

Established 2000

June 2008

Special Points of Interest:

- June's Programs feature two topics and presenters on Diversity
- Employment Law Conference set for October 21, 2008
- SWHRMA will not meet in July and return in August at Royal Oaks Country Club

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June Programs

Diversity Conference

“Diversity - Going Beyond Tolerance Track: Strategic Contributions”

Cynthia Widner, PHR

Pending HRCI Re-Certification Credit Approval

TUESDAY, June 10th, 2008
 8:00 AM - 11:00 AM
 Riverview Community Bank
 17205 SE Mill Plain Blvd
 Vancouver, WA 98682

Luncheon

“The Strategic Business Case for Diversity”

Julie McCord, MA, SPHR

Pending HRCI Re-Certification Credit Approval

TUESDAY, June 10th, 2008
 11:15 AM - 1:00 PM
 11:15 – 12:00 PM – REGISTER/NETWORK/LUNCH
 12:00 PM – 1:00 PM PROGRAM

TEMPORARY LOCATION

Riverview Community Bank
 17205 SE Mill Plain Blvd
 Vancouver, WA 98682

SWHRMA Member, Pre-Registered/Pre-Paid: \$20.00
 Non-Member, late SWHRMA member registration and walk-in's: \$30.00

Register online at www.swhrma.org

REGISTRATION DEADLINE: 6/8/08

SWHRMA President's Message



It is hard to believe that I am half way through my term as Chapter President of SWHRMA. The SWRHMA Board of Directors represents some of the finest HR professionals I have ever had the privilege of associating with. They have demonstrated their support to me and to you as SWRHMA members in fulfilling their volunteer service to the Chapter with such energy and enthusiasm. You can expect to see many more excellent program meetings, which will be pre-approved for HRCI recertification hours in the months ahead. Our financial record management is very professional and you can trust that the Board has been a very reliable and responsible organization. As presented to you during the recent program meetings, our various outreach activities included communication efforts to the community of Human Resource professionals up north such as the Longview-Kelso area, support of the HR student chapter efforts, participating in workforce readiness activities in various high schools in SW Washington and Portland and the May 8 NW Youth Career Expo, the quarterly membership networking events and areas of interest such as the annual legislative and diversity conferences.



There is just one area on the Board where we need a volunteer to step up and help us with. We need a Workforce Readiness Director for the 2009 Board. The 2008 February Newsletter included a Board member spotlight on Becky Whitten, the current SWRHMA Workforce Readiness Director. Becky's two-year term will expire at the end of the year. This position exists to serve as an advocate for Chapter activities that promote workforce readiness. As HR professionals, we can make a difference by taking advantage of the opportunities presented to us by working within our community to promote workforce readiness, benefiting the people and businesses in our community.

If you would like to join a dynamic board, please contact me. We hope to present to you for voting the slate of 2009 Board candidates by the September program meeting.

As a reminder, we will not have a program meeting in July. We will resume having our program meetings at the Royal Oaks Country Club starting in August. We understand that Royal Oaks would have completed their renovation activities by then.

Thank you for all of your support for the SWRHMA chapter.

Lisa Hobbs, SPHR
SWRHMA Chapter President
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lhobbs@omsi.edu

"There is just one area on the Board where we need a volunteer to step up and help us with. We need a Workforce Readiness Director for the 2009 Board."

New Members!!!

- Susan Wold**, Consultant, Talent Solutions
- April McCalmont**, HR Manager, Dotster
- Kim Lynch**, HR Manager, Vancouver Eye Care
- Cindy Winter**, Assistant General Manager/HR Director, Holiday Inn, Portland Downtown
- Lisa Monaco**, HR Administrator, OMSI
- Monica Maxwell**, HR Generalist, Alpha-Tec systems, Inc
- Christina Ritenburgh**, Benefits and Compensation Administrator, Cummins NW LLC
- Nancy Boden**, HR Administrator, OMSI



June Programs & Speakers

Julianne McCord, MA SPHR

MA, Organizational Management, University of Phoenix
BA, Management of Human Resources, George Fox College
Senior Professional of Human Resources

Julie McCord specializes in human resources with extensive experience in operations management. She is certified by the Human Resources Certification Institute as a Senior Professional in Human Resources. In addition, she is the Membership Director of the Southwest Washington Human Resource Management Association, Diversity Director of the Washington State Council of SHRM, and a member of the Society of Human Resource Management.

