

Compendium of the
2010 SHRM Pinnacle Awards
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Northeast Region

Title of the Program: CEO Day
State Council Name: Maine State Council
State Council Region: Northeast
State Council Home Page: <http://meshrm.shrm.org>

2010 Pinnacle Award Finalist

Executive Summary: The Maine State Council aligned its work plan with the SHRM strategic plan developing partnerships with senior executives to become their trusted adviser in people leadership to achieve strong business results. One day of our annual Maine HR Convention was declared CEO Day. Conference participants were encouraged to “Bring their CEO” to the conference on Thursday. To increase participation, CEOs from the Best Places to Work in Maine honorees were invited to attend for free (this employee engagement process is another state-wide initiative of the Maine State Council in which we partner with the business community). An executive track was created including a CEO/CHRO panel and education focused on Strategy, Metrics & Leadership. We also hosted our new Maine HR Awards during the day, recognizing the HR Leader of the Year, HR Project of the Year and inductees into the Maine HR Hall of Fame. This event drew many of the state’s top HR executives as well, who received recognition for being the pioneers of our profession in Maine. Media was in attendance to cover this event. We impressed our CEOs making huge strides in building the credibility and reputation of the human resources profession in Maine!

Title of the Program: The ROI of Volunteering
State Council Name: Garden State Council - SHRM, Inc.
State Council Region: Northeast
State Council Home Page: <http://www.gscshrm.org>

Executive Summary: SHRM relies heavily on volunteers for the sustainability, vitality and growth of its organization. While volunteers support SHRM’s mission and vision, they also ensure chapter success. Every SHRM chapter functions due to the hard work of dedicated, busy HR professionals. The ability to attract, recruit and develop committed volunteers is essential to the ongoing success of SHRM. In supporting creative solutions to entice new volunteers, we know that a strong business case showing the return on investment for non-believing business leaders is necessary. “The ROI of Volunteering” is an informal documentary-style set of candid interviews with actual HR/SHRM volunteers and business leaders sharing their perspectives on the benefits achieved from their volunteer roles and experiences. Emphasis is on three advantages gained from their volunteer activities --skill development, community integration and support, and increased business value. “The ROI of Volunteering” provides an engaging business case on the benefits of volunteering for HR professionals seeking personal and professional development. The DVD will be marketed and made available to SHRM councils, chapters and other complimentary organizations with the primary purpose of growing HR volunteerism. Reference: DVD Downloaded @ http://www.gscshrm.org/get_involved.php

Title of the Program: HR-PRO: HR – Providing Resources to Organizations

Chapter Name: HR/NY

Chapter Number: 0001

Chapter State: New York

Chapter Region: Northeast

Chapter Home Page: <http://www.hrny.org>

Executive Summary: HR/NY is applying for a 2010 Pinnacle Award for our HR – Providing Resources to Organizations, or HR-PRO, program. HR-PRO was the brainchild of HR/NY Board member Barbara Adolf. Ms. Adolf, having worked with an umbrella agency of New York City-based social service non-profits, became aware of non-profits' struggles with complex HR issues. New York City's economic downturn highlighted these needs, as the organizations struggled through challenging HR issues, often while lacking a staff HR professional. Despite these internal challenges, the agencies provided critical services to the community including child welfare, senior care, and support for AIDS patients, homeless adults, and homeless children. HR-PRO was a "win-win," as HR/NY members in transition due to the economic downturn could serve as volunteer consultants, enabling them to continue using their HR skills and knowledge while "giving back" to the community. In addition to helping 25 non-profits to date, HR-PRO provides HR/NY members with: • A means to reach out and assist our local community, • The opportunity for professionals in transition to stay active in the HR field, and • A chance to continue to develop HR skills and knowledge while assisting other HR/NY professionals in rewarding projects.



Title of the Program: Renew & Recharge for Career Success

Chapter Name: Morris County-SHRM

Chapter Number: 0224

Chapter State: New Jersey

Chapter Region: Northeast

Chapter Home Page: <http://shrm-morrisnj.org>

Executive Summary: In 2003 the Morris County-SHRM Chapter began successfully cultivating an alliance with Dress for Success of Morris County providing their Professional Women's Group (PWG) clients with annual, interactive workforce readiness programs. PWG clients face a multitude of challenges that differ from that of the average job seeking professional. Beyond the issues of career path choice, job search methods and interview techniques, they often struggle to reach past a sense of feeling trapped by their circumstances, a lack of control over their career choices and seemingly limited earning capacity. In response to the severity of the 2009 unemployment rate in NJ and its strong impact on this delicately balanced labor pool, the MC-SHRM Work Force Readiness team collaborated with DFSMC's Executive Director to design and deliver a highly interactive five month Workforce Readiness Certificate program for 35 PWG clients. Over the course of the program, the goal of gaining greater self-esteem as they developed confidence in their abilities to achieve success at work and in their personal lives was realized. Through the panelist program, personalized career coaching and workshops, PWG clients received opportunities for support in career exploration, job search, communications, and self care ultimately sustaining self sufficiency.

**2010 Pinnacle
Award Finalist**

Title of the Program: Frederick County Summer Jobs Program (5-Week Paid Summer Employment Program)

Chapter Name: Frederick County SHRM

Chapter Number: 0231

Chapter State: Maryland

Chapter Region: Northeast

Chapter Home Page: <http://www.fcshrm.com/>

Executive Summary: The Frederick County Summer Jobs Program provides valuable and meaningful summer employment opportunities for Frederick County residents between the ages of 14 and 24 who possess a barrier to employment, such as a disability, lower income status or a need for additional educational assistance. For many of these youth, this is their very first exposure to a professional atmosphere. Frederick County Workforce Services partnered with the Frederick County Chapter of the Society for Human Resource Management (FCSHRM) to provide pre-employment training and enrichment on topics related to workplace readiness. Training sessions included: Attitudes and Impressions in the Workplace • Professional Attire - Do's and Don'ts • Punctuality • How to send the best message • Non-verbal communication (eye contact, hand-shakes) • Personal accountability • Planning to work – Being prepared Technology and the Workplace • During Work hours – Use of technology while at work • Social Media – things to consider when posting information on the web • Long term implications of web based activity • Cell phones, iPods, etc. – Do's and Don'ts Professional Communication • Listening and following instructions • Communication with supervisors • Conflict resolution • Working with others • Written communication • Customer Service

Title of the Program: Disability is Diversity - Tapping into the Talents of New Yorkers with Disabilities

Chapter Name: SHRM of Tompkins County (SHRMTC)

Chapter Number: 0312

Chapter State: New York

Chapter Region: Northeast

Chapter Home Page: <http://www.shrmtc.org>

**2010 Pinnacle
Award Finalist**

Executive Summary: "Disability is Diversity – Tapping into the Talent of New Yorkers with Disabilities", is an opportunity for HR professionals and those who provide employment services to job seekers with disabilities to come together and learn marketing and hiring strategies for job seekers with disabilities. The participants were able to learn about concerns and issues and to form partnerships enabling future collaborations when HR is searching for new talent or a provider is assisting a job seeker with a disability in finding employment. STAHR, HRATT and SHRMTC learned of this available training from the Disability and Business Technical Assistance Center at Cornell University. We then worked together with them and Burton Blatt Institute, funding the training through a Medicaid Infrastructure Grant (MIG), to determine how to open this important training up to the widest audience possible. It was offered in two locations on two days, to accommodate the largest number of individuals in the widest possible geographic area. It was a great success with the audience divided equally between HR professionals and service providers working toward understanding employer needs and developing partnerships. This program serves to advance the profession, increase diversity in the workplace, and improve community relations as partnerships are built.

Title of the Program: Strategic Leadership Institute

Chapter Name: Human Resources Association of Central Connecticut (HRACC)

Chapter Number: 0332

Chapter State: Connecticut

Chapter Region: Northeast

Chapter Home Page: <http://www.hracc.org>

Executive Summary: HRACC recognized and acknowledged that in today's business world, strengthening HR strategic leadership is one of its most critical goals. Given that, HRACC offered an important and valuable strategic leadership training for its current and emerging HR leader members, after which they could make a difference and demonstrate value in their respective professions/businesses. This Strategic Leadership Institute focused on helping HR leaders develop the skills that matter most for effective HR leadership - influencing, strategic planning, partnering, and managing change. Participants engaged in four key areas of strategic learning: 1. Responding To The HR Leadership Challenge, Increasing Self-Awareness 2. Assessing Your Strengths, Weaknesses, Improving One-On-One Skills 3. Increasing HR Value, Becoming More Strategic 4. Building Strategic Partnerships, Planning Ongoing Development Participants' engaged in discussions that included key program benefits/outcomes for the participants' companies: 1. Access to emerging employee and talent management best practices 2. Increased value added from HR professionals 3. Reduced turnover, increased retention of key staff 4. Improved compliance, reduced exposure and legal vulnerability 5. Stronger, more productive, more profitable organization culture

Title of the Program: First Responders: GVFHRA To The Rescue

Chapter Name: Greater Valley Forge Human Resource Association (GVFHRA)

Chapter Number: 0405

Chapter State: Pennsylvania

Chapter Region: Northeast

Chapter Home Page: <http://www.gvfhra.org>

Executive Summary: "First Responders" was GVFHRA's response to help our community with the effects of the downturn in the economy. Like First Responders on the scene of an emergency, we needed to act with thought and with urgency to meet critical economic needs. "First Responders" offered our community (Montgomery County, PA) and extended communities (Delaware and Chester Counties, PA) assistance in three key areas: 1. Food, 2. Clothing, and 3. Job Search Support and Training. Initiatives and deliverables were designed around these three areas after we learned more about the specific needs of the recipients that were not being met by GVFHRA programs already in place. The first two components, Food and Clothing, already had support from existing non-profit organizations that we partnered with to help bolster their growing demands. The third component of "First Responders", a bi-weekly Job Search Support Group, with emphasis on sharing of feelings and challenges, was a model that we learned was much needed. The impact of our program is best stated by a participant "It was helpful to hear of others having trouble finding work. It makes me feel hopeful and not so alone. Thank you for doing this." Our program is still on-going.

