



***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.*

May 2011

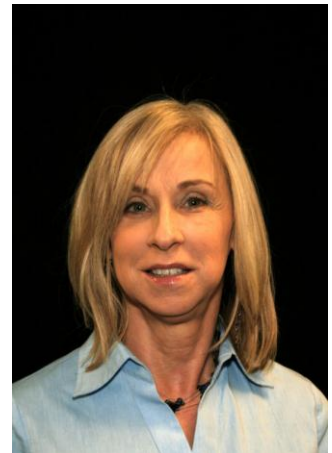
## Message from the President



### **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. **(Continued on next page)**



Visit Us at [www.SWHRMA.org](http://www.SWHRMA.org)



SWHRMA's mission is to "Enhance Professional Development" and declare to accomplish this by:

- Connecting People
- Providing Relevant Resources
- Giving Back to the Community
- Advancing the Profession

Their mission and declarants will deliver value to organizations in the Southwest Washington Region, making an impact on the local community, professionals and organizations with the vision to be the premier resource for leadership and development for HR professionals and organizations within Southwest Washington.

For more information regarding SWHRMA's local chapter programs, conferences and networking events visit their website at [www.SWHRMA.org](http://www.SWHRMA.org).

If you have any questions about the Gold Chapter award for SWHRMA, please contact:

Wendy Henderson, PHR (pictured below)

2011 Past President

360-921-0463



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## May Networking Event

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

**Thursday, May 12th, 2011**

**5:30 PM - 7:30 PM**

**The Rock- Wood-Fired Pizza |  
2420 Columbia House Blvd |  
Vancouver, WA 98661**

**<http://therockwfp.com/category/locations/vancouver/>**



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 5-12-11 to Tracy Peterkin (pictured above) at **[Tracy@TJandassociates.com](mailto:Tracy@TJandassociates.com)** so we may provide appropriate arrangements. ***We are looking forward to seeing you there!***

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



# 2011 SWHRMA Diversity & Inclusion Conference

Tuesday, May 17<sup>th</sup>, 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!

**Register online at [www.swhrma.org](http://www.swhrma.org) on the Event Calendar page.**

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

**Conference Agenda**

# 2011 SWHRMA Diversity & Inclusion Conference



## Conference Agenda

7:15 – 8:00AM	Registration & Check-In
8:00 – 8:05	Welcome & Opening Remarks
8:05 – 8:20	Outlook, SHRM's National Initiatives & Hot Topics, Presented by Meridith Green, SWHRMA Diversity Director
8:20 – 10:00	Developing a Diversity Strategic Plan: Clark County's Award Winning Approach! Presented by Rekah Strong, Clark County Diversity Coordinator
10:10 – 11:10	Reintegrating Veterans into the Civilian Workplace: What HR Must Know. Presented by Michael E. Benko, Veteran Outreach Program Specialist, State of Washington Employment Security Department
11:10 – 11:30	Break/Afternoon Luncheon Registration
11:30 – 1:00	Managing While Other: A Synopsis of the 5-Part Leadership Inclusion Series. Presented by Deena Pierott, President Mosaic Blueprint
1:00 – 1:05	Closing Remarks & Adjourn

## **Who Should Attend This Conference?**

- Human Resource Professionals
- Diversity and Inclusion Practitioners
- Career and Training Professionals
- Business Leaders
- Community Leaders

## **Why Should You Attend?**

- Learn Diversity and Inclusion strategies from local leaders in both the private and public sector
- Network with other professionals who are interested in supporting diversity & inclusion in organizations
- Expand your knowledge of today's Diversity & Inclusion issues and bring fresh ideas and suggestions back to your organization
- Earn HRCI Credit (credits currently pending approval)

## **About the Presenters:**

### **Deena Pierott**

Deena is the founder of the award winning Mosaic Blueprint, a Pacific NW firm specializing in diversity recruiting, career coaching, and diversity consulting. Her firm has recently launched a five-part equity and inclusion series titled "Managing While Other" which has launched successfully in Portland, Seattle, and next Spokane. She is also coordinating a two-day diversity summit in Sao Paulo, Brazil.