Julie has experience in creating and implementing powerful programs that address important organizational issues, as well as align human resource functions to strategic direction, enabled by her extensive operational management and human resources generalist background in a variety of industries. Julie's extensive background with employee relations, compliance issues, training, and management gives her the ability to relate human resources management to optimize operations functions.

The Strategic Business Case for Diversity

It has become increasingly apparent that focusing on diversity and looking for more ways to be a truly inclusive organization is crucial for the relevancy and economic survival of companies in many industries. Globalization, economic survival due to the looming skilled labor shortage and the demographic shifts in our workforce all reinforce the idea that diversity is an essential element of strategic planning.

During company yearly budgeting and strategic planning leaders must not overlook globalization in the external factors that effect the organization, along with things such as the economy and interest rates.

Making a business case for diversity used to be based on internal factors such as the importance of valuing and utilizing the collective talents and contributions of all individuals regardless of difference and/or similarity. Now it is no longer just good for the organization; it is one of the primary external factors that impact your organization's future.

Cynthia Widner, PHR, MA

Cynthia Winder (PHR, MA in Human Resources Development from Webster University, 1994, M Ed. University of Illinois, 1994) has over 10 years of Human Resource experience with firms including the City of Tacoma, Clinton County Rehabilitation Center, the University of California at Davis, and Personnel Management Systems, Inc. (PMSI). Winder currently holds the position of the Director for Human Resources for The News Tribune in Tacoma. Winder serves as a board member of the SHRM Washington State Council.

Diversity - Going Beyond Tolerance

Track: Strategic Contributions

Research and experience tell us that we all have biases and assumptions that we are often unaware of, or don't think about. Our biases and assumptions can affect our behaviors and impact our decision-making process and ultimately how we interact with others - positively and negatively. This workshop will walk you through the process of identifying your biases and assumptions and reviewing the business benefits related to creating a climate of inclusion.



"Julie McCord specializes in human resources with extensive experience in operations management... Julie has experience in creating and implementing powerful programs that address important organizational issues."



Legislative Update

What Happens to Boeing Affects Us All

By Don C. Brunell

President

Association of Washington Business

Many folks remember the 1972 Seattle billboard: "Would the last person who leaves Seattle please turn out the lights?" The reference was to the massive job losses at Boeing when the supersonic transport project collapsed, and the company, then headquartered in Seattle, was on the ropes.

Much has changed since the days when people said, "As goes Boeing, so goes Washington." The company is now headquartered in Chicago, and our state's job base has diversified with Microsoft, Costco and Starbucks joining Boeing as major economic drivers.

The recent news about Boeing has focused on the company's problems: The 15-month delay in the 787 Dreamliner project and its loss of a \$35 billion Air Force tanker contract.

But there is good news.

The airline industry has bounced back from the 2001 nose dive and will need to replace its existing fleets with fuel efficient jets. Some 26,000 commercial airplane orders are expected over the next 30 years, and Boeing has positioned itself to take advantage of that need.

Boeing is once again competing head-to-head with Airbus for commercial airplane orders, and the company's order book is healthy. The 737 continues to be Boeing's best seller, with more than 6,000 in service around the world. The company sold 2,150 of this aircraft from 2005-07 and, so far this year, has logged 261 orders.

Boeing is appealing the loss of the Air Force contract, and while that is being sorted out, the defense side of the business is moving forward.

The company converted its defunct 757 production line in Renton to assemble the P-8A Poseidon anti-submarine plane for the Navy. Boeing's initial contract calls for five test planes worth \$3.4 billion. Then there will be three more test aircraft before ramping up to full production by 2012, turning out 100 more. That will create jobs for 1,200 to 1,300 people in Renton and Seattle.

And there may be a silver lining in the 787 delay. The Everett Herald reports that some airlines are taking a second look at the Boeing 767.

So, while its profits are up for now, so are Boeing's collective bargaining agreements with its two major unions.

