

# Winona SHRM Newsletter September 2014

AFFILIATE OF



SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT



## *In This Issue*

- President's Notes
- President Elect's Notes
- Membership Update
- SHRM Certification Toolkit Information
- SHRM Certification Questions & Answers
- Legislative Update

## *Upcoming Scheduled Meeting Dates*

- September 9, 2014 – Legislative Update
- October 21, 2014 – Annual Board Member Voting and HR Jeopardy

## *SHRM Links*

**National SHRM website**  
[www.shrm.org](http://www.shrm.org)

**MN State SHRM website**  
[www.mn-shrm.org](http://www.mn-shrm.org)

**Winona Area SHRM website.**  
<http://winona.shrm.org>  
Username: first initial, last name  
Password: hr

**JobDig**  
[www.jobdig.com](http://www.jobdig.com)

**Winona SHRM**  
PO Box 71, Winona, MN 55987

## *President's Notes*

*By: Rhonda Spece*

It is hard to believe that summer is fading away, and the smell of autumn is near. Where does the time go?

Welcome back College Students. We are glad to have a group of students that will be a part of our SHRM chapter. I look forward to visiting with each of you.

Thank you to those that helped out and/or attended the Summer Membership Social at Elmaro Winery. It was a great social and learning event. A big KUDO's goes out to Karissa Wirt for putting this event together. She did a wonderful job!

We are back on track with our monthly meeting, with the legislative update session on *September 9<sup>th</sup>*. At our *October 21<sup>st</sup>* meeting we will be voting on new Board members. Ashley Zweep is willing to step into the President Elect position (formerly known as Vice President). Linda Digby from Riverside Electronics is interested in the Treasurer position. We are still looking for MORE volunteers. We still have Board positions open and also are looking for volunteers to be on some smaller committees. Please contact me or another Board member if you are interested in learning more. **You can make a difference.**

We are in the process of updating "The Winona Area SHRM" bylaws which hasn't been done since July 2011. The main reason we need to revise the bylaws is because of the change we are making to have the Winona Chapter be 100% National SHRM members. By going 100% National SHRM membership, this will benefit our chapter financially and in turn allow our chapter to offer more to you. We are also updating Leader Position descriptions to match the bylaws and there have also been a few title changes.

We are starting our Spring Conference Planning Committee. We will have our first meeting on *September 17<sup>th</sup>* at 5:00 pm at the Green Mill lounge. Everyone is welcomed to be part of this committee. We would love to have everyone's input for this event. Last year's conference was a success so we need to come up with ideas on how to top it. If you plan to join us for the meeting please contact Ashley Zweep at [Ashley.z@anocafurnishings.com](mailto:Ashley.z@anocafurnishings.com) or myself, Rhonda Spece at [rspece@goodshepherdushford.org](mailto:rspece@goodshepherdushford.org).

## Contact Us

### President

Rhonda Spece  
507-864-7714

[rspece@goodshepherdushford.org](mailto:rspece@goodshepherdushford.org)

### President Elect

Ashley Zweep  
507-452-1112

[Ashley.z@anovafurnishings.com](mailto:Ashley.z@anovafurnishings.com)

### Secretary

Heidi Viestenz  
507-494-0513

[hjviestenz@merchantsbank.com](mailto:hjviestenz@merchantsbank.com)

### Treasurer

Reva Witte  
507-453-3775

[rwitte@winonahealth.org](mailto:rwitte@winonahealth.org)

### Web Coordinator/Marketing and PR

Cheri Gabbert  
507-454-4044

[cherig@mnppwr.com](mailto:cherig@mnppwr.com)

### Legislative Representative

Beth Ede, SPHR  
507-453-6347

[bede@winonaagency.com](mailto:bede@winonaagency.com)

### Membership Director

Karissa Wirt  
507-453-4996

[Karissa.wirt@bench.com](mailto:Karissa.wirt@bench.com)

### College Relations

Alberta Rosburg, PHR  
507-457-1193

[aaosburg@merchantsbank.com](mailto:aaosburg@merchantsbank.com)

### Past President

Lori O'Brien  
507-474-6900

[lobrien@sportnspine.com](mailto:lobrien@sportnspine.com)

Starting on page 4 you will find some information regarding the new SHRM certification. I know that some of you have questions on this new program, so I hope this information will help.