Title of the Program: Bridge to a New Position

Chapter Name: DeIMarVa SHRM

Chapter Number: 0572

Chapter State: Delaware

Chapter Region: Northeast

Chapter Home Page: <http://delmarva.shrm.org>

Executive Summary: Bridge to a New Position was designed to help recently unemployed Delawareans, and soon-to-be displaced employees, in their searches for new positions. Expected results are for job

seekers to successfully gain employment faster, thus lessening the impact on our social service agencies and State unemployment insurance funds. The primary goal is to give participants the confidence and realistic hope to conduct effective job searches, maintain harmony in their family lives, and restore their self-esteem as productive workers. The Bridge Program has been recognized as the outstanding volunteer program for 2010 with the Delaware Governor's Award; included by Delaware's libraries as justification in their application for a multi-million dollar grant from the Bill and Melinda Gates Foundation; and is requested to be incorporated into the Indian River School District's adult education curriculum.

Title of the Program: Understanding Military Deployment - An Employer Resource Town Meeting

Chapter Name: River Valley Human Resources Association

Chapter Number: 0606

Chapter State: Vermont

Chapter Region: Northeast

Chapter Home Page: <http://www.rvhra.org>

**2010 Pinnacle
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Executive Summary: River Valley Human Resources Association partnered with VT Employer Support of the Guard and Reserve to create, lead, and organize "Understanding Military Deployment—An Employer Resource Town Meeting", as a response to the impending deployment of 1500 VT citizen soldiers to Afghanistan and a needed knowledge base for employers. The uniqueness of the RVHRA chapter, with its President also serving as Executive Director of VT ESGR, and its service to both NH and VT employers provided the basis for the program. The program provided area employers with an in-depth review of employers' obligations and rights under USERRA and the FMLA; presentations by supporting resources for employers such as Departments of Labor, Vocational Rehab/VMEC, and Employee Assistance Programs; and supporting resources for the families and co-workers left behind. Officers of the VT and NH National Guard provided an overview of the deployment. Additionally, the program's keynote speaker, Dr. Laurie Slone, a nationally renowned researcher, of the VA/PTSD center in White River Junction, VT, offered her expertise on the aspects of the returning soldier's mental disposition as a result of serving in a foreign combat zone, including steps employers may need to take to assist in the reintegration process.

Southeast Region

Title of the Program: Sharing the Goal: Working with Top Talent from Other Professional Organizations to Promote HR

State Council Name: SHRM Georgia State Council

State Council Region: Southeast

State Council Home Page: <http://www.shrmga.org>

Executive Summary: Human Resources is one of those professions that touches every person within the organization. It is also a profession that stretches its tentacles across all organizations. After all, recruiting for top talent is what every professional organization seeks; rewarding strong performance is something that all professional organizations seek to make happen; providing the impetus for professional development is what all professional organizations seek to do; and promoting the workplace through continued education and development is also something that all professional organizations seek to make happen. Thus, the profession of human resources has a thread through many professional organizations. Over the last three year, the SHRM Georgia State Council has been reaching out to other organizations throughout the State of Georgia to identify strong talented individuals who were members of the Society for Human Resources. One of the first people that we brought onboard was in the role of professional development. The professional was charged with developing a speaker's database that could be utilized

by all chapters throughout the State and would contain self-identified speakers, speakers who have presented in the chapter. This outstanding program was an overwhelming success. In 2009, the Professional development person and her team members were charged with the launching of a Recognition Program. Not only was this program an overwhelming success, it was also a standalone program and supported by a number of business partners and all of our chapters. We took this concept a little further in 2010 and identified a professional from an organization entitled, Organizational Change Association. The organization focuses on Organizational Development projects and thus many of their members are SHRM At-Large Members. We recruited a new Professional Development Program this year and the success has been phenomenal. The individual was charged to work with the President-elect to implement the Recognition Program within an different format (instead of a stand-alone program, it was combined with the State's Leadership program. The program attracted a large number of Business Partners and also pulled in approximately 150 people from all over the State. We are in the process of recruiting a prior Chapter Manager from the National Association of African Americans in Human Resources (NAAAHR), who is also a member of the Society for Human Resource Management. The sharing the Goal program has enabled us to not only identify and recruit to professional talent, but to bring into an active position, At-large professionals who have truly made a difference to the programs of the SHRM Georgia State Council. It has also brought us a great deal of diversity experience by combining the talent of those professionals who came up through the chapter ranks with At-Large people from other professional organizations. This has been the epitome of a win/win situation.

Title of the Program: Keeping It Legal: What You Need to Know to Keep Your Company Out of Trouble

Chapter Name: Human Resource Association of the National Capital Area (HRA-NCA)

Chapter Number: 0025

Chapter State: District of Columbia

Chapter Region: Southeast

Chapter Home Page: <http://hra-nca.org>

Executive Summary: With a new administration in the White House and healthcare reform in progress, you, as an HR practitioner, need to know how these changes will affect your daily working reality. With an impressive line-up of topics, such as "Social Media and The Law," "Terminations and Retaliations," and "Federal and DC Legal Update," you will gain a better knowledge of the legal landscape as it impacts human resources and your bottom line. Opening Keynote Speaker Alexander Passantino, Esq. Former Acting Administrator of the US Department of Labor, Wage and Hour Division WHAT ENFORCEMENT CHANGES CAN YOU EXPECT FROM THE OBAMA ADMINISTRATION? Secretary of Labor Hilda Solis has vowed more aggressive enforcement of workplace laws, hiring nearly 300 new Wage and Hour Investigators in 2009, with the hiring an additional 110 investigative employees planned for this year. The Department has indicated that it intends to file more cases against employers, and to assess civil monetary penalties with increased frequency and severity. This increased enforcement is intended to "send a message" to employers. What else can employers expect from the "new sheriff in town"? Which industries will be targeted for investigations? How does the Department set its investigative priorities? What types of violations are most frequently cited? How will the Department advance its policy agenda through the use of regulations, amicus briefs, opinion letters, and enforcement actions? What other initiatives might be in store for employers? Closing Keynote Speaker Rodger Bayne Active Participant in Health Care Reform Debates HEALTH CARE REFORM: 2010 AND BEYOND With the advent of recent history making health care reform legislation, we suddenly find ourselves in a more complex and cumbersome health care market than ever before. We will examine key components of the health care reform as we attempt to predict the final outcome and the ultimate effect of pending regulation and an entire new set of rules, regulations and taxes. While health care reform measures have been touted as

consumer protection and expansion of coverage for 32 million Americans, it is becoming ever increasingly clear that the cost will be passed on to the 225 million Americans that had coverage all along. This program will attempt to deliver concise cause and effect realities of the future of American health care.

Title of the Program: HR Unites Across Borders

Chapter Name: Greater Miami Society for Human Resource Management (GMSHRM)

Chapter Number: 0038

Chapter State: Florida

Chapter Region: Southeast

Chapter Home Page: <http://www.gmshrm.org>

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Executive Summary: The January 2010 massive earthquake devastation in Haiti impacted South Florida's community, including SHRM members as people either lost or have a friend who lost family members in the earthquake. GMSHRM recognized it was critical to engage the entire HR community and their workplace to get through this challenging time – both financially and emotionally. GMSHRM partnered with various organizations to create initiatives to assist survivors and refugees with temporary living arrangements and at the same time provide opportunities for the HR community to get involved. GMSHRM launched the Soles 4 Haiti initiative partnering with Americas Relief Team to collect new flip flops and crocs for Harvest International orphanages in Haiti. Shoes were collected at meetings and members held shoe drives at work. There was an outreach to the community with a broadcast on local CBS4. To date, GMSHRM has collected over 2,324 pairs and engaged over 9 companies to host shoe drives. GMSHRM partnered with the International Rescue Committee to help the Haitian Emergency Assistance Program – a workforce readiness program to transition legal refugees into the workplace. GMSHRM offered professional expertise and access to local hiring managers through a half-day day Dress for Success program.

