



SHRMA Salem Human Resources Management Association

**Chapter Newsletter
August 2011 Edition**

Greetings from the Board!

The Chapter Wants YOU!! A Call for Volunteers

The Board has already begun the planning process for 2012. This means there is a need for additional Chapter members to serve in a variety of Positions from Officers like Treasurer and Secretary to various Committee Members. We are seeking SHRMA Chapter members interested in becoming more involved in our Chapter. Elections will be in October. Please contact Shauneen Scott salemshrmpresident@gmail.com or Barbara Cecil bcecil@mapscu.com for more information regarding current volunteer opportunities!

SHRMA Is Growing!!

Thanks to the special efforts of Ellen Strickland, Membership Director, we have recently achieved the Star Award for Membership which means local membership has grown. Welcome to our new members! We look forward to seeing you at a Chapter meeting and getting to know you better.

If you are reading this newsletter and are an "at-large" member and not affiliated to the Salem Chapter let Ellen StricklandE@wcb.com know so she can get you officially connected to the Salem Chapter. And of course, look to your HR network and see if there are fellow professionals you can refer to our Chapter.

Programs

Our August breakfast meeting program will focus on "**Handling Discipline**" with **Jan Hirsch Attorney & Counselor at Law**. We'll meet on **Tuesday, August 9th** at the Comfort Inn Suites (630 Hawthorne SE) from 7:30am-9:30am. Look for your email invitation to register.

We'd like to thank **Pat Dillon from Terryberry** who volunteered his and expertise at our July Chapter lunch meeting.

The lunch-time program centered on some of the why's and how's around employee recognition. The program even included some open discussion from members about what they are doing in the area of recognition, both formal and informal programs. The Chapter also offered many fun door prizes and special giveaways.

We look forward to seeing you at our next month's meeting. **Please visit the Events page on our web site for a list of upcoming programming and HR activities.**

HRCI Study Group

September is back to school time and not just for students. The SHRMA Chapter will offer a study group for the PHR/SPHR Certification beginning September 15, 2011. We will be meeting Thursdays from 6pm - 8:30pm in Salem (location TBD). We are ordering the 2011 SHRM Learning system, so chapter members will be able to purchase them at the discounted price of just under \$500 (including S&H). This is a SIGNIFICANT savings. It is \$815 (plus S&H) for non-SHRM members and \$650 (plus S&H) for SHRM members. If they are interested, they should e-mail me at: salemshrmcertifications@gmail.com.

So you can prepare here is some general information about application deadlines and fees. Our computer-based exams are administered twice a year at test centers throughout the world.

Testing centers fill up quickly (particularly at the end of each exam testing period) so apply and schedule your exam early. If you wait until the exam period starts, you might not even be able to schedule an exam appointment at all. 2011 Exam application submission dates are:

- Testing dates: PHR/SPHR Dec.1, 2011-Jan. 31, 2012 and GPHR/CA Dec. 1-31, 2011.
- Applications will be accepted July 11 – October 7, 2011
- A \$75.00 nonrefundable late fee is applied to all applications submitted during this time

Legislative Update

The 2011 Oregon Legislative session is over! We're happy to report, that Oregon employers came away this year mostly unscathed with respect to new employment laws. Please visit our web site to view the [Legislative Update](#) which includes summaries of the new laws, along with other employment legislation we've been tracking.

Improve Your Presentations

The IT Method is an exercise to help you develop the content of your presentation. The IT Method is a five-step process:

1. Brain IT!
2. Group IT!
3. Trim IT!
4. Spice IT!
5. Do IT!

Brain IT!

This is your chance to brainstorm – capturing ideas, concepts and information. Brainstorming is a method for developing creative solutions to problems. Your goal is to think freely, putting everything that you may want to say down on paper. You can brainstorm on your own, but often a small group brainstorming together can really augment this creative process.

Sticky notes give the creative process great fertility. You can brainstorm more freely when not hampered by a linear outline or a sequentially generated form.

With your topic identified and sticky notes in hand, capture

- ▶ Ideas
- ▶ Facts
- ▶ Related stories
- ▶ Examples
- ▶ Miscellaneous

Write down everything and anything that relates to your subject, flavored by the particular audience you will be presenting to. Don't be concerned about relating all of your ideas or whether you even plan to use all of the generated ideas. Just capture the ideas – one per sticky note! Collect the ideas and stick ALL of them on a flip chart.

Keep your left brain (your internal editor) out of this brainstorming process. This activity is strictly a right-brain function – pure free-association idea generation.

TIP: Brainstorming works best when a time limit is established.

Group IT!

Now, mentally step back from this field of yellow sticky notes and do what you would naturally do – put the notes in groups!

Group your notes according to the natural associations you see in the material. Do not force every idea into a category – some will be left over.

TIP: If you find that a category has more than 10 notes, consider whether it should really be more than one category!

After you group the sticky notes, give each group a name or title.

Next, ask yourself the question, "Which of these groups do I want this particular audience to hear about first, second, third," and so on. Try to keep the number of groups relatively small.

Many people believe that three is the ideal number of points around which to organize your presentation. This is not an absolute! Just try to keep it simple.

Save the unused groups. They may provide input for other parts of the presentation. These groups also can provide a source for the question-and-answer period of the presentation and may be used in future presentations on the same subject to other audiences.

