

AL SHRM State Council and Chapter Leadership Meeting Minutes

MINUTES FOR: March 31 – April 1, 2006

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

COUNCIL MEMBERS and GUESTS PRESENT							
P	Jim Dingus Past State Council Director	P	Jamie Brown Workforce Readiness Director, Conf Co-chair, Director-Elect	P	Bill Rush Foundation Dir/ Conf Co-chair	P	Carmen Douglas Pres: Montgomery
P	Allen Kennedy Pres: BHM, Diversity Director (Saturday)	P	Trish White Pres: Baldwin County	P	Pam Peterson Pres: North AL (Saturday)	P	Penny Rotolo Pres: Dothan/ Wiregrass (Friday)
P	Andrea McCain Federal Legislative	P	Juanita Phillips State Leg. Director	P	Lana Moseley Branding/ PR Director	P	Leanne Fuller Pres: East AL (Saturday)
P	Herb Clark Pinnacle Award Director	P	Paula Watkins State Council Director/ Conf Chair	P	Mike Bean Business Manager	P	Caroline Thompson Cullman
P	Nancy Leigh Pres: Tuscaloosa	P	Pam Werstler Council Affairs Manager	P	Mike Loncono College Relations (Friday)	P	Al Perry Pres: Selma (Saturday)
P	Al Poston Pres: Gadsden/ Etowah	P	Shelly Prochaska National SHRM (Friday)	P	Evelyn Gibson Baldwin County (Saturday)	P	Inez Beek Pres: Mobile
A	Alan Sconiers Certification Director	A	Lynne Greene Co-pres: Calhoun County	A	Sonya Knipper Pres: Dec/ TN Vall	A	Shelly Cofield Co-pres: Calhoun County
A	Pres: Escambia County	A	Pres: Marshall County	A	John Dodson Pres: Winfield/ NW AL	A	Mike Van Rensselaer Pres: Shoals (NEW)

ACTION ITEMS TO BE COMPLETED			
	Action Items	Who:	Completed By:
1.	Letterwriting regarding guns in the workplace	All	ASAP
2.	Provide a list of representatives in the state	Herb	April 30
3.	Get with Tom Scroggins regarding the revision of the WHPA to include murder and homicide on the workplace property.	Herb, Tom, and Juanita	April 30
4.	Contact the following council leaders if you would like them to speak at your chapter meetings: <ul style="list-style-type: none"> • Bill Rush: SHRM Foundation • Alan Sconiers: Certification • Jamie Brown: Workforce Readiness 	Anyone interested	As needed
5.	Send SHRM Foundation contributions along with the form and he'll track and send to National	Chapter Presidents or their SHRM Foundation contact	ASAP but no later than 11/30/06
6.	Submit SHRM Foundation form to Bill for National Silent Auction	Chapter Presidents or their SHRM Foundation contact	ASAP
7.	Request the College Relations contact sheet from Mike Loncono	Chapter Presidents who would like it	April 30
8.	Talk with your president-elects to let them know what will be expected of them when they take over (i.e. member of state council, etc.)	Chapter Presidents	No later than 10/15/06
9.	Invite the 2007 Chapter Presidents to the October State Council meeting	2006 Chapter Presidents and Paula	November 15
10.	E-mail CD rates to state council members for us to decide if we want to reconsider the length of time of our CD	Mike Bean	April 30
11.	Encourage chapter legislative reps that you are promoting and giving HR professionals the opportunity to write letters at the chapter level.	Chapter Presidents	On-going
12.	Identify and notify Juanita Phillips who is serving as your legislative rep for the chapter	Chapter Presidents	ASAP
13.	Include chapter presidents on all legislative communications	Juanita	On-going
14.	Provide council members a listing of volunteer sign-ups for the state conference	Jamie	April 15

15.	Communicate the conference to each chapter	Chapter Presidents	ASAP (deadline to register is 5/10!)
16.	Provide Bill Rush ideas and suggestions on facilities that will house at least 500 people without feeling too big	All	On-going
17.	Review and purchase Earth, Wind and Fire CD(s) for the conference	Jamie	ASAP
18.	Obtain logo from Mike Loncono for name tags	Jamie	ASAP
19.	Register for the State Conference and choose the "check" option if you have not registered yet.	All state council members who have not done so yet	ASAP
20.	Provide Jayna Welch, BSHRM Administrator, the list of open volunteer spots to see if any BSHRM members would be available to help	Jamie	April 20
21.	Review the State Council roster for changes or updates. Notify Paula Watkins so the master list can be updated	Anyone who this may affect	ASAP
22.	Provide SHRM-Montgomery meeting coupon to state council members	Jamie	April 15
23.	Contact Evelyn Gibson from Baldwin County regarding volunteer opportunities available with the State Council	Paula	May 30

