



West Sound Human Resource Management Association

West Sound Happenings

March 2007

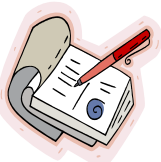
*Save The
Date*

Monthly Luncheons

Mark these dates on
your Calendar!

April 11, 2007
**Business Writing
That Counts!**
Dr. Julie Miller

May 9, 2007
Spring Conference
Kathryn Franklin
How to Conduct Lawful
Investigations



Please continue to check
our website at
www.wshrma.org



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2005

LEGISLATIVE UPDATE WITH JENIFER LAMBERT **MARCH 14, 2007, SILVERDALE BEACH HOTEL** **BREAKFAST MEETING**

Once again, HR issues are taking center stage in this year's Washington State legislative session. Many bills have been introduced that pose a significant concern to the employer community: paid leave, pay-or-play healthcare, expanded definitions of disability and discrimination, anti-bullying, expanded unemployment benefits for worker's who voluntarily quit, and the list goes on.

In this presentation we will take a look at the political dynamics in Olympia and discuss the status of pending legislation. We will also talk about how HR professionals can take these threats and turn them into opportunities to elevate their profession and executive credibility. Jenifer will also share insider tips on how to influence public policy and your elected officials.

"HR professionals have a unique opportunity to exert influence. The current political situation creates a rare opportunity to put a spotlight on our profession if we look beyond the threats and seize this chance to make our voice heard," says Jenifer.

Jenifer Lambert is a principal and Vice President with TERRA Resource Group, a human resource consulting firm with a specialization in recruiting and staffing. Jenifer leads the company's executive search and sales recruiting practice, Talentum Search Partners. The Talentum team successfully completes searches nationally for senior-level sales executives, sales leaders and other positions that carry revenue responsibility. In 2006, Jenifer was nominated to the *Pinnacle Society*, a consortium of the nation's top producing recruiters.

Jenifer is certified as a Senior Professional in Human Resources. She currently serves as Legislative Co-Director for the Washington State Council of SHRM. Jenifer also chairs the Human Resource Council for the Association of Washington Business and serves on their Executive Committee.

In 2004, Jenifer was nominated for *Puget Sound Business Journal's* "40 Under 40" award which recognizes people with an entrepreneurial spirit who are under the age of 40 and have made a difference in the Puget Sound region through their business and community involvement. In 2005, she was recognized by the Northwest Human Resource Management Association with their "Distinguished Member Award."

RSVP by March 9, 2007

Date: March 14, 2007
Time: **8:00 a.m.—9:30 a.m.**
Place: Silverdale Beach Hotel
Price: \$20.00 Member*
\$30.00 Non-Members*
RSVP: wshrma@artanderson.com
360-479-5600 x2265

**Note: The March presentation will
be a breakfast meeting!**

Silverdale Beach Hotel
3073 NW Bucklin Hill Road
Silverdale, WA 98383
360-698-1000

*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 contact Pati Olson, VP of Membership with any questions: pati_robinson@yahoo.com

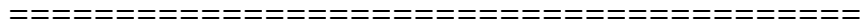


WSHRMA Certification Study Group Starting

The PHR/SPHR Certification Study Group is starting again on March 5th, 6 pm at the Kitsap Sun located at 545 Fifth Street in downtown Bremerton. This group will meet at the Kitsap Sun every Monday at 6 p.m.

If you are interested, please e-mail

Rachael Taylor at rtaylor@kitsapsun.com or call 360-792-3336 to reserve a spot.



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Evolving Role of HR Function Leads to Record Number of Certified Professionals

International expansion, new interest among Fortune 500 companies are other indicators National Publication Ranks HR Profession the #4 "Best Job in America"

Alexandria, Va. — Both driving and benefiting from the trend toward greater strategic integration of the human resource department into corporate decision making, the Human Resource Certification Institute (HRCI) has announced an unprecedented period of growth and activity. HRCI, the world's largest HR credentialing body, expects an estimated 24,000 professionals to seek certification worldwide in 2006.

"What more and more companies are beginning to understand is that when you make someone responsible for identifying mission critical personnel, that person instantly becomes mission critical as well," said R. Gregory Green, Chairman of the Board for HRCI. "Across the board employers — be they in the government, nonprofit or private sectors — are coming to equate certification in the HR department with knowledge, excellence, efficiency and performance that contributes to the bottom line." During the past decade, the number of human resource professionals taking HRCI's certification examinations each year has more than doubled to 18,500 in 2005 from 7,700 just ten years earlier. Today, more than 80,000 professionals hold a PHR, SPHR or GPHR certification, which — along with passage of a rigorous exam — also requires continuing education or retesting every three years.

