

## AL SHRM State Council and Chapter Leadership Meeting Minutes

**MINUTES FOR: January 27-28, 2006**

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

<b>COUNCIL MEMBERS and GUESTS PRESENT</b>							
A	Jim Dings Past State Council Director	P	Jamie Brown Workforce Readiness Director, Conf Co-chair	P	Gwen Black East AL Wkforce Readiness/ College Relations Chair	P	Carmen Douglas Pres: Montgomery
P	Shelly Cofield Co-pres: Calhoun County	P	Trish White Pres: Baldwin County	P	Stacy Hagood Pres: Dec/ TN Vall	P	Penny Rotolo Pres: Dothan/ Wiregrass
A	Pres: Escambia County	P	Juanita Phillips State Leg. Director	P	Lana Moseley Branding/ PR Director	P	Leanne Fuller Pres: East AL
P	Herb Clark Pinnacle Award Director	P	Paula Watkins State Council Director/ Conf Chair	P	Mike Bean Business Manager	P	Judy Brown Cullman Sec/ Treasurer
P	Nancy Leigh Pres: Tuscaloosa	P	Pam Werstler Council Affairs Manager	P	Mike Loncono College Relations	P	Al Perry Pres: Selma
P	Alan Sconiers Certification Director	P	Lynne Greene Co-pres: Calhoun County	A	Pres: Marshall County	P	John Dodson Pres: Winfield/ NW AL
P	Will Patton VP Programs, TUS	P	Andrea McCain Federal Legislative	P	Wylene Craft Director-at-Large MGM	P	Al Poston Pres: Gadsden/ Etowah
P	Walter Birge Dothan WHRMA	P	Bill Rush Foundation Dir/ Conf Co- chair	P	Pam Peterson Pres: North AL	P	Loren Friday Selma Board
P	Diane Craig TUS Treasurer	A	Allen Kennedy Pres: BHM, Diversity Director	P	Sandy Kornegay TUS Secretary	P	Karin Williams TUS Communications
P	Russell Dubose TUS Membership	P	Ron Jesser TUS Foundation, Pinnacle Award	P	Sandra Abrams TUS Past President	P	Marsha Beasley MGM Programs
P	Randy Whitehead Dothan	P	Shelly Prochaska National SHRM	A	Mike Van Rensselaer Pres: Shoals (NEW)		

<b>ACTION ITEMS TO BE COMPLETED</b>			
	Action Items	Who:	Completed By:
1.	Update roster and send to Council members	Paula	Completed
2.	Check to see who from their Board or general membership who would be interested in filling additional roles on the State Council	All Presidents	ASAP
3.	Register for the state conference	All Presidents	ASAP if attending
4.	Send minutes to attendees	Jamie	2/11
5.	Check with Tony Bamber on the set-up and preference of the room for special track (is there a fire issue?)	Jamie	2/28
6.	Let chapters know about the Conference	All Presidents	On-going
7.	Notify Bill Rush of your chapter contact for SHRM Foundation	All Presidents	ASAP
8.	Notify Alan Sconiers of your chapter contact for Certification this should also include the percentage of chapter members who are certified.	All Presidents	ASAP
9.	Notify Jamie Brown of your chapter contact for Workforce Readiness	All Presidents	ASAP
10.	Notify Juanita Phillips and Andrea McCain of your chapter contact for Legislative	All Presidents	ASAP
11.	Let Bill Rush know when your chapter has made a contribution to the SHRM Foundation and it is not reflected on the report.	All involved	As needed
12.	Follow-up on Foundation Silent Auction ideas	Those noted in minutes	On-going
13.	Provide Bill Rush ideas on what could be raffled off at the State Conference for those who donate to the Foundation at that event	All Presidents to get feedback from their chapters	3/30
14.	Provide details of the Hill Visit to those attending (i.e. bills)	Andrea	ASAP

