



**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.*

**January 2011**

**Get ready for 2011**

**Important changes are underway**

- Vancouver programs are alternating between lunch and breakfast sessions, based on member feedback during the annual member survey.
- Going Green! Slide handouts and HRCI certificates will be distributed by email following each session to reduce paper waste
- SWHRMA will implement a \$10 membership fee. By paying this fee one time, you will continue to receive membership discounts for the many programs offered in the year. To be a member, you need to be a national SHRM member and have designated SWHRMA as your primary chapter.

**Say hello to our 2011 Board of Directors**

<b>President</b>	<b>Sheryl Johnson, SPHR</b>
<b>President – Elect</b>	Earl Meininger, PHR
<b>Past President</b>	Wendy Henderson, PHR
<b>Vice President, Treasurer &amp; Programs Co Chair</b>	Matthew Warner, MBA, SPHR
<b>Programs Co-Chair</b>	Brenda Wallace, SPHR
<b>College Relations</b>	David Konz, PHR
<b>Workforce Readiness</b>	Stephanie Leach, PHR
<b>Diversity Director</b>	Meridith Green, PHR
<b>Membership Director</b>	Steve Weinberg, Ph.D
<b>Secretary</b>	Tracy Peterkin
<b>Communications (Operations) Director</b>	Kelly Kidd, SPHR
<b>Communications (Marketing/PR) Director</b>	Skye Mercer, SPHR
<b>Professional Development &amp; Certification Co-Chair</b>	Tracy Whitmore, PHR
<b>Professional Development &amp; Certification Co-Chair</b>	Tami Harmon, PHR
<b>Foundation</b>	ACCEPTING APPLICATIONS
<b>Legislative</b>	ACCEPTING APPLICATIONS

**Special points of interest:**

- 2011 Board
- 2011 Programs





# Upcoming Events

To register and obtain more event details

visit: [www.swhrma.org](http://www.swhrma.org)

Title	Date	Time	Cost	Details
<a href="#">PHR / SPHR Study Group</a>	01-27-11	6:00 pm - 9:00 pm	\$ 125.00 / 200.00	<a href="#">See page 4</a>
<a href="#">Vancouver Breakfast Becoming Strategic</a>	02-08-11	7:45 am - 9:30 am	\$ 25.00 / 35.00	<a href="#">Strategic HRCI Credit</a>
<a href="#">Longview Lunch Session: Becoming Strategic</a>	02-16-11	11:15 am - 1:00 pm	\$ 25.00 / 35.00	<a href="#">Strategic HRCI Credit</a>

## Are you a SHRM member in transition?

Check out this SHRM link for information on keeping your membership current during your transition.

<http://www.shrm.org/about/news/Pages/ActiveUnemployed.aspx>



No networking event in January, stay tuned for upcoming schedules for February and beyond!

*Hello!*

## Message from the President

On behalf of the board and myself, we would like to recognize and profusely thank Wendy Henderson, PHR for her outstanding leadership as the 2010 SWHRMA President.

### About Wendy Henderson, PHR

**Wendy is the Sr. Benefits Manager for Banfield Pet Hospital.** She has over ten years of progressive HR experience in various areas. She holds her Professional Human Resource (PHR) certification through the Human Resource Certification Institute (HRCI) and has a Bachelors in Business from the University of Phoenix. Wendy has served with the SWHRMA board for four years.

### Recognition and Thanks

Wendy is committed to SWHRMA and to the HR profession. This commitment shows in all she undertakes. One of Wendy's legacies in her role as President was to drive the organization to define itself through the creation of a mission statement and phrases to declare how we will achieve our mission. This has played a critical role in guiding our purpose; our function; our being.

Wendy is driven to excel and as such has done an excellent job with all of her SHWRMA roles and projects. She is extremely supportive and offers her help in any way she can. Wendy has been an inspiration to us and we are truly thankful for all of her too many to mention contributions.