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 Mandy Clute at 360-478-2608 or e-mail to mclute@kpshealthplans.com

Meeting Professional Demand As the human resources profession continues to evolve, HR professionals are taking on broader and more strategic responsibilities within their organizations. As such, tens of thousands of HR practitioners are turning to professional certification as a way to demonstrate to themselves and their employer that they've mastered a core set of HR principles vital to staying up to date on issues and trends affecting organizations worldwide. Certified HR professionals regularly deal with a broad range of issues including employee development and recruitment, planning for an aging workforce, developing strategic staffing plans for corporate mergers, and dealing with the rising cost of healthcare, driving the HR department to become the vital component of a thriving and successful business operation. "I have found that certified HR professionals have a better grasp of the theoretical and practical

Continued, page 3



HRCI Continued

demands of our work,” said Isaac Dixon, SPHR, Vice President, Human Resources, Unitus Community Credit Union. Additionally, certified professionals “seem to possess a higher level of motivation to continue to learn once on the job.” As HR departments continue to command a greater, more proactive and strategic role in ensuring business success, the value of a professional certification is gaining widespread acceptance in organizations large and small. Indeed, the demand is so great that HRCI has expanded its offerings. HRCI initially offered two professional certifications: the Professional in Human Resources (PHR®) and the Senior Professional in Human Resources (SPHR®). In 2004, responding to a growing need to offer a certification that helps HR practitioners successfully and effectively operate in a global marketplace, HRCI introduced the Global Professional in Human Resources (GPHR™). During that first year, more than 270 professionals took the GPHR examination. The following year, that figure increased by nearly 40 percent. In addition to the GPHR certification, HRCI is considering other certifications to address growing needs within the HR profession. “This dramatic increase in the number of professionals interested in HR certification is emblematic of the changing nature of the role HR professionals are playing within their organizations,” said Cornelia Springer, CAE, Executive Director of HRCI. “HR professionals are recognizing the value — particularly the strategic value that they bring to their employers — of demonstrating their mastery of key HR principles that will assist them in their day-to-day work life.”

Top Companies, Institutions Rely on Certified HR Staff Today, more and more organizations are staffing their HR departments with certified professionals. The top organizations, by number of HRCI certified employees, are a veritable *Who’s Who* among business and government agencies, including: 1. Automatic Data Processing 2. The Boeing Company 3. AT&T 4. United States Postal Service 5. State Farm Insurance “From *Fortune* 500 companies to small business owners and nonprofit organizations, employers recognize the critical role that HR plays in achieving system-wide goals and objectives,” said Green. “The hiring decisions that HR departments facilitate along with the employee development and retention issues they handle are key components to turning business plans into business success.” These are also key reasons why *Money Magazine* and Salary.com list Human Resource Manager as #4 in its Best Jobs in America rankings. According to the publication, HR managers “are considered strategic planners” and are “expected to design employee programs that also benefit the bottom line.” “This is further indication of the important role that the HR function should play in any organization,” said Springer.

International Interest And, it’s not just U.S. companies that are seeing the value of certification. HRCI was recently part of a delegation that traveled to China to learn about and share HR practices with University professors, Chinese business leaders and government officials. “The global business marketplace has opened many doors to new opportunities for HR professionals,” said Springer. “At the same time, HR professionals are opening the doors for international companies. We believe it’s really telling that in a society working to build a business climate that encourages free enterprise, adheres to the rule of law and works in an environment of transparency, one of the first things being looked at is raising the level of professionalism of the HR sector.” In addition to having certified practitioners in all 50 states, HRCI has certified professionals in more than 60 countries around the world.

HRCI is an independent, internationally recognized certifying body for the HR profession. Established in 1976, HRCI awards certifications to professionals who meet minimum eligibility standards and pass a rigorous examination. HRCI testing requires professionals to demonstrate their expertise in both the underlying principles of HR practice and the real-world application of those principles. To remain certified, individuals must fulfill continuing education requirements or demonstrate their current knowledge of the profession through retesting. HRCI is an affiliate of the Society for Human Resource Management.

2007 PHR/SPHR

1st Testing Window—May 1, 2007 thru June 30, 2007

2nd Testing Window—December 1, 2007 thru January 31, 2008

2007 GPHR

Testing Window—December 1, 2006 thru December 31, 2007

Diversity Corner

Recruitment with a Twist

Our challenge is to look at different and innovative ideas on how to attract a diverse workforce in our future. Below are some practical suggestions for recruiting a diverse pool of applicants.

Begin with a well defined statement of principle. A diversity mission statement will help maintain your goals and direct your initiatives. Add your diversity values, goals, and mission to your job listings.

A higher emphasize may need to be placed on competence-based credentials, rather than past experience. Review job descriptions to be sure that past experience is a necessity not a tradition as previously stay at home parents reenter the workforce.

