

**Compendium of the  
2009 SHRM Pinnacle Awards**  
*Sponsored by ADP®*

*Northeast Region*

**Title of the Program:** *NH Workforce Readiness Toolkit*

**State Council Name:** New Hampshire SHRM State Council

**State:** New Hampshire

**State Council Web Site:** <http://nhstatecouncil.shrm.org/>

**Executive Summary:**

The NH SHRM State Council matched market trends with professional insight, using their resources and foresight to develop the NH Workforce Readiness Toolkit. With a systems strategy that took advantage of internet technology and extended the scope beyond employment issues, the group took on the individualized challenge of the global aspect of work. The council matched the negative trends of a downturned economy with positive actions to provide the Northeast Region with a dynamic, electronic, sustainable resource that is readily transferable to any other national or international affiliate. The 43-page digital document contains information and active links to internet sites for all aspects of employment circumstances from an individual's job search to an organization's outplacement program, as well as guidance for a student's career search or managing a mid-life career transition. Response to the widely distributed toolkit has been positive and extensive. Distribution includes seven NH SHRM-affiliated chapters, NHLabornet, New Hampshire Unemployment Security, Southern NH Services, Rockingham Community Action, NH Department of Education, NH Scholars, Newmarket School to Careers, Workforce Opportunity Council and NH Works. All continue to distribute the tool electronically to their constituents. Currently in its sixth edition, the tool acknowledges and incorporates suggestions from end users.



**Title of the Program:** *Mission . . . Career Success!*

**State Council Name:** Garden State Council-SHRM, Inc.

**State:** New Jersey

**State Council Web Site:** <http://www.gscshrm.org/>

**Executive Summary:**

In our quest to provide support for the brave women and men who served us and our country so well, GSC-SHRM partnered with Fort Dix, Employer Support of the Guard & Reserve (ESGR), GI Go Fund and Tip of the Arrow to produce a career transition program designed to assist all service members with the successful transition from active service into civilian employment. Nearly 600 service members received personalized, one-on-one career coaching from over 140 professional human resource and coaching volunteers. The event produced a videotaped SME panel discussion on job search, interviewing techniques and entrepreneurship. Workshops focused on networking, job search technology and



ADA accommodation assistance. Résumé lab services provided on the spot changes in preparation for the job fair (free to the 80+ participating employers with current openings) serving up job opportunities for over 800 veterans. This program fills the gap resulting from an absence of career transition preparation services for service members. Due to the success of this pilot program, we partnered with military leaders, mental health services, employers, colleges and other groups to take the program nationally so service members returning to demobilization units across the country may gain from our support of their goal to become employed.

**Title of the Program:** *Navigating Your Career in Turbulent Times*

**Chapter Names:** HRMA of Rhode Island and Southern Rhode Island Human Resource Council

**Chapter Numbers:** 0403 and 0380  
and

**State Council Name:** RI State Council

**State:** Rhode Island

**Chapter and State Council Web Sites:** <http://www.hrm-ri.org/>, N/A and <http://ri.shrm.org/>

**Executive Summary:**

As Rhode Island's unemployment rate is one of the highest in the nation; this program was developed to help address the needs of community members in transition. The program is for members of the RI Chambers of Commerce, their guests, and RI professional community members in career transition. The state council and chapters partnered with the Chambers to coordinate the marketing and communication of the event. Panel experts presented on three topic areas: Developing Your Marketing Plan, Networking Strategies and Reinventing Yourself in This Economy. After a pilot presentation to the state council membership in April, the first public program was rolled out in July through the Central RI Chamber of Commerce and hosted at New England Institute of Technology. Over 35 professionals were present to gain information on marketing themselves effectively for demand-driven occupations. The program provided participants additional resources and tools for networking and demonstrated the leadership and credibility of the state and local councils in helping to support the community members in transition. Handouts of the PowerPoint, networking resources and a career website guide were made available. Participants were encouraged to take advantage of a complimentary résumé critique and networking opportunity. Survey feedback from participants was very positive. The goal is to rollout similar programs through additional RI Chambers with presentations scheduled in the fall at three separate locations.

**Title of the Program:** *Workforce Readiness - School District Project*

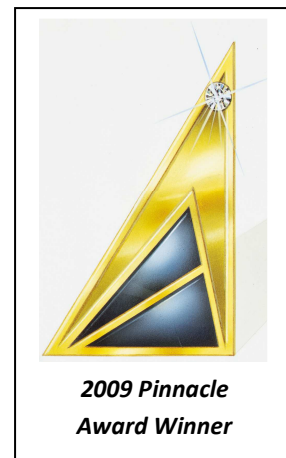
**Chapter Name:** Susquehanna Human Resource Management Association (SHRMA)

**Chapter Number:** 0131

**Chapter State:** Pennsylvania

**Chapter Web Site:** <http://www.shrma.net/>

**Executive Summary:**



For the last 8 years SHRMA members have volunteered to work with Shikellamy High School seniors helping them develop real life skills in applying for a job and interviewing to become part of the workforce in our area. Many area businesses and workforce boards continue to identify students' lack of preparation for entering the workforce as a key missing link in their education. They believe there is just too much testing aimed at passing state exams. In response to these concerns, the high school and SHRMA created an online mock company that lists company highlights, job opening with job descriptions for all ranges of employment within that company. This year (for the first year ever), every graduating senior was required to complete an application, cover letter and résumé for a job that they chose through this online offering. They then interviewed for that position with one of our 33 volunteers from the community (this was done on site at the High School). Every High School senior was required by the school to complete this project for graduation and SHRMA and non-SHRMA members from the community helped with the interviewing process organized and completed by SHRMA.

**Title of the Program:** *DVD - Introduction to Lehigh Valley Chapter of SHRM*

**Chapter Name:** Lehigh Valley Chapter of SHRM

**Chapter Number:** 0150

**Chapter State:** Pennsylvania

**Chapter Web Site:** <http://www.shrmlv.org/>

**Executive Summary:**

2009 has been challenging. This year has presented economic situations the depths of which have never been experienced by current business leaders and human resource professionals. The ability to respond effectively, with confidence, has consumed many managers. The Lehigh Valley Chapter has been busy offering guidance to member businesses. We are also aware that other area businesses are struggling and could benefit from our association if they were aware of our chapter and the value-added services we offer. Getting the word out strategically has always been a priority for both the national association and our local chapter. We developed this video to spread the word quickly about SHRM, our chapter and the value of membership. Through the combined mediums of video production and Internet access we can market national and local membership 24/7. Using familiar, local companies and professionals in our video strengthens the chapter's ties and credibility with the business community. Our DVD informs people how human resources professionals in our area, with the support of a strong national organization, address many of their business and human resource needs. The informational DVD on the Society for Human Resource Management/Lehigh Valley Chapter can be viewed at <http://www.youtube.com/watch?v=RR8IIoX6ULs> .

**Title of Program:** *Stimulating Workforce Investment Opportunities*

**Chapter Name:** Human Resources Association of Southern Maine (HRASM)

**Chapter Number:** 0220

**Chapter State:** Maine

**Chapter Web Site:** <http://hrasm.shrm.org/>

**Executive Summary:**

The Human Resources of Southern Maine (HRASM) is committed to improving the economic independence of individuals who face barriers to entering the workforce. HRASM developed a

community involvement program that targeted workforce readiness initiatives serving underprivileged or disadvantaged individuals. HRASM developed a workshop, sponsored events, and provided one-on-one coaching. In October of 2008, two board members created and delivered a presentation at the state-wide Power of Work conference. The presentation provided job seekers with disabilities with information that increased their interviewing skills. Over the past year, HRASM made a strong commitment to the WorkReady Program offered at the Maine Correctional Center. A board member led the initiative and members of HRASM coached male prisoners on their interviewing skills. In 2008 and 2009, HRASM sponsored the Success Starts with You conference with the proceeds benefiting Dress for Success Southern Maine (DFSSM). Two board members participated in the coordination of the conference and one board member co-chaired the conference in 2009. DFSSM is a nonprofit organization that promotes the economic independence of disadvantaged women. HRASM sponsored the Disability Mentoring Day. Twenty-seven employers and 35 students participated in a one-day event that provided students with disabilities a job shadow experience.

