



GREATER VALLEY FORGE HUMAN RESOURCE ASSOCIATION, INC.



2119 County Line Road, Villanova, PA 19085 ♦ Phone: (610) 551-4736 ♦ Fax: (610) 525-2187 ♦ www.GVFHRA.org

March 2009

March 17th Dinner Meeting *Challenges in Global HR*

Speaker: Kimberly Wipf, AstraZeneca

What does globalization mean for your company? What is the value of standardization and why can't I do what I want to do? How do you manage to develop systems and processes that span over 70 countries and 30 plus languages? Where does the value come from? You can find out the answers to all these questions at the GVFHRA's monthly dinner meeting at **5:30pm on Tuesday, March 17th at the Sheraton Park Ridge Hotel.**

The new global HR trends are addressing the movement to extensive centralized capacity, delivery responsibility consolidated across global process, clear allocation of financial resources from central HR and single, simple connected systems with global consistency.

This presentation will share ideas on how you standardize, what questions you have to have answered by the business and HR, the global trends in HR, the opportunities, the challenges and the lessons learned. We will also look at the approach AZ has taken to globalize its HR function and the Recruitment function more specifically.

Kimberly Wipf is the Executive Director, Global Recruitment at AstraZeneca. Over the past 6 years at AstraZeneca, Ms. Wipf has worked in the areas of HR Strategy and Planning, HR Service Delivery and Recruitment. Within her current role, she oversees the global recruitment program for the UK, Sweden and the US.

April 2nd Breakfast Meeting: *Employee Engagement*

Getting and maintaining maximum productivity and commitment from our associates is of particular importance in today's economy and could represent the difference between success and failure.

Come to the breakfast meeting at the **Desmond Hotel in Great Valley on April 2nd beginning at 7:30 AM** to hear Jim Gillece speak about the impact of Employee Engagement and why "engagement" is so fundamental to organizational success. Jim is passionate about how Human Resources drive productivity and Business Results. He will offer examples of how to calculate the Return on Investment of Human Capital initiatives. This represents a key component that is too often lacking in the planning and proposal of many HR initiatives which could very well determine whether or not you get funding for your own Human Capital initiatives. Jim will provide information about a highly successful program he undertook on behalf of Allied-Barton in 2008.

Currently the Chief People Officer and Vice President of Human Capital Management, Jim Gillece joined Allied-Barton in 2006. Prior to that he spent 17 years with Pfizer Pharmaceutical, where he held a variety of roles in marketing and business development and finally as Director, Global Leadership Education and Development. Under Jim's leadership Pfizer's training department was named #1 out of the top 100 companies by Training Magazine and Allied-Barton's training group has risen to #16. He is a requested national speaker on Human Capital Management

(Continued on Page 3)

Thank you to our GVFHRA March Dinner Meeting Sponsors



Graduate Program in Human Resources

For 30 years the Villanova Graduate Programs in Human Resource Development has been considered the leader in the field of human resources. Our mission is to ensure that all of our students will leave the program with the depth of knowledge and skills which are much sought after by employers in today's market. Areas of concentration include employment law, regulations, human behavior, organization management, measurement, planning, training, personnel administration, benefits, and compensation. The curriculum and course offerings provide our students the opportunity to explore all aspects of human resources and learn in an environment that supports teamwork and encourages leadership. Our courses are taught by top professors and HR professionals who are current on issues, technologies, and best practices in the field of HR.



In today's economic conditions, making every one of your recruiting dollars count is paramount to your company's success. The Philadelphia Inquirer, Daily News and Philly.com/Monster offers you the best recruitment solution possible to fulfill your hiring needs.

We offer employers the Philadelphia region's leading recruitment vehicles: The Philadelphia Inquirer, Daily News and Philly.com/Monster. The Inquirer and Daily News have the largest reach into the market than any other media – print, radio or TV. Philly.com is the region's top local website with over 2.8 million local users per month. Together, with an ad in The Inquirer, Daily News and 30 days on Philly.com/Monster you'll reach 84% of job seekers, or 2.2 million adults, in the Philadelphia market.

(Continued on Page 3)

The above advertisements are a paid sponsorship not endorsed by SHRM or GVFHRA.

Meeting Locations:

Dinner: Sheraton Park Ridge Hotel,
King of Prussia

Breakfast: Desmond Hotel,
Great Valley

Meeting Costs:

GVFHRA Members who have registered in advance:

\$25.00

\$30.00 with payment at the door

GVFHRA members who are NOT pre-registered and all guests:

\$35.00

Students:

\$20.00 (enrolled in a minimum 2 courses of 6 credit hours & not in a full time exempt HR job)

To Register:

Mail payment to GVFHRA, phone (610) 551-4736 or visit www.gvfhra.org.

GVFHRA will bill "no-shows" who do not cancel reservations.

ATTENTION NEW MEMBERS!!

GVFHRA encourages you to attend a New Member Orientation session held at 5:15 pm prior to each dinner meeting. Come learn all about us and meet new people!

Ask at the registration desk or find an Ambassador Member for assistance. We look forward to seeing you!

(Continued from Page 1, Breakfast Meeting)

issues, an active contributor and guest lecturer at various institutions of higher education and a featured author in numerous publications focusing on Business and Human Resources.

