



**WISCONSIN SHRM STATE COUNCIL
MEETING AGENDA
February 20, 2009
2:00 to 4:00 p.m.
Madison, WI**



No.	AGENDA ITEM	RESPONSIBLE PARTY
Introductions/Welcome/Thank you	Introductions/Welcome/Thank you	Kris Hackbarth-Horn
ACTION		
Approval of December 12, 2008 Minutes	Approval of December 12, 2008 Minutes Motion Matthew Stollak 2 nd Sally Field All approved	Kellie Dunn-Poggemann
Conference 2008 Payouts to Chapters	Conference 2008 Payouts to Chapters Net Income over \$147,000. Half stays with council & the other half gets distributed between the chapters. <u>List of gift recipients:</u> Blackhawk HRA \$4981.35 Central Wisconsin SHRM \$2034.01 Chippewa Valley SHRM \$225.88 Dodge County SHRM \$69.50 Fond du Lac Area HRA \$1834.20 Fox Valley SHRM \$4163.59 Greater Madison Area SHRM \$3868.21 Green Bay Area SHRM \$43272.89 HRMA of Southeastern WI \$2312.01 Jefferson County HRMA \$156.38 La Crosse Area SHRM \$5042.16 Lakeshore Area HRM \$182.44 Racine Kenosha Chapter \$78.19 Sauk County Personnel Association \$86.88 St. Croix Valley \$26.06 Stevens Point Area \$173.75 Sheboygan Area Chapter SHRM \$312.75 This year, ½ proceeds for Chapter payouts were based upon attendance and ½ proceeds based upon volunteerism.	Cindy Cerro, Kellie Dunn-Poggemann & Jenny Lowe
Approval of Financial Reports/Treasurer Report	Approval of Financial Reports/Treasurer Report Financial Recap for 2008: As of 12.31.08 our Net Income was negative -\$64,000 which was higher than our budgeted negative -\$109,000 for the year. The negative figure was due primarily to the	Cindy Cerro

	<p>planned upgrade of the website in 2008. The loss was offset by excellent results from the 2008 State Conference. Our income was over \$420,000 and our Expenses for the year were \$485,000.</p> <p>State Conference Net Income was \$147,166, of which \$68,820 was distributed to chapters.</p> <p>The 2009 Council Budget was approved by the Finance Committee with the final conference 2009 presentation today. All that is missing from the 2009 budget report that you have are the final budget numbers for the conference. With the changes in the conference income, we will be budgeting for a Net Income of a negative -\$12,000. This is primarily due to on-going website expenses.</p> <p>The conference committee presented its 2009 Budget. Projected conference revenue is \$349,000 and expense is \$285,000. This gives the conference as a whole a projected net income of \$136,000.</p> <p>Matt Stollak commented the conference committee was very conservative in their budgeting for attendance. The committee budgeted for 750 attendees. The last time the conference was held at the Kalahari there were 900 attendees.</p> <p>Motion to approve December 2008 year end financials by Matt Stollak 2nd Jenny Lowe All approved.</p> <p>Motion to approve 2009 Conference budget by Sally Field 2nd Anthony Dix All approved.</p>	
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STRATEGY AND OPERATIONS