DISCUSSION ITEMS AND MAIN DECISIONS MADE DURING COUNCIL MEETING:

	Discussion Item	Main Decision(s) Made
1.	Welcome and Introductions Paula Watkins	<p>Paula Watkins welcomed all in attendance. She asked for feedback regarding the minutes that were sent prior to the meeting. They were approved as written and Paula reminded everyone to review the action items to make sure these are being accomplished.</p> <p>During the welcome, she asked the chapter presidents to identify a Problem, a Positive and a Goal. These are noted at the end of the minutes for your review.</p>
2.	President's Legacy Paula Watkins	<p>She asked our council, "What do you want people to remember about your tenure?" She then went around the room and asked everyone in attendance to respond.</p> <ul style="list-style-type: none"> • Jim: Solid financial management • Juanita: Changes • Carmen: The positive and negative • Pam Werstler: increase in partnerships, growth • Nancy: building a project • Paula: the feeling of being protective of the council and chapter; open up to new ideas and let people grow • Al: involve more people • Penny: increased pride that they belong to WHRMA (pronounced Worm-a) • Lana: leadership • Inez: spoke for our profession, succession plan • Trish: expansion • Caroline: bigger network in the community • Herb: involvement for every member, accountability and ownership • Bill: legacy is HR, succession planning • Mike: forward thinking, energy and excitement • Jamie: enthusiasm for the profession, sincerely care for others, leadership • Shelly: succession plan and metrics that measured where everyone was in the goal setting process of the chapter
3.	Pinnacle Award Herb Clark	<p>The 2006 award guidelines are not available yet but the 2005 winners have been announced and available for view which focused on Branding the Profession and Marketing of the Council. He feels that since the Pinnacle Award is so new for State Councils that this may be a great opportunity for us to do something.</p> <p>Phase 1: Hill Visits: our state is the only state that visits two times a year. He would like to get feedback on the impact our visits have made which would include testimonials from those who attended, their experience, and what they "took away" from the experience. He envisions a visit in May to ask the Representatives what impact we have had on them. This would also identify how we have shaped legislature in Alabama.</p> <p>Phase 2: Workplace Homicide Act. Much discussion was held about this subject and we discussed adding this to the murder statute – WHAT IF? Plus the option of the death penalty and life without parole. An initial motion was made and approved that as a state council we would endorse and support the movement of this bill to the Alabama House and Senate which addresses any murder or homicide on the workplace. This would be rewriting the Alabama</p>