As a token of our appreciation the chapter has presented Wendy with a plaque and provided 2 additional hotel nights for her at the SHRM Leadership Conference. **Please join me in thanking Wendy for her contributions to the 2010 SWHRMA chapter, the HR profession and the community.**

We are very fortunate that Wendy will continue to have an active role in SWHRMA as Past-President and a part of the SWHRMA Leadership Team.

### Moving into 2011

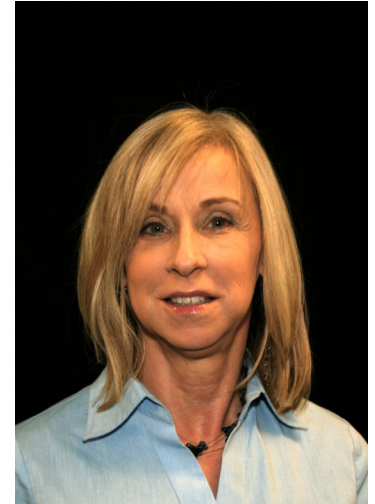
As we move into the New Year, we are excited about all the possibilities we, as the SWHRMA Board, can achieve for our members and our local community. In 2010, SWHRMA celebrated its 10 year anniversary. It was a great time to reflect on how far we have come and how much more we will strive to achieve as we continue to **enhance professional development.**

On January 13<sup>th</sup>, 2011 the SWHRMA Board and Committee Volunteers will embark on our annual board retreat to discuss our core purpose, mission, **strategies, upcoming goals and initiatives.** I look forward to sharing these with you in our February newsletter after the retreat.

Happy New Year!

Sheryl Johnson, SPHR

SWHRMA 2011 President



Sheryl Johnson, SPHR  
SWHRMA 2011 President



# Certification-Your Professional Edge

## Take your HR Career to the next level

### HRCI 2011 Spring Session

#### **Important Dates:**

Thursdays Study Group Begins: 01/27/2011

Study Group Ends: 04/14/2011

Class is From 6:00 pm to 9:00 pm

Testing Window:

May 1 - June 30, 2011.

Southwest Washington Human Resource Management Association (SWHRMA) is offering a study group for human resource professionals in preparation for PHR/SPHR professional certification exam or gaining a broader understanding and overview of human resource management. The study group will meet from 6-9 p.m. every Thursday beginning January 27th through April 14th at Dick Hannah Dealerships. To register go to [www.swhrma.org](http://www.swhrma.org); select the Event Calendar link on the left hand side of screen; then select PHR/SPHR Study Group link.

Cost is \$125 for SWHRMA members and \$200 for SHRM members; and \$50 for full-time students (not working in HR field). You can designate SWHRMA as your primary chapter at the time you sign up to get the SWHRMA member price.

Tracy Whitmore- [tracyw@dickhannah.com](mailto:tracyw@dickhannah.com) Direct Line: 360.944.3364 Cell: 360.601.3991

Tami Harmon- [tharmon@cadetco.com](mailto:tharmon@cadetco.com) Direct Line: 360.567.1321 Cell: 503.880.7940

**Tami Harmon, PHR**

Professional Development/  
Certification Co-Chair

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**Tracy Whitmore, PHR**

Professional Development/  
Certification Co-Chair

Dick Hannah Dealerships

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# Becoming Strategic: How HR Can Earn More Respect

*Approved for Strategic Credit!*

**Vancouver Breakfast Session: Tuesday, February 8<sup>th</sup>, 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 16<sup>th</sup>, 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](http://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*





As a board member of the Southwest Washington Human Resource Management Association (SWHRMA) and a member I am proud to know that a member of our local chapter was selected to receive a 2010 SHRM Foundation Scholarship. Congratulations to *Kristina Bader*, HR Generalist at Crafts Americana Group, who received a national award for Certification!

The SHRM Foundation awards a total of 100 education and certification scholarships to SHRM members each year. Twenty scholarships are awarded as follows in each of the five domestic regions: 4 academic scholarships of \$2,000 each and 16 certification scholarships of \$750 each.