Build business alliances. Develop and maintain relationships with local Kitsap business organizations that cater to the needs and interest of different cultures, get to know our community and what it has to offer, be ready to address inquiries with applicants.

Take a new approach to advertising. Be creative; try placing job listings in newsletters and periodicals that target new candidates from different communities.

As the leaders of Human Resources it is for us to bring the best qualified candidates to our work force and community which includes acknowledging the difference and likeness in all of us.

March Legislative Update

The passage of [H.R. 976](#) through the House of Representatives on February 16, 2007, which outlines tax breaks and incentives for small businesses, has set the stage for negotiations to begin on forging a final agreement to raise the federal minimum wage by \$2.10 per hour. The tax relief bill will be combined with a minimum wage proposal [H.R. 2](#) approved by the House on January 10.

Democratic leaders in the House originally opposed attaching any tax breaks to the minimum wage increase, saying they wanted to pass a “clean bill.” However, when it became clear that Senate Republicans would block any minimum wage proposal that did not include tax relief for small businesses, the House Democrats countered with H.R. 976.

The House proposal passed with little debate and was approved by the overwhelming vote of 360-45. The quick passage of H.R. 976 sets up a conference committee made up of members of the House and Senate. The committee must reconcile the differences between the two versions of the tax package before a minimum wage increase can gain final approval in Congress.

Cost separates two chambers

The main difference between the two proposals is the cost. The much smaller amount of tax relief in the House bill drew criticism from supporters of the Senate version, who said the House’s proposal would “shortchange” smaller businesses, which would be most affected by any increase to the minimum wage.

“The House package is puny,” said Sen. Charles Grassley, R-Iowa, a chief sponsor of the Senate proposal, in a statement. Grassley called for a compromise that would close tax loopholes, raise more revenue and “help small businesses that sometimes are hurt by an increase in the minimum wage.” He vowed that he would fight to keep the Senate’s tax package intact.

A five-year extension of the Work Opportunity Tax Credit (WOTC) in the Senate measure—compared to a one-year extension in the House proposal—accounts for most of the cost difference, according to sources. Several senators, including prominent Democrats, argued that the five-year extension of the WOTC makes sense because Congress normally extends the tax credit every year.

The House bill, unlike the Senate version, does not include a provision that would establish a certificate program for professional employer organizations (PEOs). The Senate proposal would change the federal tax code to allow any PEO that posts a bond, files audited financial statements and have its top executives pass background checks to collect and pay federal taxes for their small-business clients.

Legislative Update Continued

Grassley, who is the ranking minority member of the Senate Finance Committee, pushed to include the PEO provision in the Senate bill. His support for the proposal could make it a key part of the conference committee's negotiation to forge a final minimum wage bill, according to sources familiar with the issue.

Senate Finance Committee Chairman Max Baucus, D-Mont., told reporters that he believed the House and Senate were close to compromising on the legislation and said that the final bill could be completed by mid March.

"I know there are differences between the bills, but I'm confident they'll be worked out. I'm already talking with my colleagues in the Senate and in the House about the best way to get a bill that can pass this Congress," Baucus said.

Article courtesy of Bill Leonard, senior writer for HR News (edited)

What is "The Connector" everyone is talking about?

Representative Eileen Cody, Chair of the House Health Care & Wellness Committee, has released draft legislation aimed at overhauling the health insurance market in Washington State. In many respects, the proposal appears to be modeled after legislation enacted in Massachusetts last year. It relies heavily on a new entity—The Washington State Health Insurance Connector—to provide a single point of access for all individuals, small groups and association groups to buy health insurance coverage. No markets for individuals, small groups or associations would be available outside of The Connector. The Connector would design and offer four or five standard benefit packages, and would be administered by the Washington State Health Care Authority—the state agency that currently handles public employee benefits and the Washington Basic Health Plan. Coverage would appear to be offered to individuals on a guaranteed issue basis, with no health screening or use of the current health status questionnaire.

The Connector would be funded with a surcharge imposed on all health plan premiums to cover its administrative and operational expenses. The program would also impose a new reinsurance program. Under the program, insurers would participate in reinsurance for all claims between \$30,000 and \$100,000 in a calendar year. The source of funding for the reinsurance program is unclear. The proposal contemplates the payment of "Broker Commissions" for services associated with enrolling business through The Connector, but it is unclear what level of commissions are anticipated or what professional services would be required of health insurance professionals.

The draft bill is being circulated as a "work in progress"—meaning that much of the detail remains to be finalized. What is clear, however, is that this proposal would call for the most sweeping changes in health care in Washington State since 1993.

Courtesy of WAHU Legislative Update, January 22, 2007

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