



**Mark this date on  
your Calendar!**

**August 10, 2011**  
"Wellness That Works!"

**September 14, 2011**  
Managing the Strategic Planning  
Process

**October 5-7, 2011**  
NHRMA Annual Conference  
<http://www.nhrmaconference.org/>

Please continue to check our website  
at [www.wshrma.org](http://www.wshrma.org)  
for updated information on the  
above event.

**Reminder:** For all WSHRMA meet-  
ings, "no shows" will be billed the  
cost of the event, without exception,  
unless the cancellation is received  
prior to the RSVP deadline.

WSHRMA's chapter #0229



West Sound Human Resource Management Association  
**West Sound Happenings**

August Newsletter

**"Wellness That Works"**  
**Presented by: Trent Shuford**

"Wellness That Works!" Presentation Outline

1. What is Wellness
2. Issues associated with a unhealthy workplace
  - a. Financial Risk
  - b. Absenteeism
  - c. Morale
3. Current Process (interactive discussion)
  - a. What is working?
  - b. What is not working?
4. Planning for the future- Program Development
  - a. Gaining Leadership Support
    - i. Financial Backing
    - ii. Support
  - b. Creating Wellness Committees/Teams
    - i. Tips and Tricks to an effective and sustainable team approach
  - c. Determine Strategic Plan
    - i. Determine Components of program
    - ii. Determine Expectations
    - iii. Determine Measurable Goals and Objectives
    - iv. Determine Roll out process
  - d. Evaluate Outcomes of Program
    - i. Full disclosure
    - ii. Identify Success, and Failures
  - e. Modify
    - i. Remain vigilant in overall goal of increased health

**Continued on page 2...**

**Date:** August 10th, 2011

**Time:** 7:45 a.m. to 9:30 a.m.

**Place:** Silverdale Beach Hotel  
3073 NW Bucklin Hill Road  
Silverdale, WA 98383

**Price:** WSHRMA members \$25  
non-members \$35

**To register email:** [wshrma@artanderson.com](mailto:wshrma@artanderson.com)

**Last Day to Register**  
**August 7, 2011**



## Become A Member

Are you interested in a SHRM Membership or transferring your membership to our chapter? Please contact Marie LaMarche, SPHR, VP of Membership with any questions: 360.415.6950 or [mlamarche@harrisonmedical.org](mailto:mlamarche@harrisonmedical.org)

Chapter # 0229



## Job Bank

Please check out our website at [www.wshrma.org](http://www.wshrma.org) for current job openings. If you would like to advertise an open HR position in the WSHRMA job bank, go to the WSHRMA website to upload your posting.

## Annual August Breakfast Meeting Continued...

"Wellness That Works!" Learning Objectives:

1. Attendees will be able to demonstrate knowledge of what wellness means
2. Attendees will analyze the impact of health on workforce and company
3. Attendees will discuss the current processes in place
4. Attendees will identify the steps to incorporating a successful wellness program
5. Attendees will formulate a wellness plan for their organization.

### Trent Shuford

**Founder, CEO, and Chief Visionary for Workplace Injury Reduction**

*"Reducing pain in the workplace is not only the responsible thing to do. It's the right thing to do."*

Trent opened **InjuryFree** in 1995 to contrast the traditional reactive response to pain with a focus on injury prevention. Today, **InjuryFree** is a thriving Woodinville, WA-based corporation with employees across the country serving Fortune 100 companies such as Kimberly-Clark and Expedia, as well as companies of mid to smaller sizes across diverse industries and workplace settings, like the California Teachers Association (CTA) and National Association of Security Dealers (NASD). These satisfied, long-term clients' welcome 80% - 90% decreases in worker compensation claims, saving hundreds of thousands of dollars annually on health care costs. **InjuryFree's** injury prevention initiatives create a healthier, happier and more productive workforce to their clients every day.

