

# AL SHRM State Council and Chapter Leadership Meeting Minutes

**MINUTES FOR: August 24, 2007**

**P: Present    A: Absent with notification    X: Absent without notification**

<b>COUNCIL MEMBERS and GUESTS PRESENT</b>							
A	Alan Sconiers Certification CLA	P	Jamie Brown Workforce Readiness CLA, Conf Co-chair, Director-Elect	P	Bill Rush Foundation CLA/ Conf Co-chair	A	Carmen Douglas Diversity CLA
A	Mike Van Rensselaer Pres: Shoals	A	Trish White Pres: Baldwin County	A	Sybil Hock Pres: North AL	A	Penny Rotolo Pres: Dothan/ Wiregrass
P	Andrea McCain Federal Legislative CLA	P	Juanita Phillips State Leg. CLA	A	Lana Moseley Branding/ PR Director	A	Julia Fees Metrics Director North AL Legislative
P	Shelly Trent National SHRM	P	Paula Watkins State Council Director/ Conf Chair	P	Mike Bean Business Manager		Caroline Thompson Cullman
A	Russell DuBose Pres: Tuscaloosa	P	Pam Werstler Pres: Tennessee Valley Council Affairs Manager	A	Mike Loncono College Relations	P	Wanda Burns Pres: Selma
A	Sheree McAdams Pres: Gadsden/ Etowah	P	Shelley Murray Pres: East Alabama	P	Evelyn Gibson Membership CLA	A	Harold Williamson Pres: Mobile
A	Herb Clark Pinnacle Award Director	P Sat	Kassandra Russaw Pres: Calhoun County	P	Marsha Beasley Pres Elect: Montgomery	P (Fri)	Doug Dean Pres: Birmingham
A	Rosemary Weaver Pres: Escambia County	A	Greg Glasscock Pres: Marshall County	A	Matt Collins Pres: Winfield/ NW AL	A	Jim Dingus Past State Council Director
P	LaTrenda Hardy Tuscaloosa	P	Billy Pines Mobile	P	Greg Cox Florence	P	Judy Brown Cullman
P (Fri)	Sharon Brooks Montgomery	P	Belinda Blackburn Calhoun County	P	Caroline Sarblah Escambia County	P	Marsha Beasley SHRM MGM
P	Tommy Eden EASHRM						

<b>ACTION ITEMS TO BE COMPLETED</b>			
	Action Items	Who:	Completed By:
1.	Post minutes to the website (May and August)	Jamie	11/15/07
2.	Include Shelly Trent on any correspondence that goes out to the chapters and council	All	On-going
3.	Shelly will check with Lisa Gardner regarding the report that goes out to council director about membership that may be lapsing. This will also go to the Membership CLA.	Shelly Trent	12/31/07
4.	E-mentor opportunity	Jamie	12/31/07
5.	Sign-up for National conference ASAP	All who would be going	ASAP
6.	Make sure you sign-up for Leadership Conference for all presidents or president-elect	All chapters	ASAP
7.	Check with Sandra Sockwell about possible state topics	Juanita/ Andrea	12/31/07
8.	See about having lunch with your legislators while they are at home.	All chapters	10/31/07
9.	For additional membership coupons, contact Lisa Gardner at SHRM at <a href="mailto:lgardner@shrm.org">lgardner@shrm.org</a>	Chapters that are interested	On-going
10.	Send Alan Sconiers our request for Certification Scholarship money. Must be documented in the manner in which it was requested.	All interested	ASAP
11.	Contact Dr. Don McDonald about co-sponsoring some scholarships for those attending the certification prep course.	Jamie	ASAP
12.	Think about inviting student advisors to a council meeting	Jamie	12/31/07
13.	Consider recognizing Richard Lehr for all of his support	Jamie	12/31/07
14.	If your chapter wants to be an SHRM Foundation Chapter Champion, fill out the appropriate form and send to Bill Rush	All chapters	11/30/07