Title of the Program: Building a Successful Relationship with Local Legislators

Chapter Name: Central Savannah River Area SHRM (CSRA SHRM)

Chapter Number: 0043

Chapter State: Georgia

Chapter Region: Southeast

Chapter Home Page: <http://augustashrm.shrm.org>

Executive Summary: The Government Affairs Committee of the CSRA SHRM chapter has successfully developed relationships with local legislators through multiple efforts. In working with the Government Affairs Committee for SHRM Georgia, our goal has been to introduce our legislators to the HR community. We are not lobbyists, but because we as HR professionals represent both employee and employer, we have a unique perspective to offer. The efforts came to fruition at our August chapter meeting. We introduced our legislators to the CSRA HR community on August 11, 2010, during our monthly meeting which was dedicated to the Legislative process. This focus allowed our membership to gain an understanding and appreciation of what one US Congressman and seven of our state legislators do for our community and their impact on HR issues. This event also ensured that our legislators know who SHRM is, who the CSRA members are, and our shared vision. By building these relationships, we have gained an invitation to participate in the legislative process through sharing our perspective as Human Resources professionals. Our chapter now has a voice in the legislative process.

Title of the Program: Workforce Readiness Council

Chapter Name: Greenville SHRM

Chapter Number: 0049

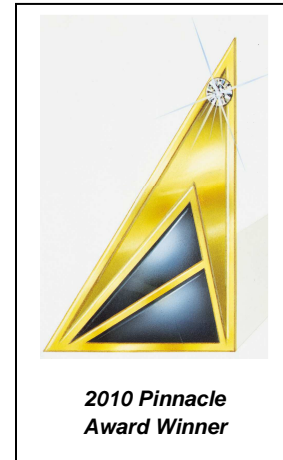
Chapter State: South Carolina

Chapter Region: Southeast

Chapter Home Page: <http://greenvillehr.shrm.org>

Executive Summary: Greenville SHRM established the Workforce Readiness Council (WRC) to support the South Carolina Education and Economic Development Act (EEDA) branded as Personal Pathways to Success (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.

Greenville SHRM's vision for the WRC is best expressed through its motto "Shaping the Future" and the WRC is doing just that by developing collaborative relationships in Upstate South Carolina among local government, community organizations, businesses, educators, and individuals to develop a qualified workforce in our community that can compete in today's global job market. The WRC established and met three primary objectives for 2010: 1) To establish a partnership between business and education that would be effective in helping students develop skills needed in today's job market. 2) To strengthen collaboration and coordination between existing community partners in government, business and education for the most effective use of resources. 3) To promote the use of South Carolina's WorkKeys assessment system (www.workreadysc.com) by educating employers on the benefits WorkKeys offers in hiring and promoting employees with skills needed to be effective on the job.



Title of the Program: Advancing the Profession to "Generation Next"

Chapter Name: Space Coast Human Resource Association

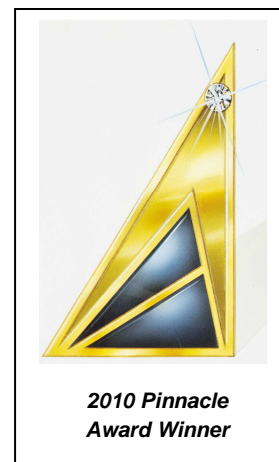
Chapter Number: 0068

Chapter State: Florida

Chapter Region: Southeast

Chapter Home Page: <http://spacecoasthr.shrm.org>

Executive Summary: "Advancing the Profession to Generation Next" was created to implement a program that would capture high school students transitioning to college while facilitating the advancement of entry-level practitioners into the profession. The success of this initiative will align with strategic program goals of the Society for Human Resource Management (SHRM) with the opportunity to increase membership. There is a recognizable generation gap between seasoned HR professionals and those currently entering the field. The workplace needs that are being identified by new grads far differ from those identified by the seasoned professionals. In order to be efficient "change agents", it is necessary for current HR professionals (seasoned or not) to tap into the thoughts and creative ideas of the targeted generation (Generation Next). Instilling an interest in Human Resource Management at the High School level ensures that this generation will not only promote their creative ideas but these ideas will also enhance the Human Resource profession.



Title of the Program: HR Leadership Academy

Chapter Name: SHRM-Atlanta

Chapter Number: 0070

Chapter State: Georgia

Chapter Region: Southeast

Chapter Home Page: <http://www.shrmatlanta.org>

Executive Summary: SHRM-Atlanta designed and launched an HR Leadership Academy to enhance HR professionals' ability as strategic business leaders and help them achieve their organization's vision and goals. SHRM-Atlanta partnered with UGA Terry College of Business to deliver a quality, sustainable program with top-notch curriculum and faculty teaching business acumen curricula along with executive presence. Our vision is to educate rising HR stars with high-potential to become strategic business executives in a cost-effective, time-sensitive and convenient schedule. We expect these HR executives to be the future leaders of HR in Atlanta. SHRM-Atlanta brought HR senior executive input to the curriculum and into the classroom. Jointly, we offer a wonderful mix of academic knowledge and executive experience side-by-side as instructors. The first class of 27 attendees participated in a behavioral assessment and received feedback as part of their executive development process. The evaluations were outstanding and we are planning the next offering this fall. This program is designed to meet the needs of senior-level human resource professionals as well as the professional development needs of individual members, and it has already fostered the quality and competitiveness of our chapter and has improved the perception and brand of SHRM-Atlanta.

Title of the Program: BSHRM HR Leadership Academy

Chapter Name: Birmingham SHRM (BSHRM)

Chapter Number: 0072

Chapter State: Alabama

Chapter Region: Southeast

Chapter Home Page: <http://bshrm.org>

Executive Summary: Chapter leaders sought to identify, develop, and deliver a high value, structured professional development experience at a very reasonable cost. With a significant number of our 750 members employed by small (500 employees or less) companies (50%), and given the challenging economic conditions, funding for professional HR development is limited. A BSHRM Steering Committee was formed in Spring, 2009 and the BSHRM Leadership Academy was born. The program was created to provide not only a defined curriculum for advancing the knowledge of experienced HR professionals, but also to serve as a "design lab" for workshops that could be offered at BSHRM's general Chapter meetings. The Academy is a blended learning experience that encompasses classroom, self-study, and required participation in an Action Learning Team. The instructional content is modeled after Dave Ulrich's book, HR Competencies: Mastery at the Intersection of People and Business. Twenty participants, selected through an application process, committed to participate in BSHRM's Leadership Academy. BSHRM hosted an event featuring Dave Ulrich in December 2009 using this opportunity to publically introduce the inaugural class of the Academy. The Academy qualified for 15 strategic and 11.25 general credits; and was officially launched during an orientation and reception in January, 2010.

Title of the Program: Mentor Program

Chapter Name: Hampton Roads SHRM

Chapter Number: 0102

Chapter State: Virginia

Chapter Region: Southeast

Chapter Home Page: <http://www.hrshrm.org>

Executive Summary: The Hampton Roads Chapter of the Society for Human Resource Management has created a Mentor Program that will allow for Students and Professionals to be paired based on the mentor's areas of expertise and the students areas of interest. The Mission is Working Together With a Common Goal of Enhancing the Network of Current and Future HR Professionals. The Vision is To be recognized as HR experts and leaders by sharing knowledge, offering encouragement, being good listeners, and clarifying professional goals to ensure career success. Mentors/Student Areas of expertise and interest will be in: Strategic Management, Risk Management, Compensation and Benefits, Employment Law, Staffing/Recruitment Planning, Training and Development, Employee and Labor Relations. Mentor must have 5 years of Human Resources Experience and HR Certification is preferred. Students must be a National SHRM Member.

Title of the Program: Community Connection

Chapter Name: Human Resources Management Association of Greensboro (HRMAG)

Chapter Number: 0120

Chapter State: North Carolina

Chapter Region: Southeast

Chapter Home Page: <http://www.hrmag.org>

Executive Summary: In our 2010 strategic planning session that was held prior to the start of the year, the HRMAG Board developed a multifaceted plan to align with five of the six points of SHRM strategy by providing high value resources to chapter membership through community connections, becoming a "global" (in our community) organization, becoming more of an advisor and advocate to organizations and businesses in our community, attracting and engaging senior HR executives and business / organization leaders and engaging non-HR professionals. The program spanned several areas of board responsibility, including Communications, Community Relations, Diversity, Governmental Affairs, Membership and Workforce Readiness. The overriding theme was a team approach to establishing and cultivating strategic alliances with diverse community organizations in which benefits were realized by our members and our constituencies.

Title of the Program: Veterans' Edge

Chapter Name: Raleigh-Wake Human Resource Management Association (RWHRMA)

Chapter Number: 0132

Chapter State: North Carolina

Chapter Region: Southeast

Chapter Home Page: <http://www.rwhrma.org>

Executive Summary: As a follow-on to a successful 2009 networking/educational event with the local Financial Executives Networking Group (FENG) and the Triangle Technology Executives Council (TTEC), RWHRMA partnered with the two organizations to plan and deliver a 1 day event which attracted numerous CEO and state government speakers/panelists/officials to address participating US Military Veterans regarding effective re-entry into the civilian workforce (networking skills, entrepreneur opportunities, and how to translate military skills into civilian work environment, etc). The event was conducted at a local, upscale country club, and included refreshments, lunch and evening networking opportunity for the nearly 70 veterans who participated - at no charge to them - in this first, annual Veterans' Edge program. The local ABC affiliate, WTVD, covered the event and provided the Keynote Opening Speaker. The NC Secretary of State presented an "Employment Outlook for North Carolina," the NC CIO participated on a panel, SHRM's Mel Asbury participated on the "leadership" panel sessions, and RWHRMA's own US Army veteran and current chapter treasurer Michele Langley served on the event

planning committee! Based on post-event speaker and participant feedback, it was a huge success!