The process is competitive and winners are selected by volunteers in each region. The SHRM Foundation received 420 applications this year for the 100 scholarship opportunities. For more information about the professional scholarship program including a full list of winners, please visit [www.shrm.org/foundation](http://www.shrm.org/foundation) and select "Scholarships and Awards".

The SHRM foundation supports lifelong learning for HR professionals. This scholarship programs helps SHRM members achieve their career and educational goals, allows the SHRM Foundation to fulfill its mission of promoting education.

The SWHRMA chapters' core being / mission are to **Enhance Professional Development**. We declare to accomplish this by: Connecting people, providing relevant resources, advancing the profession and giving back to the community. Through SHRM and SWHRMA, we provide the connection and resource; through your donations and the business community we continue to enhance professional development and advance the profession. Thank you for your contributions in 2010 to the SHRM Foundation and warm congratulations again to our very own member, *Kristina Bader*!

To learn more about what the scholarship programs provides watch this brief video: [http://www.shrm.org/multimedia/video/vid\\_archive/Pages/InvestingintheFuture.aspx](http://www.shrm.org/multimedia/video/vid_archive/Pages/InvestingintheFuture.aspx)

Meridith Green  
2010 Foundations Director

Wendy Henderson, PHR  
2011 Past President / 2011 Foundations Interim Director

## Become a SWHRMA Board or Committee Member

Working with other professionals that share a passion of enhancing professional development is very rewarding and can help you achieve your own career goals and become a better leader.

If you are interested in joining the SWHRMA board, contact SWHRMA and learn more about our open positions for 2011. Whether or not you decide to go for a Board position, or decide to start on a committee, your talent and skills are welcomed. Plus, we have a lot of fun together! Next month's newsletter will show some of the highlights or our Strategic Planning off site we held January 13th.

### Contact us and join the fun!

Sheryl Johnson / [sjohnson@sharplabs.com](mailto:sjohnson@sharplabs.com),

Earl Meininger / [earmei@colmac.com](mailto:earmei@colmac.com)

Matt Warner / [MattW@AlbertinaKerr.org](mailto:MattW@AlbertinaKerr.org)

Wendy Henderson / [wendy.henderson@banfield.net](mailto:wendy.henderson@banfield.net)

## 2011 Member Programs - 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

Date	Time	Topic	Speaker
January 11	Lunch	Train the Trainer: Bullying in the Workplace	Paula Barran Barran Liebman
February 8	Breakfast	Becoming Strategic: How HR Can Earn More Respect <i>HRCI Strategic Credit</i>	Tom Cox Cox Business Consulting
March 8	Lunch	Learn More with Less Risk: Improving Reference Check Practices	Linda Frischmeyer Landerholm, Memovich, Lansverk & Whitesides
April 12	Breakfast	Employee Development and Engagement Through Kaizen Philosophy and Activities	Ken Sakai Pacific Dreams, Inc.
May 17	Diversity Conference		
June 14	Breakfast	What Every HR Professional Needs to Know About Training	Dana Barz Danamics
July 12	Lunch	Privacy in the Workplace	Emily Schults Bullard Law
August 9	Breakfast	Reducing Employee Lawsuit Liability	Pam Salgado Brian Keeley Bullivant, Houser, Bailey
September 13	Lunch	Healthcare Reform Update	Wade Symons Mercer
October 18	Employment and Legislative Conference		
November 8	Breakfast	HR Hot Topics	Tamsen Leachman Dunn Carney
December 13	Lunch	Current Topics in Recruitment and Selection	Tracy Peterkin, PHR TJ and Associates

## 2011 Member Programs - Longview

11:15 a.m. – 1:00 p.m.