15.	Utilize council members for speakers	All chapters	On-going
16.	Send everyone the proposed dates and schedule for next month. <a href="mailto:marsha_beasley@bellsouth.net">marsha_beasley@bellsouth.net</a>	Jamie	ASAP
17.	E-mail or phone Evelyn Gibson with your membership stats	All chapter presidents	ASAP
18.	Look at the list that she will receive in October from Jim: who is on the list but not in your chapter and 2) those on the list that are not in your chapter	All chapter presidents	ASAP
19.	Update the state council website with new leadership contact information	All	12/10/07
20.	Share with Evelyn Gibson regarding the membership dues, guest fees, how many times can come as a guest before joining, meals, etc.	All chapter presidents	12/10/07
21.	Send everyone the link to download the Membership PowerPoint that Evelyn discussed	Evelyn	Upon receiving minutes
22.	Provide the link for the Pay-of-you-Pass criteria	Jamie	Upon receiving minutes
23.	Review the conference org chart and job descriptions to see where you can volunteer. Also involve those within your chapter or even vendors to assist with the conference.	All chapters and members	9/30/07
24.	Let Jamie know if you would like to bring goodie items for prizes at the council meetings.	All interested	On-going
25.	Poll your members at the next membership meeting of the top five topics for the conference next year. Or the best speaker outside of the state of Alabama. Provide this information to Paula.	All chapter presidents	11/15/07
26.	Make sure your chapter is utilizing the updated SHRM logo	All chapter presidents	ASAP

### DISCUSSION ITEMS AND MAIN DECISIONS MADE DURING COUNCIL MEETING:

	Discussion Item	Main Decision(s) Made
1.	<b>Welcome and Introductions</b> Paula Watkins	<p>Paula welcomed everyone in attendance. She outlined the game plan for the meeting as well as the pre-conference and conference details.</p> <p>DOL handouts – only two of each available.</p> <p>Foundation DVDs and CEO Exchange DVDs. Each chapter gets a copy of each which can be used for chapter meetings. The president of each chapter would have received one a year.</p> <p>2006 council gifts – still have a few left. The 2007 council gifts will come later. \$25 for each of the 33 council members which will be donated in their name (\$825.00 will be donated.)</p> <p>2008 inbound presidents are here today.</p> <ul style="list-style-type: none"> <li>• Jamie – state council, SHRM Montgomery, MAX Credit Union</li> <li>• Bill – conference, SHRM Foundation, Moore-Handley; conference only next year</li> <li>• LaTrenda Hardy – Tuscaloosa, treasurer this year, City of Tuscaloosa; Will Patton elect</li> <li>• Juanita – state legislative, Intuitive Research, SHRM Foundation for NAL</li> <li>• Jackie Waters – diversity chair, TUS, HRM Graphic Packaging</li> <li>• Billy Pine- president-elect, Hemophilia Compliance officer, Mobile</li> <li>• Pam – HRD NPC, TVA SHRM, Council Affairs Manager</li> <li>• Sharon Brooks – MGM president, Marsha Beasley, president-elect</li> <li>• Greg Cox – Shoals SHRM, president-elect (pending job change)</li> <li>• Shelly Trent – National SHRM, Southeast Regional Manager</li> <li>• Judy Brown – Cullman president-elect, HRM Cash Acme</li> <li>• Belinda Blackburn – president-elect Calhoun county, Director Continuing Education at Jacksonville State</li> <li>• Wanda Burns – Selma president, Peoples Bank &amp; Trust (Bank Trust merger 10/12)</li> <li>• Evelyn Gibson – Longs Personnel Services, Dir Outplacement and MKT mgr, treasurer for Baldwin county, Sharon Curenton president-elect, City of Daphne, 2009 president</li> <li>• Paula – outbound council director, chapter plan – make sure you get Paula info so she can complete it in a timely manner.</li> <li>• Mike Bean – NAL, Business Manager</li> <li>• Doug Dean – BSHM, HR at Childrens' Health system</li> </ul>