Trent created **InjuryFree** to serve as a partner in education, treatment and solutions to reduce the onset of pain in the workplace, decrease the risk for injury, and guide workers to proactively maintain their physical health while on the job. The **InjuryFree** model is based on taking a holistic approach to injury prevention that addresses Bio-Physics, Ergonomics, Education, and Awareness. This is known at **InjuryFree** as the BEEA+ paradigm.

Trent's interest in injury prevention and business ignited early in life. At just 15 years of age, Trent hired friends to paint houses in his neighborhood. All too often, Trent found his crew sprawled on the lawns, taking breaks due to shoulder, neck and arm pain; even 15-year-olds have pain when performing repetitive tasks! This brief experience opened his eyes to the importance of a workforce that could work in a sustainable fashion without pain.

Every step Trent has taken along his entrepreneurial journey since has been to apply his knowledge and experience in preventing injuries before they harm the quality of life. For Trent and his InjuryFree team, promoting an injury free workplace is part of their gratifying everyday job tasks with the aspiration to see every worker live, work and retire pain-free.

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"This program has been approved for 1.25 (General ) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit the HR Certification Institute website at [www.hrci.org](http://www.hrci.org)."



## September Luncheon

September 14, 2011



### Managing the Strategic Planning Process

**Presented By: Lani Powell, SPHR**

**When:** Wednesday, September 14th

**Time:** 11:45 a.m. to 1:30 a.m.

**Where:** Silverdale Beach Hotel  
3073 NW Bucklin Hill Road  
Silverdale, WA 98383

**Register By:** September 11, 2011

**Cost:** WSHRMA Members \$25 / Non-members \$35

#### Luncheon Presentation

**Title: Managing the Strategic Planning Process**

HR professionals today are expected to be strategic contributors to their organizations. You must therefore be able to speak the language of business and have the skills to back it up. In this interactive presentation you will learn how to manage and participate in business-level strategic planning and implementation to increase your credibility and ensure your organization's success.

Lani will present:

1. The value of strategic planning
2. Learning to think strategically
3. The phases of strategic planning
4. The products of strategic planning
5. Steps to ensure implementation
6. Avoiding errors in strategic planning

**Presenter:** Lani Powell, SPHR

Lani Powell is President of Powell Human Resources Consulting. Lani possesses extensive experience in public and private sector organizations of all sizes, in management, executive, and consulting roles. She has held leadership positions in human resource departments at AT&T, Ogden Allied International, Tacoma School District, and more. Lani holds both bachelor and master's degrees in the field. She is a certified mediator and a certified Senior Professional in Human Resources (SPHR). She is a member of the Society for Human Resource Management (SHRM) and serves on the Board of the South Puget Sound chapter. She has taught human resources classes at Chapman University and the University of Washington, Tacoma.

Powell HRC is a human resources consulting firm serving Puget Sound area business and public employers. Powell HRC helps businesses build workforce loyalty, increase productivity, reduce conflict, and control liability.

"This program has been approved for 1.25 (Strategic ) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit the HR Certification Institute website at [www.hrci.org](http://www.hrci.org)."

**REMINDER:** For all WSHRMA luncheons, "no shows" will be billed the cost of the event, without exception, unless the cancellation is received prior to the RSVP deadline. We know that life happens and sometimes members are not able to make it at the last minute. However, the Chapter is still responsible for the RSVP and is billed for the meal whether or not you are there.





## **“Member Get a Member” Campaign**

SHRM WA State Council, in partnership with WA State SHRM Chapters, is investing resources to reinforce our commitment in the value of a SHRM membership to Human Resource professionals. For a limited time we are promoting SHRM membership through a membership incentive campaign. Our aim is to provide Chapters and members with an additional incentive to become a SHRM member and a SHRM Chapter affiliated member within WA State. We invite all HR Professionals to participate and take advantage of this unique opportunity. Please review the contest information below and contact Marie LaMarche, SHRM WSC Membership Director with any questions at [milamar496@gmail.com](mailto:milamar496@gmail.com)

### **The Contest**

A membership incentive program effective July 1, 2011 through November 1, 2011 acknowledging the first 75 individual participants who either join SHRM as a new member or change their SHRM membership status from “At-Large” to SHRM Chapter affiliated member. All Chapters and individual members are encouraged to participate.