Please come and attend this highly “engaging” presentation that promises the opportunity to learn and develop new tools for tangible results and lasting impact.

(Continued from Page 2, Philly.com Monster)

The Inquirer and Daily News JOBS Sections, along with philly.com, have been recently redesigned to offer advertisers more visibility than ever. The new wider column format, new font and new layout give the print section a cleaner and more organized look by making it easier for job seekers to search. The weekly feature stories guide job seekers in their pursuit of the perfect career and make for a quick and informative read. These changes attract readers and places your ad in the most attractive and supportive environment ever. And, now with new lower rates, your ad is more effective than ever.

For advertising information, please call (215) 854-5448 or email recruitment@phillynews.com.

The above advertisement is a paid sponsorship not endorsed by SHRM or GVFHRA.

Thank you to our GVFHRA April Breakfast Meeting Sponsor



The Corporate and Executive Education Center at Drexel University's LeBow College of Business offers the business community easy access to the many resources the College has to offer. This is how we can help your organization increase its competitive advantage.

Employee Development:

- Corporate and Executive Education Programs: Leadership and Management Development Programs designed for your company. MBA Student/Employer Connections: Help finding the right MBA placement for employees.

Talent Acquisition:

- Co-op students: Identify and recruit talented LeBow undergraduates through the Drexel Co-op program.
- MBA Career Services: Connect with Drexel's top MBA talent through a delivery system focused on offering personalized services to recruiters.
- Undergraduate Career Services: Connect with Drexel's top undergraduate talent through a delivery system focused on offering personalized services to recruiters.

Market Relevant Content:

The CFO Alliance Roundtable: A peer organization comprised of and dedicated solely to the office of the financial executive.

Employing Drexel University's LeBow College of Business as your “outsourced” corporate university enables your organization to address critical talent management and leadership development issues through educational programs focused on one goal ... your success. In today's business environment, professionals must be able to innovate and implement quickly and with confidence – a confidence built on solid knowledge and key skills in leadership, strategic thinking and analysis, evaluation and decision-making. Learn more about the services available through Drexel University's LeBow College of Business by visiting <http://www.lebow.drexel.edu/CorpRelations> or contact Dr. Kris Risi, Sr. Director of Corporate and Executive Education, at (215) 895-6606 or krisrisi@drexel.edu.

The above advertisement is a paid sponsorship not endorsed by SHRM or GVFHRA.

Thank you to our GVFHRA April Breakfast Meeting Sponsor

LEE HECHT HARRISON

Lee Hecht Harrison offers talent management solutions throughout the entire employee life cycle to help companies and individuals maximize performance and achieve success. Established in 1974, Lee Hecht Harrison is a global talent management solutions company with over 240 offices worldwide providing expertise in Career Transition, Leadership Consulting and Workforce Solutions.

Lee Hecht Harrison is a part of Adecco Group, the world leader in workforce solutions with over 6,600 offices in over 70 countries and territories around the world. For more information, please visit www.LHH.com.

*The above advertisement is a paid sponsorship not endorsed
by SHRM or GVFHRA.*

In this issue:	
What Does Workforce Readiness Mean To You?	4
HR Mentoring Opportunities	5
GVFHRA Welcomes New Members	5
GVFHRA Michael R. Losey Scholarship Award	6
Controlling Benefit Costs	6
Volunteers Needed!!	7
An Overview of Absence Management	8
Alternatives to Downsizing - Proving HR's Value in a Recession	9
Human Resource Professional in Transition?	10
What ARE You Waiting For?	11
Leadership During Turbulence: HR's Role in Helping Leaders Navigate the Tsunami	11
GVFHRA Board Elections	12
How to Keep Them Once You Get Them	13
The Susan Meisinger Fellowship for Graduate Study in Human Resources	14
Calendar	15

What Does Workforce Readiness Mean To You?

By Sharon Crandall, President



Wow – as of this writing, it's been almost three weeks since President Obama was sworn into office! A lot has happened in this short time frame, including passage of the Lilly Ledbetter Fair Pay Act that I referred to in last month's President's message. The new administration's roadmap definitely signals a significant emphasis on employee's rights within the workplace. No matter where on the political spectrum you place yourself, as HR Professionals we must be cognizant of the many changes taking place not only in our workplaces, but also in our workforce as a whole.

National SHRM has identified Workforce Readiness as one of the seven Core Leadership Areas (CLA's) that are critical – or core – to the success of achieving its mission to Advance the Profession (ATP) and Serve the Professional (STP). SHRM's "working definition" of workforce readiness is to (1) insure that today's and tomorrow's workforce has the skills, competencies and behaviors in order to succeed in today's and tomorrow's workplace, and (2) insure that today's and tomorrow's workplace maximizes the potential of today's and tomorrow's workforce. What are we as individuals doing in our respective workplaces to prepare tomorrow's workforce, which includes new entrants to the workforce, incumbent workers, transitioning workers, and re-entrants into the workforce, for the challenges and opportunities that we will face in our work environments?

