

Winona, Minnesota

# Winona Area SHRM Newsletter

May 2019



## President's Note

By: Rebecca Rowe, SHRM-CP – Winona Area SHRM Chapter President

Thank you to everyone who attended the Winona Area SHRM Leadership & Developed Conference on Tuesday, April 16<sup>th</sup> at the Winona State University Campus Tau Center. Personally, I thought both speakers were fantastic and based on the survey results – so did all of you!

More training, networking and opportunities to earn SHRM-CP/SCP continuing education credits are coming up!

Who is planning to attend SHRM19 Annual Conference & Exposition June 23 – 26 in Las Vegas, NV? I know of a few Winona HR professionals who will be attending! If you plan to attend, please let me know so we can all meet up in Las Vegas! Click [here](#) to learn more!



Who is planning to attend MNSHRM19 SuperHeRo Conference in Rochester, MN October 13-15? Keynote speakers Neen James and Judson Laipply will not disappoint! Click [here](#) to register!

[Neen James](#)

[Judson Laipply](#)

Presentation: *Attention Pays: How to drive profitability, productivity, and accountability*

Presentation: *Lead Your Evolution*



**2019 State Conference**  
**October 13-15, 2019**  
**Mayo Civic Center - Rochester, MN**



Winona Area SHRM Newsletter

# Veterans at Work Certificate Program

## Veterans at Work Certificate Program

The Veterans at Work Certificate, developed for HR professionals, hiring managers, and front-line supervisors, is a multi-faceted program from the SHRM Foundation and brought to you with generous support from Comcast NBC Universal.

Through the certificate program, you will learn:

- Learn the value that skilled veterans bring to the civilian workplace
- Demonstrate your commitment to attract, hire and retain these talented professionals
- Earn 10 professional development credits toward your SHRM-CP or SHRM-SCP recertification

The Veterans at Work Certificate is completely free and open to all. You do not need to be a SHRM member, and you do not need to hold a SHRM credential to earn this certificate.

To learn more, go to [SHRMs Veterans at Work Certificate Program](#) website.



**Monthly Meeting- Tuesday, May 14<sup>th</sup>, 2019 from 12:00 p.m. – 1:00 p.m.**  
**Connecting People with Purpose**

In today's hyper-competitive job market, successful recruiters are selling more than just a job. Companies that shape their employer brand around a sense of purpose, mission and values are more successful at landing candidates. Learn how to develop and position a meaningful and purposeful employer brand that tells the story of why a candidate should choose you.

Through an engaging story of one company's employer brand development discussions and exercises, attendees will learn the basics of:

- Crafting a purposeful employer value proposition
- The importance of creating employee advocates
- 5 easy social media recruiting actions any company can take

Please note that this meeting will take place at a new location! We will be meeting at:

**The Tandeski Center Southeast Technical College Campus**

**1200 Storrs Pond Road**

**Winona, MN 55987**

Bring your own lunch!

Click [here](#) to register!

## 2019 Winona Area SHRM Calendar of Events

Month	Presenter	Topics
May	Andy Goldman-Gray	Connecting People with Purpose
June	Sarah Bridges	Unconscious Bias
July	TBD	Drowning in Documentation: Staying Compliant and Current with Handbooks, Investigations, and Other Employment Documentation
August	Liz Uram	Performance Feedback: The Gift That Keeps Giving
September	Anna Kraemer & Jim Miley	Creating Confident Retirees
October	<b>MNSHRM State Conference in Rochester, MN</b>	
November	Jana O'Leary Sullivan	Free Speech in the Workplace
December	<b>Holiday Social</b>	

Click [here](#) to register and learn more about the 4<sup>th</sup> Annual Breakfast Forum *From: Handshake to #Hashtags*

**4th Annual  
Breakfast Forum**  
From: Handshake to #Hashtags

**9.10.19**  
Celebrations on the River

Keynote Speaker:  
**Scott Zimmer**

BRIDGEWORKS

**Callie Zipple**

**Garrett Jerue**

**Jami Gerke**

**Jeannette Schreier**

**WorkforceConnections**  
Your connection to work and training.

[WWW.WCIBREAKFASTFORUM.COM](http://WWW.WCIBREAKFASTFORUM.COM)

Click [here](#) to register and learn more about LASHRMs Annual Symposium.