I look forward to seeing everyone on *September 9<sup>th</sup>* at our monthly meeting. Remember if you need to get a hold of me you can e-mail me at the above address or call me during the day at 507-864-7714 or in the evening at 507-452-7851.

***Thank you for being part of our Winona Area SHRM Chapter.***

## President Elect

By: Ashley Sweep

## September Legislative Update



Keynote Speaker: Larry Bourgerie, MN State SHRM Legislative Director

Larry earned his B.A. in Business and his Master of Arts in Industrial Relations from the University of Minnesota Carlson School of Management. He has a SPHR certification from the Society for Human Resource Management (SHRM), is active at the state and national levels of SHRM and is a past president of the Twin Cities Human Resource Association.

He currently consults in leadership, organizational and employee development and career coaching. His client list includes Park Nicollet, Medica, Children's Museum of Minnesota, University of St. Thomas, State of Minnesota, City of Minneapolis and Hennepin County.

Senator Jeremy Miller and Representative Gene Pelowski have accepted our invitation to attend the meeting and will provide an update on HR-related Minnesota legislation and will be available for questions barring any special sessions or issues they would be called away for.

**Event date:** Tuesday, September 9, 2014

**Networking:** 11:30am – 12:00 pm

**Legislative Update:** 12:00pm – 1:00 pm

Winona Area Chamber of Commerce

902 E. Second St - Ste 120 | Winona, MN 55987

*Approved for 1 HRCI re-certification credit hour*

As a reminder; we will no longer be offering lunch but you can look forward to baked cookies at the September meeting! Feel free to bring your lunch to the monthly meetings.

[Click here](#) to register by **September 5th**. Hope to see you there!

## *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 and authority on people management issues.

### Values – (What we stand for)

- Knowledgeable – in people management
- Influential – in education and advancing the profession
- Strategic – in our thinking and planning
- Supportive – to our members, organizations, and our communities

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

**\*Due to the MNSHRM State Conference scheduled October 12<sup>th</sup> – 14<sup>th</sup> the October meeting will be postponed to October 21<sup>st</sup>.\***

## **October Annual Voting and HR Jeopardy**



**Event date:** Tuesday, October 21, 2014  
**Networking:** 11:30am – 12:00 pm  
**Legislative Update:** 12:00pm – 1:00 pm  
Winona Area Chamber of Commerce  
902 E. Second St - Ste 120 | Winona, MN 55987

Put your smarty pants on and join in on the fun! We are hosting a HR Jeopardy game to test our HR knowledge and winners will receive a prize! We will also conduct our annual voting session for new board members at this time.

As a reminder; we will no longer be offering lunch but you can look forward to some baked chocolate brownies! Feel free to bring your lunch to the monthly meetings.

---

## *Membership Update*

The Board has reviewed and agreed to move forward with the transition to a "100% National Membership" chapter, effective January 1, 2015. The primary justification for this exciting change is due to the positive effect it will have on our finances. Our local chapter receives funding from the National SHRM organization per each National Member, per year. Currently we are only receiving \$10 per year per National member. The transition to a 100% National Membership chapter will increase this funding to \$25 per National Member each year. Currently we have 75 National members and only six (6) local-only members. Our projected incoming revenue for 2015 would be \$1,875, compared to \$750, an **increase of \$1,125** for our chapter.

### ***What does the change mean?***

- Our chapter is then required to revise our bylaws, which haven't been updated since 2011. The revision to the bylaws will reflect the change to our chapter becoming a 100% National Membership chapter. Once the revision to the bylaws is available, eligible-voting members will have the opportunity to review and vote to approve the changes to the Winona Area SHRM chapter bylaws (Fall 2014).

