

SHRM Alabama State Council and Chapter Leadership Meeting Minutes

MINUTES FOR: January 26-27, 2007

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

COUNCIL MEMBERS and GUESTS PRESENT							
P	Alan Sconiers Certification CLA	P	Jamie Brown Workforce Readiness CLA, Conf Co-chair, Director- Elect	P	Bill Rush Foundation CLA/ Conf Co-chair	P	Carmen Douglas Diversity CLA
P	Mike Van Rensselaer Pres: Shoals	A	Trish White Pres: Baldwin County	P	Sybil Hock Pres: North AL	P	Penny Rotolo Pres: Dothan/ Wiregrass
P	Andrea McCain Federal Legislative CLA	P	Juanita Phillips State Leg. CLA	A	Lana Moseley Branding/ PR Director	P	Leanne Fuller Pres: East AL
P	Dorothy Hill National SHRM	P	Paula Watkins State Council Director/ Conf Chair	P	Mike Bean Business Manager	A	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
P	Sheree McAdams Pres: Gadsden/ Etowah	P	Shelley Murray Pres: East Alabama	P	Evelyn Gibson Membership CLA	P	Harold Williamson Pres: Mobile
A	Herb Clark Pinnacle Award Director	P	Kassandra Russaw Pres: Calhoun County	P	Sharon Brooks Pres: Montgomery	P	Doug Dean Pres: Birmingham
A	Rosemary Weaver Pres: Escambia County	A	Greg Glasscock Pres: Marshall County	A	Matt Collins Pres: Winfield/ NW AL	P	Jim Dingus Past State Council Director
P	Julia Fees Metrics Director North AL Legislative	P	Mitzi Cole (Sat) Selma	P	Cathy Spates (Sat) East Alabama	P	Gwen Black East Alabama
P	Leanne Fuller (Sat) East Alabama	P	Sandra Williams (Sat) Montgomery	P	LaTrenda Hardy (Sat) Tuscaloosa	P	Jennifer Allen (Sat) Tuscaloosa
P	Will Patton (Sat) Tuscaloosa	P	Janet McQueen (Sat) Dothan	P	Belinda Blackburn (Sat) Calhoun County	P	Hank O'Steen (Sat) Calhoun County

ACTION ITEMS TO BE COMPLETED			
	Action Items	Who:	Completed By:
1.	Chapters should plan to budget for transportation for the incoming chapter president to attend the National Leadership Conference in November.	All Chapters	On-going
2.	Chapters should have an idea of who their incoming chapter president will be in order for him/ her to attend the National Leadership Conference in November.	All Chapters	9/30/07
3.	All chapters should devote at least one meeting to writing federal and state letters.	All Chapters	On-going
4.	If paper letters are written, please send Andrea McCain a copy of each letter written so she can send to SHRM Governmental Affairs since these are not tracked through the website if written through HR Voice.	Chapter Legislative contacts	On-going
5.	For those on the 2006 state council, contact Paula if you need another Pinnacle Award pin.	Those impacted	3/30/07
6.	Review the Pinnacle Award information and determine what could be submitted by the chapters. http://www.shrm.org/chapters/resources/pinnacle_faq.asp	All Chapters	On-going
7.	Chapters should consider becoming Chapter Champions through the SHRM Foundation. http://www.shrm.org/foundation/chapterchampion.asp	All Chapters	On-going
8.	In order for chapters to receive full credit for SHRM Foundation contributions, send Bill Rush your contribution forms and he'll ensure your chapters get proper credit. Bill will send you an e-mail confirming receipt of your contribution form.	Chapter Foundation Contacts	On-going
9.	Identify a SHRM Foundation chapter contact and notify Bill Rush. http://www.shrm.org/foundation/jobdesc.asp	All Chapters	ASAP
10.	Chapters will need to identify items that can be contributed for the silent auction/ raffle to be held at the state conference.	All Chapters	3/30/07