<p>SHRM North Central Region Update</p>	<p>SHRM North Central Region Update</p> <ul style="list-style-type: none"> • <i>(on behalf of NC Regional Team)</i> <p>SCAP 2008 plan is online.</p> <p><u>Congratulations to WI!</u> Three out of fifteen SHRM stimulus prize recipients were from WI. There were a total of 165 submissions. The following WI members received the \$1,000 stimulus prize:</p> <p align="center">Rodney Pasch- City of Fond du Lac Steve Sturm- American Family Insurance Karen Wolf- Dorner Manufacturing Corporation</p> <p>There are 17 teams competing in the upcoming Regional HR Games to be held at St. Thomas University.</p>	<p>Laurie McIntosh & Kris Hackbarth-Horn</p>
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	<p>SHRM will be releasing details for April 14, 2009 town hall meeting in Milwaukee watch your inbox!</p> <p>Laurie McIntosh requested to hear from Chapters about Membership challenges and questions/concerns in our state. She is interested in hearing on What can SHRM do to help chapters in this economic turndown.</p> <p>SHRM launched a new website. If you find any broken links, please forward to Laurie McIntosh or Kristine Hoffman.</p>	
<p>Strategic Planning: 2009-2010</p>	<p>Strategic Planning: 2009-2010</p> <ul style="list-style-type: none"> • Key Initiatives (15 minutes) <p>Thank you to all the council for stepping up and engaging into the strategic planning process!</p> <p>3 main initiatives for the next year</p> <ol style="list-style-type: none"> 1) Enhance communications 2) Education 3) Collaborative Partnerships <p>The Diversity & District Director section were not included in the plan. Kristine will get the pieces added in & resend it to council.</p> <p>Kristine is working on the process for how we will be updating the document with status reports.</p>	<p>Kris Hackbarth-Horn</p>
<p>Communications Plan/Website Updates</p>	<p>Communications Plan/Website Updates (20 minutes)</p> <p>Plan is to increase communication and the marketing of the Council. Currently, we have a lot of different pieces of communication. The purpose is to streamline the pieces, the methods and the delivery.</p> <p>The secretary council position now coordinates website updates, SHRM national blast, & Council monthly blast. It will brand all the items and integrate the messages.</p> <p>The Council reviewed the Communication plan for the next couple of months. CLA's were asked to write an article twice per year. District Directors were asked to write recaps on their chapter visits throughout the year.</p> <p>Doralyn Retzlaff, Communications Director, presented web training options to the council:</p> <ol style="list-style-type: none"> 1) Skyline can do a Webex for training on the web application. 2) In addition, volunteers can write up their content and then send to MDS to post on the website. <p>Doralyn is working with Skyline on re-working some</p>	<p>Kellie Dunn-Poggemann & Doralyn Retzlaff</p>

	<p>portions of the site based upon the feedback received over the past year. The Core Leadership pages are going to be modeled after the leadership pages. We would like all the pages to look consistent. Write up your changes in a word document and then send to Doralyn by March 20, 2009. The District Director pages are all combined. Anthony Dix was nominated to monitor the District Director pages for 2009.</p> <p>Anthony Dix requested to place more pictures on the website to make it more of a personal feel. Kristine would like to see a screening process in place before pictures are uploaded onto website. Discussion on volunteers owning pages and getting content published.</p> <p>Each CLA web page has chapter contacts that need to be updated. Each CLA area should gather their updates so it can be posted. SHRM was able to provide membership contacts for Julie Geyer, so you may want to check with Kristine Hoffman.</p> <p>Legislative Leadership area has requested some additional functionality for publishing legislative alerts. Doralyn Retzlaff is working with Skyline on this issue.</p> <p>Thank you to Kellie & Doralyn for their work in the plan design!</p>	
<p>Town Hall SHRM</p>	<p>Town Hall SHRM April 14, 2009</p> <p>Focus of the Town Hall is to reach out to SR HR Professionals. An invite will go out to all council members, chapter Presidents and specific SR. HR Professionals.</p> <p>At the event, we will hold a Council gathering. Chapter Presidents are not required to attend but are welcome.</p> <p>It will be held at the Pfister Hotel in Milwaukee. 12:30 -3:30 pm Council Meeting. 4-7 pm is the SHRM event.</p>	<p>Kris Hackbarth-Horn, Kellie Dunn- Poggemann</p>
<p>KRM Program Announcements</p>	<p>KRM Program Announcements</p> <p>KRM Info Services provides Professional web and video conferencing. The California State SHRM Council has been participating in the program. WISHRM recently elected to participate as well. Each month WISHRM will select a program to feature. It will be marketed through the WISHRM e-blasts. 20% of registration fees go back to the Council.</p>	<p>Kellie Dunn- Poggemann</p>

