



Our Mission: Enhance Professional Development

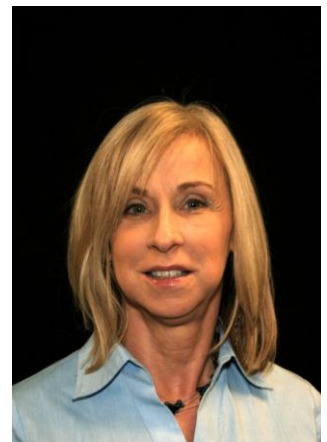
With a vision to be the premier resource for leadership and development for Human Resource Professionals and organizations within Southwest Washington.

APRIL 2011

Message from the President

SWHRMA Announces New Partnership with ASTD-Cascadia

We are pleased to announce that SWHRMA has entered into an affiliation agreement with ASTD-Cascadia. The Cascadia Chapter of the American Society for Training and Development (ASTD) has been supporting workplace learning and performance professionals (WLP) in Oregon and SW Washington since 1947. This agreement opens the programs of each association to members of the affiliate organization at member prices, making available a whole array of new opportunities for learning and networking. It also makes it easier for members of both organizations to acquire the credits needed for recertification, with ASTD-Cascadia qualifying many of its programs for HRCI credit. Leaders of both organizations recognize that there are many crossover areas of interest, including training, organizational development, talent management, and global management challenges, and we believe this affiliation will help enhance the professional development of the members of both associations. To view upcoming ASTD-Cascadia events and to take advantage of this partnership, go to <http://www.astdcascadia.org/>



The Cascadia Chapter of the American Society for Training and Development (ASTD) has been supporting workplace learning and performance professionals (WLP) in Oregon and SW Washington since 1947. We take pride in providing cutting edge programs and services to support those in our field, whether they are new or seasoned professionals. As one of the largest ASTD Chapters in the nation, our 540+ members make ASTD-Cascadia the place for workplace learning professionals to learn, connect and

Visit Us at www.SWHRMA.org



SWHRMA Receives Distinguished Award

The Society for Human Resource Management has awarded the Southwest Washington Human Resources Management Association, the EXCEL Gold Award for 2010.

The SHRM Affiliate Program for Excellence (SHAPE) has been designed to ensure a strong connection between SHRM and our affiliated chapters from a business perspective. In addition to clearly outlining our requirements to measure chapter alignment and engagement with SHRM's overall objectives, SHAPE's focus has shifted to activities and initiatives which are more strategic in nature. These efforts will allow each affiliated chapter to increase its viability and effectiveness, as well as promote the HR profession at the local level. Additionally, we designed this program to enhance the business acumen of our local volunteer leaders! This new program raises the bar of excellence for our affiliates and introduces the EXCEL Awards – a tiered recognition and awards system.

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. The Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 250,000 members in over 140 countries, and more than 575 affiliated chapters.

“This recognition is a distinct indication of the chapter's successful partnership with SHRM to serve the networking and professional development needs of human resource professionals and to the advancement of the human resources profession” noted Pamela J. Green, SPHR, Chief U.S. Membership Officer for SHRM.

SWHRMA receives a Certificate of Recognition, a specialized banner to display at its meetings and events, and is being recognized in SHRM's publications and at its conferences.

A special thank you to the 2010 SWHRMA Board of Directors and Committee Members for all the hard work they did to make SWHRMA an EXCEL Gold Award Winner!

Volunteer Opportunities—Get Involved!

To get the most out of your membership, we encourage you to become an active member in SWHRMA by volunteering. It is a great way to network and meet new HR professionals! Contact one of our board members to learn how!

We are looking for a Foundation Director and we need volunteers to help with the July's silent auction. If you would like to know more, contact any SWHRMA Board Member.



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Please Join Us For Our Next Networking Event

The Southwest Washington Human Resource Management Association Board is pleased to bring to you another networking event!

Thursday, April 7th, 2011

5:30 PM - 7:30 PM

Lapellah | 2520 Columbia House Blvd. Suite 108 | Vancouver

www.lapellah.com



All HR, Business Professionals and Job Seekers are encouraged to participate. SWHRMA membership is not required; all are welcome! **No Cost to Attend--Food & Drink Will be Available for Purchase**

Please RSVP by Noon on 4-07-11 to Tracy Peterkin at Tracy@TJandassociates.com so we may provide appropriate arrangements. **We are looking forward to seeing you there!**

Contact Us!

