



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.

FEBRUARY 2011

SWHRMA Board & Committee Members



2011 SWHRMA Board

Sheryl L. Johnson, SPHR	President
Earl Meininger, PHR	President Elect
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Tracy Whitmore, PHR	Professional Development & Certification Co-Chair
Steve Weinberg, Ph.D.	Membership Director
Foundation Director	Position Open

2011 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

Longview Committee Members

- North Coordinator: **Carol Zaharko, SPHR**
- North Programs Committee: **Julie Nelson, PHR; Debbie Troyer, PHR; Debbie Luchau, SPHR; Lisa Straughan, PHR**

Message from the President

In January, SWHRMA Board Members and Committee Members gathered at the Phoenix Inn for our Annual SWHRMA retreat. We had a great day of brainstorming and strategic planning for 2011 and beyond.

Diana Gould, Field Services Director for the Pacific West Region for the Society of Human Resource Management (SHRM) was our special guest speaker. Diana kicked off the retreat providing us with information about the SHRM Affiliate Program for Excellence (S.H.A.P.E). Her presentation provided the background and framework to launch our planning session.



We began by revisiting our mission statement (our purpose for existence); our declarants (how we will accomplish our mission), and our vision (where we want to be).

- Mission: "Enhance Professional Development"
- We declare to accomplish this by: Connecting People; Providing Relevant Resources ; Giving Back to the Community; Advancing the Profession

Our mission and declarants will deliver value to organizations in the Southwest Washington Region, making an impact on the local community, professionals and organizations.

Our **VISION** is to be the premier resource for leadership and development for Human Resource professionals and organizations within Southwest Washington. We want every person in Southwest Washington to know why we exist, what our purpose is, what we're about.

These are our "guiding forces" in deciding which initiatives to undertake. Our goals will align with our mission.

Matt Warner presented the results of our 2010 Member Survey. Thank you to all who responded to the survey. It was great to learn about what you like about SWHRMA and what you'd like to see in the future. Remember to take the opportunity to give us your feedback when the 2011 Member Survey comes out.

Wendy Henderson, Earl Meininger and Matt Warner gave presentations on SHRM Chapter Fundamentals, Operations, and Finance & Governance, respectively. Thank you Leadership Team!

Next, we conducted a S.W.O.T. analysis. It was great to see all our strengths and good to see that many of our weaknesses could easily be viewed as opportunities.

With the foundation in place, we were ready to start looking forward. Earl led us through our "pie in the sky" brainstorming session. From all the great ideas, we selected and prioritized our initiatives. We are energized and we look forward to a very successful 2011!

SWHRMA Makes 2010 Vancouver Business Journal Book of Lists!

Our 2010 efforts paid off by making us #15 on the Book of lists for Business and Professional Associations!

The Book of Lists is the VBJ's most sought after publication. Recognized as the preeminent source of local business information, BOL is used year round by marketers, researchers and prospective customers. Great job to our 2010 Board & Committee Members!

Sheryl Johnson, SPHR
SWHRMA 2011 President

Visit Us at www.SWHRMA.org

SWHRMA Volunteer Opportunities

Board of Directors Opportunity!

Looking for a HR Volunteer Opportunity? Get a chance to earn HRCI credit while serving your local SHRM Chapter, SWHRMA. SWHRMA is currently looking for a Foundation Director for the SWHRMA Board of Directors. If you are interested, please contact Sheryl Johnson, SWHRMA President at sjohnson@sharplabs.com.

HR Mentors Wanted!

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.
- Give back to the profession. Is this line the same as the first bullet in this section?

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 to be a

HR Professional Presenter Opportunity

Washougal High School is having a career day, and would like to have speakers come and present a short 30 minute discussion to the students about what they do for a living. This will be taking place on **Wednesday, February 23, 2011 from 10:20-11:20AM**. If you are interested, or know of anyone who is, please RSVP to Marsha Spencer at marsha.spencer@washougal.k12.wa.us

Visit Us at www.SWHRMA.org

February Program

Becoming Strategic: How HR Can Earn More Respect

Approved for Strategic Credit

Vancouver Breakfast Session: Tuesday, February 8th, 2011

Royal Oaks Country Club, Vancouver, WA

Registration and Breakfast 7:45 a.m., Meeting and Program 8:15 a.m.

Longview Lunch Session: Wednesday, February 16th, 2011

Cowlitz County Expo Center, Longview, WA

Registration and Lunch 11:15 a.m., Meeting and Program 11:45 a.m.

Discover what it takes to earn even higher levels of trust and respect of your business peers and colleagues – or perhaps, why you are not yet at the levels you desire in these relationships and begin to chart a road map to get there.

Prepared, researched and presented from the CEO's perspective, this session will show you what's preventing your HR department from being seen as the strategic asset it deserves to be. You will be empowered to move up from "mere" compliance and record-keeping, to synchronize your departmental plan with the firm's strategic plan, and ultimately to help shape your organization's direction and future.