**Title of the Program:** *Human Resource Assistant Certificate Program*

**Chapter Name:** Buffalo Niagara Human Resources Association

**Chapter Number:** 0232

**Chapter State:** New York

**Chapter Web Site:** <http://www.bnhra.org/>

**Executive Summary:**

In 2007, the Buffalo Niagara Human Resources Association sought to establish a creative and unique program that serves to advance the HR profession, improve business and community relations and promote education in the field of human resources. The Human Resource Assistant Certificate Program was developed to increase awareness of human resources as a profession, promote learning in several key subject areas, to facilitate professional development in field of human resources and to promote the value of human resources within the organization. In collaboration with The State University of New York at Buffalo Division of Continuing and Professional Studies Millard Fillmore College, the Buffalo Niagara Human Resources Association developed a core curriculum that includes but is not limited to these subject areas: Recruitment and Selection, Employee Relations, Performance and Training, Employment Law, Compensation and Benefits, Workforce Safety and the future of HR. The program is offered during the spring and fall semesters. Last spring was our most successful enrollment with 21 students in attendance. The program continues to grow and has lead to a second course offering that will focus on human resource management issues.

**Title of the Program:** *Succession Planning and Nomination Committee*

**Chapter Name:** Tri-State Human Resource Management Association

**Chapter Number:** 0413

**Chapter State:** New Jersey

**Chapter Web Site:** <http://www.tristatehr.org/>

**Executive Summary:**

The evolution, the focus and goals, and the impact the role of the Succession Planning and Nomination Committee has had on the chapter and on individual members is tremendous. It has

provided for a talent pipeline resulting in a consistent flow of qualified candidates to fill volunteer leadership roles within the chapter including officer and board positions, committee chair and co-chair roles and other development positions within the chapter. It has provided for the active involvement of past presidents and the historical continuity they provide as well as their intimate understanding of the roles and responsibilities and the leadership qualities necessary for success. In addition the members of this group serve as a sounding board and a support group for the current president. The work of this committee has been reinforced by an annual summer board orientation led by the current president, leadership development tracking on a balanced scorecard that is reviewed at each monthly board meeting and the Power of One recognition of high potential members within the chapter. It continues to evolve and more clearly and systematically identify both leadership qualities and potential within the chapter.

**Title of the Program:** *Bridge to a New Position*

**Chapter Name:** DelMarVa HR Group

**Chapter Number:** 0572

**Chapter State:** Delaware

**Chapter Web Site:** <http://delmarva.shrm.org/>

**Executive Summary:**

In the last three months of 2008, approximately 3,400 Delaware workers were displaced, with numbers expected to increase in 2009. The closure of many small businesses and elimination of shifts of surviving companies caused a catastrophic effect on families, communities and unemployment insurance funds. Many of the affected employees are long-term with an average of 20+ years of service. These displaced workers were forced back into the job market with résumé writing and interview skills long forgotten. They found themselves competing against individuals much younger, more knowledgeable, better educated and more “street” savvy. “Bridge to a New Position” was designed to help recently unemployed people, and soon-to-be displaced employees, in their searches for new positions. Expected results were for job seekers to successfully gain employment faster, thus lessening the impact on our social service agencies and unemployment insurance funds. Participants completing the program have powerful résumés, the ability to tailor their résumés to their prospective positions, and effective interviewing skills. Courses and support services are offered free of charge. In summary, participants have the confidence and realistic hope to conduct fruitful job searches, maintain harmony in their family lives, and have their self-esteem as productive workers restored.

**Title of the Program:** *Economic Recovery Initiative - Helping the Community Navigate Through a Tough Economic Climate*

**Chapter Name:** Howard County Human Resources Society

**Chapter Number:** 0617

**Chapter State:** Maryland

**Chapter Web Site:** <http://www.hocohrs.org/>

**Executive Summary:**

Howard County Human Resources Society is a chapter that has embraced the tough economic climate as an opportunity to make a difference in our community – bringing to life SHRM’s mission of “advancing the profession and serving the professional”. This year, our chapter board

prepared itself for its ambitious initiatives with an HR Certification Institute-accredited half-day “Team-building” session. We planned to address demographic groups across all spectrums of the economy: those in shelters/temporary housing due to sudden change in their economic situation; those returning and entering school and majoring in the human resources profession; those unemployed due to layoffs; and, those individuals who are facing tough financial choices. Proudly, our chapter has contributed countless hours to achieve the following: 1. 4th annual Job Fair. We have partnered directly with the MD Workforce Development Center, Department of Labor and will offer résumé review and mock interviews. 2. The Howard County Executive, Ken Ulmann, will be the key note speaker at our 1st annual half-day Retirement Workshop in November. This workshop will feature programs that address three generations – from baby-boomers to Gen-Xer’s to the Millennials. 3. Our chapter is working with Grassroots, a temporary housing shelter to offer a Speakers’ Bureau through which residents get re-employment and career advice from our HR volunteers. 4. Our Chapter sponsors college student chapter memberships to those currently enrolled in SHRM-approved HR curriculum programs at universities, such as McDaniel College.

### *Southeast Region*

**Title of the Program:** *Georgia Industry Certification Program*

**State Council Name:** SHRM Georgia State Council

**State:** Georgia

**State Council Web Site:** <http://www.shrmga.org/>

#### **Executive Summary:**

For the past six years the SHRM GA State Council (SHRM GASC) has been collaborating with the Georgia Department of Education (GA DOE) to enhance and grow the Industry Certification Program across the State of Georgia. This program was originally established by the SHRM - Atlanta Chapter in 1991. However, as the number of interested schools expanded beyond Atlanta, it was determined to be a better fit with the council’s mission. In the last two years, the council’s commitment to assist the GA DOE with the program has been well received and appreciated. Building off a good foundation, the council this year has been able to:

- Strengthen the relationships between our organization and the GA DOE to a point where we are truly engaging in a collaborative manner, seeking opportunities to ensure GA high school students are prepared and ready to enter the workforce
- Raise awareness of the benefits of students learning more about human resource management functions
- Create an outstanding Volunteer Training Program for chapters to use in preparing volunteers for this experience
- Create an exceptional orientation program for the GA DOE to use in educating school personnel about the certification process.

**Title of the Program:** *Transitioning Our Veterans to the Workplace*

**Chapter Name:** Greater Miami SHRM

**Chapter Number:** 0038

**Chapter State:** Florida

**Chapter Web Site:** <http://www.gmshrm.org/>

#### **Executive Summary:**

The Greater Miami SHRM (GMSHRM) seized an opportunity to educate HR professionals on the special needs of the thousands of veterans returning to the workforce and the benefits available to their employers. GMSHRM offered a diversity and inclusion workshop entitled “Transitioning Our Veterans into the Workplace,” with speakers from Miami’s Veterans Center, the Veterans Benefits Administration, the Department of Labor, Florida’s Employer Support of the Guard and Reserve, and Miami-Dade College. The program covered topical issues such as: Federal programs and tax benefits for employers, employer responsibilities under the Uniformed Services Employment and Reemployment Rights Act, veteran readjustment challenges, business imperatives for hiring veterans, and available government resources. The program also offered attendees the opportunity to meet with representatives of Miami Dade College’s MEED program which assists disabled employees and their employers. The workshop successfully met SHRM’s stated goal to support President Obama’s directive to help transition returning veterans into the community and workplace. It also spotlighted the value of HR professionals in the community, and improved relationships with veterans’ organizations. Participants reported that the workshop’s information and materials were well-received within their organizations. Additionally, this program inspired other chapters to develop similar events using the GMSHRM model.