With the U.S. economy sliding further into recession daily, we have been witnessing more and more people nationwide lose their jobs. History has shown us that the economy goes through cyclical phases, and these difficult times will pass. As HR leaders, we must remain positive and hopeful to our employees, and we must focus on being forward-thinking in these tough economic times. Will you be prepared and ready for the economic upswing when it does happen? What are you doing today to ensure that your company will

have a workforce that is competent and willing to take your organization to the next level?

Perhaps now more than ever we need to pay really close attention to our retention efforts with our “incumbent workers”. One would argue that now is not the time to change jobs, but I would submit that now is the time to consistently and constantly recognize and reward (not necessarily monetarily) our current workforce. They will remember this when times get easier. I would encourage each of you to develop a relationship with one or more universities – get your branding out there, meet professors, help students with on-campus mock interviews. The students and professors will remember you down the road when you are back in the hiring mode and looking for that “special” candidate. Perhaps secure literature from the AARP regarding the “mature worker” and the value that person could ultimately bring to your workplace.

Today’s times are very uncertain, and we all share some angst over what will happen in the next year or two. But, if we are visionary and “think out of the box” about our future needs, our workplaces and our future workforce will be ready for the challenges and successes that are sure to come.

All the best,
Sharon

HR Mentoring Opportunities

HR Professionals are needed to mentor Cabrini undergraduate students enrolled in the capstone course: “HR Management Seminar.” Students will be preparing an HR Strategy document with a focus on supporting businesses during the current economic downturn. HR Mentors will be responsible for discussing the process and guiding the students to ensure that their project work is practical and meets course expectations. This is an opportunity to support the workforce readiness objectives of the Greater Valley Forge Human Resource Association, and increase visibility of your company among students.

As seasoned HR professionals, you enhance the HR profession by sharing your knowledge, wisdom and experience with those looking to enter the HR field. The students will have the opportunity to expand their knowledge, professional network, and enrich their academic experience from the coaching, guidance and

encouragement offered by this mentorship opportunity. This is a “win-win opportunity” for both HR mentors and students. There is a need for 14 mentors beginning immediately and ending in May 2009. The method of interaction between the HR mentor and student is negotiable. If interested, please respond by **February 27, 2009** by **contacting Leon Singletary (267) 419-1390**.

GVFHRA Welcomes New Members

Name	Company
Colleen W Cooney PHR	The Meadows at Shannondell
John K Cousart	Keller Center for Corporate Learning
Nancy F DuBoise	
Marcia C Gallagher PHR	Eagle National Bank
Edmundo Hoffens	
Patrick J McGowan	Pathfinders, Inc.
Megan Nyzio PHR	Superior Tube Company, Inc
Maria L Petrillo Esq	Jackson Lewis LLP
Tricia B Reese	
Tyneeha L Rivers	
Stacey Schellinger	
Thomas R Wilcox Esq., SPHR	SCTE, Inc

Great Advertising – Great Value

Newsletter Ads for as little as \$50/month!

Bus. Card size	(3-1/2”w x 2”h)	\$ 50
¼ page	(3-1/2”w x 5”h)	\$ 75
½ page	(3-1/2”w x 10”h) or (7-1/2”w x 5”h)	\$ 150
Full page	(7-1/2”w x 10”h)	\$ 300

Discounts available for multiple monthly insertions.

Website Banner Ads as low as \$250/month!

**½ price for GVFHRA meeting/seminar sponsors.
Details at gvfhra.org and click on sponsor/ad ops.**

Contact Bruce Zanar (610) 792-2105 or
Lori Stokes-Powers (610) 551-4736

GVFHRA Michael R. Losey Scholarship Award

Each year, the GVFHRA College Liaison Committee presents Merit Scholarship Awards at a Spring Dinner Meeting. The purpose of the award is to recognize students, undergraduate and graduate, who are committed to pursuing careers in human resources.

On April 21, 2009 the college liaison committee is sponsoring College Night. This meeting will be a great opportunity to meet people who are currently in the HR field, as well as meeting other students who are pursuing HR careers!

Two scholarship winners will be awarded: a **\$2,000 undergraduate** winner and a **\$3,500 graduate** winner.

WHO IS ELIGIBLE?

Undergraduate Students enrolled in any of the following programs:

- Human Resources Management
- Organizational Management
- Business Admin (with a concentration in Human Resources)

Undergrad Students who are **NOT** enrolled in the programs listed above, but who demonstrate a strong desire to become an HR professional **AND** have interned during the Summer 2008 or plan to intern during Summer 2009 are also eligible to apply.

Graduate Students currently enrolled in an MBA or MS program with a concentration in Human Resources, Organizational Management, or Industrial Relations.

Application Deadline: March 3, 2009

More Information:

http://www.gvfhra.org/forms/College_Scholarship_Flyer.doc

Application:

http://www.gvfhra.org/forms/College_Scholarship_Application.doc

Questions about the scholarship:

Jeff Snyder (College Liaison Committee Co-Chair)
(610) 789-7606

Kmayro66@aol.com

MARCH 10, 2009

Controlling Benefit Costs

Tozour-Trane Corporate Facility
741 First Ave, King of Prussia, PA 19406

8:30 Registration, Refreshments & Networking

9:00 Forum Begins

2.25 HRCI Credit Hours Pending

With the cost of benefits and healthcare continuing to rise, are you looking for ways to reduce your costs? Changing plan design to reduce premium increases is no longer the long-term solution.