If you have any questions regarding your SHRM and/or SWHRMA membership feel free to contact any one of our board members or volunteers for more information! Our contact information is on the SWHRMA website. <http://swhrma.org/index.php/board>

Sincerely,

Sheryl Johnson, SPHR
SWHRMA 2011 President



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Upcoming Events

To register or to obtain more upcoming event information, visit www.SWHRMA.org

Vancouver

Lunch Sessions 11:15 a.m. – 1:00 p.m.

Breakfast Sessions 7:45 a.m. – 9:30 a.m.

Royal Oaks Country Club, 8917 NE Fourth Plain Blvd., Vancouver, WA 98662

Event	Date	Time	Cost	Description
SWHRMA Networking Event – All are Welcome!	April 7th	5:30pm-7:30pm	Free to attend. Food & beverages available for purchase	See pg.1 for details
Next Vancouver Event: Employee Development & Engagement through Kaizen Philosophies & Activities	April 12th	7:45am-9:30am	\$25 Members \$35 Non-Members	See “April Programs” for details <i>General HRCI Credits</i>
ASTD-Cascadia Events	Various	Various	ASTD Member Pricing for SWHRMA Members	Visit: http://www.astdcascadia.org/events/events.html

Longview

11:15 a.m. – 1:00 p.m.

Cowlitz County Expo Center, 1900 7th Avenue, Longview, WA 98632

Event	Date	Time	Cost	Description
Next Longview Event: Universal Accommodation Programs and Other Strategic Risk Management Practices	April 20 th	11:15am – 1:00pm	\$25 Members \$35 Non-Members	David Black Jackson Lewis
ASTD-Cascadia Events	Various	Various	ASTD Member Pricing for SWHRMA Members	Visit: http://www.astdcascadia.org/events/events.html

Visit Us at www.SWHRMA.org

April Program - Vancouver

Employee Development and Engagement Through Kaizen Philosophies and Activities

Tuesday, April 12, 2011

Royal Oaks Country Club, Vancouver, WA

Check in and breakfast at 7:45 a.m.

Program 8:15 a.m. – 9:30 a.m.

This presentation introduces HR professionals to the concept of Kaizen that were employed and developed in the Japanese manufacturing industries, especially Toyota Motors. We will focus on how Kaizen concepts and the actual implementation of these concepts have helped Japanese and American companies and their employees to become more productive.

Participants will understand:

- Historical Comparison between the US Concepts and Japanese Kaizen Concepts
 - Effective Kaizen Components for Engaging the Employee and for Employee Development
 - Case Studies of Successful Kaizen Implementation in Japan & in the US
-

Ken F. Sakai, President and CEO
Pacific Dreams, Inc.

Ken Sakai was born in Tokyo, Japan. He graduated from Shinshu University and was a successful businessman before coming to Salem, OR in 1987. He worked for SUMCO Oregon (formally Siltec Silicon) for 8+ years in various departments. He started his own consulting firm, Pacific Dreams, Inc. in 1996. Ken has been engaged in the technology industries, in the manufacturing fields and with high-tech consulting and research for many years. As a world-wide cross-cultural business communications expert between the US and Japan, he has conducted many successful seminars and presentations on both sides of the Pacific Ocean. In addition to technological fields, his topics also cover HR Management & Development, Employee Relations, and Healthcare Reforms. Pacific Dreams, Inc. has recently, in cooperation with Toyota's partner companies in the US, started to introduce Toyota Production System (TPS) and Kaizen concepts to the Greater Pacific Northwest region.



This program has been approved for 1.00 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit the HR Certification Institute website at www.hrci.org.



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

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April Program - Longview

Southwest Washington
Human Resource
Management Association

Bi-Monthly Cowlitz County
Meeting

Wednesday, April 20

Cowlitz County Expo Center
1900 7th Avenue, Longview

11:15 am-1:00 pm

Sponsored by:

Express Employment
Professionals of Longview



To register:

Log on to www.swhrma.org, click on "Event Calendar", then "Longview: The Universal Accommodation Policy & the 13th Warrior".

If you are a SWHRMA member, be sure to log on as such before selecting the event to get the reduced member rate.

Registration deadline: 4/17/11

Costs

\$25 – SWHRMA members
\$35 – non-members
(includes lunch)

Who should attend?

Human Resource professionals
Other individuals with
responsibility for or interest in
human resource activities and
effects at work.

This presentation has been
submitted for 1.0 CEU through
HRCI.

The Universal Accommodation Policy & the 13th Warrior



Join us in an interactive presentation designed to introduce you to two litigation risk avoidance techniques in the areas of disability, leave, and accommodation management covering the ADA, FMLA, and religious discrimination.

First is the concept of a "Universal Accommodation Policy (UAP)" – a continuous documentary tabular display of every conceivable employee accommodation granted, whether legally required or not. Take-aways include a policy outline, usable forms, and an appreciation for jury perspective and the resultant mitigating impact on employer risk.