**Title of the Program:** *Partnerships in Workforce Readiness*

**Chapter Name:** Greenville Society for Human Resource Management

**Chapter Number:** 0049

**Chapter State:** South Carolina

**Chapter Web Site:** <http://greenvillehr.shrm.org/>

*2009 Pinnacle  
Award Finalist*

**Executive Summary:**

The mission of the Workforce Readiness Council is to prepare citizens to enter and compete in the job market by fostering collaborative relationships amongst community stakeholders. The Workforce Readiness Council has been operating as a subcommittee of the Greenville Society for Human Resource Management (GSHRM) for the past year. The Workforce Readiness Council was formed to support the 2005 South Carolina Education and Economic Development Act (EEDA) legislation branded as Personal Pathways to Success ([www.scpathways.org](http://www.scpathways.org)). The objective of Personal Pathways to Success is to provide “educational and career planning resources that bring together all South Carolinians – students, parents, educators, adult job seekers, and employers. The services offered provide strong support for South Carolina’s workforce and economic development priorities.” The GSHRM Workforce Readiness Council (WRC) has already led significant progress towards its mission to support Personal Pathways. The WRC is made up human resource professionals that represent a variety of industries in the Upstate of South Carolina. Acting as a liaison between the members of GSHRM and the Regional Education Centers of the Upstate, the Workforce Readiness Council has been instrumental in strengthening collaboration and coordination between many existing community partners in industry and education.

**Title of the Program:** *HR Helping HR*

**Chapter Name:** SHRM-Atlanta

**Chapter Number:** 0070

**Chapter State:** Georgia

**Chapter Web Site:** <http://www.shrmatlanta.org/>

**Executive Summary:**

Recognizing an increasing number of members have found themselves in the job market, SHRM-Atlanta offered “HR Helping HR,” a one-day event. Sessions included the State of the Job Market, NetWeaving, Delivering your Message in an Interview, Effective Résumé Writing, How to Get Interviews and Turn Them into Job Offers, Using Social Media, Working Effectively with Recruiters, and Managing Your Campaign to Sustain Momentum. Within six weeks, the planning committee, led by Tamara O’Neill, President, Careers On Course, created this in-depth event for job seekers. Nearly 200 SHRM-Atlanta members benefited from the event, held on May 29 at Cox Enterprises. The keynote address was by Michael Esposito, Director of Associate Relations, Northern Division, The Home Depot. Bob Littell, Chief NetWeaver, waived his usual \$5,000 speaking fee. Based on the “pay it forward” concept, NetWeaving changes the dynamic in relationships. Participants gained unique insight into the best ways to navigate the job market from a panel of HR industry leaders. All the tips, insights and information shared throughout the day helped participants gain traction in their job search. All presentations were posted to the website. “The SHRM-Atlanta team answered the call to help its fellow members,” said Mary Lynn Miller, Executive Director.

**Title of the Program:** *Members In Transition Group*

**Chapter Name:** Human Resource Management Association of Greensboro

**Chapter Number:** 0120

**Chapter State:** North Carolina

**Chapter Web Site:** <http://www.hrmag.org/>

**Executive Summary:**

In 2009, the Human Resource Management Association of Greensboro (HRMAG) designed and implemented their Members in Transition Group (MIT) to help unemployed HR Professionals. Formed to respond to the numerous members of our chapter losing their positions due to the economic downturn, this group has made tremendous accomplishments although being formed and running for a very short period of time. Unemployed members, some for over a year, have found the additional assistance from Recruiting Professionals, speakers with expertise in the job search arena and the capability to build a strong professional network as a true advantage in their marketing ability. They have learned how to leverage their new skills and the tools being provided to make the most of their job search. Many of these professionals have received employment offers they are proud to accept. The support and initial sponsorships from Oak Ridge Wealth Management (a local financial planning firm) was also instrumental in helping our MIT Group start with a strong foundation and very little additional monetary funding. Through this enterprise HRMAG has proven to be a local SHRM chapter that cares and is determined to give back to HR Professionals.

**Title of the Program:** *Diversity Training Program*

**Chapter Name:** SHRM-Columbus

**Chapter Number:** 0128

**Chapter State:** Georgia

**Chapter Web Site:** <http://www.shrmcolumbusga.org/>

*2009 Pinnacle  
Award Finalist*

**Executive Summary:**

SHRM-Columbus partnered with the Business Resource Center and the Springer Opera House to present an entertaining and educational diversity play named “Charm School.” The play centers on a warehouse worker who is required to attend “Charm School” because of his racial and sexist jokes. The SHRM-Columbus chapter identified an opportunity to address the racial stereotypes and sexism that exists in the workplace and in the community by providing a forum for HR professionals, business leaders and anyone interested in discovering more about the importance of diversity and sensitivity to have serious dialogue. The play was presented at the historic Springer Opera House. After the play, two facilitators led a discussion of the issues that surfaced in the play around race-relations and sexism in the work environment. Discussion topics ranged from defining discrimination to combating it. The interest of HR professionals was how to build relationships and prevent this type of behavior in the workplace. The play was advertised through numerous resources and highlighted on a local television morning show "Business Break." This collaborative effort was a success as measured by the survey results from the attendees. SHRM HR professionals who attended this performance received 2.5 hours of CEU credits.

**Title of the Program:** *HR on Call – A Resource for a Community In Transition*

**Chapter Name:** Raleigh-Wake Human Resource Management Association & Triangle SHRM

**Chapter Number:** 0132 & 0076

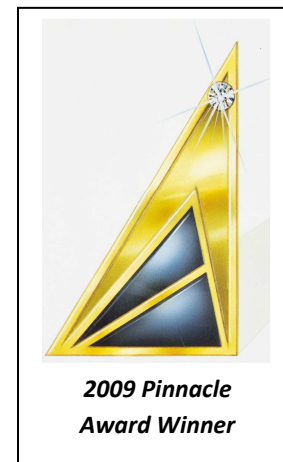
**Chapter State:** North Carolina

**Chapter Web Sites:** <http://www.rwhrma.org/> and <http://www.tshrm.com/>

**Executive Summary:**

With unemployment rising to its highest levels in 26 years, many workers in the Raleigh-Durham area found themselves unemployed.

Support services to help were operating at maximum capacity, yet individuals remained in need of assistance. Paul Wasylkevych, SPHR, a RWHRMA & NCSHRM State Council member, originated an idea that was deployed in less than 1 month. “Human Resources on Call” united RWHRMA & TSHRM to provide job search guidance to over 1,100 callers during a 7-hour telethon-style event televised by a local TV station which broadcasts to 23 NC counties reaching almost 1.08 million households. Jeff Luttrell, SPHR, RWHRMA & Laurie Textor, SPHR, TSHRM led the team to implement the project and create all of the training and tools needed, including an outstanding Orientation Booklet and Resource Guide containing potential questions and answers as well as information and web sites for employment resources. With the help of Michele Langley, PHR about 75 volunteers were recruited, trained and to support the event. As a result of this community service initiative, members shared their expertise to help 1,100 callers at



a critical time in their lives and demonstrated yet another facet of HR and the importance of our profession to the community.

**Title of the Program:** *Community Career Panel for Brevard*

**Chapter Name:** South Brevard Society for Human Resource Management, Inc.

**Chapter Number:** 0309

**Chapter State:** Florida

**Chapter Web Site:** <http://www.sbshrm.org/>

**Executive Summary:**

South Brevard Society for Human Resource Management, Inc. partnered with Community Credit Union of Florida, Space Coast Human Resource Association and other businesses, to host the Community Career Panel for Brevard. Over 35 volunteers shared their HR knowledge, skills and expertise with individuals who were unemployed or may lose their job and provided the necessary tips and tools to help these individuals effectively market themselves in this tight economy. Many of the 100 attendees had been in their jobs for 10 - 20 years and did not know how to begin writing a résumé, interviewing or networking. The event began with a panel of speakers discussing topics such as: finding a job, interviewing, networking, résumé writing and effectively using CareerBuilder's tools; which concluded with a question and answer session. There were also vendor booths for the attendees to visit, speak with representatives, have résumés printed for free and pick up useful information to help them in their job hunt. In a time when we as HR professionals have to make some very hard decisions that affect peoples' lives, it was great to help individuals in the community come away with a new-found power to be successful.

**Title of the Program:** *Capitalizing on Social Media to Boost Membership*

**Chapter Name:** Big Bend SHRM

**Chapter Number:** 0409

**Chapter State:** Florida

**Chapter Web Site:** <http://bbshrm.shrm.org/>

**Executive Summary:**

As a chapter that has been recognized by our state council for our membership recruiting and retention efforts, we are constantly looking for innovative ways to improve. We decided to explore social media marketing and take advantage of this free resource to gain massive positive exposure for our organization and profession. The bottom line was to create a top-notch membership recruitment and retention program. As the economic crisis began to be fully realized in the fall of 2008 we recognized that our strategies were aligning with the needs of our chapter. Our efforts paid off as we hit and surpassed a membership milestone in mid-2008. At the end of 2008 we had managed to increase our membership by 79% over 2007. In order to be prepared for potential membership reductions due to unemployment, we knew we had to pull off something big. In April 2009 we launched HR Gumbo – a human resources themed blog covering topics including certification, recruiting, strategy, employee relations, professional development, social media, leadership and more. Our blog has received national attention and combined with our marketing efforts is having a huge impact on our membership recruitment and retention efforts.