11.	Let Paula know if your chapter can help underwrite the cost of students attending the state conference (\$45 for students)	All Chapters	ASAP
12.	Communicate to your chapter members about the state conference and special student track.	All Chapters	On-going
13.	Let Alan Sconiers know if there are any Members@Large who may be certified	All Chapters	On-going
14.	Provide the following to Evelyn Gibson, Membership CLA: <ul style="list-style-type: none"> • Chapter information • Is your chapter membership growing? Decreasing? • Where is your chapter going? • How many @Large members do you have? • How many members did you lose last year? And why? • If someone left an organization, who replaced them? • Set goals and determine what your chapter wants to achieve. 	All Chapters	ASAP
15.	Register for the pre-conference workshop and/or conference and chose the "check" option. This is only for state council members.	State Council	ASAP
16.	Promote the conference at your chapter meetings, on your website, in the local paper, etc.	All Chapters	ASAP and On-going
17.	Contact Keely Smith with the Montgomery Chamber Convention Center and Visitors Bureau regarding the 2008/2009 state conference	Jamie	ASAP
18.	Notify Andrea of who will be attending the Hill Visit	All Chapters	ASAP
19.	Communicate the guidebook titled, "Domestic Violence in the Workplace: A Guide for Employers" is available to companies across the state. To obtain a copy, contact: Liz Ashley, (334) 832-4842. For questions or requests for training contact: Joan Sulzmann at (251) 490-6101.	All Chapters	On-going

DISCUSSION ITEMS AND MAIN DECISIONS MADE DURING COUNCIL MEETING:

	Discussion Item	Main Decision(s) Made
1.	Welcome and Introductions Paula Watkins	Paula welcomed everyone to the meeting. Those in attendance introduced themselves.
2.	National SHRM, Responsibility Overview, Fiscal, CAP, Responsibilities to National, Leadership Conference Dorothy Hill	<p>Dorothy Hill, Southeast Regional Director with SHRM shared the following:</p> <ul style="list-style-type: none"> • SHRM is the parent association. <ul style="list-style-type: none"> ○ There are almost 600 chapters nationwide. ○ The state council director is on the Southeast Regional Council. They have conference calls every other month and meet face-to-face regularly. This is an opportunity to find out what is going on in HR in our state. <ul style="list-style-type: none"> ▪ Puerto Rico is now in the southeastern region. ▪ Bermuda, Bahamas, U.S. Virgin Islands, and St. Croix are included as well. • The mission of SHRM is carried through the local chapters and the state council. <ul style="list-style-type: none"> ○ Advance the Profession ○ Serve the HR Professional • There are over 210,000 national members • There is a five-year campaign to go internationally. Hope to market products and services and formalize the process to form partnerships. <ul style="list-style-type: none"> ○ Canada: education, partnerships (most like the USA) ○ India: has a very developed HR function ○ China: has been difficult to enter as a business due to laws, etc. • There are many initiatives that are taking place with SHRM at this time. <ul style="list-style-type: none"> ○ Diversity: Shirley Davis has been named the Director. ○ Education: want to help set the curriculum. ○ Multi-media Web: on-line A/V offerings, video streaming, members of the regional team now have web cams. ○ Branding Initiative: a team has been formed of staff members as well as a consultant to look at the branding. There are too many banners, etc. They want a clear look about SHRM's identity and what it stands for. ○ ATP: raise visibility and understanding of what HR contributes. This is critical to staffing, retaining and retraining people. We, as HR professionals, need to be in on the decision making. • SHRM is available to support us in many ways. <ul style="list-style-type: none"> ○ Financial: must be an "Affiliate of"; chapter president must be a national member, 30% of membership must be national members, 51% must be