<p>Functional Director Updates</p>	<p>Functional Director Updates (<i>Quick Fire Drill Exercise 2-3 minutes</i>)</p> <p><u>College Relations/HR Games/Conference</u></p> <p>HR Games is going on this weekend. 13 teams participating from 8 colleges. Ryan has now reached out and touched base with most of the State College Relations representatives. He will start having quarterly conference calls in the next few months.</p> <p><u>Membership/At-Large</u></p> <p>Julie reached out to all the Membership directors from Chapters. Feed back so far is that chapters are getting hit by the economy and looking for ideas on how to keep and retain members. SHRM is looking for retention rates to be set at a Chapter Level.</p> <p><u>Certification</u></p> <p>Missing just 2 chapters that do not have their representative to SHRM. 2009 Certification materials are now available for \$465. 2008 is no longer available. There has been some interest in the Student Chapter level with the release of the new HRCI requirements.</p> <p><u>Diversity</u></p> <p>Chapters, if you do not have a board role for Diversity, Amy will be in touch to set a designated contact. The Diversity award selection committee volunteers announced the nominations will be out in early April. The committee is working with the State Conference Committee on presenting a diversity session.</p> <p><u>Governmental Affairs</u></p> <p>This committee has had a huge amount of activity in the first quarter of 2009. Janine Diana has appeared in Madison a couple times sharing SHRM's viewpoint.</p> <p><u>Workforce Readiness</u></p> <p>The committee will be writing an article for the upcoming e-blast. Discussion with outgoing Superintendent of Schools Libby Burmesiter on work force trends. Additionally, reviewing the New North Initiative to look at partnering with other state entities.</p>	<p>Jenny Lowe Ryan Derber</p> <p>Julie Geyer</p> <p>Michelle Hauer</p> <p>Amy Collett</p> <p>Janine Diana</p> <p>Doug Hamm</p>
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	<p><u>Foundation</u></p> <p>Chapter Champion Designations with the Foundation have been released.</p> <p><u>Leadership</u></p> <p>Chapters, the council will be doing a webcast on March 24, in the afternoon. It is a one hour webinar that is an orientation of WISHRM. It is also interactive with what can the State Council do for Chapters. Helen asked CLA's to also provide information for the orientation.</p> <p>Leadership conference dates announced August 6th and 7th at Hotel Mead in WI Rapids. All day Thursday, overnight Thursday, finish up mid afternoon on Friday.</p> <p>District Directors, Bob Swanson and Helen Englebert are in the process of planning the training.</p> <p><u>District Director Reports</u></p> <p>Matt Stollak reported that the District Directors met in Madison as a group to create a plan for the next year. In March, the District Directors will be working on the May meeting and Leadership input.</p> <p>Kristine Hackbarth-Horn reported that the Council receives a Grant each year from SHRM. Last year this was designated to the HR Enterprising Leadership Grant \$5,000 awarded to the CWSHRM Chapter. The Council discussed the success of the CWSHRM Award and requested an article for the website from CWSHRM on their grant success. The council will continue this program for 2009.</p>	<p>Barbara Stroh</p> <p>Helen Englebert</p> <p>Anthony Dix</p> <p>Matt Stollak</p> <p>Jane Berg</p> <p>Sally Field</p>
<p>Association Management Team Update</p>	<p>Association Management Team Update</p> <p>Roster is completely updated online. A new column has been added for Chapter Affiliation. Please verify your information and send updates to the Council office WISHRM.</p>	<p>Heather Dyer</p>
<p>Best Practice Sharing</p>	<p>What is the one most significant challenge currently facing your chapter? How are you addressing it? Is there anything the council could do or do differently to help you with this challenge? - We hope to have an opportunity for your other chapters to make suggestion or share on their learning's with you.</p> <p>First discussion: how are chapters garnering sponsorships?</p>	<p>All</p>