15.	Provide Mike Loncono with the names of schools in your area that offer HR or business degrees. This should also include the advisor names.	All Presidents	ASAP
16.	Encourage student members to attend chapter meetings	ALL	On-going
17.	Send an outline version of the Workforce Readiness presentation to state council members	Jamie	2/21
18.	Provide Jamie information about Manufacture Alabama	Paula	2/21
19.	Send the reimbursement request form to chapter presidents	Mike	2/21
20.	Send Paula the presentation about SHRM resources	Shelly	Completed
21.	Send your full Board roster to Paula Watkins and Shelly Prochaska	All Presidents	ASAP
22.	Contact Jamie if you would like any of the presentations sent to you	Anyone who is interested	On-going
23.	State council leaders should review the State Council Achievement Plan (see e-mail from Paula dated 2/3/06)	All noted in e-mail	On-going
24.	Send e-mail notification to attendees from last three state conferences about the 2006 conference	Paula	3/30
25.	Send chapters a list of program ideas that were generated from the breakout session (see e-mail from Paula dated 1/29)	Paula	Completed
26.	Review Paula's e-mail from 1/31 about "Reminders"	State Council members	On-going

<b>DISCUSSION ITEMS AND MAIN DECISIONS MADE DURING COUNCIL MEETING:</b>		
	Discussion Item	Main Decision(s) Made
1.	<b>Welcome and Introductions</b> Paula Watkins	Paula Watkins welcomed all in attendance. Paula presented a copy of the 2006 Roster. She circulated the roster for corrections. In addition, we approved the minutes as presented.  Paula also mentioned that we also needed to elect someone to the Director-Elect and Business Manager position. In both cases, Jamie Brown and Mike Bean were elected to the respective roles unanimously.
2.	<b>Financials</b> Mike Bean	Mike provided copies of the following to everyone in attendance. <ul style="list-style-type: none"> <li>• 2006 Alabama State Council Budget Summary</li> <li>• Annual State Conference Review Report</li> <li>• Treasurer's Report</li> </ul> 100% of our revenue comes from the conference. The budget was approved as presented and each in attendance signed. Jim is working on us becoming a 503(c ).
3.	<b>Pinnacle Award</b> Herb Clark	He would like for us to spotlight the successes of the State Council. We have done a fantastic job with the Hill Visits and we hope to get assistance from SHRM on how to be more successful with our Pinnacle Award efforts. Paula encouraged the chapters to look at participating in the Pinnacle Award process. They benefit by receiving money and the award and honor.
4.	<b>Open Positions on Council</b> Paula Watkins	Paula shared with those present that the following state council roles are available: <ul style="list-style-type: none"> <li>• <u>Website</u>: coordinate with Venulux to get the site updated and maintained.</li> <li>• <u>CAP Manager</u>: coordinate all of the actions completed by the state council. Submit by the deadline to national SHRM.</li> <li>• <u>Members at Large</u>: Jim Dingus has agreed to take this on.</li> <li>• <u>Conference Registration Manager</u>: Would handle the coordination of badges, researching payment and registration issues, etc.</li> <li>• <u>Membership Director</u>: what does the membership look like? What industries are present? Geographies, etc. Could help with legislative.</li> <li>• <u>Branding</u>: Lana Moseley has agreed to take this on.</li> <li>• <u>State Leadership Conference</u>: work with Paula to coordinate and organize the leadership conference held in January.</li> <li>• <u>Speakers Bureau Manager</u>: organize this for the state council.</li> </ul> Paula has asked that the presidents see if any of their members would be interested in filling these roles.
5.	<b>College Relations</b> Mike Loncono	Mike asked if the chapters offered scholarships to HR students. He would like to gather a list of all schools that offer HR or business degrees in our areas. He also needs the name(s) of the advisors as well. <u>GOALS</u> <ul style="list-style-type: none"> <li>• Reactivate those who have gone inactive</li> <li>• Reinvigorate those who are active</li> <li>• He plans on having two events to achieve this.</li> </ul> He suggested that we encourage students to attend the professional chapter meetings

