



West Sound Human Resource Management Association

West Sound Happenings

July 2005

Save The Date

Monthly Luncheons

August 10, 2005

7:45 a.m.—9:30 a.m.
(Note morning meeting)

**Employee Relations:
Understanding the
Complexities of EEO,
Diversity, and
Affirmative Action**

September 14, 2005

To be announced

October 2005

No Meeting due to
NHRMA Conference
Bend, Oregon
October 10 - 12

1/2 Day Conference

November 9, 2005

Alice Rowe, Ph.D

Please continue to check
our website at
www.wshrma.org
for updated information
on the above events.



WSHRMA July Luncheon

Effective Interviewing Techniques:

Why Traditional Models Don't Work

Presented by: Liz Oaksmith, M.Ed, LMHC

July 13, 2005— Red Lion Silverdale Hotel



Liz distinguishes between Talent, Skills, and Knowledge, and why you must hire for Talent. "The Traditional competency-based 60 minute interview is simply not a good predictor of success." Liz will cover both external and internal hiring processes. Liz brings energy, humor, and a little irreverence to her presentations and she encourages audience participation. Join her on July 13th and assess how you and your organization are performing in the area of hiring.

Liz is co-founder of Blue Hat Consulting; a regional organizational consulting group with a background in Psychology. Liz has 20 years experience working as a Mental Health Professional and a Business Manager in private, public, non-profit, and for-profit settings. Her focus is on maximizing an organization's greatest asset; human potential. As a consultant she has provided individual coaching, designed and conducted internal hiring, trained supervisors, and provided specialized trainings on topics such a "Managing Work Stress" and "Strength-Based Supervising". "Excelling at hiring, training, and developing, top grade employees is critical for a successful organization. The greatest Mission, the best Strategic or Financial Plan cannot succeed unless executed by exceptional people." Liz received her Master of Education from the University of Washington and she is a Licensed Mental Health Counselor.

RSVP by July 8, 2005

Date: July 13, 2005
Time: 11:45 am—1:30 pm
Place: Red Lion Silverdale Hotel
Price: \$15.00 Member*
\$25.00 Non-Members*
RSVP: wshrma@artanderson.com
360-479-5600 x2265


**RED LION
SILVERDALE HOTEL**
3073 NW Bucklin Hill Road
Silverdale, WA 98383
360-337-8800

*Add \$10 with no reservation. Cancellations must be received at least 2 days prior to receive refund.



Become A Member

Are you interested in a SHRM Membership or transferring your membership to our chapter? Please give Sharlene Harrigan, VP of Membership a call with any questions. 360-478-2366 or e-mail at sharlene@pchsweb.org

AFFILIATE OF



Job Bank

Please check out our website at www.wshrma.org for current job openings. If you would like to advertise an open HR position in the WSHRMA job bank, please contact Debbie Laudenslager at 360-415-6533 or e-mail to dlaudenslager@kpshealthplan.com

IN THE NEWS

SHRM.ORG



Applications Now Being Accepted for Dot-Jobs Web Sites

By Steve Bates

Organizations can now apply for web page addresses featuring the .jobs Internet domain, creating a simpler, easier and universally recognized method for applicants to find job listings. The announcement was made Sunday by SHRM President and CEO Susan R. Meisinger, SPHR, during the opening general session of SHRM's Annual Conference and Exposition in San Diego.

In April, SHRM and its Cleveland-based partner, Employ Media LLC, were granted permission by the Internet Corporation for Assigned Names and Numbers (ICANN) to create the new top-level Internet domain. Organizations that are approved for .jobs web sites will be able to set up web pages with their company name followed by .jobs, saving job-seekers the time and trouble of going to a company site and hunting for job listings.

Sunday's announcement marked the opening of the application period. Representatives for SHRM and Employ Media said that some organizations that file timely applications can expect to have their .jobs web addresses approved for operation as early as August. They suggested that organizations apply early-particularly if there is the possibility that more than one application could be filed for a specific web address. However, the representatives added that only an organization with a legitimate claim to a particular .jobs web address will be granted approval to use it.

The new .jobs domain recognizes the importance of-and demand for-a streamlined method for recruiters and talented workers to connect.

"SHRM is about to roll out a truly revolutionary development in recruiting," said Meisinger in announcing the development. "We believe this may help cut the amount of time a position is open, and potentially help cut cost per hire.

"It's simple. It's affordable. It's brilliant," said Meisinger.