Cowlitz County Expo Center, 1900 7<sup>th</sup> Avenue, Longview, WA 98632

Date	Topic	Speaker
February 16	Becoming Strategic: How HR Can Earn More Respect <i>HRCI Strategic Credit</i>	Tom Cox Cox Business Consulting
April 20	Universal Accommodation Programs and Other Strategic Risk Management Practices	David Black Jackson Lewis
June 22	What Every HR Professional Needs to Know About Training	Dana Barz Danamics
August 17	Reducing Employee Lawsuit Liability	Pam Salgado Brian Keeley Bullivant, Houser, Bailey
December 21	Current Topics in Recruitment and Selection	Tracy Peterkin, PHR TJ and Associates

**To register for upcoming events and obtain more event and chapter details**

**visit: [www.swhrma.org](http://www.swhrma.org)**

# SWHRMA Announces Mentorship Program!

By David Konz, College Relations



SWHRMA is proud to announce they have developed a mentorship program for college students. Developing a mentor program is one way of formalizing the relationship between individuals in a professional SHRM chapter (mentors) and students in the 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:

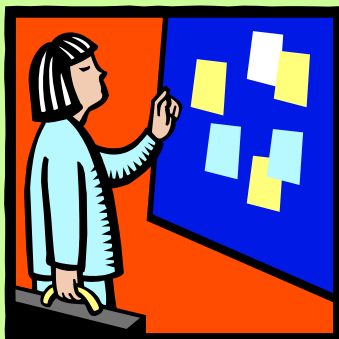
- Contribute to the professional development of the future HR workforce in our local community.
- Identify potential interns and new hires for their organization.
- Enhance their professional network.
- Networking resources and knowledge between one another.
- Assist students in beginning successful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

More information about the program is coming soon. However, if you are interested in participating, please feel free to contact Stephanie Leach, PHR

## Washington's minimum wage set at \$8.67 in 2011.

Washington's minimum wage increased to \$8.67 per hour beginning January 1, 2011,

the [Department of Labor & Industries](#) announced. L&I calculates the state's minimum wage each year as required by Initiative 688, approved by Washington voters in 1998.



## HR Career Corner

### Sales Ops - Human Resources Manager

The Pac NorthWest Sales Operations Human Resource Manager provides HR Generalist support to approximately 250 employees located across eight distribution centers throughout the Pac NW region. The position will be based in our Portland, OR office. You will serve as an employee advocate, functional expert, change agent, and business partner. By being a business partner, you will successfully match the right solutions, ideas, skills and people with the needs of the business.

At Frito-Lay, a division of PepsiCo, our HR professionals play an integral part of ensuring that we have prepared and capable team members who can deliver FUN FOODS to our customers. As enabling partners within the organization, HR professionals lead by bringing together individuals from all areas into a culture that supports our values and goals. Being a part of the HR team at Frito-Lay requires that you help create a culture which encourages teamwork and ownership of the business results.

For more information on this position and the desired qualifications, please visit [www.pepsicjobs.com](http://www.pepsicjobs.com) and reference Job ID# 30187

# Recap of January SWHRMA Program

We had our first program of 2011 on January 11th. We are happy to report that it was a sold out event! It is not often that a founding partner at a law firm can make time to present to local groups. We were lucky to have that exact opportunity!

Paula Barran addressed the topic of Bullying in the Workplace. As you know, the subject of Bullying is front and center in news media. There's no question that workplace bullying could be one of the important management issues of 2011 and beyond.

We learned the following:

- how to train our employees about expectations of proper workplace conduct
- how to address concerns
- how to train supervisors to supervise properly, address employee concerns correctly
- how to differentiate bullying from other kinds of behaviors.