		<ul style="list-style-type: none"> <li>• Herb Clark suggested that we get the teachers in a room with HR professionals to show them what the real world is all about instead of just what is contained in the textbook.</li> <li>• Carmen Douglas teaches HR classes and has asked Montgomery Board members to come speak at her classes.</li> <li>• It was also suggested that we invite the professors to join the local chapter.</li> <li>• It was also mentioned that (senior level) HR professionals to mentor the students</li> <li>• Internships</li> <li>• Co-ops</li> </ul>
8.	<b>SHRM Foundation</b> Bill Rush	<p>Bill provided everyone an update on the SHRM Foundation and the importance of being involved. In addition, he provided a spreadsheet that outlined the past contributions of the chapters since 1999.</p> <ul style="list-style-type: none"> <li>• If your chapter has not designated someone as the Foundation Director the Chapter President will be Bill's contact.</li> <li>• Contributing to the SHRM Foundation supports the HR profession and helps us add value to the organization.</li> <li>• It also helps us to be strategic partners by providing us resources for chapters, etc.</li> <li>• The Foundation publishes/ distributes a variety of resources and recently published <b>Selection Assessment Methods</b>. If you or your past president did not receive follow-up with the Foundation.</li> <li>• Bill asked that chapters let him know when they make a contribution to the Foundation if not reported properly. The report is only for chapter contributions. He will need to know the following: <ul style="list-style-type: none"> <li>○ When it was mailed to the Foundation</li> <li>○ When the check cleared</li> <li>○ Name</li> <li>○ How much</li> <li>○ Check number</li> </ul> </li> <li>• We discussed the chapters sending the Annual Campaign Pledge form to Bill and he would mail on their behalf.</li> <li>• He would like to see 100% from our chapters this year. We are a leader on the legislative front and he would like to see Alabama be a leader with the Foundation as well.</li> <li>• Bill discussed the <b>Chapter Champion</b> program. To qualify as a chapter champion the following should take place: <ul style="list-style-type: none"> <li>○ Educate your members about the Foundation</li> <li>○ Host an event</li> <li>○ Contribute to the Foundation</li> </ul> </li> <li>• As a reminder, the Foundation also provides scholarships to professionals. For the Southeastern region, we have \$10,000 available!</li> <li>• There is also a National Silent Auction and we have been asked to generate items for this. These bids would be for people coming to our state. We discussed: <ul style="list-style-type: none"> <li>○ Ask a nice hotel in the area (that you would actually stay in) to donate a night's stay.</li> <li>○ Porsche Experience in Birmingham</li> <li>○ Bird Watching (Shelly)</li> <li>○ Orange Beach (Trish White)</li> <li>○ Embassy Suites (Carmen)</li> <li>○ Barber Motorsports (Bill)</li> <li>○ B &amp; B outside of Florence (Jamie)</li> </ul> </li> <li>• For the raffle at the state conference, Bill is looking for something other than stuffed animals like we have had in the past. Bill would like to get some feedback from the chapters on what they would like to see given away for those who contribute to the Foundation at the conference. We could display the raffle item at the top of the stairs so people would know what is being raffled off.</li> <li>• Speakers Bureau: Bill is available to speak about the Foundation but SHRM also has speakers available.</li> </ul>
9.	<b>Branding of the State Council</b> Bill Rush	<p>Bill will order oxford-style shirts and asked that we provide him our shirt-size. We will provide these to the chapter presidents after they attend the 2<sup>nd</sup> state council meeting. These will be available in time for the conference.</p>
10.	<b>Federal Legislative</b> Andrea McCain	<p>Andrea provided Hot Legislative Topics <b>for 2006</b> to everyone. She highlighted the following:</p> <ul style="list-style-type: none"> <li>• She can provide updates to chapters via the newsletter.</li> <li>• Letter writing – would like to increase the number of unique letter writers. This counts toward recertification.</li> </ul>