*2009 Pinnacle  
Award Finalist*

## *North Central Region*

**Title of the Program:** *Saving Lives*

**State Council Name:** Indiana SHRM State Council

**State:** Indiana

**State Council Web Site:** <http://www.indianashrm.org/>

*2009 Pinnacle  
Award Finalist*

**Executive Summary:**

The blood supply is critical to saving lives anywhere. The Indiana State Council and the Indiana Blood Center (IBC) have partnered to develop the "Saving Lives Program." This program adds units to the blood supply at time when the need is high and donations are low in the state. Donations decrease during the summer months, especially at the end of summer and around holidays. The 4-year partnership between the Indiana State Council and IBC has been invaluable in contributing much-needed units to the blood supply, while educating HR professionals regarding the ongoing need for blood donations to save lives.

**Title of the Program:** *Veterans Month Project 2009*

**State Council Name:** Ohio SHRM State Council

**State:** Ohio

**State Council Web Site:** <http://www.ohioshrm.org/>

**Executive Summary:**

The purpose of the Ohio SHRM State Council Veterans Month Project 2009 is to increase awareness of Ohio veterans' needs and to provide our professional and student chapters with resource materials, events and activity ideas so they can conduct workforce readiness-related education with their chapter members and their local military facilities. The Ohio SHRM State Council has challenged each professional and student chapter to present at least one Veterans Month event in November of 2009. HR professionals must be prepared to both honor and help returning veterans when processing veteran employment. As chapters educate and reach out to military veterans on workforce readiness issues we need to be sensitive to varying return schedules, flexible to their needs, understanding of veteran family requests (FMLA), and aware of relevant legislative issues (USERRA, ADA, FMLA.) We believe by increasing Ohio HR professionals' awareness of veterans needs; promoting cooperation and coordination between Ohio SHRM chapters and U.S. military (active, reserve, veterans) groups; providing resource binders to all Ohio SHRM chapter presidents, workforce readiness advocates, and student chapters; and conducting state-wide workforce readiness events during the month of November 2009 we will have addressed a huge need that exists today in our state.

**Title of the Program:** *Legislation at Work (LAW)*

**Chapter Name:** Human Resource Association of the Midlands (HRAM)

**Chapter Number:** 0019

**Chapter State:** Nebraska

**Chapter Web Site:** <http://www.hram.org/>

*2009 Pinnacle  
Award Finalist*

**Executive Summary:**

The election of a new President and the support of a now-influential Democratic party in Congress had the potential to significantly change the workplace through a variety of new laws, initiatives, and regulations. Likewise, the downturn in the economy forced businesses to reassess

the bottom line and thus cut back on its human capital, so the cost of programming to our members would be more important. We needed to stay apprised of the current legal and legislative developments that affect our organizations. We developed a year-long campaign entitled Legislation at Work (LAW) to offer quality programming focusing on current legislative topics affecting HR professionals at an extremely affordable rate to our members. LAW included:

- Chapter meetings focused on in-depth pertinent legislative topics.
- Six fifteen-minute legislative updates at chapter meeting.
- Quarterly governmental affairs sessions lasting 1.5 hours, pre-approved for HR Certification Institute credits, costing only \$15 per member.
- Exclusive forum with Senator Ben Nelson, critical swing vote in pending legislative issues affecting the nation.
- Comprehensive “Day in the District.”
- Nebraska Federal Fly Back, a day interacting with Nebraska’s Congressional delegation
- Various forms of communication to alert the membership to state and national legislative changes.

**Title of the Program:** *Seamless Transition*

**Chapter Name:** Evansville-Area Human Resource Association

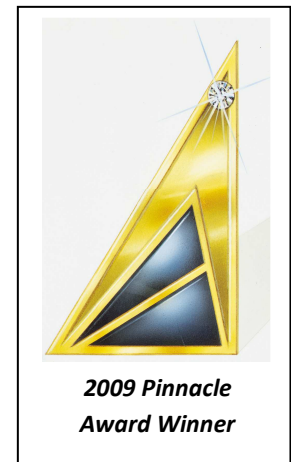
**Chapter Number:** 0032

**Chapter State:** Indiana

**Chapter Web Site:** <http://www.ehranet.org/>

**Executive Summary:**

The Evansville-Area Human Resource Association (EHRA) partnered with the Indiana Employer Support of the Guard and Reserve (ESGR) to provide the “Seamless Transition” program to assist military personnel with a seamless transition into the civilian workforce. In 2009, EHRA provided career counseling services; offering assistance to 500 immobilized military personnel with identifying transferable skills, developing résumés and interview preparation. EHRA’s career counseling initiatives have proven invaluable to military personnel, many of whom have never prepared a résumé or interviewed for civilian employment. EHRA connected these highly skilled and dedicated prospective employees to local employers through the Army’s Employer Partnership Initiative and Indiana Guard’s job posting web sites. Through these partnerships EHRA member employers have been asked to identify the certifications employers demand, resulting in the military offering certification opportunities to military personnel to facilitate their future transition to civilian employment. The ESGR believes so strongly in the benefits of the “Seamless Transition” program that all immobilized military personnel are required to participate. The ESGR and Army’s Employer Partnership Initiative describe their partnership with EHRA as the “model to be adopted in other states” because they could not provide a full range of employment services without support from local HR professionals.



**Title of the Program:** *Career Expo 2009*

**Chapter Name:** Lincoln Human Resource Management Association

**Chapter Number:** 0048

**Chapter State:** Nebraska

**Chapter Web Site:** <http://www.lincolnhr.org/>

**Executive Summary:**

The Workforce Readiness Committee of the Lincoln Human Resource Management Association teamed up with Lincoln area high schools, including Lincoln Public Schools, Lincoln Pius X, Lincoln Lutheran, and Lincoln Christian in an effort to bring together area high school students and local organizations/businesses to allow students the opportunity to explore a variety of career options through information and "hands-on" demonstrations. Over 220 individuals attended the event and 50 local businesses participated in the Career Expo, designed to market careers through hands-on, interesting and inventive methods. The event was tailored to create interest in the variety of careers listed in the Nebraska Department of Education's Career Cluster Model.

**Title of the Program:** *Respecting Differences: Exclusion to Inclusion, "The Myth of the Model Minority"*

**Chapter Name:** Kalamazoo Human Resource Management Association

**Chapter Number:** 0116

**Chapter State:** Michigan

**Chapter Web Site:** <http://www.khrma.org/>

**Executive Summary:**

The Myth of the Asian-Americans as the "Model Minority". The term "model minority" has often been used in describing the Asian-Americans. They are often described as the bright, shining example of hard work and patience that other minority groups should politely follow. Mr. B. D. Wong (performer and featured actor on NBC's *Law and Order: SVU*) presented a variety of diversity issues to the audience, including: 1. Achieving success in the entertainment business, which is fraught with racism and stereotyping of Asians; 2. Racial self-image, self-hatred and acceptance; 3. Asian-American parental pressure; and 4. The "model minority" myth attached to Asian-Americans. The program successfully added to the human resource body of knowledge in the following areas: 1. Employee and Labor Relations workplace behavior issues/practices and 2. Core knowledge required by HR professionals' diversity concepts and applications as well as human relations concepts and applications.