		<p>national members to be affiliated, rebate money for all national members in the chapter. National members involved in local chapters equal a higher retention of members. If 30% per year are national members, chapters receive \$10.50 per year per national member. If 100% chapter, \$25.00 per year per member. Growth of SHRM members in the chapter reaps rewards as well. This equals \$25.00 for each new member gained in the year. The state council receives a one-time payment at year end for all national members in the state. This is \$1.00 per member for a minimum of \$2,000 up to \$7,000 maximum.</p> <ul style="list-style-type: none"> • Resources: <ul style="list-style-type: none"> ○ The Volunteer Leadership Resource Center (VLRC) is packed full of resources for volunteers. ○ National SHRM staff members can come and visit. • CAP: <ul style="list-style-type: none"> ○ This is a planning tool for chapters. ○ The chapter president can be very successful if he/ she follows it as a roadmap. ○ It includes Core Leadership Area (CLA) sections. • National Leadership Conference (November 15-17, 2007): <ul style="list-style-type: none"> ○ This is a great conference for incoming chapter presidents. ○ There is great entertainment and food for those attending. ○ Attendees get the opportunity to visit SHRM headquarters. ○ There are break-out sessions that focus on specific topics for chapters. ○ There are also professional development opportunities as well. ○ The president or incoming president can attend the conference at no charge other than transportation to the conference. Chapters need to budget for this.
3.	Financials Mike Bean	<p>Mike presented the 2007 State Council budget and the 2007 state conference budget. Paula mentioned that as state council director, she is eligible to attend another conference for free but the state council pays for her transportation. It was suggested that we indicate on the "National Leadership" line item that we indicate how we are using the money there.</p> <p>By February 7, 2007, if your chapter has less than \$10,000 your chapter will receive a first shot at receiving Hill Visit scholarships. After this date, it is open to all chapters.</p>
4.	Federal Legislative Andrea McCain State Legislative Juanita Phillips	<p><u>State Legislative</u></p> <ul style="list-style-type: none"> • Juanita provided those in attendance a handout that outlined initiatives at the state level. She encouraged everyone to write letters. • She encouraged us to get to know our state legislators. There are letters available on the website. She also encouraged us to call the closest legislative office and build a relationship. • She would like each chapter to have at least one representative from each chapter in attendance. <p><u>Federal Legislative</u></p> <ul style="list-style-type: none"> • Alabama was #1 in letter writing for November. • We didn't have any letters written in December. • Out of the 31,245 Federal letters, 930 were written by Alabama (13th highest by state). • The Hill Visit is scheduled for March 14, 2007. <ul style="list-style-type: none"> ○ Six of the nine legislative visits have been scheduled. ○ The topics of discussion include: immigration reform, healthcare, and FMLA. • Cost of writing letters? <ul style="list-style-type: none"> ○ 2 minutes if done on-line ○ Chapters can take advantage of Hill Visit scholarships available through the state council ○ Celebration!
5.	Certification Alan Sconiers	<p>Alan passed around a sign-in sheet for chapters to identify who their certification contacts were. He would like to get an idea of the number of certified professionals. He also provided a handout that identified the certification goals for the state council (from the state council achievement plan.)</p>
8.	Workforce Readiness Jamie Brown	<p>Jamie mentioned that the key points from Workforce Readiness would be provided in a handout that will be available at the break-out sessions on Saturday. She did pass around a sign-up sheet for chapters to identify who their workforce readiness contacts were. She reminded the chapters that she is available to speak on the topic but does request a two month notice due to her new job.</p>
9.	SHRM Foundation	<p>Bill gave an update regarding the SHRM Foundation. He said that 2006 was a GREAT year! At the national level, the \$550,000 goal was met. He provided several handouts</p>