	<p><b>State Legislative</b> Juanita Phillips</p>	<ul style="list-style-type: none"> <li>• CAP – look for opportunities there.</li> <li>• Hill Visit – the value of our involvement there is building relationships. <ul style="list-style-type: none"> <li>○ Nine people have signed up.</li> <li>○ Hotel accommodations have been an issue for the March visit.</li> <li>○ Bill provided his Travel Plan which others may find useful as well. <ul style="list-style-type: none"> <li>▪ After the Hill Visit, ride the Mark Train (\$8.00) to the Hampton Inn in Baltimore (which is where you could stay)</li> <li>▪ Your luggage can be stored at the train station.</li> </ul> </li> </ul> </li> <li>• We may need to revisit the scholarship amounts because the expenses are going up.</li> <li>• Dave Namura is the new contact for Legislative since Aaron Benjamin is gone.</li> <li>• Appointments have been set with Everett, Shelby, Sessions and Cramer. Five others to come.</li> <li>• Letter writing for December 2005 – 14,645 by SHRM members but only 114 from Alabama. There will be more emphasis on this in 2006.</li> </ul> <p>Juanita Phillips is serving as the State Legislative Director. She is looking for contacts as well. She asked if there was anything that we are passionate about doing on the state level. In some cases it may take a while but if we are committed and passionate, we can do it. She said that we could get assistance from National regarding state bills being available on the website to write as well.</p>
11.	<p><b>Certification</b> Alan Sconiers</p>	<p>He would like to see the numbers of certified professionals to increase in the state but suggested that we tie this to increasing our national members as well. He mentioned the following:</p> <ul style="list-style-type: none"> <li>• Eight scholarships</li> <li>• He would like to know what the needs and challenges are for your chapters with recruitment.</li> <li>• Alan would like every National member certified.</li> </ul> <p>Paula asked those present what is going on now.</p> <ul style="list-style-type: none"> <li>• Montgomery: Jamie Brown will be the speaker for their February meeting on Certification and Recertification. The Board has discussed reimbursing members for the cost of the fee and offering recertification money towards the conference.</li> </ul> <p>Leanne Fuller from Auburn mentioned that some people were signing up for National membership so they could pay less to take the exam.</p>
12.	<p><b>Workforce Readiness</b> Jamie Brown</p>	<p>Jamie provided an overview of this new CLA for the state council. She will send everyone a copy of the presentation in outline format.</p>
13.	<p><b>2006 Meetings</b> Paula Watkins</p>	<p>Paula has suggested that we conduct meetings in a more central location next year. In addition, she would like to add one more meeting to the schedule. We proposed meeting in Montgomery for all meetings except May due to the state conference. Jamie has reserved the Auditorium at Regions Bank located at 8 Commerce Street, 4<sup>th</sup> floor for the meetings.</p> <ul style="list-style-type: none"> <li>○ NOTE: In order to qualify for the Superior Merit Award, the chapter president (or his/ her designee who is not already on the State Council) must attend at least 50% of the State Council meetings.</li> <li>○ March 31 – April 1, 2006: Montgomery</li> <li>○ May 16, 2006: Birmingham</li> <li>○ May 17, 2006: Birmingham (STATE CONFERENCE)</li> <li>○ August 25-26, 2006: Montgomery (this would allow us to begin planning for the conference sooner.)</li> </ul> <ul style="list-style-type: none"> <li>• Paula mentioned that the state council may be able to underwrite some of the cost associated with chapter leaders attending the meetings (i.e. hotel, mileage, etc.)</li> </ul>
14.	<p><b>Tips and Information</b> Paula Watkins</p>	<ul style="list-style-type: none"> <li>• SHRM can provide us with a teleconference line. If you need this for a meeting with your CLA, etc. please contact Paula and she will request for you.</li> <li>• Paula would like to visit your chapters. She asks that you provide her 5-10 minutes so she can talk about the state council.</li> <li>• We have a new chapter forming in Florence (Shoals Chapter.) Jamie is scheduled to be their speaker in February.</li> <li>• Paula gave information about registration for the conference. State Council members come FREE but you must register on-line. This is NOT transferable.</li> <li>• Scholarships – groups that are small will get first pick. Paula will send an e-mail 30 days in advance of year end if money is not used. The reimbursement form must be used.</li> <li>• Juanita Phillips provided a sample letter than can be sent to volunteers' bosses to recognize their efforts.</li> </ul>
15.	<p><b>State Conference Planning</b></p>	<p>We are totally dependent on the chapters to support the conference. Because of their support, we are able to give back to them.</p> <ul style="list-style-type: none"> <li>• Attendance: Encourage everyone to sign-up early because we “maxed out” last</li> </ul>