		<p>Constitution and we would need a sponsor. The reality of this is that it would most likely be a 2007 bill. A revised motion was made by Paula that stated: <i>The SHRM Alabama State Council would endorse the WHPA 2006 with Tom, Herb and Juanita evaluating the bill and expand it to include any homicide or murder on the workplace property.</i></p> <p>We are doing something to protect the people we represent and their families. Bill mentioned that as employers we want a safe work environment and this is something we can do as a state council and as a profession.</p>
4.	Website Jim Dingus	<p>Jim passed around a copy of the content contained on the website and asked everyone present to make changes so he can have the website updated.</p> <p>Shelly mentioned an e-blast that lists chapters and webpages in the state. For chapters that don't have a webpage a "static line" and be provided from the state council site.</p>
5.	Members-at-Large Jim Dingus	<p>Jim mentioned that we can request a zip code range from SHRM for them to pull at-large lists. He is able to send us the whole state at-large list if we need it. Shelly mentioned that the state of Virginia uses the "left over" zip codes to determine if another chapter could' should be formed.</p>
8.	Insurance Issues Paula Watkins	<p>She provided a brief PowerPoint that was designed to provide awareness to chapters. She will provide quotes for D & O insurance, 503(c) and incorporation at our next meeting. Chapters may want to think about getting incorporated which provides additional protection.</p>
9.	SHRM Foundation Bill Rush	<p>We need to do more to educate professionals about the Foundation. It helps us to support our employers. Bill is available to speak to your chapters regarding the Foundation.</p> <p>Bill mentioned the Chapter Champions application that was passed out at the last meeting. You can download this from the website. Nancy Leigh mentioned that they had a "split the pot" where the chapter received 50% of donations and the winner received the other 50%. In one case, it paid for the HR professional's gas for the week!</p> <p>National Silent Auction: items need to have a generic date. If you have donations that are date-specific we will use those at the state conference. Penny Rotolo mentioned that she contacted the Dothan Chamber of Commerce and they gave her names and contacts. They always want people to come to the area and they were more than glad to help her with donated items.</p>
10.	College Relations Mike Loncono	<p>Mike mentioned that he has talked with some college advisors and they shared that they are unable to take long trips due to schedules, etc. He is planning a student conference at Troy University Montgomery in April 2007. This may be an opportunity for SHRM-Montgomery to partner on this event. He talked about having an HR Student of the Month and proposed that the state council support and have chapters to do the same. Mike passed around a contact sheet of student chapters and advisors in the state. He asked that we review the information for accuracy and he did mention that he could send this out via e-mail to those who were interested.</p>
11.	SHRM and Succession Planning Shelly Prochaska	<p>Shelly presented a useful PowerPoint presentation but some of the things she highlighted included:</p> <ul style="list-style-type: none"> • President-elect: If you don't have one, you may want to change your by-laws to reflect the addition of this role. • You can grow your own leaders and have the Core Leadership Area leader recruit their replacement. • President-elects need to know that they will be members of the state council and have certain expectations. If they are not able to fulfill those, you may need to rethink who that person should be. • Bill mentioned that we should invite the 2007 president-elects' to the October State Council leadership meeting. • We also talked about bringing your entire Board to the State Leadership meeting. • Have open Board a meeting so others will know what goes on and how they can be involved.
12.	Financials Mike Bean	<ul style="list-style-type: none"> • Mike provided everyone with copies of the first quarter statement and budget summary. • Bill asked what happens when the CD matures. We talked about looking at various rates. • Trish White thanked the council for providing a scholarship for her to attend the Hill visit. Evelyn said that Trish came back with invaluable information from her visit. • Mike reminded the council what would be paid for by the council: <ul style="list-style-type: none"> ○ Hotel only to attend state council meeting IF the chapter or the professionals' company is unable to cover this expense. ○ Mileage is not reimbursable. ○ Certification scholarships - \$500 to chapter. If chapter has more than