She is also the founder The Urban Entrepreneur's Network of SW Washington which supports multicultural entrepreneurial development to help achieve self-sufficiency, create wealth and increase economic opportunity for business people and our communities. We believe that increasing minority business development creates wealth and income to the business owner as well as the families and communities via job creation, and increases charitable giving to community organizations.

She also holds the following community positions: Commissioner with Washington's Commission on African American Affairs, an appointment granted to her by the Governor of Washington in 2007, Washington State University Diversity Advisory Council Member, and Economic Development chair for NAACP of Oregon, Washington and Alaska; founder of the International Black Women's Collaborative. She is also on the Chief Information Officer (CIO) Advisory Councils for Portland and Seattle.

While with the City of Portland, Deena created the "Deep" Affinity Group series and conceptualized the City's Human Relations Commission. Additionally, she is a former Board member with NW EEO and former President with the Oregon Chapter for the National Forum for Black Public Administrators. She has been featured in the following publications: Working Mother Magazine, Deliver magazine, Jet magazine, Colors of Influence, Neurology Now and the Chicago Tribune.



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### **Rekah Strong**

Rekah Strong, MSW, is the Diversity Coordinator for Clark County. She is a Portland State University Alumnus and holds a bachelors degree in Criminal Justice with an emphasis on African American Studies. She also holds a masters degree in Social Work (Administration) and is currently working on her PhD in Social Work and research.

Rekah has over a decade of experience working with Public and Private Agencies and developing strategies to improve organizational cultural humility. Her current work activities include integrating diversity and inclusion measures into the total fabric of Clark County. She is currently the committee chair of the Clark County Diversity Advisory Committee and the Diversity Steering Committee.

Some of her past volunteer work includes: an advisor for the American Society for Training and Development Cultural Competency Team, South West Washington Chapter Red Cross Board member and Diversity team chair, YWCA personnel committee member, Big Brothers Big Sister African American Advisory Committee, City of Battle Ground Diversity Task Force, and Portland State University Social Justice Committee.

She is a recipient of the 2008 NAACP Diversity Leadership Award, 2009 YWCA Val Joshua Racial Justice Award, 2009 Delta Woman of excellence award for Social justice, 2010 Vancouver Business Journal Accomplished and Under 40 award, and spear headed work for Clark County to Receive the 2009 National Associations of Counties Program Award for Diversity and Inclusion and 2010 Urban Entrepreneurs Network Community Vanguard Award.

### **Michael E. Benko,**

Command Master Chief (Submarines), U.S. Navy (Retired)

Master Chief Benko was born and raised in Cleveland, Ohio. He attended Parma Senior High School and entered the U.S. Navy following graduation in 1979. He earned a Bachelor of Science Degree from Excelsior College in May 2009.

Michael completed basic training in Orlando, Florida followed by Basic Enlisted Submarine School in Groton, Connecticut. He completed Strategic Weapons Systems Electronics and Fire Control Technician Ballistic schools at Naval Guided Missile School Dam Neck, Virginia, and various service schools at Fleet Ballistic Missile Submarine Training Center in Charleston, South Carolina. Master Chief Benko was selected as the Distinguished Graduate for class 78 at the Navy's Senior Enlisted Academy in 1997. Michael's first assignment was onboard USS VON STEUBEN (SSBN 632) (Blue) home ported in

Charleston, South Carolina, where he qualified in submarines. Other sea assignments included USS CANOPUS (AS-34) stationed in Kings Bay, Georgia, and USS FLORIDA (SSBN 728) (Blue) stationed in Bangor, Washington. Shore assignments included Navy Recruiting District Cleveland, Ohio and Submarine Squadron SEVENTEEN, in Bangor, Washington. Master Chief Benko served as Chief of the Boat onboard USS MICHIGAN (SSBN 727) (Gold) and as Command Master Chief of Submarine Squadron SEVENTEEN. He served as the Pacific Fleet, Submarine Force Master Chief in Pearl Harbor, Hawaii from January 2004 to August 2006, and as the Command Master Chief of Navy Recruiting District Portland, Oregon from September 2006 until September 2009.