		<ul style="list-style-type: none"> <li>• Marsha Beasley – SHRM MGM president-elect, Colonial</li> <li>• Andrea McCain– SHRM MGM, Area HRM, Regions</li> <li>• Caroline Sarblah – Escambia, Weyerhauser,</li> <li>• Shelly Murray – EASHRM president, conference name tags</li> <li>• Tommy Eden – EASHRM, Capell &amp; Howard</li> </ul>
2.	<b>SHRM Update</b> Shelly Trent	<p>Shelly went over the handout she provided regarding SHRM Updates.</p> <ul style="list-style-type: none"> <li>• Leadership conference – good for incoming chapter leaders. Paula – if there is a chapter who does not have chapter or company support, we may be able to assist with travel. This would be requested. Many sessions will be pre-approved for HRCI credit.</li> <li>• There is a new logo!! Make sure it is updated by the end of the year if it is on websites, newsletter, letterhead, applications, etc.</li> <li>• Membership list – make sure you look at the at-large membership list to make sure it is updated. Let Lisa Gardner know if there are any changes. Also remind members to look at the e-mails from SHRM regarding expired members. Also look at the national members who are in the area that may be potential members. Remember to complete the Chapter Designation form if transferring chapters. Encourage members to renew before their drop date and do it on-line because that is quicker. Lisa does send a list to the council directors of members who are going to lapse. We can get lists any time we want. The goal is to have 6% growth and in some cases there is negative growth.</li> <li>• Volunteer Opportunity Center – lets SHRM know what you are doing now and what you may have a desire to do in the future. Shelly gets reports regularly on the interests – she then forwards that information to the chapter.</li> </ul> <p>New student chapter merit award.</p>
3.	<b>Legislative</b> Andrea and Juanita	<p>Gave a report of the number of letter writer's we've had. We have exhausted all of the scholarships for the Hill Visits. Make sure you go ahead and get room reserved since the deadline is 9/6/07. She worked with Bernard Coleman with GOV affairs on 10/3/07. Many times will vote on Tuesday evening. As you are working on chapter budgets, be thinking about budgeting money for at least one Hill Visit. The state council will try to continue the scholarship program next year based on funds. Normally \$500.00 which does not cover the entire cost. Flight, hotel, etc. may be about \$600-\$700 total.</p> <p>Juanita appreciates chapters involving legislative reps involved in their chapter meetings. There are template letters on-line to introduce new chapter presidents to legislative representatives. Will have the opportunity to get our Bill reintroduced in the spring. Steve McMillian, Laura Hall and John Robinson – need to make contacts regarding the WHPA. Get these people involved now while they are in their home areas before they get to MGM. Del Marsh, Arthur Orr, Zeb Little, Myron Penn, Wendell Mitchell – develop a relationship with these folks now. There is a tool-kit regarding this bill with talking points, sample letter, e-mail, etc.</p>
4.	<b>Business Manager</b> Mike Bean	<p>Mike went over the treasurer's report for the 3<sup>rd</sup> quarter. We can carry over what is remaining to 2008.</p> <p>Requests for additional Hill Visit scholarships should go through Andrea. After reviewing the budget, she will let Mike know who will be using the money. The chapter must provide documentation to support the scholarship.</p>
6.	<b>BSHRM</b> Doug Dean	<p>November 14, 2007 – will be hosting a workshop for senior HR leaders. Cahaba Grande Conference Center. Speakers, breakout sessions start at 9:00 a.m. and conclude with a happy hour at 3:00 p.m. Keynote speaker at lunch is Lynn Brewer, author of "Confessions of an Enron Whistleblower". Launching letter to corporations to help sponsor the workshop. This is not for HR folks only. Trying to involve the C-suite, breakfast with senior HR leader and CEO to talk with Lynn Brewer on lessons learned by Enron. BSHRM Board wants to extend invitations to the chapters and the price is \$100.00 for an all-day session. There will be 6-8 other key national speakers that will bring a lot to the table. Half-day for \$60 and lunch only for \$25.</p> <p>Program idea: assigned tables so people from the same company don't sit together. Discuss some key points for a few minutes and members of the Board facilitated the discussion. If you were CEO for a month, what would you do that would impact HR function. This is an unstructured way to generate discussion and network.</p> <p>Paula mentioned that he may want to contact someone from Houston, TX because they have an all-day session to accommodate everyone. Shelly also mentioned running a zip-code search to see where the majority of the members are and consider having meetings in those areas.</p>