		<p>\$10,000 in their account, these chapters can request after the state conference.</p> <ul style="list-style-type: none"> o Scholarships for Hill Visits are available to any chapter regardless of financial situation after 4/1/06.
13.	<p>Federal Legislative Andrea McCain</p> <p>State Legislative Juanita Phillips</p>	<ul style="list-style-type: none"> • Andrea shared that the State of Alabama wrote 128 letters in February. • We will have the opportunity to write letters at the council meeting. She gave everyone a demonstration of how easy it is to do on-line. • She provided a PowerPoint presentation that recapped key issues. This can be found on the council website. • She mentioned issues related to the electronic immigration pilot. The electronic version does not replace the paper I-9. • Juanita went over the handout she presented. • She has not received names of who will serve in the legislative role for all chapters. Once she gets the names, she will communicate key information down and will also include the chapter presidents in the communication. <ul style="list-style-type: none"> o It was suggested that she put "State Legislative Alert" in the subject line of her e-mail so it gets noticed. o She can also make information available to include in your local newsletters. • She said that usually we don't receive enough notice when an issue is brought forward. She encouraged us all to visit the local legislative representatives in our areas. <ul style="list-style-type: none"> o Carmen suggested that presidents respond and write on behalf of the membership. • Suggestions regarding bills: <ul style="list-style-type: none"> o <u>HB215</u>: Oppose o <u>HB105</u> and <u>SB54</u>: FOR o <u>HB369</u>: FOR (SHRM is not opposed to this one) • If you have difficulty with on-line letters, make sure you let SHRM know.
14.	<p>State Council Branding Lana Mosley</p>	<ul style="list-style-type: none"> • She would like to issue press releases to highlight our accomplishments. • She is in the process of collecting chapter information, community information, etc. to get an idea of how best to market our groups. • Bill suggested that she review the Pinnacle Award information because one state council was recently recognized for their efforts related to branding.
15.	<p>Workforce Readiness Jamie Brown</p>	<p>Jamie presented a PowerPoint presentation that highlighted:</p> <ul style="list-style-type: none"> • Chapter and State Council goals • Game plan for the future (develop a directory of contacts, identify best practices between workforce development and HR, and adopt a specific project) • Resources and tips • Building partnerships • Future focus <p>Jamie reminded chapters that she is available to speak to them on workforce readiness.</p>
16.	<p>State Conference Planning Bill, Paula and Jamie</p>	<ul style="list-style-type: none"> • Bill gave everyone an update regarding sponsors. We need to make sure we recognize them throughout the conference. • We need to show attendees who this (conference) adds value to them. • Make sure you communicate to your chapters about the conference. • Trish mentioned that she is forwarding the national e-blast to her chapter members. • We also talked about facilities because we are outgrowing our current location. Jim Dingus mentioned that in previous surveys, respondents felt like Montgomery or Birmingham were the most ideal locations due to central to the state. The new conference and convention center will be opened in 2007-2008 in Montgomery so this may be an option. Launch the following link for an overview of the project: http://www.montgomerychamber.com/riverfront/ • He mentioned that chapters may want to consider using the conference as their chapter meeting to encourage more people to attend. • Allen Kennedy shared with everyone in attendance the "Sweet Understandings" goodie item that may be included in the conference bags. He will work with Bill to negotiate on how to incorporate this. • We discussed volunteers and passed around a list. The complete list will be attached to the minutes. • We will spend the majority of our time at the next meeting stuffing bags, etc. <p>Jamie provided an update regarding the conference:</p> <ul style="list-style-type: none"> • Through 3/29 we have 179 registrations (through 4/7 we have 230!) • The majority of registrations are being paid by check. • So far, 16 state council members have registered. Even if you are planning on attending, we need you to register on-line so we can have an accurate count of attendees.

		<ul style="list-style-type: none"> She provided a city breakdown to get an idea of where folks are coming from.
17.	CAP Recap and Networking	Paula gave the chapter presidents the opportunity to network with each other to get ideas on how to complete the CAP.
18.	Working Lunch	<u>By-Laws Review:</u> <ul style="list-style-type: none"> Paula talked about having state council members review our by-laws. Carmen Douglas and Jim Dings will work on this project. <u>Volunteer Award:</u> <ul style="list-style-type: none"> Paula would like a team to come up with criteria for an HR Professional of the Year award that can be used on the state and chapter level. Pam Werstler, Inez Beek, Leanne Fuller and Bill Rush will work on this project.
19.	Give-a-ways	Paula wanted to thank everyone who brought give-a-ways to the meeting.

HANDOUTS RECEIVED:	
GENERAL INFO:	CHAPTER NARRATIVES
Website and Member-at-Large PowerPoint handout	Wiregrass HR Management Forum and Vendor Fair brochure and chapter narrative
SHRM Foundation report	Mobile
SHRM Foundation Chapter/ Council Pledge form	Montgomery
College Relations contact sheet (reviewed at meeting and collected by Mike Loncono)	Gadsden-Etowah County
Certification Report (e-mailed by Alan Sconiers in advance of the meeting)	BSHRM
First Quarter 2006 Treasurer's Report	East Alabama
2006 Budget Summary	Tuscaloosa
State Legislative issues	North Alabama
2006 Health Care Fact Sheet	
2006 Conference Sponsor list and floor plan	
Workforce Development PowerPoint handout	
State Conference Update PowerPoint handout	
Southeast Region Announcements and Reminders	
Letter to Paula from National regarding strengthening partnerships	
E-mail to Paula from Dorothy regarding chapter demographic survey	
SHRM Guide to Chapter Financial Management	
SHRM Leaders Guide	