	<p><b>Planning</b> Bill, Paula and Jamie</p>	<p>year and had to turn walk-ups away. Paula mentioned to chapter presidents that they would be able to attend at no charge. Simply register on-line and choose “check” option. This is not transferable.</p> <ul style="list-style-type: none"> <li>• Sponsors are critical to our success as well. <ul style="list-style-type: none"> <li>○ Three levels of sponsorship are available. <ul style="list-style-type: none"> <li>▪ Platinum: \$1,000</li> <li>▪ Gold: \$500</li> <li>▪ Silver: \$500 (different benefits than Gold)</li> </ul> </li> </ul> </li> <li>• Publicity and Communications <ul style="list-style-type: none"> <li>○ All electronic this year (no mail outs)</li> <li>○ Jim sent Paula e-mail lists from the last three years. She will send an e-mail to those attendees with a link to the website.</li> </ul> </li> </ul> <p><u>Budget for Conference:</u></p> <ul style="list-style-type: none"> <li>• The facility and two meals is approximately 30% of the cost.</li> <li>• A follow-up e-mail was sent by Paula to let us know that the prices have increased, in some cases significantly.</li> </ul> <p><u>Sponsors:</u></p> <ul style="list-style-type: none"> <li>• Paid on the list provided by Bill means money in hand.</li> <li>• There are 49 booths and almost 50% are sold out. <ul style="list-style-type: none"> <li>○ A notice will go out in February to those who are potential sponsors to let them know that booths are being sold out.</li> </ul> </li> <li>• We need speaker sponsors – those are a little low at this point.</li> <li>• Break Sponsor: no booth but give time for them to speak with attendees.</li> <li>• There are 470 lunches that will be served (max will be 500.)</li> <li>• Registration will be held in the lower lobby.</li> <li>• Volunteers play a major part in the conference because this is where we can save money.</li> <li>• The rooms hold 150 and the conference room holds 30. Discussion about the special track was held. We need to look at the request of the speaker to determine who many the room will hold.</li> <li>• Bill wanted to thank all of the volunteers who have been involved.</li> </ul> <p><u>Registration:</u></p> <ul style="list-style-type: none"> <li>• The website will be used to offer on-line registrations.</li> <li>• The last six weeks before the conference is really busy with name tags, registration etc.</li> </ul> <p><u>Programs</u></p> <ul style="list-style-type: none"> <li>• <u>Opening Keynote (EARTH):</u> Ashley Goldsmith, VP of HR at Home Depot. <ul style="list-style-type: none"> <li>○ Eric Finkelstein</li> <li>○ Wayne Jackson</li> </ul> </li> <li>• <u>Lunch Keynote (WIND):</u> Dione Heusel, VP of HR at Ruth’s Chris Steakouse. <ul style="list-style-type: none"> <li>○ Jennifer Geist</li> <li>○ Richard Lehr</li> </ul> </li> <li>• <u>Summary Keynote (FIRE):</u> Sharon Lovey</li> <li>• <u>Special Track:</u> Tony Bamber</li> </ul> <p>Other ideas we discussed related to the conference:</p> <ul style="list-style-type: none"> <li>• Will provide two \$500 cash awards for those attendees who successfully complete their sponsor check-off sheet.</li> <li>• Andrea wanted to thank Bill Rush, Nancy Leigh, Paula Watkins, Jim Dingus and Jamie Brown for all that they have done with the conference. Paula mentioned that she would like to provide opportunities for others to be involved with the conference and welcomes others to come forward.</li> </ul>
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<b>DISCUSSION ITEMS AND MAIN DECISIONS MADE DURING LEADERSHIP MEETING:</b>		
<b>1.</b>	<p><b>Icebreaker</b> Paula Watkins</p>	<p>Paula provided everyone in attendance a picture of a turtle that said “Turtles only go forward by sticking their necks out.” She wants us to “stick our necks out” as we move through the year and not be afraid to try new things with the council, chapter or in our organization. She also quizzed us on SHRM-related “stuff.” If we answered correctly we were able to pick a prize!</p>
<b>2.</b>	<p><b>National SHRM Overview</b> Shelly Prochaska</p>	<p>We welcomed Shelly back to Alabama and she provided us all a presentation packed with much information. The following are things that were of interest:</p> <ul style="list-style-type: none"> <li>• 68% of National SHRM members are at-large members.</li> <li>• Libby Anderson from Florida is representing our region on the Membership Advisory Committee (MAC)</li> </ul>