Join us as we take a step back and discuss the makeup of the true drivers of out-of-control health costs and ways in which you can reduce future increases for your organization. With prices continuing to become out of reach for many, now is the time to change the direction and impact the true expenditures of healthcare.

A group of panelists, representing four main areas of benefits administration that effect the total cost of healthcare today, will answer your questions about how to control escalating benefit costs.

Wellness Programs

Angelo Devita from All One Health and Andy Greenberg from GlobalFit will discuss how the commitment to a properly designed and well implemented wellness program can impact long term costs of healthcare.

Insurance Carrier/TPA Administration and Management

Barry Brown from United Healthcare will discuss claims administration and analytics, utilization review, technology, medical trends, rating methodologies and other pertinent processes that effect plan renewals and how you can reduce the costs passed onto plan sponsors.

Disease and Medical Management

Mark Ungvarsky from All One Health will discuss the importance and application of a targeted utilization management partner. An explanation on how to utilize information provided by administrators including medical claims data, eligibility records and pharmacy to analyze the variances, cost drivers, cost trends and

other significant clinical and financial factors that influence the costs of a health plan will be provided.

Alternative Funding

John Crable from Corporate Synergies will discuss all of the alternative funding mechanisms for medical, prescription and ancillary programs available to plan sponsors that can assist plan sponsors to take control of their benefit programs. Take advantage of funding mechanisms that afford plan design flexibility, cash flow advantages, access to valuable utilization data, elimination of state mandates and premium taxes.

Join us for this exciting panel discussion and have questions about how to lower your healthcare costs answered? We look forward to seeing you there!

GVFHRA Job Bank

Find Jobs:

Free to Job Seekers

Post Jobs:

Discounted rates for GVFHRA Employers
Check the website www.gvfhra.org under
Careers for more details

Volunteers Needed!!

SHRM is currently seeking volunteers for the **2009 SHRM Northeast Regional Student Conference** being held at William Paterson University, Wayne, NJ on March 27th and 28th. We especially need the help of at least 100 professional members to serve as volunteers in various positions for this event to be a success. If you have never participated in this conference, give it a try – it is more fun than work!

This conference is *free* to all SHRM student and professional members. To register for this event as a volunteer and participant, please use the following hyperlink to complete the online registration form:

https://ecom.shrm.org/TimssSolutionSite2004_TPRO/Default.aspx?tabid=90&action=MTGProductDetails&args=19240

All participants (including HRGames teams, student chapter advisors, and event volunteers) must submit a

registration for the conference no later than March 20, 2009.

Highlights of the 2009 SHRM Northeast Regional Student Conference include:

- Educational sessions from leaders in the HR field;
- Opportunities for networking with other HR students and HR professionals;
- Career guidance and mentoring opportunities, and the
- HRGames academic competition;

A schedule for the event will be posted on the website sometime during the next several weeks at: <http://www.shrm.org/Conferences/StudentConferences/Pages/NortheastRSC.aspx>. Attached are the volunteer position descriptions for the HRGames. In addition to the HRGames competition volunteer positions; there are also conference positions that will be assigned to volunteers on-site. If you are open to any position – HRGames or Conference - you do not have to designate a position on the registration form – just leave it blank. You can volunteer for a few hours or an entire day whatever fits your busy schedule. You are also welcome to attend the HRGames and all educational sessions as a participant.

Need to make **hotel reservations**? Room blocks have been set up and that information will be forthcoming and posted on our website for your convenience during the next few weeks, so keep watching for information.

If you have additional questions please do not hesitate to contact Maureen Flaherty, SHRM Member Programs Specialist at (800) 283-7476 ext. 6423 or contact a member of your Regional Team. We hope to see you at William Paterson University in March! This is a FUN event and you don't want to miss it.

Northeast Regional Team

Director, Eastern Region	Field Services Director	Regional Administrator
CT, MA, ME, NH, NY, RI, and VT	DE, MD, NJ, and PA	
Liz van Berg	Susan Post, SPHR, CAE	Phyllis Shurn- Hannah
liz.vanberg@shrm. org	susan.post@shrm. org	phyllis.shurn- hannah@shrm.org
(800) 283-7476 X6274 (toll-free)	(800) 283-7476 X6201 (toll-free)	(800) 283-7476 X6293 (toll-free)

An Overview of Absence Management

Employee absence from the workplace can cost up to 15% of payroll dollars. Although many large employers have been successfully managing absences, mid-sized and smaller employers have lagged behind due to the various challenges managing employee absence presents. These challenges include:

- Siloed drivers of absence, i.e., casual absence, non-occupational disability (short or long), FMLA, and absences due to work injuries. These driver categories may be overseen by different departments (i.e., HR, Payroll, Finance or Risk Management)
- Lack of data or fragmented or unusable data. Not all payroll systems collect absence data, even when wage payments are made. Data, if collected is seldom able to be linked to episodes of absence, causes, durations etc.
- Decentralization of interaction with absent employees. First-line supervisors may feel the need to protect the employee at the expense of being a good steward of the company's assets. These same supervisors often lack training in the legal implications of employee privacy, FMLA and ADA requirements.