Second, the concept of the "13th Warrior": a 13th week of unpaid leave provided as a matter of course as a part of the employer's FMLA policy. Why provide it? What is the jury's perspective and the resultant impact on employer risk?

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DAVID H. BLACK is an attorney in the Seattle, Washington and Portland, Oregon offices of Jackson Lewis LLP.

For more than 16 years, Mr. Black has advised and represented corporate, government and individual clients concerning complex labor and employment issues relating to all aspects of Title VII, ADA, ADEA, FMLA, FLSA, NLRA, and many other federal and state workplace law matters. Mr. Black has substantial appellate and jury trial experience. In addition, Mr. Black provides preventive counseling and training to executives, Human Resources professionals, and other attorneys regarding HR practices, procedures and litigation avoidance.

Mr. Black is the former Chair of the Washington State Bar Alternative Dispute Resolution Section, the Chair Elect for the Washington State Bar Labor and Employment Section, speaks frequently on various labor and employment law topics, has taught college employment law courses for more than 10 years and is the SHRM Washington State Council Legislative Director as well as the Legislative Director for Seattle SHRM.

Mr. Black graduated as a Gulentz and Oregonian scholar from Georgetown University (B.S. International Economics and Finance, 1991), and from the University of Michigan Law School (J.D., 1994).

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Sponsorship Opportunities Available
Contact Meredith Green, 253-740-1992



2011 SWHRMA Diversity & Inclusion Conference

Tuesday, May 17th, 8AM – 1PM
Royal Oaks Country Club, Vancouver, WA

**Taking A Broader View of Diversity.
Emerging Trends. *New Strategies*. Fresh Perspectives.**

Learn from diversity practitioners and thought-leaders from our community, and take away actionable and measurable strategies to positively impact your organization's diversity & inclusion goals. Don't miss this high-impact event!

Keynote Luncheon Speaker



Rekah Strong

Clark County Diversity Coordinator

Topic: Developing a Diversity Strategic Plan; Clark County's Award-Winning Approach!



Deena Pierott

President, Mosaic Blueprint

Topic: Managing While Other; Synopsis of the 5-part Leadership Inclusion Series.



Michael E. Benko

**Veteran Outreach Program Specialist
State of WA Employment Security Dept.**

Topic: Reintegrating Veterans into Civilian Workplaces; What HR Must Know!

Find event details & register online at www.swhrma.org

Full Conference \$79 / Luncheon Only Option \$35

4.5 Recertification Strategic Business Credit Hours Pre-Approved!

2011 Volunteer Communication

Volunteer website, system and administration sponsored by:



Dear Member,

As many of you know, Las Vegas is the host city for the SHRM 2011 Conference and Exposition. We are excited to once again welcome this amazing conference to Nevada.

We would like to give you one of the first opportunities to join us as a Volunteer at the Conference. Volunteers who are assigned and work at the Las Vegas SHRM Conference will earn 1 complimentary conference day for each scheduled and completed shift. Volunteers are encouraged to sign-up for 3 shifts in exchange for a FREE FULL CONFERENCE REGISTRATION!

In exchange for your volunteer service:

- 1 Volunteer Shift Worked = 1 Free Conference Day
- 2 Volunteer Shifts Worked = 2 Free Conference Days
- 3 Volunteer Shifts Worked = Free Full Conference!

Thank you for being a supporter of our chapter, and for considering this amazing volunteer opportunity. **IF YOU ARE INTERESTED IN BECOMING A VOLUNTEER, PLEASE VISIT**

<http://www.snhra.org/2011volunteers>

OR CONTACT

volunteers@snhra.org

Once again, we thank you for your help and look forward to working with all of you to make SHRM 2011 a great experience for everyone!

Sincerely,

Your 2011 SHRM Conference Volunteer Co-Chairs,
Cynthia Dobek, Jim Tueller & Your SHRM 2011 Volunteer Logistics Team

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SWHRMA's Mentor Program

Article by Dave Konz, PHR, College Relations Director

SWHRMA has recently launched a mentorship program in Southwest Washington and we need your help! Developing a mentor program is one way of formalizing the relationship between individuals in a professional SHRM chapter (mentors) and students in a college chapter (protégés). Mentor programs offer a structured setting in which to develop beneficial one-on-one relationships between students and professionals. Acting as a friend, a teacher, and a guide to the real world, mentors have the opportunity to encourage and advise students by sharing their own experiences and knowledge of the HR profession.