	Bill Rush	<p>(see handout listing at the end of the minutes.) The blue sheet that talks about the Foundation can be reproduced. We need to educate our chapter members about the Foundation and raise money for research, publications, education and scholarships/ awards.</p> <p>Chapter Pledge form (to be sent to Bill Rush): http://www.shrm.org/foundation/ChapPledgeForm.pdf</p> <ul style="list-style-type: none"> • Bill encouraged those in attendance to indicate whether a contribution is for an individual or chapter. • The SHRM Foundation (and Bill) has challenged the HR community to raise additional funds for the Foundation. Bill has charged us with raising \$20,000 (individuals and chapters.) <ul style="list-style-type: none"> ○ The state conference will be one way we can raise additional funds. This can be done by conducting a silent auction/raffle. ○ Someone mentioned that the sponsors of the state conference could donate their door prize to raise money. <p>Before the council meeting was over, he received \$300 in donations!</p>
10.	Diversity Carmen Douglas	Carmen also has handouts available for the breakout sessions on Saturday. She mentioned "Perceptions to Reality."
11.	Pinnacle Award Presentation Walter Jones/ ADP Pinnacle Award Update Paula (for Herb Clark)	<p>Walter Jones from ADP presented the state council a check in the amount of \$1,000.00 in recognition for being selected as the Pinnacle Award winning state council for our Hill Visit efforts.</p> <p>We will not submit an award for 2007 but we do need to be thinking about what we could do next year. The attached link provides a list of winners. http://www.shrm.org/press_published/CMS_019245.asp</p> <p>Dorothy mentioned that chapters need to "quantify" their submission to show results. Make sure to make the ATP/ STP connection.</p>
12.	Student Chapters Paula (for Mike Loncono)	<ul style="list-style-type: none"> • Paula shared a handout that Mike Loncono prepared to let chapters know about two student events that will be held this year. • For the state conference, Paula has asked that chapters help underwrite the cost of the conference so students don't have to pay their own way.
13.	Miscellaneous	<ul style="list-style-type: none"> • As a member of the state council, we will provide one shirt with the SHRM AL logo on it. In order to receive this, you must attend a minimum of two state council meetings. • Chapter presidents are automatic members of the state council. • Paula mentioned that SHRM and the state council will be partnering with other agencies (i.e. AARP and the Alabama Coalition Against Domestic Violence.) <ul style="list-style-type: none"> ○ A booklet titled, "Domestic Violence in the Workplace: A Guide for Employers" was recently published. ○ The Coalition is interested in getting this booklet out to as many employers as possible.
14.	State Conference Planning Bill, Paula and Jamie	<p><u>Sponsorship:</u> Bill provided everyone in attendance a copy of the potential sponsors. He asked that we review the "potential" list and if we know anyone there, go ahead and give them a call because we'll most likely sell out of sponsorship/ vendor space very soon.</p> <p><u>State Council:</u> We discussed the state council meeting that is normally held the day before the conference. Paula mentioned that she will make sure those council members who would like to attend the pre-conference are welcome to at no cost. Like attendance at the conference, this is not transferrable.</p>
15.	Membership Evelyn Gibson	<p>This is a new Core Leadership Area (CLA) for SHRM and the state council.</p> <ul style="list-style-type: none"> • Paula read a description of what this role provide in the future. • A webcast titled "Member Engagement Leads to Member Retention" and was held on 1/25/07. It can be accessed from the VLRC. <ul style="list-style-type: none"> ○ If we lose members, we lose support. • Evelyn Gibson will be gathering much information from your chapter.
16.	Metrics Julia Fees	<p>This is another new role for the state council. In this role, Julia will "slice and dice" our membership information.</p> <ul style="list-style-type: none"> • What types of organizations do our members represent? • How many are in Alabama? • How many employers do our members represent? • Families (i.e. healthcare concerns) • Turnover/ retention rate • Some of this information can be tied to legislative efforts.