The company's contract with the International Association of Machinists (IAM) expires on September 3, and the Society of Professional Engineering Employees in Aerospace (SPEEA) contract is up December 2. Company officials expect IAM to hold a strike-authorization vote in mid-July.

IAM represents 27,000 Boeing machinists, 25,000 of them in Washington. SPEEA bargains for 20,000 engineers and technical staff, most of whom work in Seattle, Renton and Everett. The major issues are expected to be wages, health care and pension benefits. A prolonged strike would not only be a setback for Boeing but for our economy as well.

Hopefully, if there is a work stoppage, it would not be long and would not alter the work-flow progress that Boeing and its workers instituted to keep the company competitive.

Finally, there will be pressure in the Legislature next year to increase benefits, taxes and regulations-all of which impact Boeing's competitiveness. As of now, lawmakers face a \$2.5 billion revenue shortfall heading into the 2009 legislative session as well as union organizing legislation which would impact its suppliers.



"Boeing is once again going head-to-head with Airbus...there will be pressure in the Legislature next year to increase benefits, taxes and regulations-all of which impact Boeing's competitiveness."



Legislative Update

Meanwhile, lurking on the horizon is China, a potential new Boeing and Airbus competitor. China expects to buy 2,230 new passenger airplanes between now and 2025. But its government has fast-tracked development of its first commercial jet aircraft to compete with the Boeing 737 by 2020. The ARJ-21's first test flight is scheduled for next year, and China's entry into aircraft manufacturing will trigger another sharp look at production costs for Boeing and Airbus.

So, Boeing is back, and the message on that famous billboard is a fading memory. The question is, will Boeing continue to thrive and will its next generation of jets be assembled here?

Hopefully, union leaders and elected officials will recognize that all business, whether it is a multi-national giant like Boeing or Wayne's corner market, need an opportunity to be competitive and to succeed. If they are hampered or harnessed with heavy costs and regulations, they won't post a billboard announcing their move; they will simply go away.



Save the Date!!!

Save the Date for the Oct 21 Annual Employment Law Conference to be held at the Red Lion Inn at the Quay.

More details coming soon...

Reminder Regarding Next SWHRMA Luncheon

Just a friendly reminder that SWHRMA will not be holding a luncheon in July.

SWHRMA's next luncheon is in **August** and returns to meeting at the **Royal Oaks Country Club**.

*“Save the Date for the
October 21 Annual
Employment Law
Conference to be held at
the Red Lion Inn at the
Quay”*

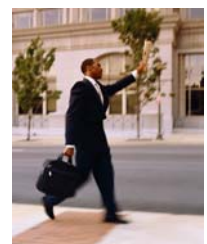
SWHRMA's MISSION

To enhance professional development, education, networking, and support for Human Resource professionals, those seeking to enter the field of Human Resources, and the business community.

To position Human Resource professionals as strategic contributors, leaders, and business partners within the community and their business organization.

SWHRMA's VISION

To be the premier resource for leadership and development for Human Resource professionals and organizations within Southwest Washington.



HR Job Openings

If you are searching for human resource employment opportunities, or your company needs to fill a human resource position, you can go to the SWHRMA web site at www.swhrma.org, and click on “HR Careers”. This links directly into the Portland Human Resource Management Association and Society for Human Resource Management Association Job Banks. While there is no charge to an individual posting their resume, there is a small charge to businesses posting openings to these Job Banks.

SWHRMA now has the capability to post HR related job openings on our website for free!

Does your company have a job opening for an individual in Human Resources? If so, please see the tab, “Job Posting” on the SWHRMA website for more information.



Luncheon Sponsors

If you know of a business that might be interested in sponsoring an upcoming SWHRMA luncheon, please contact Leah Cox at:

417 NE 136th Street
Vancouver, WA 98685
(360) 576-4223

Leah.Cox@adaliscorp.com

“Does your company have a job opening for an individual in Human Resources?”

Advertising

You can advertise your HR related products or services on Southwest Washington’s leading website for Human Resource professionals. Visit www.swhrma.org for more information.



2008 SWHRMA Board

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2007 SHRM **SUPERIOR MERIT AWARD**
CHAPTER



Non-Board Member Volunteers

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