- For the six individuals who were holding local-only membership, they will no longer be included on our membership roster; however will still be welcome to attend speakers or events. Similar to other area chapters, such as La Crosse and Rochester, our chapter will incorporate a small meeting/speaker fee (perhaps \$12-\$15). Please keep in mind that currently our chapter schedules seven (7) regular meetings: January, February, March, May, September, October, and November., as April is the month of Annual Conference, and the chapter takes summer break between June through August, and finally, December is our Holiday social event.
- Implementing a \$12 fee (for example) for these 7 meetings equates to \$84 to attend all. The annual local membership fee was \$90. In this new proposed format, these individuals/guests would be able to attend meetings that work with their schedule, paying per meeting only, and not required to pay any sort of annual fee. Our Board perceives this change to be a “wash” for the individuals that may be affected by the change.
- Anyone holding a local-only membership is welcome to obtain a National Membership from SHRM. Information and registration is available at [www.SHRM.org](http://www.SHRM.org).
- At this time, we don't foresee any changes for our members to who are currently holding a National SRHM Membership.

The Board has proposed this change because it will have a very positive impact on our financial status, there is no anticipated impact to existing National SHRM members, and because it is anticipated to be a very minimal change to the six individuals who were local members. We are hopeful chapter members will understand that the long-term outcome will positively impact our chapter financially, and all will support the 100% National Membership chapter.

Sincerely,

Board of Directors  
Winona Area SHRM

---

## *SHRM Certification Toolkit*

# SHRM CERTIFICATION

THE NEW CREDENTIAL FOR HR PROFESSIONALS

SHRM is pleased to announce the posting of a [SHRM Certification Toolkit](#), designed to help our affiliates and their members to understand the new SHRM Certification and what's in it for them.

“Our affiliates are our best pipeline for getting information out to our members,” said Elissa O'Brien, SPHR, SHRM Vice President of Membership. “This toolkit puts the latest information into the hands of the people who can help the most.”

Located in the SHRM Volunteer Leader Resource Center, the toolkit includes: a downloadable PDF slide presentation that outlines the SHRM Certification; an Interactive Overview and Tour of the SHRM-CP and SHRM-SCP; collateral materials (PDFs) that chapters and councils can use to promote the SHRM Certification; as well as a pair of infographics that help explain the SHRM Certification life cycle.

For more information about SHRM Certification, go to [shrmcertification.org](http://shrmcertification.org)

---

## *SHRM Certification Questions & Answers*

# SHRM CERTIFICATION

THE NEW CREDENTIAL FOR HR PROFESSIONALS

During SHRM's recent Annual Conference & Exhibition there were more than 6,000 attendees who stopped by the SHRM Certification Lounge and exhibition booth to learn more about the new SHRM Certified Professional and SHRM Senior Certified Professional (SHRM-CP/SHRM-SCP) competency-based certifications. Once attendees had their questions answered, they understood the value a competency-based certification would have for them and their success as HR professionals.

Here are some of the common questions that were received:

### **1. Why are these new certifications being introduced?**

Business demands have changed and SHRM, as the leader in HR professional development, has the responsibility of ensuring our members have the tools and resources they need to meet those expectations. The SHRM-CP and SHRM-SCP certifications will demonstrate proficiency in the core competencies that make you a successful HR professional in this changing global environment.

### **2. How will SHRM's competency-based certification differ from others?**

Most certification exams are knowledge-based—they test what you know. [SHRM's new competency-based certification](#) is at the forefront of certifications that are focused on teaching and testing the practical, real-life information HR professionals need to excel in their careers and drive business outcomes today, including knowledge, skills, **and** competencies. The SHRM-CP and SHRM-SCP will more closely measure not only what you know, but how you apply that knowledge in the situations you face every day. This is the evolving standard in individual assessments and is being adopted by leading testing bodies.

### **3. Why does including competency make more sense for a certification?**

At the Annual Conference it was stated that business futurists predict that if the pace of change continues, half of the jobs in the U.S. and around the world will be replaced by technology or changes to business operations. By defining the standards for the practice of good HR beyond basic knowledge, and demonstrating our unique and critical value, we ensure the continued leadership role our profession plays in

---

the business community.