**Title of the Program:** *Committing to Health and Productivity*

**Chapter Name:** Central Illinois Human Resources Group

**Chapter Number:** 0246

**Chapter State:** Illinois

**Chapter Web Site:** <http://www.cihrg.org/>

**Executive Summary:**

Recognizing an emerging trend and responding to a potential need of its membership, the Central Illinois Human Resources Group (CiHRG) brought health and productivity initiatives to the forefront of its organization's commitments and services to its constituents. With membership praise and enthusiastic involvement, CiHRG created and adopted a Health and Productivity Committee within the executive board and then, through this committee, has delivered professional programming and special events. Through surveys and interviews and a year-long commitment to research and development, the committee determined the specific needs of its membership in regard to employee health, health care, prevention, and wellness programming and educational opportunities. It then formed partnerships with several organizations and coalitions and created alliances and programs to deliver real opportunities with measurable ROI

*2009 Pinnacle  
Award Finalist*

for its membership. This program, under the guidance of its newly formed committee, set out to create a network of partnerships within the community, including creating ties to health care, insurance carriers, wellness program leaders and community health advocates. With a firm grasp of the needs of our membership, the committee now designs and implements programs and benefit opportunities with these alliances and presents them to the CiHRG members for implementation in their organizations.

**Title of the Program:** *Business Camp*

**Chapter Name:** **Traverse Area Human Resource Association**

**Chapter Number:** **0280**

**Chapter State:** **Michigan**

**Chapter Web Site:** <http://tahrac.org/>

**Executive Summary:**

On May 7, 2009 the area's first successful Business Camp was launched due to the collaborative efforts of the Traverse City Area Chamber of Commerce, Michigan Works, Traverse Area Human Resource Association, Traverse City Area Public Schools, Northwestern Michigan College, and the Traverse Bay Area Intermediate School District. Sixty-eight people walked away with skills that would assist them in finding employment at a time when unemployment is at an all time high and competition for jobs is fierce. Students and adults were invited to attend a half-day program, at no charge, that included three very specific sessions covering a) ways to write an effective, compelling résumé and cover letter, b) preparing for and executing a job interview regardless of its circumstances, and c) finding the best chance to attain the job for which you are applying. This included ways to market yourself and identifying what makes you unique. Concurrent sessions were specific to the audience, given that the needs of students may differ from the needs of the adults. The day concluded with an opportunity to network with area professionals on a one-on-one basis, included snacks and a drawing to win a Microsoft office product that was donated for the cause. The Chamber provided marketing and registration. The content of all sessions was developed in partnership with professionals in the sponsoring organizations. The facilities, including a computer lab, and transportation for students were also provided. With such a successful outcome, the committee hopes to hold a Business Camp event annually that will further enhance the opportunities made available to area students, adults and business.

**Title of the Program:** *NESD SHRM Chapter Resource Library*

**Chapter Name:** **Northeast South Dakota SHRM**

**Chapter Number:** **0511**

**Chapter State:** **South Dakota**

**Chapter Web Site:** <http://nesd.shrm.org/>

**Executive Summary:**

The NESD SHRM Board recognized that, during these difficult economic times, employers are cutting back on training and education. As board members we wanted to establish a Chapter Resource Library that would provide educational materials to chapter members at no cost. We feel this resource helps us Serve the Professional (STP) as well as Advance the Profession (ATP). We set out with three goals: 1) be a cost efficient resource for chapter members, 2) make

the NESD SHRM Chapter Resource Library cover the 6 key areas of human resources to include Strategic Management, Occupational Health, Safety and Security, Human Resource Development, Labor Relations, Training and Development and Compensation and Benefits. 3) Low Maintenance. Each board member, as well as each chapter member, was given the opportunity to contribute books, articles, and videos, to our Resource Library, which was created using Microsoft Excel. After the list of available resource material was compiled it was distributed to all chapter members via e-mail. Chapter members wishing to "check out" materials from the Resource Library are encouraged to contact the owner of that material by phone, e-mail, or in person to discuss distribution and length of time material(s) can be borrowed.

**Title of the Program:** *LAHRA HR Internship*

**Chapter Name:** Lakes Area Human Resource Association

**Chapter Number:** 0566

**Chapter State:** Minnesota

**Chapter Web Site:** <http://www.lahra.org/>

**Executive Summary:**

The Lakes Area Human Resource Association (LAHRA) Summer Internship Program is a unique internship opportunity for college-aged students who have an interest in pursuing a career in human resources. The program is sponsored through LAHRA, an affiliate chapter of SHRM, and was designed to provide a quality HR internship experience in which students and industry could partner for a mutually beneficial experience that positively impacts the future of the human resource profession in our region. The program structure is what makes it special. Students in the program are offered the opportunity to gain practical experience in the profession by working in a variety of organizational settings including: banking, telecommunications, manufacturing, healthcare, hospitality, and staffing. In 2009, LAHRA sponsored two students. One of the students completed a 3-week rotation and the other student completed a 4-week rotation with participating employers. In addition, the students were given a research project to complete. Each student was asked to survey the LAHRA membership to gather data regarding current practice, conduct research to identify best practices, and then analyze the data to provide recommendations to the LAHRA general membership.

### *Southwest Central Region*

**Title of the Program:** *"WIRED" for Workforce Readiness*

**State Council Name:** Arizona SHRM State Council (AZSHRM)

**State:** Arizona

**State Council Web Site:** <http://www.azshrm.org/>

**Executive Summary:**

In response to the urgent "call to action" by SHRM to engage HR professionals in local workforce readiness initiatives and activities, AZSHRM has set goals to advance this initiative in our state for several years. In 2008-2009 a goal was set to move beyond "hit-or-miss" opportunities across the state and truly create an Arizona Community dedicated to workforce readiness/development and to increase engagement of HR professionals, SHRM chapters, SHRM

at-large members, sister HR organizations, education, business, and non-profit entities. Our goal was to "get the attention" of a statewide community and identify a cross-section of these volunteers through actively participating in sizeable workforce readiness events. It included bridging collaboration across workforce readiness stakeholders and then building an active web presence to sustain future growth and become an established leader in the State of Arizona. In addition to the web presence, we wanted to harness the power of quickly evolving technologies to create a workforce readiness resource brand and to sustain an organized aggressive engagement campaign through viral technologies like Twitter, Facebook, local and organic blogs, and local business web sites to maximize our effort and accelerate our influence.

**Title of the Program:** *Online Certification Study Group*

**State Council Name:** Arkansas SHRM State Council (ARSHRM)

**State:** Arkansas

**State Council Web Site:** <http://www.arshrm.com/>

*2009 Pinnacle  
Award Finalist*

**Executive Summary:**

Arkansas is primarily a rural state. This status is reflected by the fact that five of our eight chapters are "small" chapters as defined by SHRM. These chapters contain many active, career-oriented human resource professionals, many of whom are eager for an opportunity to become PHR- or SPHR-certified. During each testing window, these "small" chapters found it difficult to reach the five members needed to purchase study group supplies. In the past, SHRM members interested in certifying found it necessary to study on their own or try to find the SHRM Learning System Course at a college, university or larger chapter within driving distance. The ARSHRM State Council decided to add another option for certification preparation and piloted an online, web-based state-wide study group in the spring of 2008. The study group was offered in the spring and fall of 2008, and so far, a total of 11 participants have passed their certification exam—10 PHR and 1 SPHR. The online, web-based state-wide study group is being offered again this fall.

**Title of the Program:** *Strategic Planning and Re-Branding*

**Chapter Name:** Society for Human Resource Management of Greater Kansas City (SHRM-KC)

**Chapter Number:** 0005

**Chapter State:** Missouri

**Chapter Web Site:** <http://hrma-kc.org/>

**Executive Summary:**

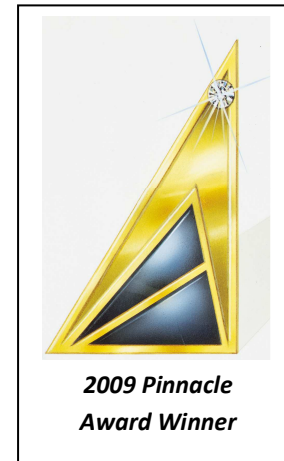
SHRM of Greater Kansas City (SHRM-KC) has embarked on a comprehensive Strategic Planning and Re-branding Process that was unveiled in 2009. The culmination of our efforts has impacted the way in which we operate our chapter and has paved the way for our future planning and tactical program implementation. The objectives of our Strategic Planning and Re-branding Process were to identify our purpose ("why"), vision ("what") and strategy ("how"). As a result of collaborating with our board and our membership, we have developed a strategic portfolio which consists of a vision statement, strategy map, and balanced scorecard. Additionally, we have incorporated a new name, logo and website which more closely identify us as an affiliate chapter of SHRM while maintaining our local presence in the Greater Kansas City area. These tools and initiatives are aligned with SHRM's commitment to serve the professional and advance

the profession and are designed to identify and maintain a concentrated focus on the strategic objectives that will help us reach and sustain our vision. More importantly, we have defined the metrics that matter most to our chapter and have systems in place to regularly track, monitor and report on our goals through our balanced scorecard.