**ANNUAL SYMPOSIUM**  
**MAY 15, 2019 | 8AM-12PM**  
**LUNDA CENTER @ WESTERN**



**Legal Challenges of Leave**  
**Nancy Vollertsen**

- 7:30am | Registration & Breakfast
- 8:00am | Sponsorship Introductions
- 8:10am | Review & Update of Required Leaves
- 9:15am | Networking Break
- 9:30am | What's New from DOL & Courts
- 10:30am | Networking Break
- 10:45am | Dealing with Complex Leave Problems
- 11:45am | Q&A Session

\$75 Members | \$95 Non-Members | \$25 Student Members  
Register online at [lashrm.shrm.org/events](http://lashrm.shrm.org/events)



## ***2019 Winona Area SHRM Professional Development Scholarship***

The Winona Area SHRM is dedicated to advancing the HR profession by developing chapter members through monthly meetings, an annual Leadership and Development Conference, networking opportunities and other forms of professional development. To support professional development objectives, Winona Area SHRM has created a scholarship program where one (1) scholarship will be awarded to an eligible member for continuing their education or professional development.

Winona Area SHRM will provide one (1) scholarship up to \$1,000 to an active chapter member to be distributed at the discretion of the Winona Area SHRM Board of Directors. With the scholarship, the member could attend a national or state SHRM conference, study for the SHRM-CP/SCP certification, attend a HR-related workshop or further their education by working towards an Associates, Bachelors or Master's degree from an accredited school in an HR-related program.

Consideration for the scholarship will be heavily based on chapter involvement. Scholarship eligibility will include the following:

1. Active national SHRM membership
2. Active Winona Area SHRM membership
3. Actively participating on either the Winona Area SHRM Board of Directors or a committee
4. Attend at least 50% of monthly meetings

A timeline for the scholarship process will be released later in 2019. The application deadline will be in early fall 2019 and the scholarship will be awarded at the end of 2019. The award may be prepaid directly to the entity (school, organization, etc.) by Winona Area SHRM. Any applicant seeking the scholarship for the SHRM-CP/SCP certification will need to provide a receipt and proof of passing the test to be reimbursed.

Please email Winona Area SHRM President Rebecca Rowe at [rowe@ci.winona.mn.us](mailto:rowe@ci.winona.mn.us) with any questions.

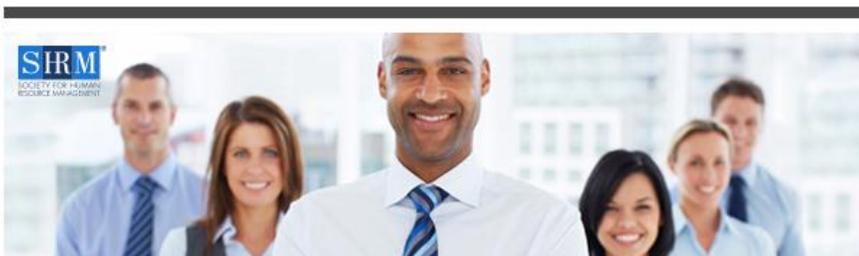


Do you wish you could request feedback from your local HR colleagues on various topics? Well now you can!!! Winona SHRM offers a private email group to all of its members!

Visit <https://groups.yahoo.com/neo/groups/winonashrm/info> and you will have three options:

1. Login to your existing Yahoo account
2. If you don't already have a Yahoo account you can create an account
3. Or you may choose to use an existing email account

Once you complete this step you will be asked to enter the Account Key which is sent to your designated email. Lastly, you will click "Join Group" and request to become connected. Once you receive the approval email you are now enrolled in the group and you may begin participating in the conversation!



**Earn a SHRM Talent Acquisition Specialty Credential**

[LEARN MORE](#)



#### 4 Steps to Earn the SHRM Talent Acquisition Specialty Credential

1. Purchase the SHRM Talent Acquisition Specialty Credential package, which includes:
2. Participating in the Talent Acquisition: Creating Your Organization's Strategy Seminar—available in-person and virtually!\*
3. Completion of six comprehensive SHRM eLearning courses on Talent Acquisition.\*
4. A 50-question online Talent Acquisition knowledge assessment to pass.\*



## Winona Area SHRM's Mission, Vision & Values

### Mission – (Why we exist)

The Winona SHRM Chapter is a professional organization that exists to:

- Build and sustain partnerships with human resource and business professionals, to address challenges that influence the effectiveness and sustainability of our organizations and communities.
- Provide a community for human resource and business professionals to share expertise and create innovative solutions on people management issues.
- Proactively provide education and research to human resource and business professionals to enhance our organizations and communities.
- Advance the HR profession through outreach, mentorship, and advocacy.