Despite these challenges, small and mid-sized employers can make strides towards managing absence. One of the simplest and most-cost effective ways is to outsource claims management of short-term disability/salary continuance (STD/SC) to a professional administrator. As of 2005, more than 50% of employers outsourced administration of these types of benefits, up from 25% in 2000*. This increase is due to both the recognition that this is an area where employers can achieve cost savings (studies show that an average of 7-15% savings can result in moving from an employer-managed plan to professional claims management) and the increase in professional claims management firms that can efficiently manage claims for mid-sized and smaller employers at a cost-effective price.

Professional administrators are available that can manage STD/SC claims for a few dollars per employee, per month. The payback of implementing professional claims management is:

- Data capture/reporting on causes, incidence and durations of absences
- Removing an employer from handling confidential medical information
- Consistency in claims handling through the use of nationally accepted return to work guidelines
- The ability to implement cost-containment provisions in the STD/SC plan

The use of a professional administrator will also shorten and simplify the STD/SC claims reporting process through the use of telephonic claim intake. The administrator captures all of the information needed from the employee to start the claims process during a 5-7 minute telephone interview. Subsequent emails to the employer certify benefit eligibility, and information is gathered from attending physicians telephonically. Faster intake will lead to faster payment and more satisfied employees.

A detailed review of the STD or SC plan provisions (even if the plan is a "payroll practice") by a benefits consultant or a claims administrator will identify areas where language can be tightened, provisions can be added or removed and definitions improved with the goal of making claims adjudication quicker and easier because of clearly stated rules and plan provisions. Some of the provisions often reviewed are:

- Eligibility provisions – what groups of employees are covered or excluded, and when does eligibility begin?
- Defining the compensation upon which benefits are based
- Pre-Existing Condition exclusions – should your plan contain one, and how restrictive should it be?
- Definition of disability
- Job modification – can duties be modified or the person transferred to other areas to encourage earlier return to work?
- Front-end and back-end coordination issues – coordinating sick time or PTO during and after the elimination period, as well as when LTD begins.
- Reasons that benefits will terminate, such as termination of employment for cause, or confinement in a penal institution

- How will payroll deductions for other benefits (such as medical) be handled during the leave?
- What benefits will continue to accrue during the leave (i.e., vacation, sick time)?
- What other sources of payments employees could receive will be coordinated with the STD/SC plan payments?

Lastly, remember that for best results, treat this as co-sourced, not outsourced. The employer or their consultant must stay involved to monitor the claims administrator's performance (claims turn-around-time), and service levels, as well as the performance of the plan (claims frequency, duration, causes, etc). Periodically, a cross-section of claims should be reviewed start to finish ensuring that plan provisions and durational guidelines are being adhered to and that service expectations met or exceeded.

Carol Tavella is a Senior Manager in the Compensation and Benefits Practice at SMART Business Advisory and Consulting, LLC. For more than 20 years, Carol has focused on advising employers on the strategic design, implementation and ongoing management of all facets of health and welfare plans. Carol can be reached at ctavella@smartgrp.com (610)964 4235

*Mercer – Marsh Survey of Health Productivity and Absence Management 2006

Alternatives to Downsizing - Proving HR's Value in a Recession

Overall, economists agree that the United States is in a recession that will continue well into 2009 at the earliest before a recovery starts. Consumers, the engine of the US economy, have trimmed their spending because of reduced access to credit, fear of job losses, and trepidation about the economy.

Faced with reduced consumer spending, many business leaders are searching for ways to reduce costs. Layoffs are an easy but drastic answer. Moreover, layoffs often have unintended consequences, such as, increases in voluntary turnover, lower productivity, and a more stressful workplace.

It is a critical moment when you as an HR professional can offer strategic business solutions.

Here are some ideas culled from articles and experience about ways to keep employees while lowering costs:

Payroll Related Savings

Attrition/ Hiring Freeze Do not fill most positions when they become vacant; delay new hires.

Reduce temporary workers As contracts expire, don't renew.

Reduce the workweek Lower the number of hours employees work in a week, either by shortening the day or the number of days in the workweek.

Lengthen vacations Offer time off without pay along with normal vacation time.

Lend employees to other companies Lend employees to other organizations, which will take on his or her salary.

Reduce or eliminate overtime

Delay merit increases

Reduce salaries

Offer early retirement

Close business over XMAS or 4th of July weeks Have employees take unpaid leave.

Employee driven cost savings Clearly communicate the purpose of the program and have employees identify cost cutting opportunities and submit them on line. Reward employees with a % of the savings.

Hire contract workers in lieu of regular employees

Share the pain Use a progressive scale of reduced hours or wages.

Offer sabbaticals Offer small stipend for going to school or working for a non-profit.

Productivity and Benefit Related Savings

Focus on improving productivity Identify which employee programs can drive a dramatic increase in productivity. Track sales per employee or profit per employees and watch it monthly. Determine how to improve the current approach.

Provide incentives for wellness programs Offer incentives to encourage employees to participate in wellness programs.