Benefits of a Mentor Program

A successful mentor program provides opportunities for students to:

- Explore the world of work through interaction with professionals in the HR arena.
- Gain an experienced HR practitioner's perspective on applying textbook concepts to the actual workplace.
- Familiarize themselves with corporate protocol.
- Identify long-term professional development needs.
- Realize the value of networking.
- Develop a meaningful professional relationship over a specified period of time.

A mentor program benefits professionals by allowing them to:

- Contribute to the professional development of the future HR workforce in our local community.
- Identify potential interns and new hires for their organization.
- Enhance their professional network.
- Networking resources and knowledge between one another.
- Assist students in beginning successful careers.

Interested in Mentoring? Please contact David Konz, SWHRMA College Relations Director, at david.konz@tidewater.com or 360.693.1491 for more information or to sign up.



SWHRMA Board & Committee Members

2011 SWHRMA Board Members

Sheryl L. Johnson, SPHR	President
Earl Meininger, PHR	President Elect
Wendy Henderson, PHR	Past President & Interim Foundation Director
Matthew Warner, MBA, SPHR	Vice President
Tracy Peterkin, PHR	Secretary
David Konz, PHR	College Relations Director
Brenda Wallace, SPHR	Programs Co Chair & Registrar
Kelly Kidd, SPHR	Communications Director
Stephanie Leach, PHR	Workforce Readiness Director
Meridith Green, SPHR	Diversity Director
Tami Harmon, PHR	Professional Development & Certification Co -Chair
Tracy Whitmore, PHR	Professional Development & Certification Co-Chair
Elizabeth Stork	Legislative Director
Steve Weinberg, Ph.D.	Membership Director
Foundation Director	Position Open

2011 SWHRMA Committee Members

Amy Ferdinando	Sponsorship & Advertising Committee Chair
Skye Mercer, MBA, SPHR	Communications Committee Chair; Foundation Committee
Cerise Jolliver, PHR	Membership Committee Chair
Delena Martin	WSUV Student Chapter President
Mitzi Ang	College Relations Committee Chair
Tamara Russell, PHR	Membership Job Postings
Krista Holland	Website Coordinator
Linda Hoyt, SPHR	Co-Registrar
Carol Zaharko, SPHR	Longview Committee Chair
Julie Nelson, PHR	Longview Committee Member
Debbie Troyer, PHR	Longview Committee Member
Debbie Luchau, SPHR	Longview Committee Member
Lisa Straughan, PHR	Longview Committee Member



Member SIPC © Edward Jones, 2010



**Is on board with the
crazy idea** that nest eggs,
like children, shouldn't
be left with strangers.

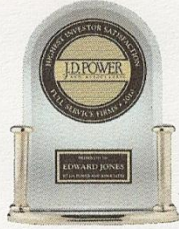
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Sponsorship

Interested in becoming a SWHRMA sponsor?

Depending on the level of sponsorship you commit to, benefits of becoming a sponsor include:

- Your Logo in the newsletter and e-invite
- Your Website link in newsletter and e-vite
- Up to 5 minutes in front of group before the main speaker
- A free meal for the sponsor meeting attendee (additional meals are \$30 each).
- Ability to collect business cards for follow up by offering a giveaway with a minimum value of \$25
- 3x5 Business card ad on the e-newsletter
- After the event, a thank-you email to the group again including your logo and website
- 6 foot table display near registration table at event

For more information about SPONSORSHIP contact Amy Ferdinando at 360-713-6908 or [aferdinando@unitusccu.com](mailto: aferdinando@unitusccu.com)

Jobs for Vets Event in May

Greetings employers:

There will be another Jobs for Vets event this May! Last November we had around 500 Veterans attend that were looking for opportunities. If you are interested in attending, please register online. See the attached flyer and a map of the WSUV campus where the event will be held. We will provide temporary parking passes when you register that will allow you to setup before the event. However, there is a parking fee of \$3 to park during the event.

This event is sponsored by WorkSource, Partners In Careers (PIC), Washington National Guard J-9 Employment Transition Services, Homeward Bound, Veterans Women Program and Washington State University Vancouver. There will be **no cost to register**, and refreshments will be provided!!!

Event Details:

Thursday, May 19, 2011
9:00AM to 12:00PM

To register:

<http://www.surveymonkey.com/s/GJLPZ5P>

Location:

Washington State University Vancouver
14204 NE Salmon Creek Avenue
Vancouver, WA 98686

Firstenburg Student Commons

Thanks,

Darcy Hoffman / Business Services Consultant / 360.735.5038 / www.linkedin.com/in/darcyhoffman
WorkSource-Vancouver / 5411 E Mill Plain Blvd Suite 15 / www.go2worksource.com

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