		<ul style="list-style-type: none"> • Her goal is to provide data to our end users. <ul style="list-style-type: none"> ○ Research ○ Surveys ○ Other means
17.	Branding Lana Mosely	This topic was tabled until a future meeting.
18.	Council Manager Pam Werstler	<p>She is having difficulty with the hotel (Embassy Suites.) It is booked in March; the prices in August are more expensive. It was decided that these meetings will be held in Birmingham at the Drury Inn. (Pam went ahead and booked a block of rooms for these meetings as well as the state council and conference meetings.)</p> <p>Paula suggested that Jamie be thinking about dates for 2008 in order to get rooms booked. Paula also mentioned that after the meetings on Friday, the state council will pay for the meal but not alcohol.</p>
19.	Teambuilding Activity Jamie Brown	Jamie started the Saturday session off with a teambuilding activity. She asked everyone in attendance to complete a worksheet on the Myers-Briggs Type Indicator. Once everyone identified their type, she divided them into four teams by type. Each team was instructed to "design a swimming pool." At the end of the session, everyone was able to view the drawings and make observations about why the designs were different in size, detail, color, etc. She made a parallel to that of the members in our volunteer organizations. We must capitalize on the strengths and details of others to be successful.
20.	CLA Breakouts	Each CLA was asked to provide details about their area. Participants were asked to write down their favorite idea as it related to the subject. A complete list will follow below. This was a really fun way to expose chapter leaders to the different CLA areas.
21.	Breakouts: Membership Programs Treasury Communications	Paula, Jamie, Mike Bean and Jim Dingus conducted brainstorming sessions on the topics noted, respectively. A complete list will follow. In addition, Jamie provided a list of program ideas that was captured from SHRM.org and various chapters across the southeast region.

If additional clarification is needed for ideas generated below, please contact the facilitator noted.

PROGRAMS Facilitated by Jamie Brown		
Location	Topic	Charismatic leader
Level of information	HRCI credit	Share good "free" sponsors with other chapters
Combined chapter meetings if have to pay for speaker	SHRM speakers program	Local president/ CEO – ask what they want/ need in/ from HR
Continuing Education instructors	Things unique to the area (i.e. merger, new benefits program)	Auburn Canine Detection Facility (located in Calhoun County) is looking to form partnerships (drop in drug use, accidents)
Local police force (workplace violence, drug detection, etc.)	Time of meeting (breakfast, lunch, dinner; combination of all)	Themed meetings (i.e. 2/14 – Workplace Romances, American Heart Association)
Tie meetings to holidays or occasions	HR Horror Stories – October Roundtable	Dress the Santa – Kit with Crate paper
Christmas with the Right Family (an alternative to Dirty Santa)	Invite and honor all past presidents – free meal, group picture	Drawing for new and long-term members, those who brought guest get \$\$
Come as a guest one time for free	Goodie bag with a gift and chapter membership application for guests	Speaker gifts from companies in the area
Gift card for speaker with perfume samples	Network more – A, B, C tables with chairs numbered – interview each other	Table assignment – color-coded that way you sit with other people
15-30 minute networking or social before the meeting	Length of meeting	SHRM-focused meeting (2 hours)
Fall Workshop/ Annual Forum	Contact other professional groups about speakers	Handling Employee Issues – bring a new supervisor to lunch
Bring Your Boss to Lunch – HR Strategic Focus (October – Boss' Day, goodie bag)	½ & Full-day Workshops; sponsors, vendors	Mock Trial (Lehr is good)
Ethics in HR	Boss of the Year Challenge – have HR professionals identify why their boss is the best – award prize	

GREAT SPEAKERS		
Richard Lehr	Sharon Lovoy	Libby Anderson (Staffing)
Gerry??? From Florida	Debra Leo (EEO, BHM)	Gary Huckabee (HNT) – Humor in the Workplace
Patrick Henry (sings, plays guitar, “The Dash”)	Margaret Morford	Cam Marston (Generations)

TREASURY Facilitated by Mike Bean		
Balance sheets	Non-dues revenue (sponsors)	Selling items (PACS)
State Council grants	Incorporation (Filing 990s)	Non-Profit Status (Filing 990s)
National	100% chapters get \$25 for national members	Non-100% chapter get \$10 for national members
Sponsors – booth at meeting (\$100 - \$300)	Special events – Christmas Party	Chamber events – Splitting revenue
½ or Full day conferences	Newsletter – ad space	