Organizations can go to the Employ Media web site, www.employmedia.com, to apply for a .jobs web page. SHRM was planning to make two computers available to Annual Conference attendees at the SHRM booth in the HRM Marketplace Exposition hall so they can get a jump on the application process while in San Diego.

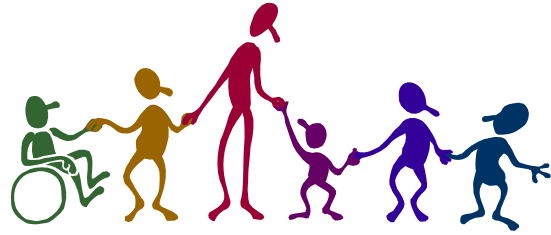
The application process was designed to be fairly simple and inexpensive, said officials with SHRM and Employ Media. Applicants will be asked to select from a list of participating Internet site registration companies. Employ Media serves as the "wholesaler" of the .jobs operation, while SHRM's role is largely to ensure that the service meets the best interests of the recruiting community.

The .jobs pages are long overdue, says Tom Embrescia, CEO of Employ Media. Gary Rubin, SHRM's chief publishing officer, agrees.

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**EMPLOYEE RELATIONS:
UNDERSTANDING THE COMPLEXITIES OF
EEO, DIVERSITY AND AFFIRMATIVE ACTION**

**PRESENTED BY: CYNTHIA WINDER, EEO OFFICER
CITY OF TACOMA**



AUGUST 10, 2005, 7:45 A.M. TO 9:30 A.M.

Cynthia will walk us through how these programs interface and how we can make them work for us. She covers, in an understandable methodology, EEO Requirements, Affirmative Action Representation and Diversity Relationships.

Check our website often for a more in-depth understanding of Cynthia's presentation. You won't want to miss this simple but insightful presentation of these vital employment laws.

PLEASE NOTE THIS IS A MORNING MEETING.



**CONGRATULATIONS
TO OUR NEWEST CERTIFIED MEMBER!!!**

**Madeline Conrath, PHR
Kitsap Federal Credit Union**



WAY TO GO!!!



CONT. FROM PAGE 2— .JOBS

"This new top-level Internet domain will make it easier for employers to find great employees," says Rubin. "This gives us the opportunity to provide some clarity to the space."

For an applicant to qualify for a .jobs address, it must provide proof of its status as an organization that employs people. If someone files an application for a site for which they have little or no legitimate claim-attempting to preclude another organization's claim to that site-they will be rejected, said representatives for SHRM and Employ Media.

In addition, for an applicant to qualify, they must be either a member of SHRM or engaged in human resource management practices that meet at least one of the following conditions:

- They are certified by the Human Resource Certification Institute.
- They possess salaried-level HR management experience.
- They are supportive of the SHRM Code of Ethical and Professional Standards in Human Resource Management.

For further information, see the answers to frequently asked questions on www.employmedia.com or go to www.shrm.org.

Steve Bates is managing editor of HR News. Copyright 2005, SHRM. Reprinted with permission.

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MONTHLY FEDERAL LEGISLATIVE UPDATE—THE INSIDER— June 2005

Labor

Senate HELP Committee Hearing on the 21st Century Workplace

The Senate Health, Education, Labor, and Pensions Committee met on May 26, 2005, to discuss future employment trends and changes in the workforce that should be anticipated. "There is a diminishing labor pool and decreasing fertility rate, which creates a need for nontraditional workers and senior citizens to enter the labor force," said Chairman Michael Enzi (R-WY). Testimony was heard from business leaders and economic advisers, citing the most likely consequences of these changes to be an increase in global competition, difficulty in providing health coverage for all workers, and an increasing desire for job flexibility.

To deal with these problems, the panel offered several recommendations. "To appeal to both younger and older workers, jobs will have to be made more appealing through competition in the workplace, more part-time and contract positions, and cyclical working times (such as three months on and three off)," said Tamara Erickson, Executive Officer for the Concours Group in Watertown, MA. According to Erickson, these types of changes give workers the flexibility to travel and take care of family, and increase enthusiasm for their jobs.

To deal with rising health costs, Jared Bernstein, Director of the Living Standards Program at the Economic Policy Institute in Washington, D.C., suggested the establishment of an employer/labor commission to recommend a single payer, universal approach to healthcare, taking the responsibility for health insurance out of the workplace. He also made proposals to raise the minimum wage, remove tax incentives for companies who ship jobs overseas, and increase educational access to jobs in increasing demand; all to deal with the expanding globalization of the labor force.