		Doug asked if any of the chapters are doing anything virtually. Shelly did mention that on a recent conference call, some of the people mentioned that there would be more participative if the chapter offered on-line services, meetings, chat rooms, etc.
7.	<b>Calhoun County</b> Belinda Blackburn	Calhoun County Chapter – Sharon Lovoy will speak on Crucial Confrontations, 3-hr workshop in conjunction with Business Expo. Gave a recap of an early morning meeting with Booga the Bomb Dog. Paula filled in at the last minute and generated a discussion on HR Horror Stories. Paula reminded us that there are many unique program ideas but really draw a crowd.  Paula – share your favorite or worse airplane story. Was interesting how people share stories, it gets people talking and want to come back. Also able to see who takes a leadership role.
8.	<b>Selma</b> Wanda Burns	September – Annual professional development day, Richard Lehr on legislative update and Beverly Hinton for EEO update.
9.	<b>Baldwin County</b> Evelyn Gibson	Baldwin County did do the HR horror stories after attending a state council meeting.  Their Board members also called the members to make sure they knew where the meeting would be since they have a variety of membership in the Eastern Shore area as well as Foley. They took the programs and divided up two per person to find speakers instead of one person handling everything.
10.	<b>EASHRM</b> Shelly Murray and Tommy Eden	Shelly has really focused on professional development opportunities. Great responses from job fair and hiring community. Have held breakfast meetings for senior-level HR professionals in their work environment and have about 20 people in attendance with a tour of the plant. Helps to understand what the manufacturer's are doing in the community. Hope to send two people to Leadership this year.
11.	<b>Shoals Chapter</b> Greg Cox	Finished second year of existence and want to hear about ideas from others. Have 57 members and are 100% chapter. Goal for 2008 is to have a chapter website – and found out that SHRM can provide them this service. Will be taking membership chairman and have two sub-chairs: 1) recruiting, logistics of new membership; 2) reengagement of current members. Three sub-committees: senior-level HR professionals, administrative (in trenches), specialty activities. Mark Hudgspeth – UNA football coach will talk about teambuilding.
12.	<b>Tennessee Valley</b> Pam Werstler	Working on teaming up with Huntsville on some events.
13.	<b>Tuscaloosa</b> LaTrenda Hardy	August speaker was Artur Davis, Bring Your Boss Day – record attendance at this meeting. They have a workforce development partnership with Shelton State. Leadership workshop in September open to Tuscaloosa community. Social cruise on the Black Warrior River and in November will have the Commissioner of OSHA at the meeting. Election of officers and Christmas Social.
14.	<b>SHRM Montgomery</b> Sharon Brooks	Invited mayor to a meeting on industry update, very informative. Did a breakfast meeting one time and borrowed the idea from council members. Our roster is now on-line now. We have started having sponsors and those have gone over well.
15.	<b>Escambia County</b> Caroline Sarblah	They have had corporations sponsor the meetings and they are sometimes actually paying for the meals.
16.	<b>SHRM Foundation</b> Bill Rush	Bill provided an overview of the Foundation and its role. We want to be a strategic partner within our organization. In order for us to do this, we have to have the information, etc. Without the resources we lose credibility. We challenged other states to raise \$20,000 for the Foundation this year. About seven states accepted the challenge. Has talked with Mobilir and Shoals, next month at Gadsden-Etowah County chapter. Bill recognized everyone to let us know that he appreciates the group effort that our chapters and members are doing to contribute to the Foundation.  <ul style="list-style-type: none"> <li>• Calhoun County: Money raised from Lovoy presentation.</li> <li>• TVA: Partnered with Calhoun Community College will donate the difference.</li> <li>• Escambia: Budgeted</li> <li>• HNT: 50/50 raffle</li> <li>• TUS: 50/50 raffle, autographed football</li> <li>• State Council: auction</li> <li>• EASHRM: 50/50 raffle</li> </ul>
17.	<b>Council Details</b> Paula Watkins	Made up of 17 chapter presidents, 6 CLAs, director, director-elect, state legislative, council affairs manager, business manager, conference chair. After council meetings, presidents should take the information back and let them know that you must/ should attend or send someone in your place.
18.	<b>Membership</b> Evelyn Gibson	Gave an overview of the Alabama map that indicates where we have chapters in the state. She had made contacts with other states as far as what they are doing and would like to pass this out at the conference next year. She also attended two webcasts and shared some key points from each. Regarding the @large members, let

