanded FSA Debit Card Rules are effective July 1, 2009. Visit <http://www.shrm.org/hrdisciplines/benefits/Articles/Pages/ExpandedFSADebitCardRulesTakeEffectin2009.aspx> for more information.

Minimum Wage: The federal minimum wage increases to \$7.25 per hour, effective Friday, July 24, 2009. Visit <http://www.dol.gov/esa/whd/flsa/> for full details.

Workplace Flexibility

Laws requiring workplace flexibility are "moving fast," with at least 16 states "grappling with some form of expansion of paid or unpaid leave." These laws, under consideration in Arizona, Colorado, Connecticut, Hawaii, Illinois, Indiana, Massachusetts, Maryland, Michigan, Missouri, New Hampshire, New York, North Carolina, Oregon, Tennessee and Texas, fall into four different categories, Coleman noted:

- Paid leave—mirroring the Healthy Families Act on the federal level or combined with the state's disability programs.
- Expanding the definition of family members under existing leave laws to include, for example, grandparents and domestic partners.
- Military leave.
- Leave for victims of domestic violence.

Tom Minnick, SPHR, SHRM's legislative director for New York, noted that "the state legislature is a real laboratory" for HR-related bills, mentioning two bills recently enacted in New York—the state's "mini-WARN" law and the law prohibiting mandatory overtime for nurses and certain other health care workers. He said that there were several bills related to workplace flexibility currently pending in New York including a paid family leave proposal, a comparable worth bill, a measure mandating paid sick time and a bill concerning leave for domestic violence.

He noted that because the State Senate is now Democratic-controlled, as are the House and the governor's office, these laws are more likely to pass than in previous years.

MEMBERSHIP FOCUS

VSHRM would like to welcome the following new members:

- **Jennifer Westphal**, Employment Supervisor at GM Powertrain
- **Kimberly Barton**, Human Resource Manager at Home Depot
- **Rachel Mammel**, Student at SVSU
- **Brain Hampshire**, Student at SVSU

As of 4/30/09 VSHRM has 167 regular members and 14 student members!

SCHOLARSHIPS FOR HR PROFESSIONALS

Are you a SHRM member pursuing a college degree (HR, business, psychology, etc.) or professional certification? If so, the SHRM Foundation Scholarship Program can help! 40 academic scholarships (\$1,375 each) will be awarded--both part-time and full-time students are eligible. 60 certification scholarships (\$750 each) will be awarded to members pursuing PHR, SPHR, GPHR or GPHR-CA certification. With generous underwriting from the J.J. Keller Foundation, Inc., the program will award \$100,000 in scholarships in 2009.

The scholarships are allocated equally among the five SHRM geographic regions, which means you are competing only with applicants in your own part of the country. Application deadline: July 15, 2009. For more information, choose "[Scholarships and Awards](#)" on the SHRM Foundation website (www.shrm.org/foundation).

SVSU and SHRM are committed to helping you secure your future!

SVSU, in partnership with SHRM, are proud to offer the SHRM Learning System Course. The SHRM Learning System has helped more than 30,000 HR professionals earn their PHR (Professional in Human Resources) or SPHR (Senior Professional in Human Resources) certification. It's a proven way to stay up-to-date on HR practices and regulations, improving your effectiveness and productivity.

This online course will help you gain the knowledge and skills needed to respond to the job challenges you face today and in the future.

Classes begin July 7, 2009. Call 989-964-4048.

VSHRM & MMHRA GENERATIONS IN THE WORKPLACE TESTIMONIALS

Thank you to our members for completing the online evaluations! 76% of attendees completed the simple evaluation.

Although normally only positive meeting feedback is featured in our newsletters, we do appreciate and act on your constructive feedback as well. As always, we strive to bring you quality programs in a comfortable environment with delicious food.

"Great job, the information shed a new light on communication and performance in the workplace!"

"The presenters were very engaging and the material was informative."

"I enjoyed their presentation and the way they described the interactions between each generation."

"Terry and Al did a great job making this training an enjoyable learning experience."

"I enjoyed the presenters entertaining stories that were very relevant to the subject."

"Excellent knowledge of subject matter and they were able to make it interesting. I love that humor was injected into the presentation."

"I went to training immediately following this workshop directly related to me and found myself relating what I learned at the workshop to the new training in working with difficult people."

"Both presenters have a way of getting your attention and keeping it!"

"Terry Rock is a dynamic speaker!"

VSHRM & MMHRA would like to **THANK** Delta College Corporate Services, Saginaw Bay Underwriters, and Adecco Technical for sponsoring this workshop.