Title of the Program: Big Bend SHRM HR Personal Coaching Program

Chapter Name: Big Bend SHRM

Chapter Number: 0409

Chapter State: Florida

Chapter Region: Southeast

Chapter Home Page: <http://bbshrm.shrm.org>

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Executive Summary: Big Bend SHRM has been widely recognized for our increase in membership year after year from our state council. We've been very creative in membership recruitment strategies from membership promotion strategies to incorporating social media in our membership recruitment. In 2010, membership reductions due to unemployment finally hit our door step. We surveyed our members who were not returning and knew that we needed to make some immediate changes. We paid close attention to the strategic direction for SHRM and knew that we needed to adopt one of the key strategies in SHRM's Five Year Strategic Plan in order to increase our membership. We chose to develop a program to engage and serve the HR needs of non-HR professionals while engaging our senior HR professionals. Our program is in alignment with SHRM's direction. It has been recognized in our community, increased our membership, solidified Big Bend SHRM as the experts in HR in this community, and engaged our current members.

Title of the Program: Chapter Revitalization

Chapter Name: Greater Henry County Chapter of SHRM

Chapter Number: 0622

Chapter State: Georgia

Chapter Region: Southeast

Chapter Home Page: <http://ghcc.shrm.org>

Executive Summary: The Greater Henry Chapter of SHRM in 2009 was represented by a 20 member roster with decreasing member participation, communication failures, unorganized meetings and an overall disconnect from the HR community in Henry County. As a result consideration was given to the dissolving the chapter for 2010. The Georgia State Council President and the District Director had a better idea and thus chaired a revitalization project through a salvage meeting held in August 2009. When this meeting adjourned, 3 volunteers had agreed to take the key roles of President, President-Elect and Membership Director. Additional board seats were filled and the group began the task of conducting strategic planning sessions which resulted in the initiatives of aggressive marketing/membership drives that included member involvement as well as obtaining a 30 active member roster with an average of 20 attending the monthly meetings. The results far exceeded our set goals. We now have 66 active members with an average of 42 attending monthly. The chapter was selected as the 2010 Georgia Chapter of the year and is a model for growth.

North Central Region

Title of the Program: Partnership with Gleaner's Food Bank BackSacks...Weekend Food For Kids Program

State Council Name: Indiana

State Council Region: North Central

State Council Home Page: <http://www.indianashrm.org>

Executive Summary: According to a study conducted by America's Second Harvest and researcher John Cook, Ph.D., one of every six children in the United States and 16.47% of Indiana's children are food insecure. The Indiana State Council and Gleaner's Food Bank have developed a partnership to provide backpacks, food and monetary donations for the BackSacks. . .Weekend Food For Kids program. The concept for providing food to children for the weekend began with a food bank in the south. After experiencing a number of break-ins, the food bank staff monitored the area on the weekends. They caught their thieves. . .young children looking for food because they had none at home. In August of 2006, Gleaner's piloted this program which provides a backpack for each child attending a Kids Café. Every week on Thursday or Friday afternoon, they receive a sack of food to take home with them for the weekend. The food is nutritious and "kid friendly". The BackSacks not only assure that each child has enough to eat over the weekend, but they help defray the parent's grocery bills. This is the second year for the partnership which has been instrumental in providing backpacks and food for Indiana's hungry children.



Title of the Program: One Day to make a Difference

State Council Name: Wisconsin State Council SHRM

State Council Region: North Central

State Council Home Page: <http://www.wishrm.org>

Executive Summary: Communication, Collaboration and Cooperation has been the focus of the Wisconsin SHRM State Council for the past two years. The Council undertook the "One Day to make a Difference" program to leverage greater innovation and involvement of SHRM Chapters and HR professionals across the state, creating opportunities for cooperation and collaboration within our chapters and the local community to be of service. The State Council communicated extensively with local chapters in promoting and coordinating "One Day to make a Difference." This project asked each local SHRM Chapter to identify and partner with a local service agency to provide service to their local community on one weekend in June 2010. Twelve local SHRM Chapters in Wisconsin enlisted over 265 of their members to provide service within their local community. Over a dozen organizations were assisted. Services provided included workforce readiness activities (e.g., resume review, mock interviewing), manual labor (e.g., gardening, cleaning, painting), food service (e.g., serving meals at food pantries), and fund raising for charities. Many people were served. They received meals, advice on their job search, or assistance with their residence. HR professionals gained the experience of being of service to people with needs in their local community.



Title of the Program: Junior Achievement Success Skills

Chapter Name: Akron Area Chapter of the Society of Human Resource Management

Chapter Number: 0009

Chapter State: Ohio

Chapter Region: North Central

Chapter Home Page: <http://www.akronshrm.org>

Executive Summary: The Akron Area SHRM's Workforce Readiness Committee serves as a venue for preparing the community for the workforce through activities ranging from preparing a resume and interviewing to career development and reentry into the workforce by displaced workers. According to the Key Findings from the Conference Board Report The Ill-Prepared U.S. Workforce, research shows significant skill gaps in new workforce entrants and that employers are struggling to correct the gaps. This program aims to educate students before they enter the workforce to give them a perspective on what is to come when they do enter the workforce. This program also aims to strengthen community relations among area businesses, their surrounding schools and the Human Resource profession.

Title of the Program: The Breakfast Club

Chapter Name: Human Resources Association of Central Ohio (HRACO)

Chapter Number: 0014

Chapter State: Ohio

Chapter Region: North Central

Chapter Home Page: <http://www.hraco.org>

Executive Summary: HRACO & Dress for Success Columbus launched their newest Career Center program the Breakfast Club. Breakfast Clubs are small groups of clients who meet once a week, for twelve weeks, to candidly discuss job searching and career development with the goal of supporting the success of ALL members. Looking for work and navigating career challenges are made easier when you're not alone. These traditional job clubs are rooted in the belief that each member has something valuable to contribute and that everyone benefits from the advice and encouragement from the diverse group. Most of us don't relish the idea of embarking on a job search. It can be a lonely and discouraging process. Because of the length of time it can take to find work, many people lose momentum and grow frustrated, but it doesn't have to be that way. Unemployment takes an obvious toll not only on your finances, but also on your self-esteem. By joining together with peers who understand exactly what you're experiencing, because they're going through the same thing, you can plan together to keep one another focused on achieving your goals.

Title of the Program: Future Project Story

Chapter Name: Michiana SHRM

Chapter Number: 0016

Chapter State: Indiana

Chapter Region: North Central

Chapter Home Page: <http://michiana.shrm.org>

Executive Summary: Recognizing the economic realities of our region and high rate of women continuing the cycle of poverty, Michiana SHRM Chapter partnered with St. Joseph County Bridges Out of Poverty in their effort to eliminate it. Living in poverty means living in the "tyranny of the moment" that robs people of their future story. Their lives stay reactive. Proactive



planning and thinking, skills normed in middle class, are essential for creating a future story. Without one, people can't plan for their own or their children's future. A key principle adopted by Bridges is that all economic classes need to be talking, sharing and working together at the decision-making table. Bridges has provided the opportunity for community groups to collaborate in the Getting Ahead initiative. Chapter members join the Chamber of Commerce, Teachers Credit Union, Memorial Hospital, Ivy Tech Community College and seven other agencies to provide workshops so people from generational poverty can explore the impact of poverty in their lives, build positive relationships with the business community (Allies), learn self-advocacy skills and practice the rules and norms of economic class. In the process, Allies deepen their knowledge and awareness of poverty and its damaging effects on individuals and our community.

Title of the Program: AWE

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

Chapter Number: 0019

Chapter State: Nebraska

Chapter Region: North Central

Chapter Home Page: <http://www.hram.org>

Executive Summary: Appreciation with Elevation (AWE) was developed over the course of the past two years and continues to be enhanced annually. The program has three components that define its focus; 1) Awards, 2) Scholarships, 3) Key Contributors. As a volunteer organization HRAM recognizes the value of showing our volunteers the gratitude deserved in appreciation of their service, whether it be for a specific project or over the course of their involvement with our association. A factor made evermore important in today's questionable economy. The most measurable factor of the AWE program is the positive effect it has had on our bottom line. The program has not increased any expenditure. The AWE program has provided our members and local organizations the opportunity to express what they feel they do best. The implementation of creating an exciting and inventive awards and scholarships program such as AWE will enhance the Omaha community and economy as a whole.

Title of the Program: Advancing Human Resources in Small Businesses

Chapter Name: Evansville-Area Human Resource Association, Inc.