**Title of the Program:** *504ward: New Orleans Calling*  
**Chapter Name:** **Human Resources Management Association of New Orleans**  
**Chapter Number:** **0063**  
**Chapter State:** **Louisiana**  
**Chapter Web Site:** <http://www.hrmaneworleans.org/>

**Executive Summary:**

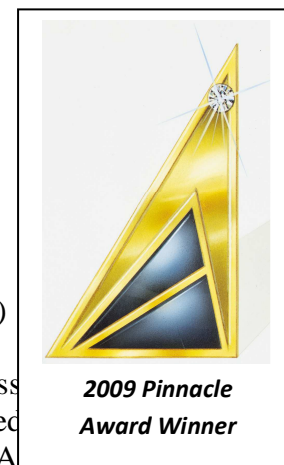
A core part of the Mission of the Human Resources Management Association of Greater New Orleans is “Rebuilding our Community.” One major community initiative that is critical to our city’s future is to retain the people that moved to New Orleans to assist with rebuilding and recovery efforts. Toward this end, “504ward: New Orleans Calling” was formed as a network of professional and community development organizations with the goal of retaining the young talent that is currently in New Orleans (referred to as “504s”). For decades, New Orleans suffered from “brain drain,” an outflow of its talent to other cities. As a result of Hurricane Katrina in August 2005, thousands of young people from around the country moved to our city to assist. HRMA will help us retain young talent through 504ward (a play on the New Orleans area code) by helping them form personal and professional networks, and connecting them to career opportunities in our city. As a key partner organization in 504ward, HRMA-New Orleans provides networking, career guidance, and mentoring opportunities to the “504s” in our community, leading to a “brain gain” in New Orleans.



**Title of the Program:** *HRMA and TeamWorks Partnership*  
**Chapter Name:** **Human Resources Association of New Mexico (HRMA)**  
**Chapter Number:** **0066**  
**Chapter State:** **New Mexico**  
**Chapter Web Site:** <http://www.hrmanm.org/>

**Executive Summary:**

The Human Resource Management Association of New Mexico (HRMA) is proud to submit our strategic alliance with TeamWorks for the 2009 Pinnacle Award promoting workforce readiness in Albuquerque, NM. Pass community, the 2008 HRMA Board established a goal to be more involved development. The 2008 Leadership Albuquerque class approached HRMA to partner with TeamWorks, an organization that assists single-parent women and recipients of Temporary Aid to Needy Families to overcome barriers that have affected entering/returning into the workforce. The vision for the alliance is a sustainable program that assists in local workforce development using the skills and resources of HRMA. The HRMA Board embraced the concept, realizing we had the depth of talent to provide the necessary tools to contribute to TeamWorks’



client success. HRMA developed interviewing skills and résumé writing training, and a tool to conduct mock interviews. As a result through practice and immediate feedback, TeamWorks participants gain experience and confidence as they prepare to compete in today's job market. Since implementation in May 2008, 53 plus HRMA members have contributed over 237 volunteer hours. Furthermore in 2009, HRMA launched the joint initiative to place TeamWorks participants in a nonpaid internship working in professional organizations. Since the launch, five TeamWorks participants have been placed. One member was hired by an HRMA organization.

**Title of the Program:** *Promoting Legislative Advocacy with Reno Co. Youth*

**Chapter Name:** Central Kansas SHRM Chapter

**Chapter Number:** 0075

**Chapter State:** Kansas

**Chapter Web Site:** <http://www.hutchshrm.org/>

**Executive Summary:**

The members of the Central Kansas SHRM Chapter in Hutchinson, KS understand the value of educating and engaging youth. Our most recent initiative dealt with encouraging youth to learn about the legislative process, why that process is important, and how to get involved with that process. In 2008 and again in 2009, the Central Kansas SHRM Chapter partnered with Youth Leadership Reno County (YLRC) to educate young people about the state legislative process and to demonstrate the importance of legislative advocacy. YLRC brings together 28 middle school students from six school districts plus one parochial school for six day-long sessions across several months. The students are chosen by school administrators. Goals of the program are to build effective leadership, communication and collaboration skills, and increase the youth's voice in the community. The culmination of this partnership is a chapter-funded visit to the state capitol for the youth, their sponsors, and interested chapter members. The undertaking of this initiative provided chapter members a chance to get involved with political advocacy. It also allowed us to give back to our community, and, as a bonus, an opportunity to discuss human resources as a career option for the youth.

**Title of the Program:** *HCC Partners for Jobs*

**Chapter Name:** HR Houston

**Chapter Number:** 0096

**Chapter State:** Texas

**Chapter Web Site:** <http://www.hrhouston.org/>

**Executive Summary:**

Concerned with expected local job loss from the economic downturn, HR Houston leveraged its membership and communications to champion a grass roots workforce readiness campaign. HCC Partners for Jobs advocates the development of new job skills for a new economy. It seeks to build awareness utilizing partnerships to promote jobs through education, training, access, tools and resources for the eighty percent of today's new jobs that require education or training beyond high school. Employers and community partners - including HR Houston, Houston Community College, Comcast, Greater Houston Partnership, Cumulus Media, and Hearst Publications, among others - became part of the solution to jobs. The project officially launched at a press conference featuring Houston Mayor Bill White. As an active partner, HR Houston

developed the Greater Houston Area Survey on Workforce Planning in collaboration with Watson Wyatt and MITTONMedia. This Houston survey identified and compared local trends, best practices and hot jobs to the national results of Watson Wyatt's Workforce Planning Challenges and Opportunities – 2008/2009 Workforce Planning Report. Another component of the program in which HR Houston participated was a five-show television series "Retrain, Reinvent and Re-enter." It aired on HCCTV, a local access cable channel seen throughout Houston.

**Title of the Program:** *Hire-A-Vet*

**Chapter Name:** San Antonio Human Resource Management Association (SAHRMA)

**Chapter Number:** 0137

**Chapter State:** Texas

**Chapter Web Site:** <http://www.sahrma.org/>

**Executive Summary:**

Despite facing difficult times, it is imperative that the professional world not be caught off-guard when the economy recovers. This workshop will give employers the tools they need both now, and in the future, to reach out to the men and women who have served our country so bravely. For the first time in San Antonio, SAHRMA will bring together all of the FREE government services providing employment assistance programs to our veterans in ONE location! These programs work to provide employers with respectful, dedicated and committed employees. There is no better group than the Human Resource professionals in San Antonio to help place our veterans returning from active duty. Don't miss this opportunity to learn how your company can tap into some of the city's best human resources!

**Title of the Program:** *Résumé CPR*

**Chapter Name:** NOARK

**Chapter Number:** 0148

**Chapter State:** Arkansas

**Chapter Web Site:** <http://www.noark.org/>

**Executive Summary:**

Our metro area has a population of only 438,000; therefore, when major employers announced layoffs of 700-800 people, it was evident there would be an outcry for assistance. Immediately the NOARK Workforce Committee recognized that providing standard assistance at the local career fair would not be adequate. We knew it was imperative to provide a tangible service to those seeking employment that aligned with the competencies of HR professionals. NOARK's Résumé CPR was born! NOARK's Workforce Committee, in cooperation with the local Chamber of Commerce, sponsored a pre-career fair workshop. The workshop consisted of 40+ HR Professionals working in ½-hour to 1-hour shifts at individual workstations. Participants were invited to bring their résumé as either a hard copy or on a flash drive. The HR professional reviewed and critiqued the résumé and if the participant wished, changes could be made on the spot. Participants who did not have a résumé were provided assistance in creating their first one. The new and/or revised résumé was saved on a brand new flash drive donated by a local vendor. Copies were printed out for the participant, which resulted in additional confidence for the job seeker when they attended the career fair.