Health Care

Eldercare Policy Recommendations to the White House Conference on Aging

On June 2, 2005, Laurie Charest, Associate Vice Chancellor for Human Resources at the University of North Carolina at Chapel Hill, participated in a White House Conference on Aging Solutions Forum on Elder Caregiving on behalf of the Society for Human Resource Management (SHRM). Eldercare is a growing workplace concern that will become more significant for employees and employers over the next decade.

The forum was hosted by the Schmieding Center and the International Longevity Center in Springdale, Arkansas. Members of the Policy Committee of the White House Conference on Aging attended this Solutions Forum to hear specific solutions to some of the challenges that employers face in an aging society. Solutions presented will form the basis for resolutions to be considered by the delegates at the national conference, which will be held in Washington, D.C. December 11-14, 2005. The White House Conference on Aging occurs once a decade to make aging policy recommendations to the President and Congress.

SHRM was asked to address the "Corporate and Workplace Costs of the Age Boom." The Society's testimony focused on the impact eldercare issues have on the workplace, efforts by HR professionals and employers in addressing eldercare issues, and recommendations that would help employers address their workforces' eldercare needs.

Specifically, SHRM encourages voluntary leave programs and policies, where financially viable for the employer, to assist employees in balancing the demands of work and family life. Because many employees' care for family members who do not meet the federal definition of a qualifying person for purposes of tax favored dependent care assistance reimbursements, SHRM also suggests that public policy makers consider a broader definition of dependent to provide greater assistance to working caregivers. Finally, to encourage greater use of long-term care insurance, SHRM believes public policy makers should consider allowing employees to purchase long-term care insurance with pre-tax dollars through employer-sponsored Section 125 plans. To read SHRM's full statement, [click here](#).

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SHRM
2005 ANNUAL CONFERENCE
SAN DIEGO

ULRICH: WHAT MAKES HR VALUABLE
BY LEON RUBIS

SAN DIEGO—Just as beauty is in the eye of the beholder, so is value, general session speaker Dave Ulrich reminded attendees June 21 at the SHRM Annual Conference and Exposition.

In his first appearance at an SHRM event since completing a three-year mission for his church, Ulrich appeared to be bursting with new ideas and recommendations for HR professionals. Invoking a favorite slogan, the business administration professor at the University of Michigan urged HR to become “more than yesterday, less than tomorrow.”

Ulrich reviewed numerous strategies and tactics for HR drawn from his latest book, *The HR Value Proposition* (Harvard Business School Press, 2005), co-authored with fellow professor Wayne Brockbank, a member of the SHRM Board of Directors. The two have worked so closely together for so long that it is hard to tell whose ideas are whose, although the best ideas are probably their wives’, he joked.

But their central message is that “value is defined by the receiver more than the giver,” Ulrich said. To act on this fundamental principle in the continuing effort to add value requires five major factors, he said:

- Understanding external business realities such as technology, economics and demographics.
- Identifying the internal and external stakeholders of investors, customers, line managers and employees.
- Crafting HR practices in the four major areas of people, performance, information and work.
- Building effective HR resources and strategies, treating the HR function as “a business within a business.”
- Ensuring HR professionalism and competencies.

Apologizing for the complexity of some of his slides and many points, Ulrich said a lengthy summary of his presentation can be found at www.rbl.net/speeches/shrm.htm.

He went on to enumerate 14 criteria by which others evaluate HR and which HR should use to audit itself.

In one example of putting his principles into action, Ulrich discussed how a restaurant could identify target customers among those who live nearby and eat out 15 or more times a month. The restaurant could involve such customers in tasting and choosing menu items, designing interior décor, and hiring and training kitchen and serving staff.

In another application of this principle, he cited a company that employed “720s,” i.e. 360-degree appraisals of managers that also included input from external customers and vendors in addition to employees.

Such initiatives help HR pass the “wallet test—getting the customer to take out their wallet and give us money.”

Ulrich identified the design of workspaces as an overlooked opportunity for HR to add value. He cited the dark-paneled, imposing setting in which Donald Trump ruled in the TV show “The Apprentice” as an example of how a workplace environment “sends a message,” in this case one of power and intimidation.

Ulrich closed by suggesting that attendees have three conversations after returning home: with their business leaders about strategy and how HR can add value; with their HR team about articulating a vision and setting measurable goals; and with themselves about “what do I want, what are my options, what is the first decision I need to make?”

Leon Rubis is editorial director of SHRM.

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Check out our
website at
www.wshrma.org

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