COMMUNICATIONS & BRANDING Facilitated by Paula Watkins		
WEBSITES		
Event registration	Minutes	By-laws
Membership rosters	Job listings	Calendar of events
NEWSLETTERS		
Monthly	CLA articles	Professional Development (PD) advertisements
Upcoming speakers	Legislative	Notes from topics – FMLA
Recognize new members, Board, certifications	Read!	Chapter history item
AT MEETINGS		
<u>TABLES</u>	<u>E-BLASTS – Run My Club</u>	
Job openings	Job openings	
Legislative update	Legislative	
CLAs	Establish Comms(?) Groups	
Info on SHRM	SHRM e-blasts	
Applications (SHRM National and Local)		
HELP? Membership Package		
Other Ideas		
State Council to help with: <ul style="list-style-type: none"> • Mentoring • Brainstorming • Tap into experience/ ideas 	State Council CLAs: <ul style="list-style-type: none"> • Provide an article or idea a quarter • Share an idea of something that was successful at another chapter 	Local: <ul style="list-style-type: none"> • Communicate any workshops or recognition of professionals in the local paper. • Involve the local TV station

MEMBERSHIP Facilitated by Jim Dingus		
New members	Members@Large → Chapter	Local Members Only (LMO) → National
Block new members at % needed (you can't join the local chapter unless National member)	Increase % of membership yearly that need National membership	Give away membership a year
Chapter officers get National paid for	Pay for 50% for Officers National membership	On-line application
Calling Campaign – new/ absent members	Person to Person members	Programs packaged correctly
Letters to employers to send HR to meetings	Sales Personality	Identify customer base
Create target list	Find out who is handling HR	Communicate about product/ service <ul style="list-style-type: none"> • In person • Fax • Phone follow-up

The following ideas were generated as a result of the CLA breakout session. After the breakout session, volunteers voted on their favorite idea and person who provided the idea that received the most votes got \$100 cold hard cash!!!