	<p>Chapters are finding it difficult. The WISHRM Conference committee created smaller opportunities. Also, a lot of negotiating happened to meet the needs of a particular sponsor.</p> <p>Membership-discussion on companies only supporting one member per company. Need to find a way to stress that it is important for every member to continue their membership with SHRM.</p> <p>Volunteers-struggle with volunteers being able to commit time. Suggestion on maximizing those members that are in transition. Great way for them to connect with others by volunteering. Kristine, possibility of creating volunteer area of WISHRM to post opportunities. Suggestion to write a page for suggestions on what to do if you are in transition. Ideas for networking group for unemployed.</p> <p>Discussion on ways to increase certifications with in a chapter. Suggested Scholarships, study groups, informal gatherings. Sheboygan has a successful program with over a 98% pass rate. Connie Bitter will be happy to provide the information to other chapters on their best practices.</p>	
Adjournment	<p>Adjournment/Next Council Meeting Core Council Only</p> <p>The next State Council Meeting will be held at the Pfsister Hotel on April 14, 2009 from 12:30 pm to 3:30 pm Milwaukee, WI.</p> <p>Motion to adjourn Matthew Stollak 2nd Helen Englebert All approved.</p>	Kris Hackbarth-Horn

2009 Wisconsin State Council Members
Meeting Attendance

02/20/2009

Position	State Council Member	Attending	Conference Call	Substitute	In Attendance
Past State Director	Bob Swanson	Yes			Yes
State Director	Kristine Hackbarth-Horn	Yes			Yes
Secretary	Kellie Dunn-Poggemann	Yes			Yes
Treasurer	Cindy Cerro	Yes			Yes
North Central Field Service Director	Laurie McIntosh	Yes	Yes		Yes
North Central Regional Administrator	Kristine Hofmann				
Membership At-Large Director	Julie Geyer	Yes			Yes
Certification Director	Michelle Hauer	Yes			Yes
College Relations Director	Ryan Derber	Yes			Yes
Communications Director	Doralyn Retzlaff	Yes			Yes
Conference Liaison Director	Theresa Dew	No			No
Diversity Director	Amy Collett	Yes			Yes
Foundation Director	Barbara Stroh	Yes			Yes
Leadership Director	Helen Englebert	Yes			Yes
Governmental Affairs Director	Janine Diana	Yes			Yes
Workforce Readiness Director	Doug Hamm	Yes			Yes
District Director	Matthew Stollak	Yes			Yes
District Director	Anthony Dix	Yes			Yes
District Director	Jane Berg	Yes			Yes
District Director	Sally Field	Yes			Yes
Blackhawk HRA President	Melissa Benson	Yes			Yes
Central Wisconsin SHRM President	Kim Hall	Yes	Yes		Yes
Chippewa Valley SHRM President	Kathi Lee	Yes	Yes		Yes
Fond du Lac AHRA President	Paula Stettbacher	Yes			Yes
Fox Valley Chapter SHRM President	Lisa Van Straten	No			Yes
GMASHRM President	Cassy Van Dyke	Yes			Yes
Green Bay Area Chapter SHRM President	Jennifer Smith	Yes	Yes		Yes
Metro Milwaukee SHRM President	Joanne Krueger	Yes	Yes		Yes
Jefferson County HRMA President	Lynn Lapp	No		Jackie Prey Up coming Program Chair	Yes

La Crosse Area SHRM President	Kim McCann	Yes	Yes	Yes
Lakeshore Area HRA President	Sheila Schetter	Yes	Yes	Yes
Sauk County Personnel Association President	Theresa Schuster	Yes	Yes	Yes
Sheboygan Area Chapter President	Connie Bitter	Yes	Martha Miller	Yes
SHRM Dodge County President	Holly Nobles			
SHRM-Racine & Kenosha Area Chapter President	Brad Foley			
St. Croix Valley Employer Association	Kelli Cadwell	Yes	Yes	Yes
Stevens Point Area HRA President	Brian Formella	Yes		Yes
Morgan Data Solutions	Heather Dyer Leah Wiemann	Yes Yes		Yes Yes
	<i>If not Listed Above – enter your name below</i>			
Green Bay Area SHRM President Elect	Jenny Lowe	Yes	Yes	
	Jennifer Jirsa	No		

Council Meeting = 34
Conference Call = 9