Chapter Number: 0032

Chapter State: Indiana

Chapter Region: North Central

Chapter Home Page: <http://www.ehranet.org>

Executive Summary: The Evansville-Area Human Resource Association (EHRA) partnered with the Southwestern Indiana Small Business Development Center (SBDC), an organization dedicated to assisting entrepreneurs starting a business and assisting existing business owners in growth, in 2006 as a workforce readiness initiative. This partnership identified that small businesses have various Human Resource needs but not necessarily the training or experience to understand how to best handle the Human Resource role of their businesses. Therefore, two initiatives were undertaken by the EHRA. The first initiative resulted in the publication of an HR-related article every other month in the in the Chamber of Commerce of Southwest Indiana's section of the Evansville Business Journal (EBJ). These articles intend to provide insightful information to over 20,000 business professionals. The second initiative resulted in hosting HR-related seminars every other month. Members of the EHRA volunteer to speak with small business professionals in 11 counties on various topics to help their businesses develop Human Resources within their companies. These programs will advance the profession by educating the business community about the importance and benefits of running a successful Human Resource

function. Creating and sustaining small businesses simulates economic growth and creates new jobs within our communities.

Title of the Program: Career Expo 2010

Chapter Name: Lincoln Human Resource Management Association

Chapter Number: 0048

Chapter State: Nebraska

Chapter Region: North Central

Chapter Home Page: <http://www.lincolnhnr.org>

Executive Summary: For the second year, the Workforce Readiness Committee of the Lincoln Human Resource Management Association teamed with Lincoln area high schools (those within a 30 mile radius of Lincoln), 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 sharing and "hands-on" demonstrations. Each career was represented by a business and a job expert. The expert often was able to not only share information but also provide a hands-on demonstration of some facet of the job. Over 200 individuals attended the event and more than 50 local businesses/academic institutions participated in the Career Expo. More than 40 different careers were included in the Career Expo this year. This year 10 academic institutions also participated allowing the students the ability to better understand how they could prepare for some of the jobs through proper education.

Title of the Program: Pay It Forward Program

Chapter Name: Greater Madison Area Society for Human Resource Management

Chapter Number: 0053

Chapter State: Wisconsin

Chapter Region: North Central

Chapter Home Page: <http://www.gmashrm.org>

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Executive Summary: A significant mission-driven initiative for the Greater Madison Area SHRM chapter over the past two years has been the development of our Pay It Forward program for our members in transition. With a struggling economy and several members seeking employment, GMA SHRM leaders believe it continues to be very important to serve these individuals. The Pay It Forward program provides chapter dues for one year at no charge to HR professionals in transition. In exchange, the chapter asks them to "pay it forward" by volunteering for the chapter or referring a new dues-paying member to the chapter. A key to the success has been to implement the program in a series of steps, thereby broadening its reach to the entire HR community. In 2009, the Pay It Forward program started as a one-year membership available only to any active member who was unemployed at the time of his or her membership expiration. As the program proved financially viable, combined with very positive feedback, GMA SHRM has since expanded the program in 2010 to membership that has lapsed since 2008 and to recent graduates of our supported student chapters who are struggling to find employment in the current job market.

Title of the Program: Health Care Reform: Impacts on Employers and Employees

Chapter Name: Kalamazoo Human Resource Management Association

Chapter Number: 0116

Chapter State: Michigan

Chapter Region: North Central

Chapter Home Page: <http://www.khrma.org>

Executive Summary: The Health Care Reform seminar was created to inform HR professionals and other organizational leaders of the requirements, opportunities, and potential pitfalls of the Patient Protection and Affordable Care Act of 2010 (PPACA). The day-long session enabled attendees to craft a strategic response for their organizations and outlined the basic employee communication and implementation needs.

Title of the Program: Career Coaching Initiative

Chapter Name: Siouxland SHRM

Chapter Number: 0211

Chapter State: Iowa

Chapter Region: North Central

Chapter Home Page: <http://siouxland.shrm.org>

Executive Summary: Siouxland SHRM developed a Career Coaching initiative in January 2009 to serve a dual purpose. By creating opportunities for college students entering the workforce to interact with members in an educational environment, members will have the opportunity to be more engaged in chapter activities. The initiative involves chapter members presenting workshops in local colleges. The Career Coaching workshops have taken place at Briar Cliff University and Morningside College in September 2009, at Morningside College in March 2010 and at Wayne State College in October 2010. Workshops are provided free of charge and topics include budgeting, resumes, employer expectations from new hires, interviewing skills, job searching, setting yourself apart in a crowded job market and networking effectively. Mock interviews are offered and students can take part in speed interviewing where they receive immediate feedback on their responses. Budget templates and sample resumes are provided. Attendance by December and May graduates is encouraged and in some cases required by their professors. Dozens of members and over 100 students have participated. This initiative has created volunteer options for Siouxland SHRM members outside of committees and board positions in addition to providing soon to be graduates tips from real life work experiences.

Title of the Program: Diversity & Disability

Chapter Name: Valley SHRM

Chapter Number: 0222

Chapter State: Michigan

Chapter Region: North Central

Chapter Home Page: <http://vshrm.org>

Executive Summary: Recognizing Diversity as a major chapter initiative, the VSHRM Board decided Diversity would be our chapter meeting topic in October which is National Diversity Month. As HR professionals, we want to hire more people with disabilities but lack the knowledge to do so effectively or with the assurance that we are legally compliant. We have been able to coordinate our October meeting to:

- Invite speakers and representatives of agencies to educate our VSHRM Members.
- One of our speakers has grant resources to subsidize our food and meeting space costs.
- Reduce the membership meeting cost by 50% adding value to members as well as allowing the VSHRM Chapter to make a charitable donation to a disability agency with the proceeds from the October meeting.
- (Also hope to increase attendance through the reduced rate, results TBD)

Title of the Program: Business Camp
Chapter Name: Traverse Area Human Resource Association
Chapter Number: 0280
Chapter State: Michigan
Chapter Region: North Central
Chapter Home Page: <http://tahratc.org>

Executive Summary: On February 11, 2010 the Traverse City area's second successful Business Camp was held due to the collaborative efforts of the Traverse City Area Chamber of Commerce, Northwest Michigan Works, Traverse Area Human Resource Association, and Northwestern Michigan Community College. 38 people attended and walked away with skills that will assist them with a successful job search or career transition at a time when unemployment is at an all time high and competition for jobs in Michigan is fierce. The half-day workshop was advertised as a no-cost event for participants and allowed for preregistration on the Chamber of Commerce website. Representatives from each of the supporting organizations met regularly for several months to organize and plan each of the 3 knowledge and skill areas: 1) putting together effective resumes and cover letters, 2) building an interview toolkit, and 3) marketing themselves. The session concluded with an informal social networking opportunity that included both participants and the session facilitators, as well as the 12 TAHRA volunteers who assisted in the interviewing role-play activity. Overall, the workshop successfully assisted these participants in making their own new opportunities and taking advantage of any new opportunities that may come their way!

Title of the Program: The Economy Called GAASHRM Answered
Chapter Name: Greater Ann Arbor SHRM
Chapter Number: 0408
Chapter State: Michigan
Chapter Region: North Central
Chapter Home Page: <http://www.gaashrm.org>

Executive Summary: Finding ourselves in the epicenter of the worst economy since the great depression our workforce readiness committee took the lead in answering the call. During a chapter meeting in fall 2009 an ad hoc poll of our members indicated that everyone present had an immediate family member who had been displaced or could not find work. To answer our community's call we developed a series of programs designed to reach a broad audience including displaced workers, first time job seekers, persons with disabilities, and career changers. To answer our chapter member's call we created a HR Pros in transition networking group with the goal of members helping members with job searches. Our programs included: •GAASHRM Free Transitional Membership/free meetings •Linked in HR Pros in Transition Group •John Baldoni free coaching sessions for members in transition •Presentations to counselors and Ann Arbor Women's Center on modern job search techniques and future job trends •Presentations to community college student in transition group on job search/resume writing /interviewing etiquette techniques •Training on using LinkedIn, Twitter, Facebook for a job search •Speed mentoring at chapter meeting •Provided HR Professional panelist for "Ask an HR Professional"

Title of the Program: Dubuque Works
Chapter Name: Tri-State HR Association
Chapter Number: 0490
Chapter State: Iowa
Chapter Region: North Central
Chapter Home Page: <http://trihra.shrm.org>

Executive Summary: Dubuque Works was created to provide collaboration among key workforce development players within the community. The TRIHRA Workforce Readiness Director and School to Work Advocate serve on the Dubuque Works Advisory Committee. The program is funded by the City of Dubuque, Dubuque Racing Association and Dubuque County with an annual budget of \$232,000.00. The seven workforce partners include: Greater Dubuque Development Corporation Dubuque Area Labor Management Council Dubuque Area Chamber of Commerce Iowa Works – Iowa Workforce Development The Community Foundation of Greater Dubuque Northeast Iowa Community College Telegraph Herald (Local Newspaper) New Programs implemented in the first full year of Dubuque Works: 1. Workforce Recruitment Marketing Campaign - “Why Dubuque?” drives job seekers from across the country to www.accessdubuquejobs.com. 2. Newcomer Concierge Services – Welcoming service available at no charge for employers and potential new residents. 3. Workforce Readiness Initiatives - Internship Connect, AccessMyFuture.com, Educator Career Training and jobseeker Workshops, High School Career Days, Free National Career Readiness Certificate testing. 4. Business Consortium – training program formed to pool financial resources of local businesses offering a variety of training for one low cost. 5. Getting Ahead Program – targeting unemployed and underemployed citizens in need of employment and self-dependency skills.