WORKFORCE READINESS Jamie Brown, CLA Director	
Gwen Black	Partner with local Co-op Extension and participate in job shadowing day activities.
Jennifer Allen	Bring a child or student to work with you one day to experience work environment.
Latrenda Hardy (LH)	Create more internships (paid) for college students (2 yr and 4 yr schools/ universities)
Sybil Hock	Volunteer at local high school, community college, career-tech class to do mock interviews and teach how to fill out job applications.
Sandra Williams	Develop chapter readiness kit to be used in community "readiness" efforts.
Harold Williamson	Co-sponsor a Career Day with local college, university, and high school. Invite local employers.
Shelly Murray	Have your workforce readiness committee spread out and serve on various related boards and committees (Chamber, Governor's Initiative, City Council, etc.)
Hank O'Steen	Help to educate schools (students and career counselors) at career opportunities with local industry → prepare those students that will not go to traditional college → to gain manufacturing skills.
Janet McQueen	Provide assistance for gaining GEDs to single parents with childcare opportunities through grants and partnerships with community colleges.
Mike Van Rensselaer	Encourage local universities to provide student class credits (hours) for participating in a student chapter or attending SHRM meetings.
Belinda Blackburn	Allow students to attend HR training at reduced rate (certification prep classes.)
SHRM FOUNDATION Bill Rush, CLA Director	
Shelly Murray	Hold a silent auction at your annual conference with all proceeds going to the SHRM Foundation.
Shelly Murray	Bill Rush to speak to local chapters and educate them on the Foundation.
Sheree McAdams	"50/50" pot split at chapter meetings.
Penny Rotolo	In newsletter, show latest training provided by Foundation.
Jennifer Allen	Raffle conference or upcoming workshop tickets in monthly meeting.
Pam Werstler	TVC-SHRM is partnering with Calhoun Community College to offer HRCI approved classes; the Foundation will receive a portion of each registration fee.
Mike Bean	At state conference, have each vendor raffle their prize and give proceeds to SHRM Foundations.
Sybil Hock	At chapter meeting, raffle off (donated) gift certificates for lunch/ dinners at area restaurants.
Will Patton	Have a vendor sponsor at chapter meeting with 100% going to the Foundation.
Harold Williamson	Encourage members, especially retired or former members, to put the SHRM Foundation in their will.
STUDENT CHAPTERS Mike Loncono, CLA Director	
Jim Dingus	Attend student chapter events/ activities.
Janet McQueen	Send a representative to speak with students in HRM program at universities.
Sybil Hock	Have student chapter members serve on committees in the chapter (i.e. Christmas social) and attend chapter meetings for free.
Penny Rotolo	Have the HR person from chapter that employs the most employees speak at student chapter meeting.
Will Patton	Allow students to join chapter a huge discount and a member come to monthly board meeting.
Leanne Fuller	Utilize HR intern from local university (HR intern, student chapter member) and take intern to chapter meetings.
Gwen Black	Prepare a presentation (i.e. harassment) on HR subject and present to student chapter. Also, invite students to your facility.
Sharon Brooks	Encourage student attendance at local meetings. Invite student to offer suggestions regarding topics of interest.
Juanita Allen	Provide internship or scholarship to student member.
Leanne Fuller	Partner with student and assign mentors from local SHRM chapter. Take to work day, etc.
LEGISLATIVE Andrea McCain & Juanita Phillips, CLA Directors	
Penny Rotolo	Have a contest and give the chapter that writes the most letters over six months.
Julia Fees	Set up a booth at a chapter meeting so members can send letters. Peer pressure is great. Possibly have during seminar for larger group to participate.
Leanne Fuller	Letter writing meeting – have letters available for signatures. Tailor letter to current topic. Easy

	for member, no effort.
Jim Dingus	Have a legislative update on hottest topic/ issue ad each meeting.
Will Patton	Have a state legislative rep speak at monthly meeting.
Harold Williamson	Provide a computer and internet connection at chapter meeting so SHRM members can log onto HR Voice and send letters.
Juanita Allen	Put legislative pierce in every monthly newsletter with ways you can me a difference.
Julia Fees	Find out how our legislators voted before we approach them to tailor our contacts with them.
Shelly Murray	Encourage/ require your legislative committee to join local groups and committees related to governmental affairs. The more we know about what's going on around us, the more of an impact we can make.
DIVERSITY Carmen Douglas, CLA Director	
Janet McQueen	Meet with local minority clubs and church leaders to introduce your chapter and encourage them to put the word out about your chapter (to increase participation of minorities with the organization.)
Harold Williamson	Co-sponsor a networking event with local Chamber of Commerce targeted to minority-owned businesses.
Shelly Murray	Use the CAP to plan events.
Leanne Fuller	During a monthly meeting, set aside a discussion time for what each company/ organization is doing in the area of diversity. For example, training programs, etc.
Shelly Murray	Figure out the demographics and other diversifying characteristics within your own chapter to learn just how different you all are.
Sharon Brooks	Use an "American Idol" approach to encourage HR professionals to sell their unique HR talents/ best practices.
CERTIFICATION Alan Sconiers, CLA Director	
Latrenda Hardy (LH)	Get the word out to chapter members about the "Pay if you Pass" policy.
Shelly Murray	Set annual goals for numbers of members to become certified. Goals drive actions.
Shelly Murray	Hold a special certification period covering two windows where the chapter will pay 50% of exam fee if the member passes. This could include those going from PHR to SPHR.
Will Patton	Provide certification training. Provides speakers to cover all the topics. Rotate a 3-person committee to provide training.
Sybil Hock	Have certified chapter members give "testimonials" at chapter meetings saying what/ why having certification means to them or has helped them in their career.
Gwen Black	Have current PHR/ SPHR certified member mentor/ tutor other members by holding study group sessions (weeks) leading up to the test date.
Jim Dingus	As we hire, use certification in the process.
Hank O'Steen	List as preferred requirement when we advertise our HR jobs → create awareness and value.
MEMBERSHIP Evelyn Gibson, CLA Director	
Wanda Burns	Contact EDA/ Chamber – sponsor event for non-members.
Hank O'Steen	Offer incentives for companies to support multiple members (i.e. discount)
Janet McQueen	Attend Chamber of Commerce events and "sell" your chapter.
Will Patton	Have three to four members serve as Ambassadors – rotate each month. Contact visitors and inactive members by phone. Announce special recognition and awards members have received.
Mike Van Rensselaer	Focus on reasons that current members leave the chapter.
Sandra Williams	Create print communications local with national objectives.
Leanne Fuller	Go to ribbon cuttings for new businesses and make contact then tell them about the local chapter.
Shelly Murray	The person who successfully recruits the most members wins a large cash prize at the ends of the year.
Sharon Brooks	Membership packet to introduce the chapter with highlights about local chapter and national.
Sheree McAdams	Compete with similar-based chapter in membership drive.
Mitzi Cole	Make sure area businesses, not currently members, are made aware of what we're doing. Putting them on our e-mail list serve so they receive our newsletter and other correspondence.
Mitzi Cole	Charge each member with brining one new member to the chapter.
Harold Williamson	Award a \$ gift card to the chapter member who invites the most guests during a quarter.
Harold Williamson	Give a "guest door prize" to one lucky guest at each meeting.
Sharon Brooks	Create and "HR Professional of the Year" award.