Those that joined us for this program, came away with a complete soft copy of the Power Point presentation and a Trainer's Manual that they can use to train employees and supervisors on workplace bullying. This makes it so much easier to apply our learning after attending an event such as this one. **Thank you, Paula and our wonderful Programs team for making this happen!**



**Paula Barran**, a founding partner at Barran Liebman, has been practicing labor and employment law since 1980. She has written extensively on management law and is a national speaker. In addition to providing regular employer advice, Paula handles employment litigation in state and federal courts, labor disputes and employment arbitrations, and was trial counsel for the plaintiff scientists in the Kennewick Man litigation. Since the first publication of the Oregon *Super Lawyers* magazine in 2006, Paula has repeatedly been named as a "Top Ten Lawyer" in Oregon. In 2008, she was again named as a "Top Ten Lawyer" in Oregon, and was honored as the "Top Point Getter" for the year. Paula is ranked #1 (with partner Rick Liebman) for Labor and Employment Law defense in the State of Oregon by *Chambers & Partners USA*, America's Leading Business Lawyers, 2003-present. She is also a fellow of The College of Labor and Employment Lawyers, a fellow of the American Bar Foundation, and has been named in *The Best Lawyers In America* directory since 2001. She is admitted to practice in Oregon, Washington and before the U.S. Supreme Court, U.S. Court of Appeals, Ninth Circuit; U.S. District Court, District of Oregon and U.S. District Court, Eastern and Western Districts of Washington. Paula received her B.A. from the College of William and Mary, M.A. from Cornell University, Ph.D. from the University of British Columbia, J.D., with honors, from Osgoode Hall Law School at York University, and M.B.A. degree from the University of Oregon, Oregon Executive MBA program.



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## **HR Career Opportunities**

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](http://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 and SWHRMA Linked In Jobs for free!***

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

***If so, contact Tamara Russell, PHR at [trussell@cfamhc.org](mailto:trussell@cfamhc.org)***



### **SWHRMA announces new sponsorship and advertising packages!**

We are leveraging new ways of technology to reach out to our members for ease of luncheon/conference registration, news and other information at your fingertips through our e-newsletters and networking opportunities for posting and following discussions through LinkedIn. SWHRMA offers a variety of progressive packages to those who wish to advertise and / or sponsor a program.

**Sponsorship & Advertisement Contact:**

***Amy Ferdinando***

**Unitus Community Credit Union**

**360-713-6908**

**[aferdinando@unitusccu.com](mailto:aferdinando@unitusccu.com)**



## SHRM Primary Chapter Designation Form

To designate SWHRMA as your primary chapter you must be an active member of SHRM.

Chapter Name: Southwest Washington Human Resource Management Association (SWHRMA)

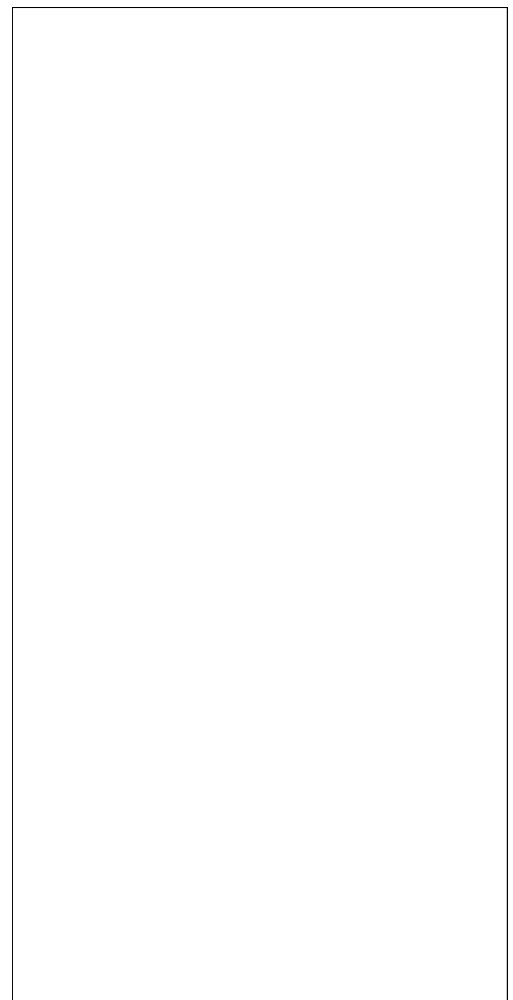
Chapter Number: 0585 Chapter fee: \$10.00