### **New Member Campaign**

**Individual Members:** Current SHRM members who recruit a new SHRM member are **guaranteed to win!** The more you recruit the more chances to earn rewards.

Recruit 1 new member and receive a \$25 Visa Gift Card. Earn additional \$25 GC’s with each new member – no individual limit.

1 **To receive credit:** Submit SHRM membership form noting new member information AND “**REFERRED BY**” with current members name on the application to Marie LaMarche for submission to SHRM National. Forms should be submitted via email notification by November 1, 2011 to qualify.

2  
3 **Note:**

1. Former members must have been non-members for more than 2 years to qualify.  
Conversion or recruitment of “Student Membership” not qualifying.

### **1 At-Large Member Conversion Campaign**

2  
3 “At-Large” SHRM members are encouraged to change their status from “At-large” to “Chapter affiliated.” Those members who successfully change their status with SHRM national by November 1, 2011 will be entered into a drawing to receive a **FREE IPAD 2**.

4  
5  
6 **To be entered:** The member must submit a “**Chapter Designation**” form to Marie LaMarche and be confirmed by SHRM National as affiliated with a WA State SHRM Chapter by November 1, 2011.

7  
8 **Note:**

To be eligible, members must have been considered “At-Large” for more than 1 year.

At-large campaign winner will be notified by December 31, 2011.

## Legislative Update

The U.S. Securities and Exchange Commission (SEC) has published its final rules on the whistle-blower requirements of the Dodd-Frank Wall Street Reform and Consumer Protection Act. The final rules become effective on August 12, 2011.

One of the components of this new final rule is that it requires the SEC to reward whistle blowers who voluntarily provide original information that leads to a successful securities enforcement action. Anyone can be a whistle blower under the new rules. However, there are four requirements for an award:

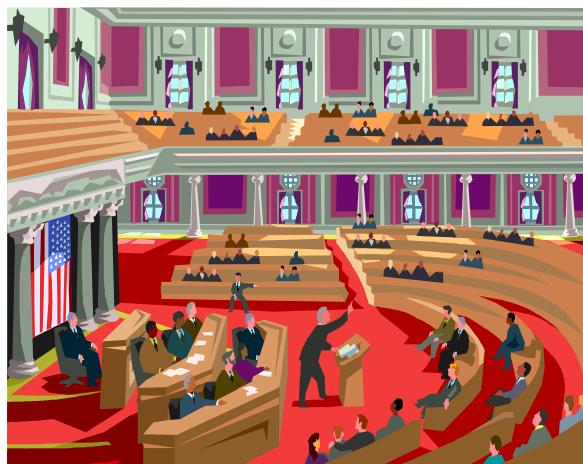
- The whistle-blower has to “voluntarily” provide the SEC with the information regarding the violation.
- The whistle-blower’s has to be “original.” Meaning it has to be from the whistle blowers own analysis or knowledge.
- The information provided has to contribute to the success of the ongoing enforcement action.
- The action must result in monetary sanctions of one million dollars or more.

Also including in the final ruling are provisions designed to support the use of internal reporting means before a whistle-blower turns to the SEC. Therefore, the new ruling gives whistle-blowers up to 120 days credit for the information submitted to the company first. Also, the award amount could be higher if they chose to report through the company’s internal compliance program.

The Dodd-Frank also expanded the protection of employees who report potential securities violations. Employers that discipline intimidate or discriminate against employees for whistle-blowing activities can be sued up to 10 years after the retaliation occurs.

Is your company ready for the SEC’s Whistle-Blower expanded rules? One way to ensure your company is ready for these changes is to establish an internal compliance program. An internal compliance program will show employees the company’s commitment to compliance and securities laws. The program will also allow employees to be trained on compliance to ensure everyone is following the rules. Another important component of an internal compliance program would be an avenue where employees can report such violations if they should occur.