Competency-based assessments are needed to enhance our professional standards, and are being urgently sought by the business community and HR practitioners. Currently only 12 percent of HR professionals are certified— well under the levels found in other professions. SHRM recognized there was an opportunity to significantly enhance the relevance of HR certifications. This is why SHRM began pursuing the development of a competency-based certification, which will not only test your HR technical knowledge, but also your behavioral competencies ([See SHRM's Competency Model](#)). This sets a new and universal standard for the profession and better prepares HR professionals for the business changes that lie ahead.

#### **4. What will this mean for me if I have an HRCI credential?**

HR professionals with existing HR generalist certifications in good standing will be eligible for either the SHRM-CP or SHRM-SCP by taking an online tutorial beginning January 2, 2015.

- If you hold an HR senior generalist certification, such as an SPHR®, GPHR® or HRMP®\*, you will be eligible for the SHRM Senior Certified Professional (SHRM-SCP).
- If you hold an HR generalist certification, such as a PHR® or HRBP®\*, you will be eligible for the SHRM Certified Professional (SHRM-CP).

#### **You will not lose or have to give up any of your current credentials in order to obtain the new SHRM Certification.**

Since the Annual Conference, SHRM has continued to make progress as they prepare to roll out the SHRM-CP/SHRM-SCP certifications to the profession next year.

They will continue to communicate as new developments occur with the SHRM-CP and SHRM-SCP certifications. Please visit [www.shrmcertification.org](http://www.shrmcertification.org), which is constantly being updated with new information and is where you can ask questions and learn more about competency-based certification.

---

### *Legislative Update*

*By: Beth Ede*

#### **Washington Update**

#### ***Contractors Competing for Federal Contracts Required to Disclose Labor Law Violations***

Are you a federal contractor? If so, President Obama signed an executive order impacting employers who are looking to gain new Federal contracts in 2016 and beyond that are valued at more than \$500,000.

In short, the order will require prospective federal contractors to disclose all labor law violations, including federal and equivalent state laws addressing wage and hour, safety, collective bargaining, family and medical leave, and civil rights protections, from the past three years before they can receive a contract. Contracting officials will be heavily

---

advised to not contract with employers with “repeat violations.”

This order will seriously impact HR professionals whose primary responsibility is to ensure compliance with the confusing array of provisions and regulations under the Fair Labor Standards Act and other labor law statutes. Under these circumstances, even the best employers can sometimes run into compliance challenges.

The Administration indicated that they will hold listening sessions with stakeholders about how the order will be implemented. Draft regulations and guidance will be published for public comment before

being finalized. SHRM will remain actively involved as the implementation of this order progresses and will provide feedback to SHRM members and Obama Administration officials about how guidance should be crafted, taking into account the realities of workplace operations and compliance.

### ***SHRM Member Testifies Before House Panel on Outdated FLSA***

Nancy McKeague testified before the House Committee on Education and the Workforce Subcommittee on Workforce Protections last week. The hearing was on a topic close to the hearts of many HR professionals: how the federal wage and hour regulatory structure could be improved to assist employers in complying with the Fair Labor Standards Act (FLSA).

A member of the SHRM Labor Relations Special Expertise Panel, McKeague focused her remarks on the practical challenges employers face in complying with the FLSA, with an emphasis on nonprofit employers and the impact on workplace flexibility. She expressed appreciation for President Obama’s recent interest in clarifying the overtime regulations, but issued concern that revisions could significantly impact employers and employees. She cautioned that changes to the regulations should be carefully constructed to prevent a new wave of litigation and additional confusion. SHRM will continue to closely monitor the upcoming overtime regulations proposal, expected to be announced later this fall by the Department of Labor.

### ***Minnesota SHRM State Conference Follow the Yellow Brick Road***

The 2014 Minnesota SHRM State Conference will be held October 12-14 at the Rivers Edge Convention Center in St. Cloud, MN. Interested in attending but haven’t registered yet, you can do so [HERE](#).