CHAPTER MIXER		
Problem	Positive	Goal
<ul style="list-style-type: none"> Declining membership 	<ul style="list-style-type: none"> Active Board 	<ul style="list-style-type: none"> Increase retention
<ul style="list-style-type: none"> Increase HR forum attendance 	<ul style="list-style-type: none"> Programs 	<ul style="list-style-type: none"> Increase chapter membership by 25%, 20%, 30% (percentage varied by those who wrote this)
<ul style="list-style-type: none"> Sr. HR involvement 	<ul style="list-style-type: none"> Approved five new members in March 	<ul style="list-style-type: none"> Increase attendance
<ul style="list-style-type: none"> Retaining members and getting more officers involved 	<ul style="list-style-type: none"> Increased attendance and membership 	<ul style="list-style-type: none"> Attract wider group of HR professionals in our growing county
<ul style="list-style-type: none"> Finding a good speaker 	<ul style="list-style-type: none"> Dynamic speakers for HR forum 	<ul style="list-style-type: none"> Energizing membership
<ul style="list-style-type: none"> Retaining and increasing membership 	<ul style="list-style-type: none"> Increase in attendance from Dec-Feb by over 50% (previously 25%) 	<ul style="list-style-type: none"> Management training program as a fundraiser
<ul style="list-style-type: none"> Increase attendance at monthly meetings 	<ul style="list-style-type: none"> Good with the community 	<ul style="list-style-type: none"> Closer relations with state council and national SHRM
<ul style="list-style-type: none"> Getting new/ active volunteers 	<ul style="list-style-type: none"> Increased participation 	<ul style="list-style-type: none"> 100% chapter
<ul style="list-style-type: none"> Pressure to attend chapter meetings 	<ul style="list-style-type: none"> More speakers than months in the year 	<ul style="list-style-type: none"> Increase membership by reaching out to new industries in the community
<ul style="list-style-type: none"> Active membership – same people volunteer all the time 	<ul style="list-style-type: none"> Dedicated monthly meeting venue 	

IDEAS FOR CHAPTERS TO ADDRESS CONCERNS SHARED:

	Discussion Item	Main Decision(s) Made
1.	Membership – How to Get?	<ul style="list-style-type: none"> • (Tuscaloosa): Mail Drive, Ambassador Program (call current members who don't attend) and follow-up with mail-out list and encourage members to invite others. <ul style="list-style-type: none"> ○ M.P. identify potential members ○ City, County, Municipal – use the newspaper, Chamber listing, Manufactures guide ○ Call if no direct HR name ○ Personalized letter with membership application and list of meetings ○ Group is listed in <i>Business, Inc.</i> magazine ○ Have good programs ○ Lunch and M&Ms – Board to pass around ○ Have name tags in separate location from sign-in sheet • (Montgomery): New member buddy on is indicated on the registration sheet for meetings • (Mobile): If a guest attends they encourage them to drop their business card in for a prize. The member who brought the guest, their name goes in the bucket for a quarterly drawing. • (East AL): Guest gift bags that includes things like candy, pens, notepad, as well as local and national membership applications. • (Baldwin County): Trish gets to the venue early and eats so she can meet and greet everyone. Send thank you note to guests for attending. Board members sit with other members and guests and not at the same table. • (Cullman): Partner with Wallace State Community College and the Chamber of Commerce and offer a workforce development program on handling crises. It is a four-hour seminar and is open to HR managers, plant managers. There is a Chamber mail-out and they only charge the cost of the lunch which is generally \$5 - \$10.00. • (Birmingham): Use national member directory and member-at-large list. They have cross-over members from the Chamber and BSHRM. • (Gadsden): Use past membership list and form a calling committee. Sponsor a reception for potential members at local country club.
2.	Attendance	<ul style="list-style-type: none"> • Quality programs • Telephone tree • Location of where the meeting will be held • Variety of meeting times • Send a personal invitation to random sampling of who wasn't at the previous meeting. • Roundtable discussions • SHRM Foundation – "Crown a Champion" – 50/50, use the medallion and it is shared month after month
3.	Member Involvement	<ul style="list-style-type: none"> • Just ask them – see if they would be interested in being on a committee • Recognize those who participate and volunteer • No Shows – remind them that they are investing in themselves by attending the meetings • Ask Sr. Panel members to lead a discussion on Horror Stories (for the October meeting.) • Recognize promotions, awards, but also personalize things in their lives (i.e sympathy cards, flowers, etc.) • Send personal e-mail to let them know we are thinking about them. Be flexible. • Board - Ask, delegate and use other people to help • Board – share expectations on the front end, stop apologizing if you ask them to do something. Provide job descriptions early. • Board – if they just don't work out, be candid, is there a better fit for them somewhere else on the Board? • Make them feel important • Let coordinators be involved and responsible for programs

Next Scheduled Meeting: May 16, 2006 at the Drury Inn in Birmingham

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