Trim health care costs Many companies were already planning to increase deductibles, co-payments, co-insurance or out of pocket spending limits, which will shift more costs to employees. Some companies will add a consumer directed health plan (CDHP), a high-deductible plan with an associated employee controlled health savings account or health reimbursement arrangement. Under these plans employees can save the \$ they do not spend in a given year by being cost effective seekers of health care services.

Cross train employees Shift employees to most essential functions.

Use technology Make more extensive use of the Internet for recruiting and Web-based formats for HR systems.

Assess, counsel, and retrain displaced employees

If your company does decide that layoffs are necessary, you have an important role to make sure that the layoffs are fair and to provide ongoing support to employees who remain. These employees will be shouldering more. Make sure they receive information on how the future looks and their role, along with the company's appreciation and recognition.

Edwina White is a human resources consultant specializing in designing and delivering training, employee relations, and compensation programs. Areas of expertise include leadership development, conflict resolution, coaching, team building, communication, bonus plan design, and outplacement. Edwina can be reached at edwinanwhite@aol.com or (610) 415-0220.

Human Resource Professional in Transition? Much is shared at GVFHRA's Career Development Group Meetings

During the February Career Development meeting, participants shared a myriad of recommendations, resources and tools that they use during their career transition campaigns. We thank Colleen Hamilton, Executive Director of the Life Science Career Alliance and Deb Kliman, owner of Search No More recruiting firm, who facilitated this month's meeting, and for bringing fresh perspectives and expertise.

We continue to seek varied ways to offer value to our participants. On **March 2nd**, a panel of recruiters will answer questions and offer advice, so join us! (Please register.)

In **April** we will begin to leverage the expertise of some of our own HR professionals "in transition" to contribute by facilitating some group meetings. Several folks have raised their hands to utilize their training expertise, and we are looking forward to some interesting meetings - (look for "speed networking" in the near future.)

Each month, the Career Development group begins with brief introductions, followed by either topical presentations or roundtable discussion. Participants leave with relevant articles, leads and a network from which to draw both support and advice. Recruiters regularly attend, and GVFHRA board members and other professionals in the HR community are invited to participate to offer their guidance.

If you are interested in participating and contributing, whether in transition or not, please contact Shelley Potente at shelley.potente@right.com

As the year progresses, we will continue to ask the question – how can this group be most valuable to you?



Future Meetings

Monday March 2nd (NOT
March 9th)
Monday April 6th

Registration is not necessary but much appreciated

Time: 5:30 – 7:00 P.M.

Location: Right Management - Berwyn

Please check events section of website for further information/directions

**Please bring leads, book, article and site
recommendations to share**

Shelley Potente
Career Development Committee Chair
February 2009

What ARE You Waiting For? Give Yourself a Leg Up on the Competition with HR Certification

By Kathy Muscarella, SPHR

In our current economic climate, there's not a lot of good news to report. This is certainly NOT the case in the HR Field. The Bureau of Labor Statistics (BLS) estimates that there are 868,000 positions held by Human Resources professionals in the US. Employment of HR managers and specialists is projected to grow by 17% through 2016, faster than the average for all occupations. And, the BLS states that college grads that have earned certification will have the best job opportunities.

According to The Human Resource Certification Institute, only 11% of those 868,000 positions are filled with certified professionals. In today's job market, there's stiff competition for every HR job. Why not give yourself a leg up on the competition?

The Professional Certification Committee can help you do just that. Right now, we're in high gear making preparations for our Spring 2009 Study Group. And, not to toot our own horn, just listen to what one of our recent "graduates" has to say:

"I cannot overstate the value of this course. It motivated me to refocus on my goal to sit for and pass the PHR exam. If you have been putting off getting your designation...I would take advantage of this great resource. You will not regret it!"

Jessica Downey, PHR

Don't put it off another day! Make this the year that you join the cream of the crop of HR professionals, and position yourself for the best opportunities in our growing field.

**PHR/SPHR Certification Study Group
April 7 & April 24, 2009 (2-day Program)
8:00 am – 5:00 pm**

**Location: MEA/MidAtlantic Employers'
Association
234 Mall Boulevard, Suite 200
King of Prussia, PA 19406
Register online at www.GVFHRA.org**

SAVE THE DATE



HR SUMMIT
Friday October 9, 2009

Philadelphia Marriott



The Organizational
Development Special Interest
Group Presents

“Leadership During Turbulence: HR’s Role in Helping Leaders Navigate the Tsunami”

HRCI Credits Pending

As noted in the front cover of HR Magazine's Nov. 2008 issue, SHRM President, Laurence O'Neil stated:

“These times demand the best of every executive, manager, and frontline employee—in other words, the best person for every job, the highest skills and productivity, the latest tools to help employees succeed, and a workplace free of anxieties and distractions.”

Helping people and businesses to succeed is the heart of what HR professionals do. In today's economy business leaders are being challenged in an entirely new way.

Please join the OD SIG and our dynamic speaker:

Tricia Steege, Sr. Talent Management
Consultant, Wolters Kluwer on
Thursday, April 30, 2009 at Villanova University
HRCI credits pending

Because the world around us is changing so dramatically we are all affected by some very different challenges. Now more than ever, HR business partners can seize the opportunity to play an integral

role in helping business leaders perform even during the most trying of times.