The second way to make certain your company is ready for the new regulation is to create an anti-retaliation policy. Creating an anti-discrimination policy allows employees to feel safe if they report violations. It also allows the company to let their employees know that discriminatory activities towards whistle-blowers will not be tolerated. For more information on the revised regulation, please go to <http://www.sec.gov/about/laws/wallstreetreform-cpa.pdf>.



## What is the “Business Case:” For Diversity

The following are a few key factors that make diversity initiatives important to businesses for reasons beyond social or moral responsibility. They should be included in any argument you make on behalf of the business case for diversity at your organization:

**Diversity initiatives can improve the quality of your organization's workforce and can be the catalyst for a better return on your investment in human capital.** One of the biggest budget items in your organization is the amount it spends on human resources in the form of salaries, benefits, training, development and recruitment. In order to get a healthy return on your investment (ROI) in human capital and maximize your competitive advantage, it is important to recognize that the workforce will grow in the number of women, people of color and immigrants each year. Also, employees of all groups now expect more from organizations-from nondiscriminatory, hostile-free workplaces to flexible schedules and benefits, childcare and family-friendly policies. Your ROI is reduced when commitment and productivity are lost because employees feel disregarded, time is wasted with conflicts and misunderstandings, and money is spent on legal fees and settlements. An environment where all employees feel included and valued yields greater commitment and motivation. It also means fewer resources spent on training, turnover and grievances.

**Capitalize on new markets; customer bases are becoming even more diverse than the workforce.** Just as the workforce is becoming more diverse, so is your market.

- "Minorities" are the majority in six out of the eight largest metropolitan areas of the United States.
- The combined African-American, Hispanic-American and Asian-American buying power is more than \$750 billion dollars.
- Women are the primary investors in more than half of U.S. households

Without a doubt, those employees who mirror the customers you serve can literally and figuratively speak their language, which benefits your organization. Diverse employees can understand your customers, identify their needs and suggest potential new markets. Purchasing agents and other decision makers in client organizations are becoming increasingly more diverse and they will be more apt to strongly consider varied sales teams rather than homogenous ones. Also, potential client companies often ask about an organization's diversity record before making a commitment to do business. As product markets continue to grow both domestically and internationally, few companies can expect to gain access to this kaleidoscope of customers without recruiting and retaining a staff that reflects the diversity of the marketplace.

**Recognized diversity initiatives and diversity results will attract the best and the brightest employees to a company.** As the value of diversity continues to grow in the business community and elsewhere, recruiting and retaining talented potential employees who are diverse is becoming even more important to organizational success. Your organization's future depends on the quality of your employees today. Managing diversity well aids your recruitment process. Because it is often a precursor to what kind of career opportunities and situations await them, recruits now commonly ask about an organization's diversity initiative and factor that into their employment decision. Qualified and interested candidates are usually attracted to employers who are able to show that they are committed to developing and promoting a wider array of people. One way of doing this is to make the list of one of the guides that highlights America's best companies for talented minorities, e.g. The Best Companies for Minorities, by Lawrence Otis Graham and Fortune Magazine's 1998 Listing of the 50 Best Companies for Minorities. Because public perception of a good organization is an important intangible asset, making it onto a listing such as those mentioned above or winning an award such as the Catalyst, Vanguard or Exemplary Voluntary Efforts (EVE) awards, is great publicity!

Also, successful diversity initiatives help companies protect themselves against employment-related lawsuits. Although Denny's Restaurants, owned by the Advantica Corporation, had to experience and settle several costly discrimination cases to begin to see the value in managing diversity, the organization is now on track and serves as an example of what other organizations should strive for in the way of diversity. Today, the individual with the largest number of Denny's franchises is an African-American.

To read more of this article go to [http://shrm-emeraldcoast.org/diversity\\_documents/article7\\_business\\_case.htm](http://shrm-emeraldcoast.org/diversity_documents/article7_business_case.htm)



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**WSHRMA's Chapter #: 0229**

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Check out our  
 website at  
[www.wshrma.org](http://www.wshrma.org)

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