Trim IT!

Now, simplify your notes: trim the ideas within each group and put them into a logical order. Remember, even though many experts believe three is the ideal number, you are not bound to it.

Go back to your presentation strategy and review your position, desired actions and listener benefits. Make sure you define these items in your presentation.

Usually, the desired actions and listener benefits should be stated in the introduction and restated in the conclusion.

Spice IT!

You are now ready to add spice to your presentation framework! The purpose of spice is to add memory ability, aid retention and otherwise enliven your presentation.

Spice it all! Don't forget to spice the beginning and ending – remember that the opening and the closing are the most important items in the presentation.

Identify where the peaks of the presentation are, and what type of spice could be added to the presentation. These are the contents of your spice cupboard:

- Stories
- Quotes
- Facts
- Props
- Handouts
- Audio
- Video
- Slides

Do IT!

Now that all of the planning work has been done, the presenter must write, write, write and edit, edit, edit before developing the visuals to accompany the presentation.

"The IT Method" is a written excerpt from Presenters University's Power of Wow! seminar on improving your presentation skills.

Article reprinted with permission from www.presentersuniversity.com

SHRMA Calendar

Please visit the [Events](#) page on our web site for a list of upcoming SHRMA and other HR related activities. Among other events, you will find dates for our upcoming monthly meetings and NHRMA regional conference to be held this fall in Bellevue, Washington.

SHRM Introduces New CEO!

On June 26, 2011, **Henry G. "Hank" Jackson** was officially named President and Chief Executive Officer of the Society for Human Resource Management (SHRM). The announcement by SHRM Board Chair Jose A. Berrios was made at the opening session of SHRM's 63rd Annual Conference & Exposition recently held in Las Vegas.

SHRM Alliance with Internships.Com to Promote HR Internship Opportunities

SHRM has formed an alliance with Internships.com. You can: quickly post internship opportunities, easily manage and track candidates, proactively search for interns by major, location, GPA or by specific keywords, and all for FREE! When you find students who match your criteria you can directly invite them to apply for the position. **Internships.com** also provides free resources and templates to help implement internship programs. SHRM and **Internships.Com** are collaborating to develop new career related resources including webinars, videos, articles and blogs tailored to assist and guide you throughout your internship program. Help provide students with the experience needed to launch their careers in HR.

You do not have to go far to explore HR Interns. We want to encourage you to reach out to Beth Ursin and Shelby Gould with Willamette University MBA Career Management program. They have students who have an interest in Finance, Marketing and HR for both Public, Private and NFP environments for internship opportunities.

Member-Get-a-Member Campaign Underway

The SHRM Member-Get-a-Member Campaign rewards current SHRM members for encouraging other HR professionals to join SHRM now through August 31, 2011. For each of the first five new members you recruit, you get **\$25 to Amazon.com**. See the [full rewards details](#) now: www.shrm.org/getamember

SHRM and Families and Work Institute (FWI) Partnership

The Society for Human Resource Management (SHRM) and the [Families and Work Institute](#)

(FWI) have joined in a major multiyear partnership called [Moving Work Forward](#). A key aim: to transform the way organizations view and adopt workplace flexibility, helping them to become more competitive. The partnership will build on FWI's [When Work Works](#), a nationwide initiative designed to share research on workplace effectiveness and flexibility, and SHRM's [We Know Next](#) campaign, which aims to highlight the value of HR in business success. Read more about this exciting partnership at <http://www.shrm.org/about/news/Pages/FWIPartnership.aspx>

ISO Approves U.S. Proposal for International Standards on Human Resource Management

The American National Standards Institute (ANSI) is pleased to announce that its proposal to create International Standards on Human Resource Management has been accepted by the International Organization for Standardization (ISO). Advanced to ANSI by the Society for Human Resource Management (SHRM), the proposal defines technical activity that will offer broad, coordinated guidance to human resource practitioners, and will harmonize disparate practices for the benefit of organizations and their employees. SHRM is an ANSI member and accredited standards developer currently working to develop a body of national standards for the HR profession. Read more about this exciting partnership at <http://www.shrm.org/about/pressroom/PressReleases/Pages/ISOApprovesUSProposal.aspx>

SHRM Foundation Releases New Report

This spring, the SHRM Foundation published a new report in its popular Effective Practice Guidelines series: *Transforming HR through Technology: The Use of e-HR and HRIS in Organizations*. HR management is evolving into a more technology-based profession, and in many organizations, employees now see the face of HR as a portal rather than a person. This transformation of HR service delivery, known as "e-HR", requires a fundamental change in the way HR professionals view their roles. Organizations that successfully adopt sophisticated HR technology, or e-HR, often outperform those that do not. This new report, sponsored by ADP, will help you to better leverage e-HR to transform your HR practices and market your HR brand. To download your free report, visit www.shrm.org/foundation.

Stay "Tuned In"

Be sure to check out the **SHRM News** tab on our site or log on to the [SHRM Web Site](#) for current news, information and opportunities available through SHRM.

Barbara Cecil, PHR and Deborah Jeffries, PHR - Editors

Should you have any questions about our Chapter or SHRM in general, please feel free to contact Shauneen Scott at salemshrmpresident@gmail.com or Barbara Cecil at bcecil@mapscu.com