After taking a one year hiatus, Michael was hired by the State of Washington, Employment Security Department, as a Disabled Veteran Outreach Program Specialist, where he assists Veterans in their transition from military assignment to civilian employment.

Command Master Chief Benko's personal awards included the Meritorious Service Medal (four awards), Navy and Marine Corps Commendation Medal (two awards), Navy and Marine Corps Achievement Medal (three awards), Navy Good Conduct Medal (eight awards), Enlisted Submarine Warfare Insignia, the SSBN Deterrent Patrol Pin (15 patrols), and the Navy Recruiting Command Gold Wreath (11 awards).

### **Additional Event Information**

**Contact Meridith Green, SWHRMA Diversity Director**

**253.740.1992 or [meridith.green@ironmountain.com](mailto:meridith.green@ironmountain.com)**

# 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](mailto: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!

\*\*\*To view this email in full color (.pdf format) and to learn more about our sponsor, click [here](#)\*\*\*

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## 2011 NW Youth Career Expo

Today the NW Youth Career Expo has grown to become the largest, one-day career exploration and workforce readiness project in the Pacific Northwest. This year we need volunteers who can assist in setting up, mock interviewers, facilitators, greeters, and hosts. Last year we conducted 1,200 mock interviews and we are expecting more than 1,500 students this year to our area.

**When:** May 10<sup>th</sup>, 2011

**Time:** 7:30 AM to 3:00 PM

**Where:** Oregon Convention Center

### What will you be doing?

We need volunteers who can assist in setting up, mock interviewers, facilitators, greeters, and hosts. Last year we conducted 1,200 mock interviews and we are expecting more than 1,500 students this year to our area.



**Interested in Volunteering? Please contact Stephanie Leach, SWHRMA Workforce Readiness Director, at (360) 566-3621**

# SWHRMA's Mentor Program

SWHRMA has recently launched a mentorship program in Southwest Washington and we need your help! The program is a 6 month commitment and is approved for 5 HRCI credits. 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.

\*The program is a 6 month commitment and is approved for 5 HRCI credits\*

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



# Partner Events

## **PHRMA**

The Portland Human Resource Management Association (PHRMA) is hosting their 6<sup>th</sup> annual Strategic HR Management Conference on May 12, 2011 in Portland, Oregon at the Oregon Convention Center.

### **PHRMA Strategic Management Conference / May Luncheon**

Thursday May 12, 2011

Location: Oregon Convention Center

Time: 8am-4:45pm

Luncheon only: 11:45am-1:15pm ([register here](#))

Networking Event: 5-6pm

### **HRCI: 7 Strategic Management credits (full conference)**

Cost: PHRMA Members \$230; Non-members \$280

To learn more & to register, go to [www.phrma.org](http://www.phrma.org)

## **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. 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 grow.

To view upcoming ASTD-Cascadia events and to take advantage of this partnership, go to

<http://www.astdcascadia.org/>

## **JOBS FOR VETS 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

### **Location:**

Washington State University Vancouver

14204 NE Salmon Creek Avenue

Vancouver, WA 98686

**Firstenburg Student Commons**

### **To register:**

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



Visit Us at [www.SWHRMA.org](http://www.SWHRMA.org)



# SWHRMA Board & Committee Members

## 2011 SWHRMA Board Members

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>

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

## 2011 SWHRMA Committee Members

<b>Amy Ferdinando</b>	Sponsorship & Advertising Committee Chair
<b>Skye Mercer, MBA, SPHR</b>	Communications Committee Chair; Foundation Committee
<b>Susanne Cox</b>	Foundation Committee
<b>Cerise Jolliver, PHR</b>	Membership Committee Chair
<b>Mitzi Ang</b>	College Relations Committee Chair
<b>Tamara Russell, PHR</b>	Membership Job Postings
<b>Krista Holland</b>	Website Coordinator
<b>Carol Zaharko, SPHR</b>	Longview Committee Chair
<b>Julie Nelson, PHR</b>	Longview Committee Member
<b>Debbie Troyer, PHR</b>	Longview Committee Member
<b>Debbie Luchau, SPHR</b>	Longview Committee Member
<b>Lisa Straughan, PHR</b>	Longview Committee Member



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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
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