*2009 Pinnacle  
Award Finalist*

**Title of the Program:** *Technology Forward*

**Chapter Name:** Tulsa Area Human Resources Association (TAHRA)

**Chapter Number:** 0175

**Chapter State :** Oklahoma

**Chapter Web Site:** <http://www.tahra.org/>

**Executive Summary:**

In 2008, TAHRA recognized an investment in technology and the board's time would offer a progressive communication platform that could provide our members a cost effective, content rich, dynamic and interactive medium of which would enhance their membership benefits. Our initial informal survey of the members validated our HR group was in-line with popular culture which has embraced the internet as a trusted and immediate resource for conducting business, researching for best practices and obtaining subject matter. As well, our new technology strategy was driven by the opportunity to have the web site be a connection point for our membership, guest and vendors to meet and network with each other as professionals within the human resource field.

**Title of the Program:** *Stepping Stones to Enhanced Leadership*

**Chapter Name:** Austin Human Resource Management Association (AHRMA)

**Chapter Number:** 0244

**Chapter State:** Texas

**Chapter Web Site:** <http://www.austinhumanresource.org/>

**Executive Summary:**

In August 2007, the Austin Human Resource Management Association recognized a significant issue – a leadership drain as older members of the association and Executive Committee began to retire. AHRMA decided to create a leadership academy to develop emerging volunteer leaders for future roles. This initiative led to the creation of an innovative succession planning solution, “Stepping Stones to Enhanced Leadership.” While the initial objective of “Stepping Stones” was to create a sustainable succession plan, it grew to encompass a three-pronged value proposition including goals for the membership (volunteers), the profession (AHRMA), and the community (employers). The high level of originality and inventiveness of “Stepping Stones” is clearly depicted in the unique program design and content. In the first year of implementation, the program provided a talent pipeline that filled 60% of board positions and in the second year 75%. Professional development was a significant benefit for both members and the community. An overriding objective of the association is to enhance AHRMA's branding and awareness. The creation of “Stepping Stones” continues to successfully promote AHRMA's image and reputation and showcase it as an exemplary HR professional association, thus attracting new members and volunteers to ensure AHRMA's continued success and growth.



**Title of the Program:** *Felony and/or Misdemeanor Friendly Community Career Fair*

**Chapter Name:** Mid-Cities Human Resource Association

**Chapter Number:** 0308

**Chapter State:** Texas

**Chapter Web Site:** <http://mthrma.org/>

**Executive Summary:**

As more individuals find themselves out of work, it is now more crucial than ever to connect those seeking employment with those who are looking for qualified employees. Those individuals who have been “touched by the system” are finding it ever more difficult to find employment and remain out of the legal system. Recidivism rates in the area can reach over 50% within three years after release and over 60% after six years. It was for this reason, that the Felony Friendly and/or Misdemeanor Friendly Career Fair was created. This allows an opportunity for those out of the legal system to connect with background friendly employers in their community. These individuals have paid their debt to society and the criminal justice system and are now ready to move on with their lives and seek gainful employment. This career fair was a joint effort of public, private, and non-profit groups in the area who wanted to provide their assistance in the program. After the success of the first year, all involved are now looking at providing more opportunities in the future.



**Title of the Program:** *Community Career Connection*

**Chapter Name:** Jayhawk Chapter of SHRM

**Chapter Number:** 0486

**Chapter State:** Kansas

**Chapter Web Site:** <http://www.jayhawkshrm.org/>

**Executive Summary:**

As the nation continues to struggle with difficult economic conditions, our local community took specific tangible steps to reach out to those in need of career transition assistance. Several HR professionals from Lawrence led the initiative which was quickly embraced by the Jayhawk SHRM Board. A committee was formed and planning was underway for an event called Community Career Connection. The event would include a job fair, career-related workshops, résumé reviews and mock interviews for participants. In addition to these expected topics, a more holistic approach was taken to include topics that would address the physical, mental and family considerations when a person undergoes a career transition while unemployed. The event was held on June 16, 2009 and was truly a community event. Planned and coordinated by an all-volunteer committee, the event was put together with absolutely no budget. All services, supplies, refreshments, door prizes, web site services, advertising, printing, publicity and even space and workers for childcare for participants was donated. Over 30 employers had job fair booths. More than 350 people attended. Eight different workshops and panel discussions were offered. Jayhawk SHRM chapter members helped over 50 people with their résumés and improve their interviewing skills.

**Title of the Program:** *Four Corners HRA Aligns With Methamphetamine Pilot Project*

**Chapter Name:** Four Corners Human Resources Association

**Chapter Number:** 0523

**Chapter State:** New Mexico

**Chapter Web Site:** <http://www.fchra-nm.org/>

**Executive Summary:**

Methamphetamine addiction is crippling the nation. Methamphetamine use by the female population in San Juan County (total population 113,000) is of particular interest to the municipal organizations which have created the nation's first Methamphetamine Pilot Program (MPP) for incarcerated treatment. Four Corners Human Resource Association (FCHRA) partnered with New Mexico Workforce Connection (NMWC) to provide work-readiness training and support for the MPP. Our role is to assist the incarcerated clients understand the hiring process; coach them to explore career opportunities that match their strengths; provide constructive feedback through a mock-interview process; and refer them to available workforce resources with the ultimate goal of finding suitable employment. This is accomplished in three sessions: Introduction/Orientation Session, Mock Interview Session, and Wrap Up/Resource Review Session. The Mock Interview Session serves as a valuable tool for transitional services and surprisingly, staff has found that it consistently parallels treatment goals that have been identified. The clients have repeatedly referred to this as their "a-ha moment" of what their future can look like and the changes they must make to achieve this reality. Members also attend each cohort graduation to celebrate with the clients and their families on their achievement.

**Title of the Program:** *It's MY Life!*

**Chapter Name:** Texoma Human Resource Management Association

**Chapter Number:** 0531

**Chapter State:** Texas

**Chapter Web Site:** <http://www.THRMA.org>

**Executive Summary:**

It's MY Life! was developed as a creative way to educate young people on basic work-life skills through a 20-minute video. The program connects the dots between education, good work habits, and affordable fun for high school student as seven young professionals, all under 30, present 3 key messages: ▪ Education gives you valuable skills that will transfer between occupations ▪ It is important to demonstrate good work-life skills so you are known as dependable, responsible, and qualified ▪ Find a career that you will enjoy and the rewards will come. The program launched in May 2009 and reached over 4,000 area high school students before mid-June. Texoma Human Resource Management Association (THRMA) members made classroom presentations and offered a follow-on quiz to discuss crucial topics within the video. This project included the Center for Workplace Learning Advisory Board at Grayson County College (GCC), 22 area independent school district high school counselors and teachers, economic development entities, the workforce, Texoma Tech Prep, the GCC College Connection Coordinator, and, most recently, Texoma Area Paratransit System. We estimate that over 90 people have been involved with implementation to date. The video may be viewed at [www.THRMA.org](http://www.THRMA.org)

*2009 Pinnacle  
Award Finalist*

**Title of the Program:** *“Leaving a Legacy” – Building awareness of how education affects economic growth through collaborative community and educational partnerships*

**Chapter Name:** Williamson County Human Resources Management Association

**Chapter Number:** 0577

**Chapter State:** Texas

**Chapter Web Site:** <http://www.wchrma.org/>

**Executive Summary:**

The WCHRMA chapter recognizes the importance of HR professionals being actively engaged in the educational system in order to impact the future workforce needs of our community, region, and state. We have the opportunity to partner with the school districts, align resources, and strategize on the best use of human capital, outreach programs, and volunteerism to fully realize and maximize the talent of our students. Because HR professionals are experts in developing human capital, we are uniquely positioned to work with the educational system and bridge the gap. By becoming involved in the educational community in which we operate, work and live, we can better see and meet the workforce needs, and affect change. The cost of not developing our students for the future is a cost that no community can afford to pay. In a nut shell, we need to cultivate the talents of our students because the children of any community are the future of that community. By partnering with the educational system, an HR professional can have a direct impact on what is important to any community: growth, economic development, and a strong workforce that will contribute to all aspects of a community.