Tom Cox will show how CEOs and other C-Level Executives come to trust their HR leaders, and what an HR leader can do to create, enhance, defend and preserve that trust, thus securing a permanent seat at the strategy and executive bargaining table. Trust is also a key element for HR in leading innovation, and Tom will explore how to create an even more innovative HR presence and deliver greater business value for, as well as, to the enterprise.

You will leave knowing (1) how to assess your current status, (2) how to map the path toward becoming strategic, and (3) what your immediate next steps are to that end.



Tom Cox, Consultant

Tom Cox is a successful consultant, author and speaker. A graduate of the University of Chicago, Tom earned his four-year degree in psychology in just three years, with honors. Tom was a 2002 candidate for Governor of Oregon. Today he coaches CEOs and business owners on how to get better results through better leadership. Tom's internet radio program called "Tom on Leadership" is a Top Five hit on Google.

This program has been approved for 1.00 (Specified -Strategic Business) recertification credit hour toward PHR, SPHR and GPHR recertification through the HR Certification Institute. 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 Insti-tute's criteria to be pre-approved for recertification credit*



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SHRM Foundation Scholarship Recipient

Congratulations to Erica Schoenborn for receiving a \$2500 SHRM Foundation Scholarship!

SWHRMA Committee Member, Mitzi Ang recently nominated Erica Schoenborn for a SHRM Foundation Scholarship. Erica received a scholarship for \$2,500 as a recipient of the 2010 SHRM Foundation's Undergraduate Award. "The SHRM Foundation is proud to support the next generation of HR professionals with its student scholarship program."

"I am applying this generous scholarship toward my continued studies in Human Resources at Washington State University, and I look forward to continuing my professional investment into this important and exciting profession."

- Erica Schoenborn

July 27th, 2010

Dear Scholarship Judges,

I am privileged to write in support of my dear friend and fellow HR Society member, Erica Schoenborn. Erica is an active participant within our community and on WSUV's campus. As HR Society's student chapter president, I have come to rely more and more upon her as I have discovered her many talents. Her role has been fundamental to our chapter's development and success. In particular, her communication skills, ability to lead, and her dependability have allowed me to delegate out some of the duties that I otherwise would not have shared. Her attention to detail, sound judgment, and desire to expand her involvement within our organization has impressed me. Not only does she possess a high degree of maturity and character, but she understands the importance of what SHRM can offer students.

Erica has always been willing to sacrifice her time for the benefit of the organization, and has proven to be an outstanding club representative in my absence. Without assuming any official title or elected role, she quickly and quite unexpectedly developed into a more valuable asset than several of my elected officers. Her monthly presence at our local professional chapter / SWHRMA's board meetings not only provided the club with a consistent spokesperson, but it allowed our club to develop several meaningful relationships within the community. Her ability to network prompted several guest speakers and facilitated our club's ability to bring valuable financial resources to the club. Most notably her efforts contributed to allowing nine students to attend and benefit from last year's HR Games and conference in Reno Nevada.

I believe that Erica has grown from each club activity that she has undertaken. During the time I have known her, I have seen Erica transform from someone who was somewhat shy to a very confident and capable HR professional. Her dedication to the mission and values of our society has served as an excellent example for other club members to follow. She has been an incredible resource and organizational role model for the club, and I am proud to say that I am associated with her. I look forward to continuing my relationship with her throughout my future career endeavors.

Sincerely,

Mitzi V. Ang
WSUV's HR Society President
& 2010 SHRM Academic Scholarship recipient

Thank you to our February sponsors!



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email: amy@amypearsonphotography.com



Sponsorship & Advertising 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
- Logo on sponsor slide of PowerPoint played during networking portion of event

**For More information
Contact Amy Ferdinando at
360-713-6908 or
aferdinando@unitusccu.co**

Visit Us at www.SWHRMA.org

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!	February 3rd	5:30pm-7:30pm	Free to attend. Food & beverages available for purchase	See below for details
Vancouver Breakfast Meeting	February 8 th	7:45am-9:30am	\$25 SWHRMA Members \$35 for non-members	See “February Programs” for details <i>Strategic HRCI Credits</i>

Longview

11:15 a.m. – 1:00 p.m.

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

Event	Date	Time	Cost	Description
Longview Lunch Session	February 16 th	11:15pm-1:00pm	\$25 SWHRMA Members \$35 for non-members	See “February Programs” for details <i>Strategic HRCI Credits</i>

The First SWHRMA After-Hours Networking Event of 2011

All Human Resources, Business Professionals and Job Seekers are encouraged to attend. SWHRMA membership is not required; all are welcome!

Thursday, February 3, 2011
Tommy O's | 4101 SE 192nd Avenue | Vancouver, WA 98683
www.tommyoshawaiian.com

5:30 PM - 7:30 PM-- in the banquet room - Member Cost: \$0 / Non Member Cost: \$0

Please RSVP by Noon on 2-03-11 to Tracy Peterkin at Tracy@TJandassociates.com so we may provide appropriate arrangements. No cost to participate; however food and beverages will be available for purchase. *Aloha—We are looking forward to seeing you there!*

Visit Us at www.SWHRMA.org