		<ul style="list-style-type: none"> <li>• Advisors can receive reduced rates for certification and conferences.</li> <li>• 5,000 professionals DID NOT recertify in our regions. We need to do a better job of communicating the importance of recertifying. We could send quarterly reminders to those who are certified in our chapters. It is also recommended that professionals remember to update their contact information (i.e. phone, addresses, etc.)</li> <li>• Chapters and members should apply for scholarships through the Foundation.</li> <li>• Shelly Quinn can provide news feeds for chapter websites.</li> <li>• <a href="http://www.shrm.org/chapters/resources/chapsprprog">www.shrm.org/chapters/resources/chapsprprog</a></li> </ul>
3.	<b>State Council is for Everyone</b> Paula Watkins	<p>In Jim's absence, Paula shared the following:</p> <ul style="list-style-type: none"> <li>• If there is anything to take back, let presidents know that they are expected to attend the council meetings. If he/ she are not able to attend, please send someone in your place.</li> <li>• Be thinking about succession planning and who your 2007 president will be.</li> <li>• The Leadership Conference is scheduled for November 9-11, 2006 in Arlington, VA. You need to know who your president will be in 2007 so he/ she can attend.</li> <li>• The state council CAN NOT be successful without the chapters.</li> </ul>
4.	<b>Breakout Sessions</b>	<p>Chapter leaders chose between the following sessions:</p> <ul style="list-style-type: none"> <li>• Leading and Conducting Good Meetings – Bill Rush and Andrea McCain</li> <li>• Programs – Paula Watkins</li> <li>• Membership – Nancy Leigh</li> <li>• Chapter Achievement Plan – Stacy Hagood</li> <li>• Branding – Nancy Leigh</li> <li>• The Financial Side – Paula Watkins</li> <li>• SHRM Foundation – Bill Rush</li> <li>• Certification – Jamie Brown</li> <li>• Legislative – Andrea McCain and Herb Clark</li> </ul>

#### HANDOUTS RECEIVED:

GENERAL INFO:	CHAPTER NARRATIVES
Turtles Only go Forward by Sticking Their Necks out	Gadsden-Etowah SHRM, Al Poston
Goals for 2006-2007 (College Relations)	BSHRM
Scholarship Requests for 2006	East Alabama SHRM, Leanne Fuller
Conference Sponsorship list	Calhoun County
2006 State Council Achievement Plan	Northwest Alabama SHRM, John Dodson
Annual State Conference 2006 Budget	Wiregrass HRMA, Penny Rotolo
4 <sup>th</sup> Quarter Treasurer's Report	Marshall County
State Council Budget Summary	Escambia County SHRM, Paula Miller
North Alabama Board letter	SHRM Montgomery, Carmen Douglas
SHRM Foundation report	Tennessee Valley SHRM, Stacy Hagood
Hot Legislative Topics for 2006	North Alabama SHRM
Legislative Presentation (from breakout session)	Tuscaloosa HRP, Nancy Leigh
Effective Meetings (from breakout session)	SHRM Selma, Al Perry
Certification (from breakout session)	Baldwin County SHRM

NOTE: A limited number of extra copies noted above are available. Please contact Jamie.

Next Scheduled Meeting: April 1, 2006 at Regions Bank in Montgomery

**Jamie Yeaman Brown, SPHR**  
**Director-elect, WR Director**

**Mike Bean, PHR**  
**State Council Business Manager**