### *Pacific West Region*

**Title of the Program:** *Cancer Awareness Project*

**State Council Name:** Montana State SHRM Council

**State:** Montana

**State Council Web Site:** <http://montana.shrm.org/>

**Executive Summary:**

The Society of Human Resource Management (SHRM) of Montana has put together a coordinated effort to provide car magnets that promote wellness and awareness in the fight against cancer. Since one in four people are touched by cancer in some way, whether through family, friends or fellow co-workers, MT human resource professionals have come to realize that bringing cancer awareness through workplace wellness practices (e.g., health screenings, health risk appraisals, education, etc.) will help fight this life-threatening disease and promote healthy lifestyle choices.

**Title of the Program:** *Job Prep Boot Camp*

**Chapter Name:** Human Resources Association Central California

**Chapter Number:** 0107

**Chapter State:** California

**Chapter Web Site:** <http://www.hraccfresno.org/>

**Executive Summary:**

On Saturday, August 8, 2009 over 260 people came together for a workforce readiness event entitled “Job Prep Boot Camp.” The Boot Camp initiative was led by the Human Resources

Association of Central California (HRACC). The primary objective was to enhance job search skills for those who are unemployed. Business, industry and individuals all benefit when applicants present themselves well during a job search. The beauty of this event was that the advice came directly from local HR professionals, industry experts, and CEOs. No other organization could deliver the same message with the credibility of our association and its members. The Job Prep Boot Camp had added importance in the Central Valley of California. While California has a higher unemployment rate than the rest of the country; Fresno County has an even higher unemployment rate at over 15%. The success of the Boot Camp can be summed up by the feedback from one of the participants, Madeleine Yambupah. She stated, "... It was motivational, well presented and full of good ideas.... I was treated like a person who had value, not "oh" another unemployed person... Thank you, thank you for such a positive experience."

**Title of the Program:** *Lifelong Learning Showcase*

**Chapter Name:** Sacramento Area Human Resources Association (SAHRA)

**Chapter Number:** 0114

**Chapter State:** California

**Chapter Web Site:** <http://www.sahra.org/>

**Executive Summary:**

SAHRA has been looking for ways to increase its participation with, and impact on, the Sacramento community at large. We keep an eye out for ways to increase benefits to our members as well. This event approached both objectives: sponsoring a classic "education fair" for our members to send their employees to, since most of them are not big enough to justify having their own. This was a no-cost event for our members. In return, however, we encouraged the attendees to bring school supplies that would be donated to the Mustard Seed School for homeless children. Additionally, we wanted to focus on "lifelong learning" rather than just education, which gave us the name of the event. Finally, we wanted a variety of vendors that in total would speak to the "whole" individual, which brought in the wellness piece. This event also created the opportunity to create new relationships with community players in the Sacramento area, specifically Sutter Health and the Education Coalition.

**Title of the Program:** *Website Outreach*

**Chapter Name:** Portland HRMA

**Chapter Number:** 0136

**Chapter State:** Oregon

**Chapter Web Site:** <http://www.portlandhrma.org/>

**Executive Summary:**

In response to member survey feedback, as well as requests from other Oregon SHRM Chapters, the Portland HRMA has completely redesigned its official web site. Our new, state-of-the-art web site features a robust platform to offer value-added benefits to our membership base, but also provide support services to our HR brothers and sisters throughout the state that otherwise do not have the technical capabilities of a super-mega chapter. Specifically, PHRMA has developed a topical Web Log, updated our online newsletter, made available via Pod-Casts, recordings of our monthly meeting speakers' content, and offered membership capabilities online. Feedback has been positive and appreciative thus far, and we look forward to leveraging

our systems functionality to its fullest; towards that end, these services are currently in development: • Web-Cast capabilities for our chapter's HR Certification Institute Certification weekly study groups; HR practitioners in remote areas of the state will be able to "join in" with the Portland-based study group. • Enhanced Pod-Casts offerings to include legal updates and other HR core topics. • State Legislative updates. In addition to offering more benefits to members, we are also reaching out to our HR colleagues in the state to help support their chapter initiatives.

**Title of the Program:** *2009 Legislative Programs*

**Chapter Name:** Anchorage SHRM

**Chapter Number:** 0200

**Chapter State:** Alaska

**Chapter Web Site:** <http://www.shrmalaska.org/>

**Executive Summary:**

The Anchorage Society for Human Resource Management (ASHRM) believes in supporting its members by providing current and relevant information. This year has presented changes and challenges unlike any seen in the past 30 years, with a new Administration, Congress and legislative agenda extremely focused on workplace-oriented issues. Due to the logistical challenges and expenses associated with living in Alaska, it is oftentimes cost-prohibitive for employers to send individuals to conferences out of state. With this in mind we decided to conduct two sessions dealing with legislative issues, as HR truly is in a unique situation with all the changes: a panel on the Employee Free Choice Act in partnership with various community organizations, and a half-day "Legislative Update" program for ASHRM members and guests.

**Title of the Program:** *Member Professional Development*

**Chapter Name:** Mid Willamette Human Resource Association (MHRA)

**Chapter Number:** 0202

**Chapter State:** Oregon

**Chapter Web Site:** N/A

**Executive Summary:**

In the reality of today's harsh economic times, MHRA has continued to provide high quality HR professional development programs to its members. A complete year of MHRA programming consists of nine monthly HR topics presented by HR professionals, one networking event and two half-day workshops. The monthly programs are not only HR Certification Institute-approved, but are also offered at no cost to members because of MHRA's ability to secure local sponsors. The sponsorships provide the membership with one and one-half hours of professional development, any related materials and tools, as well as breakfast. The two half-day workshops are HR Certification Institute-approved for three and one-half recertification credits and are provided at a minimal cost to members at \$25 per workshop. Members who choose to take advantage of the entire year of MHRA programs would earn sixteen recertification credits annually. Since January of 2008, MHRA has sought out and successfully used sponsors to offset the cost of professional development to its members. Since switching to this form of programming, MHRA has seen an increase in chapter membership as well as attendance to the monthly membership meetings thus improving the skills and knowledge of our local HR

*2009 Pinnacle  
Award Finalist*

professionals.

**Title of the Program:** *Looking for a Job? Learn to Make a Good First Impression*

**Chapter Name:** Yellowstone Valley Chapter

**Chapter Number:** 0315

**Chapter State:** Montana

**Chapter Web Site:** <http://yvc.shrm.org/>

**Executive Summary:**

The Yellowstone Valley Chapter in Billings, Montana put together a free workshop for displaced workers in our community. This workshop took several months of planning among our board. We received donated space from our Community Center in which the workshop was held. Our presenters/speakers were all HR professionals that volunteered their time for this workshop. Our local Workforce Center sent out our flier to all of the individuals in their database. We also interviewed with our local news station KULR-8 before the workshop as well as the day the event took place. This not only provided information to the public but also gave our local YVC SHRM Chapter exposure as well as recognition for putting this incredible workshop together. I am proud to say that it was a great success! We had enough room for 30 participants in which we required all individuals to RSVP. With 29 in attendance; there was only 1 open seat. The feedback we have received from the participants has been positive and we felt that if they walked away with even 1 helpful hint, this was truly a success!

**Title of the Program:** *Speed Interviewing*

**Chapter Name:** SHRM of Tulare/Kings County

**Chapter Number:** 0651

**Chapter State:** California

**Chapter Web Site:** <http://www.shrmtularekings.org/>

**Executive Summary:**

As a chapter, SHRM members wanted to give back to a community that is experiencing 17% unemployment. Many unemployed candidates are hard working, qualified people that became “jobless” for probably the first time in several years. Good people that don’t have refined interviewing skills; but, if given the knowledge, would make that vital great first impression. Fifteen SHRM members volunteered to give real mock interviews with the candidates during the 2009 Job Fair. After each interview, honest, heartfelt direct feedback was given. We had a simple one-page form to evaluate the interviewees and the experience was extremely helpful to determine strengths to build upon and weaknesses to improve. We created a road-crew theme with the volunteers delivering the candidates to the interviewer wearing safety vests. In the three hours, we interviewed over 350 people. Candidates that needed more help than we could give in the allotted time, we referred back to The Employment Connection (Tulare County Workforce Department). The final feedback from the candidates was excellent and all the volunteers wanted to participate next year.