		<p>her know who is not involved in a chapter. We need to do a better job of contacting and inviting these people to our chapters. She also highlighted key points from the conference call that discussed retention issues.</p> <ul style="list-style-type: none"> <li>• Ask people who are not involved in the chapter to join (jury duty, etc.)</li> <li>• Vendors – could allow some flexibility if they are national members</li> </ul>
19.	<b>Certification</b> Paula	<p>For inbound leaders, there is a Pay-if-you-Pass program. See the guidelines for this on-line. <a href="http://www.shrm.org/chapters/resources/piyp.asp">http://www.shrm.org/chapters/resources/piyp.asp</a></p>
20.	<b>2008 Conference</b> Bill Rush	<p>Let chapters know that the money we raise goes back to the chapters. Money raised is for chapters, HR profession, for US as an entity throughout the state of AL, Hill Visits, certification scholarships, etc. Fundraising for Foundation comes back to us through research, scholarships, DVDs, etc. The conference is solely run by volunteers but they get to attend the conference at no cost. Have provided some structure and succession planning ideas for success in the future. Bill has made some calls to some people who have expressed an interest and their names are included on the org chart. The team leader does not have to everything – they need additional people to help them. Historically the conference has been in BHM but we may look at MGM in 2009 but we need to make sure we have the support from MGM and other chapters in the area to pull support.</p> <p>We cannot do what we do for \$99.00 without the sponsors.</p> <p>Consider doing a special recognition to someone who has supported SHRM Alabama for some time.</p> <p>Those professionals who are on the council are able to attend the pre-conference session and full-day conference at no cost in return for helping with the conference. The council will also cover the hotel for the night before.</p> <p><b><u>SPEAKERS</u></b></p> <p>Paula will lead this team and she will focus on identifying speakers. We will not have a “theme” and will focus on topics and ideas that have a great interest to our attendees, etc. She needs assistance in identifying speakers and topics, talking with potential speakers to see if they are interested in speaking, etc. Follow-up with speaker, find out A/V needs, greet them at the conference, set-up, and taking care of them on the day of the conference. We need speakers by the end of the year so we can post on the website in January 31, 2008. Do want to do a pre-conference workshop that gets strategic credits. Sue Hengel has volunteered to work with Paula. Three general session, four break-out, one special track, and pre-conference speaker. Travel, hotel, taxi, meals but normally not a fee for being the speaker.</p> <p><b><u>REGISTRATION</u></b></p> <p>Jim Dingus and Sheree McAdams will handle this. It will all be done on-line for attendees AND sponsors. Jim is working with Venulex and CVent to compare what they can do for us. Name tags will also be part of the registration team. Collecting money is important.</p> <p>The on-site registration is a separate team.</p> <p><b><u>LOGISTICS</u></b></p> <p>Need more people here and have some sub-groups to make it more manageable. Need team leader for this as well as three other team members.</p> <p><b><u>PUBLICITY</u></b></p> <p>Shelly Murray has volunteered to take on this new team. This is new for us but will encompass many of the various tasks performed by other team members.</p> <p><b><u>SPONSORSHIPS</u></b></p> <p>We are looking for someone who can lead this team. Will take no more than three people.</p> <p><b><u>TOPICS</u></b></p> <ul style="list-style-type: none"> <li>• Greg Jones, spoke to Baldwin County chapter, foreign work market – what the laws are, what the expectations of the foreign workers</li> <li>• Workplace Violence</li> <li>• Patty Vanderpool, EAP Lifestyle (problems with ‘ees in the workforce)</li> <li>• Sharon Lovoy – concurrent session</li> <li>• 2015 booklet from SHRM may give some ideas on topics for consideration. SHRM Store, 62.16500</li> <li>• FMLA</li> <li>• Identify Theft (FBI contacts)</li> </ul>