HANDOUTS RECEIVED:

GENERAL INFO:	CHAPTER NARRATIVES
Cognitive Style Inventory (teambuilding activity) www.personalitypathways.com	Tuscaloosa (THRP)
Workforce Readiness Update	Tennessee Valley Chapter (Decatur)
Diversity Update <ul style="list-style-type: none"> • SHRM, chapter goals and tools • The Jellybeans • The Cold Within • Village of 100 People 	Mobile SHRM
Legislative Update <ul style="list-style-type: none"> • Grassroots Lobbying and You! • Chapter Legislative Director Expectations • Tips for Planning a Chapter Legislative Meeting • Sample letter • Capitol Hill Visit Scholarship Program • SHRM Chapters in Alabama Cities (map) • SHRM Governmental Affairs Website • HR Voice Communication • Legislative Affiliated Offices • Alabama State Senate • U.S. Senate and U.S. Representatives • Madison County Delegation • State Legislative Update • Sample Wage and Hour letter 	Wiregrass HR Management Association
Creative Programming Ideas for Your Chapter Meetings	Gadsden-Etowah County SHRM
Available Speaker (www.thesmartsolutionsgroup.com)	East Alabama SHRM
Business Manager: <ul style="list-style-type: none"> • 2007 AL State Conference Budget • 2007 State Council Budget • Full reports for each quarter in 2006 	SHRM-Montgomery
Sponsorship Information	Shoals Chapter
2007 Certification Goals	Calhoun County
HR Student Events for 2007	
SHRM Foundation <ul style="list-style-type: none"> • SHRM Foundation Journey • Foundation Goals • Chapter Champion Program • Foundation contributions by chapter • Foundation contributions by individual • Foundation contacts • SHRM Foundation contribution brochure • 2007 Academic & Certification Scholarships for SHRM members • What is the SHRM Foundation? Overview • SHRM Foundation Director job description • SHRM Chapter/ State Council Pledge Form • 10 Ways the Foundation Benefits You postcard • Ethics-The Fabric of Business DVD slick • Thought Leaders Retreat Executive Summary • Employee Engagement and Commitment 	

Next Scheduled Meeting: March 30-31, 2007, Drury Inns & Suites Southeast, Birmingham

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