This event is an opportunity to dialogue with your peers regarding the ways in which HR professionals can support business leaders in today's work world. The session will educate participants regarding the factors that have contributed to the state of our current economic crisis, and will leverage the attendee's experiences to identify unique traits that leaders must possess to drive continued business performance and retain key talent during tentative times. Examples of leaders that have successfully brought their organizations through trying times will be cited. Through the use of large group discussion and small group work, HR professionals will leave the session with concrete actions they can use to strategically partner and support their own leadership teams.

Session participants will:

- Understand the root causes that have produced today's global economic crisis.
- Recognize the characteristics and actions that leadership must use to see their organizations through this crisis.
- Develop tangible action plans to better support their leadership teams.
- Network with other Organizational Development and HR professionals in the local area.

The speaker:

Tricia Steege, is a senior Organization Development executive with over eighteen years experience. In her work with clients, she leverages her fundamental belief and passion that by providing environments that inspire the human spirit, individuals are unleashed to contribute and accomplish their best, even when the going gets rough.

Tricia uses a "whole systems" approach that propels her clients and their key stakeholders to embrace the "Possibilities of Transformation" resulting in changed mindsets and behaviors that contribute to bottom line revenue.

She holds a Masters of Education in Human Resources Education, Boston University and an Organization Development degree from National

Training labs. She has also served as adjunct faculty for the Penn State University Change Management curriculum. She is an active member of the Greater Valley Forge Human Resources Association where she is past co-chair of the Organization Development Special Interest Group.

Published articles include, "What are Your Teams Needs?" and "How Mature are Your Virtual Team Work Processes" published in the McGraw Hill Team Development Sourcebook.

Registration for this learning event is now open on the GVFHRA website. Please check this web page frequently as more details will be posted on the website. The OD SIG hopes to see you in the spring!

GVFHRA Board Elections

Per our bylaws, a Nominating Committee has been established to prepare a slate of nominees for various board and committee chair positions for 2009-2010. Elections will take place at the April Dinner Meeting which will be our official Annual Meeting as well as College Night. The Committee is accepting nominations from the membership for President Elect, Community Partnership, Special Projects, Special Interest Groups, Diversity and Professional Development. Successful nominees must be (a) an active committee member; or (b) a current Executive Board member; or (c) on a nominating petition with signatures from 10 members. The Nominating Committee is chaired by Frank Powell with Tammy Ford, Lynne Kester and Susan Fletcher as the other members.

In addition there are open committee chair roles in College Relations, Professional Certification, Programs, Ambassadors and Membership.

Finally, there are openings on virtually all the committees for anyone wanting to get more actively involved with our chapter.

Anyone interested in nominating someone or volunteering should e-mail Lori Stokes-Powers at gvfhra@aol.com or Frank Powell at frank.powell@lhh.com.

Please include your name and contact information with your nomination along with the role you are nominating someone for.

**The Recruitment and Retention
Committee of the Greater Valley Forge
Human Resource Association Presents:**

**How to Keep Them Once
You Get Them:**

***A Fail-Safe Strategy for
Productivity and Retention***

Across the Generations

Strategic HRCI – 2.5 credits

Viropharma Incorporated

Central Park East Conference Room

Date: March 11, 2009

Registration at 1:30 PM. Workshop begins promptly
at 2:00PM

Cost: \$35 per GVHRA member, \$50 per non-
member.

Attracting and retaining good performers is of critical importance to the success of every organization, large or small, for profit or not-for-profit. To hire and train a skilled, professional worker can cost an organization anywhere from \$35,000.00 to \$100,000.00, or more, depending on the person's job level, hiring package, and training/assimilation program.

So, once you get them, how do you keep them – not just keep them on the payroll, but also keep them humming – productive and happily contributing? That's the million dollar question; or perhaps more than a million dollars, depending on your *involuntary* turnover rate.

What's happening in your organization, today? Is the culture one that causes people to want to come, want to stay, and want to give their best? Or, do diverse individuals show up, put their heads down, perform the rudimentary aspects of their job and go home, starting over in the same uninspired way the next day?

Fostering a culture of collaboration and partnership across generational differences is a challenge. What drives and motivates one group seems to be of no particular interest to the others. The differences seem irreconcilable – unless you have the knowledge and tools to bridge the gaps and build a culture of collaboration and partnership, a culture that manifests

a distinct spirit of purpose.

Teressa Moore Griffin, President and CEO of Freeman Associates, has founded a new organization called **Spirit of Purpose**. She will bring her experience and engage us in an interactive learning experience aimed at helping us:

- Deepen our understanding of the differences and similarities between the four generations in the workplace today.
- Explore five simple strategies for better retention, across generations.
- Generate practical ideas to boost retention and productivity, across generations.

Join us for an engaging dialogue that will include some refreshing perspectives on the benefits each generation can offer your business. Guaranteed, you will leave this interactive workshop equipped with knowledge and tools that will enable you to go back to your organization and tap into its *spirit of purpose*, releasing newly found energy and creativity, expanding the potential for successful cross-generational engagement.