Title of the Program: Northeast South Dakota SHRM R.O.CS

Chapter Name: Northeast South Dakota SHRM

Chapter Number: 0511

Chapter State: South Dakota

Chapter Region: North Central

Chapter Home Page: <http://nesd.shrm.org>

Executive Summary: Our program, NESD SHRM R.O.CS., was designed so our Chapter could reach out to our community and gain recognition as a resource by utilizing the vast knowledge of our Chapter members. Reaching out to diverse organizations like the Salvation Army, National Guard, Lake Area Technical Institute, Watertown High School, and the Department of Labor, gave Chapter members a chance to work with renewed purpose and captive audiences. Our programs helped us focus on the future and anticipate better employment trends. This focus allowed us to proactively provide interview and job ready clothing through the Salvation Army. The Chapter offered to assist with job searches, resume writing and provide a look at what changes took place in the work world to the men and women returning from military service. Our Chapter partnered with the local Technical Institute and High School to offer a Human Resources perspective to students on expectations of future job needs. We also partnered with the South Dakota Dept. of Labor to present to job coaches and those currently unemployed, the process used to screen an application, interview expectations, and applicant or employee behavior. These programs were a benefit to our Chapter, Chapter members, and our community.

Title of the Program: High-Impact Strategic & Creative Solutions

Chapter Name: Tuscora Chapter of SHRM

Chapter Number: 0597

Chapter State: Ohio

Chapter Region: North Central

Chapter Home Page: <http://tuscora.shrm.org>

Executive Summary: The purpose of this initiative was to manage our nonprofit like a business, develop best practices, drive profitability, develop strategic planning initiatives, increase visibility in the community & drive membership to include higher level HR & executive management of local companies.

Title of the Program: HR Toolkit for Non-Profits

Chapter Name: Human Resource Association of Southeast Michigan

Chapter Number: 0601

Chapter State: Michigan

Chapter Region: North Central

Chapter Home Page: <http://www.hrasm.com>

Executive Summary: The non-profit agencies in most communities provide services to their clients that represent basic needs to help them through a difficult time. This help can often be life changing. As a professional group of individuals who believe in giving back and paying forward, we recognize that these agencies are so important. We also know that budgets most often do not allow for an employee who is trained in the field of human resources. Most often, it is just another hat worn by the executive director or department manager. The workshop, HR Toolkit for Non-Profits, was designed to help these individuals with the legal requirements associated with having employees as well as to learn how to retain quality, dedicated, and caring people in their organization.

Title of the Program: HRP-MN Annual Golf Outing and Fundraiser for the AtHome Group

Chapter Name: Human Resource Professionals of Minnesota (HRP-MN)

Chapter Number: 0735

Chapter State: Minnesota

Chapter Region: North Central

Chapter Home Page: <http://www.hrpmn.org>

Executive Summary: HRP-MN Golf Outing and Fundraiser for the AtHome Group The AtHome Group's purpose is to remove obstacles to employment for homeless and precariously housed adults so they can lead quality self directed lives. The AtHome Group states it best, "when we remove their employment obstacles , our clients return to the work force: going from unstable housing to being able to afford to have their families at home again, going from being unemployed to being a taxpayer, going from depending on assistance to helping others". Through donations a uniform, a pair of shoes, tools or a bus pass can be purchased providing a critical connection to employment. Through the generosity of HRP-MN members, guests, sponsors and friends we are very proud to have raised approximately \$4,700 for the AtHome Group.

Title of the Program: 2010 Staffing Symposium: Building the World-Class Recruiting Organization

Chapter Name: SMA of Greater Chicago

Chapter Number: 3002

Chapter State: Illinois

Chapter Region: North Central

Chapter Home Page: <http://www.smagc.org>

Executive Summary: Pursuant to our mission, SMAGC develops rich programs for staffing and talent acquisition professionals that share the best methods to deliver staffing, build processes and re-engineer recruiting organizations and methodologies for increased effectiveness. Delivering on this promise, we presented our 2010 May Symposium, entitled "Building the World-Class Recruiting Organization". Our framework for the program was based upon proprietary research by the Recruiting Roundtable, Corporate Executive Board on the 20 Key Components of the World-Class Recruiting Organization. A representative from Recruiting Roundtable set the stage for the conference providing an overview of the most essential drivers of Recruiting effectiveness and distributed a laminated copy of the framework document, Anatomy of a World-Class Recruiting Organization. The balance of the day consisted of insightful presentations by staffing thought leaders to address topics aligning with the theme and framework document such as

employment branding, workforce planning, human capital supply chain, diversity strategies, recruiter efficiency and talent sourcing. This all day event, including a luncheon and networking reception, attracted 300+ professionals, delivered current information and best practices, qualified up to 6.0 HRCI recertification credits and provided networking opportunities between the world-class staffing experts, the corporate practitioners and the service providers.

Southwest Central Region

Title of the Program: COMPASS

State Council Name: Oklahoma State Council

State Council Region: Southwest Central

State Council Home Page: <http://www.oschrm.org>

Executive Summary: "COMPASS" was launched as a platform to strategically "brand" the State Council, and to drive and monitor relationships of SHRM Chapters with local partners in their respective communities. C - Connecting O - Oklahomans through M - Meaningful P - Partnerships A - Achieving S - Social Responsibility and S - Successful Practices to accomplish this goal the State Council Board called upon all 13 Chapters to select a "partner" and need. The Council also participated by partnering with The Governor's Council for Workforce Development and the State Chamber.

Title of the Program: Workforce Readiness Initiative

Chapter Name: Colorado Human Resource Association

Chapter Number: 0040

Chapter State: Colorado

Chapter Region: Southwest Central

Chapter Home Page: <http://www.chra.org>

Executive Summary: In 2009 the CHRA Board completed work on its strategic plan. In an expansion of SHRM's "ATP-STP" motto we adopted the motto "Better HR Professionals, Better Businesses, Better Communities." We recognized that we had ignored Workforce Readiness (WR) to the detriment of our community. It is hard to define, hard to get your arms around and even harder to do something about. Our initial work focused on determining "Where we are?" Then we approached the question of "Where do we want to be?" In conjunction with several of the other Colorado SHRM chapters, we launched a Workforce Readiness Survey of our members. The survey had two goals. First, determine what our members were already doing in regard to WR. Second, we wanted to determine our members' attitudes and interests about our potential population targets. Our second phase was developing our WR team, its charter and goals. The third (current) phase of the project is creating the infrastructure for our chapters to work with local WR resources to be able to impact WR. Our fourth phase will be measuring our impact and revising our programs and tactics as we continue our work.

Title of the Program: Diversity Connections

Chapter Name: Salt Lake SHRM

Chapter Number: 0059

Chapter State: Utah

Chapter Region: Southwest Central

Chapter Home Page: <http://www.slshrm.org>

Executive Summary: The Salt Lake Society for Human Resource Management (SLSHRM) and Utah

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Diversity Connections (UDC) recently presented its first annual "Utah Employer Diversity Award, presented by the Salt Lake County Mayor at SLSHRM's June 2010 meeting. The award recognizes Utah employers who created a new level of "Best Practices" for promoting diversity in their organizations. The companies were recognized for their success in implementing creative and innovative strategies to advance diversity and inclusion in their organizations. The award recipients had engaged in this work within the last twelve months. More importantly, all were committed to continuing and broadening their efforts in the future. UDC represents 25+ top employers within Utah. Its mission is to address the challenges that many Utah employers have in attracting, hiring and retaining educated professionals from broad and diverse backgrounds. The partnership between SLSHRM and UDC has vastly expanded and strengthened community awareness in promoting diversity in the workplace, building the business case for a diverse workforce, and recognizing employers who have successfully fostered a workforce where a broad range of employees can contribute and collaborate. The focus is on creating a different culture and attitude towards diversity, based not on affirmative action caps, but one based on a diversity of ideas which often correlates with diverse individuals.

Title of the Program: A Seat at the Table: HR's Role in the Hon. Mitch Landrieu's Mayoral Transition

Chapter Name: Human Resources Management Association of Greater New Orleans

Chapter Number: 0063

Chapter State: Louisiana

Chapter Region: Southwest Central

Chapter Home Page: <http://www.hrmaneworleans.org>

Executive Summary: In February 2010, HRMA-New Orleans was asked by the Transition Team for the newly-elected Mayor Mitch Landrieu to help set up an initiative to recruit, evaluate, select, and onboard candidates for approximately 250 Civil Service positions for the City of New Orleans in less than 12 weeks. It was important to identify world-class talent for city management, and to ensure a seamless transition to minimize interruption of city services. HRMA volunteers provided guidance to Transition Team leaders on an independent, nonpolitical basis regarding HR issues, and also recommended that the Transition Team secure paid professional HR expertise to meet their needs. As a result, the Transition Team was able to collect over 1500 applications from a diverse pool of qualified candidates, and identify a large number of the 250 appointed positions in time for the Inauguration on May 3, 2010. HRMA-New Orleans is truly becoming recognized in our community as a valuable organization that is willing, able, and eager to contribute to the well-being of our city, our people, our business community, and our bright future.