### Vision – (What we want to be)

To be the leading resource on people management skills.

### Values – (What we stand for)

- Strategic – in our thinking and planning
- Honorable – to our members, our organizations, and our communities
- Respectful – to the SHRM bylaws and legislative guidelines
- Mentorship – guidance and partnering with HR professionals

**People, it's our business!**

## Membership

Ashley Clark – Membership Director

# NEW MEMBER WELCOME



My name is Lisa Soller and I am the Human Resource Generalist at Winona Health. I currently live in DeSoto, WI with my husband (Tim) and Daughter (Lexi). I also have 2 Step-Sons (Justin and Jacob) and two Grandsons (Jeremiah and William). For nearly 20 years, I was an Emergency Medical Communication Operator (911 Operator), until my latest career move in 2018 into the Human Resource world. I had a short Human Resource position at Onalaska Care Center in Onalaska, WI before coming to Winona Health. I went back to school to earn my bachelor's degree in Organizational Management from the Viterbo University in the Fall of 2017 and this Spring I went back to school again this time at Winona State to earn yet another degree in Individual Studies. I started a Winona Health nearly a year ago May 21<sup>st</sup>, 2018 as the Recruitment Specialist and now I have transitioned into the Generalist role.

In my free time I love to go camping and fishing. I have a seasonal campsite in Rushford, MN, where I spend most of my summer. I have a couple of fishing trips planned for later this year to Canada and Chetek, WI. I also enjoy relaxing around the fire pit with good conversation and my two shelter rescue dogs, UBR and Jax.

## College Relations

Jennifer Davis – College Relations Chair

The 2019 Spring semester has flown by! The students finished the semester by attending and assisting with the SHRM Leadership & Development Conference on April 16th. Many students were able to attend the full day of events filled with keynote speakers and a discussion panel. The feedback was tremendous, we look forward to continuing to include the students in more events in the future.

The last meeting of the semester took place on Wednesday, May the 1<sup>st</sup>. The meeting started with the presentation of the Spring Scholarship. This year the \$600 scholarship was awarded to Jenessa Urban. In the picture below Jenessa is standing in the middle surrounded by President, Bethany Seifert and Vice President, Sidney Brunholz.



Next on the docket was to hold elections for the open board positions. There were six candidates applying for the Secretary and Recruiter/Advertiser positions. The picture below shows the board members for the Fall 2019 semester omitting the future president, Maddy Klostermann.



The meeting wrapped up with a reflection of the semester where the club brainstormed new ideas, discussed what worked well this semester and what they'd like to try for next semester. This cheerful evening was full of celebrating and talking about plans for the future.

Yet again it was a pleasure working with these wonderful students as they navigate through their college years and enthusiastically take their first steps of their Human Resource careers. I wish the seniors all the best in the future! Below is a picture of the 2019 SHRM Club.

## SHRM Foundation

Cheri Gabbert- Foundation Director

**Thank you** to all those that donated to the 50/50 raffle during the Leadership & Development Conference on April 16<sup>th</sup>. We raised a total of \$125.00 which left \$62.50 to go to the SHRM Foundation.

### Free Guidebook

The SHRM Foundation is excited to announce the launch of its new guidebook, *The Recruitment, Hiring & Engagement of Military Veterans*. This FREE guidebook – developed for HR professionals, hiring managers and front-line supervisors – will help you better understand the value veterans bring to your workplace and how to engage and integrate veterans in your organization.

### **Download a copy of the free guidebook now**

Learn more about the accompanying Veterans at Work Certificate Program. All SHRM-CP and SHRM-SCP credential holders can earn 10 professional development credits toward their recertification!

This program is made possible thanks to the generous sponsorship from Comcast NBC Universal.



# COMCAST

## SHRM Board of Directors

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