### SWHRMA Membership Only

Name _____		SHRM Member ID# _____	
<input type="checkbox"/> SPHR <input type="checkbox"/> PHR <input type="checkbox"/> GPHR <input type="checkbox"/> Other			
<input type="checkbox"/> Student			
School _____			
Title _____			
Company _____			
Address _____			
City / State / Zip _____			
Phone _____		Fax _____	
E-Mail _____			
Home Address _____			
Home Cell / Phone _____			
Home E-Mail _____			

I hereby designate the above named chapter as my primary chapter for SHRM membership coding purposes. I understand that: \*This in no way precludes membership in other chapters  
\* This allows SHRM to list my membership to this chapter for statistical reporting and financial support for program purposes only.

Member Signature _____	Date _____
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Information disclosed is for SWHRMA use only and is not sold or distributed.

Return this Form along with \$10.00

to: Cerise Jolliver, PHR  
Fax 360 / 750-4915  
Red Lion Hotel at the Quay  
100 Columbia St  
Vancouver, WA 98660



# 2011



# Board Members

**Sheryl Johnson, SPHR**

**President**

Sharp Laboratories

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**Earl Meininger, PHR**

**President—Elect**

Columbia Machine

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**Matthew Warner, SPHR**

**Treasurer/Programs Co Chair, Vice President**

Albertina Kerr Centers

(503) 408-5074 / [mattwarner@yahoo.com](mailto:mattwarner@yahoo.com)

**Brenda Wallace, SPHR**

**Programs Co Chair/Registrar**

Nutter

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**Open**

Legislative Director

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**Tracy Whitmore, PHR**

**Professional Development/Certification Co-Chair**

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**Membership Director**

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**Stephanie Leach**

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**Tracy Peterkin**

**Secretary**

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**Meredith Green, SPHR**

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**Foundation Director**

Open

**Wendy Henderson, CPP, PHR**

**Past President, Interim Foundation Director**

Banfield, The Pet Hospital

(503) 922.5142/ [wendy.henderson@banfield.net](mailto:wendy.henderson@banfield.net)

# SWHRMA Member Volunteers

## Volunteer Opportunities



Are you interested in learning more about SWHRMA?

Are you interested in a specific board role and would like to know more?

You can!

Now it's easier than ever!

Co-Chair a board position or join a committee to learn more!

Members are welcome to attend the monthly board meetings held at **Sharp Laboratories of America** (unless otherwise noted) on the first Thursday of every month. Contact any of our board members for more information!

P.O. Box 871285  
Vancouver, WA 98687



## SWHRMA LINKED IN GROUP

The SWHRMA board is proud to introduce a new networking and communication feature for HR Professionals. It includes an additional area for HR Job Postings, Discussion Boards, News and more! Become Linked in to exchange ideas, opportunities and contact information today!

Now you can follow the discussion trail of postings you place online!

<http://www.linkedin.com/e/vgh/1860424/>

Creator and Editor of this newsletter is presented by:

*Kelly Kidd, SPHR, VP, Sr. HR Manager &  
Communications Director for SWHRMA*

**Open**— Communications Committee

**Mitzi Ang**, College Affiliation Committee Contact  
Washington State University—Vancouver  
360-448-8752/ [mitziang@gmx.com](mailto:mitziang@gmx.com)

### 2011 Committee Volunteers

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**Krista Holland** / Website Coordinator  
Riverview Community Bank  
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**Amy Ferdinando** / Advertising/Sponsorship  
For Conferences & Events  
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**Connie Thompson**/SPHR  
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**Linda Hoyt, SPHR** / Assistant Registrar  
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**Carol Zaharko**, SPHR / North County Coordinator  
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**Debra Luchau, SPHR**  
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**Debbie Troyer, PHR**  
Peace Health Medical Center  
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**Lisa Straughan, PHR**/ North County Programs Committee  
Express Employment Professionals  
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