Title of the Program: Human Resource Strategies Survey 2010

Chapter Name: HR Houston

Chapter Number: 0096

Chapter State: Texas

Chapter Region: Southwest Central

Chapter Home Page: <http://www.hrhouston.org>

Executive Summary: Human resource departments are operating in a data-driven world. The C-suite demands that initiatives are supported by statistics and figures. Yet, much of the available HR data is not localized and does not reflect the current economic climate. Responding to Houston-area HR

professionals' frustration with the lack of local data on HR strategies, policies and practices, HR Houston conducted the Human Resource Strategies Survey 2010. The chapter approached Gallagher Benefit Services, Inc., a leader in employee benefits, to partner on the development and delivery of the survey. Focus groups comprised of HR Houston Board members and other Houston-area HR professionals met regularly to identify the "vital" HR issues. The resulting online survey collected current data on strategies Houston-area employers were using to manage paid leave policies, employee recognition, service awards, disaster recovery, pandemic plans, wellness initiatives, annual enrollment, as well as their highly effective practices. With 244 companies participating, the Human Resource Strategies Survey 2010 is one of the largest of its kind for the Houston area. Survey results were presented electronically. Data could be sorted by industry and company size and used to establish benchmarks, discover areas for improvement and identify data points useful for strategic planning.

Title of the Program: Resume CPR

Chapter Name: Northwest Arkansas Human Resources Association (NOARK)

Chapter Number: 0148

Chapter State: Arkansas

Chapter Region: Southwest Central

Chapter Home Page: <http://www.noark.org>

Executive Summary: On May 24, 2010 the Northwest Arkansas Human Resources Association (NOARK) conducted a resume workshop for job seekers in the local community. "Resume CPR" was held in conjunction with the Rogers-Lowell Area Chamber of Commerce's Spring Job Fair and provided resume writing, editing and review for over 150 participants. Offered for the second consecutive year, the workshop was eagerly anticipated by those who needed help tailoring their resumes for a fresh job search. The biannual event has become so popular that pre-registration was required to ensure smooth operations throughout the day. Resume CPR was organized and executed by NOARK's Workforce Readiness Committee. The committee worked diligently to secure the services of over thirty chapter members who had expertise in recruiting and staffing in Northwest Arkansas. These HR professionals met on a one-to-one basis with workshop participants to revise existing resumes or create them for the very first time. The Workforce Readiness Committee also sourced laptop computers, printers, paper and flash drives for use during the event. This allowed participants to exit the workshop with hard copies of their resumes in hand, ready to talk to recruiters on the career fair floor.

Title of the Program: Return on Inclusion: Summit for Business Leaders

Chapter Name: Tulsa Area Human Resources Association

Chapter Number: 0175

Chapter State: Oklahoma

Chapter Region: Southwest Central

Chapter Home Page: <http://www.tahra.org>

Executive Summary: In 2009, Tulsa Area Human Resources Association (TAHRA) and local community organizations realized a need to bring CEOs and top-level business leaders together with their organizations most senior human resources professionals to explore best practices and strategies for attracting, retaining and engaging with a diverse workforce. We partnered with other local agencies and community organizations to present the areas most experienced inclusion leaders in business, non profit and education to discover how to implement and measure the Return on Inclusion (ROI) from the highest level. After forming a ROI Committee, the group decided to create an annual half day event to gain an increased understanding of what it means to be an inclusive leader and to learn about the business impact and competitive advantage of putting a focus on diversity and inclusion in the workplace. This

summit provided knowledge in the areas of how to make a case for diversity, how to make diversity count and tools and resources for HR professionals and CEO's to use within their organization.

Title of the Program: CEO Forum and Panel Discussion

Chapter Name: Western Colorado Human Resource Association

Chapter Number: 0237

Chapter State: Colorado

Chapter Region: Southwest Central

Chapter Home Page: <http://www.wchra.org>

Executive Summary: Human Resource managers and professionals would be well-served by learning how to build strong relationships with their own CEO's and how to have more influence with the executive team of their company. Many HR professionals have room for improvement in this area and many HR professionals make little effort to have strategic level impact in their organizations. The WCHRA monthly program, presented on March 17th, 2010 provided HR professionals an opportunity to learn from CEO's on what senior leadership is looking for from HR and how the HR department can strategically affect the organization. The moderator of this program fielded questions to the various CEO's on how HR can increase their productivity and impact in their organization, which metrics are important for HR to calculate, the value that HR brings to the company, and tips on how the HR department can gain credibility and a voice within their organization. The CEO's presented information on how HR professionals can connect with Senior Leadership within their organization and information on how HR professionals can become a strategic partner within their company.

Title of the Program: Coping with Community Tragedy - Workplace Violence

Chapter Name: Salina Human Resource Management Assn.

Chapter Number: 0241

Chapter State: Kansas

Chapter Region: Southwest Central

Chapter Home Page: <http://www.shrmaofsalina.com>

Executive Summary: A tragedy occurred in our community on the morning of Thursday, October 8, 2009. Salina, Kansas suffered a double-homicide at the workplace. This violent act created fear and a feeling of vulnerability for many. In the days and weeks to follow, the Salina Police Department received numerous phone calls and inquiries about workplace violence and what should be done or could be done to prevent and prepare. After assessing the needs of its members, Salina Human Resource Management Assn. (SHRMA) adopted education on workplace violence as a major initiative for 2010. SHRMA collaborated with the Salina Police Dept., the City of Salina, and the Kansas Highway Patrol to provide an educational seminar free for attendees. In addition to the live seminar, SHRMA underwrote the production expenses for a DVD. Proceeds from the sale of this low-cost training tool will be used for a future SHRMA community initiative. The seminar will be aired numerous times on the local public access television station to reach as many people as possible in efforts to continue with Salina's "Coping with Community Tragedy".



Title of the Program: Operation: Back to Work
Chapter Name: Greater Baton Rouge SHRM (GBR SHRM)
Chapter Number: 0257
Chapter State: Louisiana
Chapter Region: Southwest Central
Chapter Home Page: <http://gbrshrm.shrm.org>

Executive Summary: Louisiana has one of the highest per capita military populations in the country. Operation: Back to Work (OBTW) addressed the employability needs of Veterans in the greater Baton Rouge area. Working with both the LA Dept of Labor and LA Dept of Veterans Affairs, OBTW targeted the following three fronts: Employer education, Veteran education and employment. At the 2009 GBR SHRM Fall Conference, business owners, HR executives and hiring managers were educated on Veteran programs and the advantage of hiring Veterans by the Deputy Secretary of the LA Dept of Veterans Affairs. The Executive Director of "Geaux Veterans" presented a workshop on how to translate a military resume and how to reach this employable group. Next, chapter members and affiliates provided classes to Veterans requesting computer skills and training on internet job search techniques. The two groups were then brought together at the 2010 Veterans only job fair. Promotion and support by GBR SHRM created the largest job fair held by the local Office of Veterans Affairs. At the event, GBR SHRM reviewed resumes, provided job interview coaching and assisted in the mobile office for recruits. The chapter continues to proudly support the Veteran population.

Title of the Program: Annual Sustainability Conference
Chapter Name: Boulder Area Human Resources Association
Chapter Number: 0362
Chapter State: Colorado
Chapter Region: Southwest Central
Chapter Home Page: <http://www.bahra.org>

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Award Finalist***

Executive Summary: Are HR professionals prepared to respond to the growing challenges presented by the green economy? As organizational leaders from around the world begin to recognize the need to change their business practices in order to become more sustainable at every level, what do HR professionals need to understand in order to contribute to and lead sustainability within their organizations? These are the questions the Boulder Human Resources Association (BAHRA) set out to answer with the implementation of its annual Sustainability Conference. The Conference, which brings HR professionals together with experts in the areas of corporate, social, personal, and environmental sustainability, is a cutting-edge program designed to address the emerging needs of business in the area of sustainability, which include recruiting & retention, work/life balance, profitability, workforce readiness, and more. Once relegated to voluntary recycling programs, sustainability is emerging as a key issue in business today, one that HR professionals must not only recognize but embrace.