		<ul style="list-style-type: none"> <li>• Applying LEAN principles for HR professionals (check the HRCI list)</li> <li>• Managing with Carrots (series of books)</li> <li>• Managing the Generational Workforce – guy from Mobile, AL (Guy Marston)</li> </ul>
21.	<b>2008 Council</b> Jamie	Jamie provided everyone in attendance with the proposed schedule for next year. All of the meetings will be held at MAX Credit Union in Montgomery.

**HANDOUTS RECEIVED:**

GENERAL INFO:	
Implementing Total Rewards Strategies	SHRM Leadership Conference
SHRM Guidelines and Curriculum Content (limited number of copies)	2007 Membership Scorecard
Booga The Bomb Dog Meets the Calhoun County SHRM Chapter	Legislative Report
Annual Professional Development Day	State Legislative Report
EASHRM Newsletter	State Council Treasurer's Report
Immigration Workplace Compliance Briefing (EASHRM)	Budget Summary
List of workshop and meeting notices from 2007 (EASHRM)	SHRM Foundation Goals, Chapter Champions, Chapter Breakout
Department of Labor Booklets <ul style="list-style-type: none"> <li>• Reporting and Disclosure Guide for Employee Benefits Plans</li> <li>• Simple IRA Plans for Small Businesses</li> <li>• Understanding Retirement Plan Fees and Expenses</li> <li>• An Employer's Guide to Group Health Continuation Coverage Under COBRA</li> <li>• Selecting an Auditor for Your Employee Benefit Plan</li> <li>• Exemption Procedures Under Federal Pension Law</li> <li>• 401(k) Plans for Small Businesses</li> <li>• Compliance Assistance for Group Health and Disability Plans</li> <li>• Voluntary Fiduciary Correction Program</li> <li>• Payroll Deduction IRAs for Small Businesses</li> <li>• Troubleshooting Guide to Filing the ERISA Annual Report</li> <li>• Your Health Plan and HIPAA...Making the Law Work for You</li> <li>• Compliance Assistance Guide: Health Benefits Coverage Under Federal Law</li> </ul>	Join Us in Shaping our Future
	Ten Ways the SHRM Foundation Benefits You
	Membership data – capturing quarterly membership information and map of state
	SHRM on-line brochure
	SHRM Member Service Guide
	Safe Day 2007 – Small Business: Setting the Example for the Workforce
	SHRM State Conference Leadership Team and org chart

Next Scheduled Meeting: January 18, 2008, MAX Credit Union, 400 Eastdale Circle, Montgomery, AL 36117

**Jamie Yeaman Brown, SPHR**  
*Director-elect, WR Director, Conference Co-chair*