BIOGRAPHY

Teressa Moore Griffin – Founder, Spirit of Purpose

Teressa Moore Griffin has successfully coached and consulted with leaders in a variety of industries, including pharmaceutical, financial, and consumer products. She has served as an adjunct faculty member at The American University; National Training Laboratories Institute (NTL); and The Institute for Core Energetics. She is a published writer in the area of diversity in the workplace. Most recently, she contributed the chapter on “Effective Intercultural Communication”, in the book *Effective Multicultural Teams: Theory and Practice*.

Location and Directions:

Viropharma Inc.

730 Stockton Drive

Exton, PA 19341

Voice: (610) 458-7300

The conference room for the seminar is Central Park East. For directions please visit: <http://www.viropharma.com/Contact/Driving%20Directions.aspx>. For additional information and to register for this event please go to: www.gvfhra.com

The Susan Meisinger Fellowship for Graduate Study in Human Resources

Beginning now and continuing through April 1, 2009, SHRM is accepting applications for the new Susan R. Meisinger Fellowship for graduate study in HR. The award was established by SHRM, the HR Certification Institute and the SHRM Foundation in recognition and honor of the historic contributions of former president and CEO, Susan R. Meisinger, SPHR, in advancing the human resource profession and developing its next generation of leaders.

At least one Susan R. Meisinger Fellow will receive as much as \$10,000 annually for up to two years of graduate study in HR. This award will be given to the best and the brightest—the individuals who will be the next generation of leaders for our profession. To be eligible to apply, an HR professional must meet at least one of the following criteria: 1) be a member of

SHRM or 2) hold a professional certification (e.g., PHR, SPHR or GPHR certification from the HR Certification Institute).

FAQs and an application form can be downloaded from the fellowship web site at <http://www.shrm.org/meisinger>, where you can also find a list of the other necessary application materials required to be considered for the fellowship. Members of the Membership Advisory Council (MAC) will work in tandem with staff representatives from all three organizations to select the 2009 Fellowship winner. Awards will be announced annually in conjunction with SHRM's Annual Conference and Exposition in New Orleans, June 28-July 1, 2009.

While the web site contains a great deal of information, we have also established an e-mail box for applicants to pose additional questions. Please forward any questions you may have to fellowship@shrm.org, and a staff member will respond to you quickly.

*Do you have a career or educational milestone to share?
Please contact our Newsletter Coordinator and let us know at:
karen.keesey@careersexpress.com*

March 2009

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
2 Career Development Meeting 5:30pm Right Management in Berwyn	3 Application Deadline for the Michael Losey Scholarship	4	5	6
9	10 <i>“Controlling Benefit Costs”</i> 8:30am Tozour-Tran Corporate Facility	11 <i>“How to Keep Them Once You Get Them”</i> 1:30pm Viropharma Conference room	12	13
16	17 Dinner Meeting <i>“Challenges in Global HR”</i> 5:30 pm Sheraton Park Ridge	18	19	20 Registration deadline for the Northeast Regional Student Conference
23	24	25	26	27 SHRM Northeast Regional Student Conference
30	31	1 Application deadline for the Susan R. Meisinger Fellowship	2 April Breakfast meeting <i>“Employee Engagement”</i> Desmond Hotel 7:30am	3



**Do you want to have the credential that proves you're an HR expert?
Are you planning to sit for your PHR or SPHR exam?**

If you are planning to sit for a certification exam in HR, the Greater Valley Forge HR Association (GVFHRA) Study Group could be for you! GVFHRA offers an opportunity designed to assist you in preparing for the certification exam. This thorough, 2-day study session serves as the perfect refresher. Even those who practiced HR for years often need a focused learning opportunity to brush up before the PHR or SPHR test.

PHR/SPHR Certification Study Group

Offered by Greater Valley Forge HR Association

April 7 & April 24, 2009 (2-day program)

8:00 a.m. - 5:00 p.m.

Location:

MEA/MidAtlantic Employers' Association

234 Mall Boulevard, Suite 200

King of Prussia, PA 19046

Proudly prove your Human Resource Management expertise with a **PHR** (Professional in Human Resources) or **SPHR** (Senior Professional in Human Resources) certification. Certification shows mastery of our professional body of knowledge and your commitment to staying abreast of new developments in your field.

Review key materials and concepts in the six areas covered in the exams:

- Strategic Management
- Employee & Labor Relations
- Human Resources Development
- Risk Management
- Total Rewards
- Workforce Planning and Employment

REGISTER TODAY!

Go to: http://www.gvfhra.org/upcoming_events.asp

Or contact the GVFHRA at 610-551-4736 with any questions

Make a big impact on your career for a small investment!

Study Group investment: \$210 for GVFHRA members; \$275 for non-members

(Lunch is included. Non-members who register for this Study Group may join GVFHRA at a reduced rate of \$45 – saving \$20.)

The next **PHR/SPHR testing window** is **May 1, 2009 through June 30, 2009.**

To register for the exam, go on-line: www.hrci.org. Exam application deadline is March 13, 2009. Late applications are accepted no later than April 17, 2009.

GVFHRA Members and Non-Members are invited to this study group.