Title of the Program: Methamphetamine Pilot Project
Chapter Name: Four Corners Human Resource Association
Chapter Number: 0523

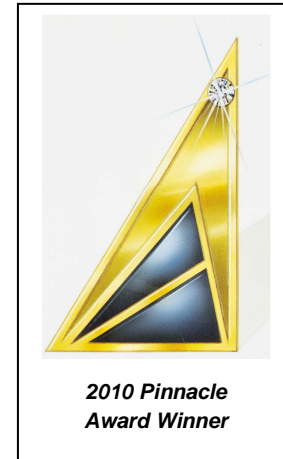
Chapter State: New Mexico

Chapter Region: Southwest Central

Chapter Home Page: <http://www.fchra-nm.org>

Executive Summary: The distribution and use of methamphetamine has become an epidemic across the nation. In San Juan County, more than 90% of the drugs seized in 2008 were methamphetamines. Alarmingly, many of the offenders found guilty of possessing this drug were women. However, many of these women were court mandated to participate in the Methamphetamine Pilot Project, "MPP", a unique national pilot program that works to bring together community resources to address methamphetamine addiction. All participants

that make up a cohort are women and a majority has dependents. Ultimately, this program is working to rehabilitate these women and offer them a second chance at changing their lives. The Four Corners Human Resource Association partnered with the New Mexico Workforce Connection to be involved with MPP and together, work to provide work-readiness training and support for the clients. Our role is to assist the incarcerated clients with understanding the hiring process; coach them on exploring 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. The clients have repeatedly expressed their appreciation and gratitude for showing them what their future can become.



Title of the Program: Southeast Kansas Business Conference
Chapter Name: Southeast Kansas Human Resource Association
Chapter Number: 0553

Chapter State: Kansas

Chapter Region: Southwest Central

Chapter Home Page: <http://sekhra.shrm.org>

Executive Summary: Our Chapter joined forces with SEK, Inc., a business advocate group, and Labette Community College, to jointly sponsor a Business Conference that was a first time, unique event for Southeast Kansas. Southeast Kansas is a rural area with numerous small towns and no metropolitan areas. The Conference committee, composed of members of all three sponsoring organizations and led by the Chapter Conference Chair, committed to bringing the best presenters with a first-class facility and services, that would provide the Human Resource and Business communities with the most up-to-date and relevant information to an obviously under-served area. Through the committee's efforts, presenters came from Kansas City, Oklahoma City, and Wichita as well as subject matter experts from other areas. Our initial projection was optimistically 75 attendees. The actual attendance was over 120 attendees from 52 different businesses and organizations, and 16 different communities representing two states! Based on the feedback forms for each presenter and the overall evaluations of the Conference, they were not disappointed. The overall presenter rating was 4.3 on a 5.0 scale, and the overall rating for the Conference was 4.7 on a 5.0 scale. And the resounding message from attendees was clearly, do it again!

Title of the Program: Community Involvement Program

Chapter Name: Lewis and Clark Chapter of SHRM

Chapter Number: 0732

Chapter State: Missouri

Chapter Region: Southwest Central

Chapter Home Page: <http://lewisandclark.shrm.org>

Executive Summary: The Lewis and Clark Chapter of SHRM launched its "Community Involvement" program in Spring 2010 with the intention of providing pro-bono HR expertise and experience to the non-profit community and the people served by those organizations. The goals of Lewis and Clark's Community Involvement Program are to: • provide professional expertise, education and advice to organizations that may not be able to afford on-site HR staff; • promote the value and expertise of the HR profession, as well as communicate what SHRM is all about; • inform chapter membership about community organizations that would benefit from the efforts of HR professionals; • assist non-profit entities with knowledge of the risks and liabilities associated with HR issues; • identify issues which could use the action or support of the chapter; • and encourage the chapter membership to become involved in community betterment issues or projects. The program aims to assist one non-profit entity per quarter, and has currently completed two efforts: 1) a pro-bono HR File Audit at a local non-profit that does not have HR staff members and 2) a build project for Habitat for Humanity to promote community awareness.

Pacific West Region

Title of the Program: Global HR Program

State Council Name: Washington State Council of SHRM

State Council Region: Pacific West

State Council Home Page: <http://wastatecouncil.shrm.org>

Executive Summary: We provide half day global HR seminars each month (9 per year) that are very technical giving our members an opportunity expand their global competencies, as well as, for those who want to build this competency. We partner with well-established global HR consulting firms to deliver this content. Our partners are Mercer, IOR, PriceWaterhouseCoopers, Towers Watson, Berlitz, etc. This program provides networking opportunities for global HR professionals. Attendees are encouraged to obtain their GPHR certification. Due to this, many of our members are now GPHR certified.

**2010 Pinnacle
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Title of the Program: HR Career Connections: a Workforce and Professional Development Event

Chapter Name: Seattle SHRM

Chapter Number: 0100

Chapter State: Washington

Chapter Region: Pacific West

Chapter Home Page: <http://www.shrm-seattle.com>

Executive Summary: Seattle SHRM partnered with Lake Washington Human Resources Association, SHRM Washington State Council and three leading higher educational institutions (University of Washington, Lake Washington Technical College and Bellevue College) to provide a HR Career Connections event at Starbucks Coffee Corporate Office. The goal of the event was to provide Career Networking and Workshops for 100 students and HR professionals. HR Career Connections leadership committee included all partners involved and coordinated the efforts for over six months before the event and received HRCI recertification credit. There were three sponsors (Costco, Intelius and Starbucks) so that the students and professionals attend at no charge. The Connections event featured three HR Student awards for outstanding leadership. Other activities included: SHRM overview by the Professional

Chapter Presidents, two panels (HR Careers and HR Trends) by leading HR professionals and Career Speed Networking. Event outcomes include: 1. 30% increase in Student attendance at the Seattle SHRM chapter meetings 2. 25% increase in HR Professionals volunteering for student events at the Colleges and High School HR programs 3. 100% attendance as the event sold out early; with a substantial waiting list 4. A student attending received a paid internship at Starbucks Corporate Office

Title of the Program: Members-in-Transition ~ Members-in-Support

Chapter Name: Sacramento Area HR Association

Chapter Number: 0114

Chapter State: California

Chapter Region: Pacific West

Chapter Home Page: <http://www.sahra.org>

Executive Summary: Our SAHRA Members-in-Transition (MIT) teams do more than help HR professionals transitioning into a new job, career or relocation to our area. Due to these unfortunate economic times, our MIT group also offers a Members-in-Support group. Traditionally, our MIT group members are in one form of job transition. Many members come to us as professionals who, due to the economy, find themselves looking for a new position, others are currently employed and looking for a new opportunity and others have relocated to the greater Sacramento area hoping to network with other HR professionals. We currently service over 80 MIT and serviced over 100. Our group has been meeting formally since 2008. The members meet each week to provide support to one another; share job leads, networking contacts, and other resources. There is at least one guest speaker each month providing information on best job search practices or human resources development topics. Companies with job openings have discovered we are a great source of work ready qualified HR professionals. We receive direct job announcements from employers which gives our members an opportunity to directly contact either the recruiters or the hiring manager, which is crucial in a job search.

Title of the Program: Inland Northwest Workplace Diversity Initiatives

Chapter Name: Inland Northwest Society for Human Resource Management (INSHRM)

Chapter Number: 0166

Chapter State: Washington

Chapter Region: Pacific West

Chapter Home Page: <http://www.inshrm.org>

Executive Summary: The Inland Northwest Society for Human Resource Management (INSHRM) created a program to determine the norms of diversity practice within our chapter, to build skills for diversity management with our members, and to discover the excellence in organizations that we could all learn from and emulate. The program consisted of three on-going and overlapping phases. The first was to discover current diversity practices and attitudes within our chapter through a survey. The second was to model good diversity practices through reports on survey results, skill-building exercises and notification of diversity events. Third was to learn of best practices within the community by sponsoring a diversity award. In SHRM's 2007 State of Workplace Diversity Management Survey Report, almost all respondents indicated that SHRM should be "extremely influential or somewhat influential in the development of management practices in the diversity arena." INSHRM's program takes this charge seriously and seeks to improve the diversity management skills and knowledge of our members and, through our members, their organizations.

Title of the Program: The Last Recertification Frontier

Chapter Name: Anchorage Society for Human Resource Management (ASHRM)

Chapter Number: 0200

Chapter State: Alaska

Chapter Region: Pacific West

Chapter Home Page: <http://www.shrmalaska.org>

**2010 Pinnacle
Award Finalist**

Executive Summary: Thanks to the Anchorage SHRM (ASHRM) chapter, Alaska can be known as the Last Recertification Frontier. 96% of ASHRM programs are pre-approved for HR Certification Institute credits. This allows ASHRM to serve the professional and advance the profession. Membership and attendance have increased by over 30% and our member satisfaction is at an all time high. Alaska's geographic location presents challenges for certified professionals to earn HR Certification Institute credits. Managers can be reluctant to approve attendance to out-of-state conferences due to the time and productivity loss associated with the usual two days to get in and out of Alaska; this has been compounded by shrinking travel and training budgets. Likewise, speakers balk at coming to Alaska for the same reasons. At a SHRM Leadership Conference, ASHRM became aware of and implemented HR Certification Institutes' credit pre-approval program. Subsequently, this solved the geographic and travel dilemma noted above. During the 2007-2009 recertification period, a candidate for recertification could have obtained 94% of continuing education credits for PHR and 125% of those needed for SPHR certification without leaving Anchorage! Our HR Certification Institute equation has the HR Certification Institute Certification Preparation courses on one side, and the ability to earn pre-approved recertification credits on the other. This equation is now balanced.