



# SHRA

Sarasota-Manatee  
Human Resources Association

Volume 1  
Issue 1  
January 2006

## Annual Report 2005



### Our SHRA Mission

SHRA serves the needs of the Sarasota and Manatee County-based human resource management professional by:

- *Striving for the highest standards of professional performance.*
- *Endeavoring to improve professional standards and ethical conduct.*
- *Developing greater appreciation for the HR function.*
- *Promoting HR professional knowledge.*

***In short: to serve the HR professional and advance the HR profession.***

### Our 2005 Accomplishments

#### Goal: Increased visibility

- ✓ Achieved 2004 Superior Merit Award Chapter status — 3<sup>rd</sup> year in a row!
- ✓ Welcomed 48 new members and 23 new companies to SHRA.
- ✓ Operationalized new SHRA web site, presently averaging 2,400 hits daily.
- ✓ Created new SHRA newsletter format; sent press releases to local media.
- ✓ Participated in county job fairs, publicizing SHRA and providing support.
- ✓ Centralized board meetings at Webster University.
- ✓ Instituted member meeting and seminar registration on-line.
- ✓ Donated \$250 to Red Cross to benefit Katrina victims.
- ✓ Printed and marketed SHRA logo-embossed shirts.
- ✓ Recognized and rewarded SHRA volunteers for their involvement.
- ✓ Sent two board members to SHRM National Leadership Conference.
- ✓ Paid fees for six board members to attend HR Florida Conference.

#### Goal: Involved membership

- ✓ Achieved 16% member volunteer rate on committees.
- ✓ Achieved score of 4.3 out of 5.0 on member satisfaction survey.
- ✓ Achieved 60 member average attendance at SHRA meetings.
- ✓ Submitted proposed bylaws changes to Bylaws Committee for review.
- ✓ Provided Ambassador table at monthly meetings, hosted by J. Raskin.
- ✓ Hosted a SHRA "Network Nite."

#### Goal: Enhanced member professional development

- ✓ Partnered with Kunkel Miller & Hament PA and Kerkering Barbario, CPA to present federal employment law seminar for 6.5 credits.
- ✓ Hosted seminar on employee motivation for 1.0 credits.
- ✓ Hosted open-invitation evening seminar with Chip Madera for 1.5 credits.
- ✓ Hosted seminar on generational diversity for 2.0 credits.
- ✓ Held two certification prep study groups (24 sessions) with guest speakers.
- ✓ Listed various training and development opportunities in the newsletter.
- ✓ Utilized HR Florida resources for programs; M. Huttlinger from SHRM.
- ✓ Contributed \$250 to the SHRM Foundation.
- ✓ Awarded M. Perman with \$500 LeRoss Parker HR Scholarship for 2005.
- ✓ Awarded L. McKinney SHRA Member of the Year Award for 2005.

### Board of Directors

**President:**  
*Jennifer LaHurd, SPHR*  
*The Pines of Sarasota*

**Vice President:**  
*Heather Vogel, SPHR*  
*Vogel & Vogel, Inc.*

**Secretary:**  
*Joanne Terefinko, SPHR*  
*GE Security*

**Treasurer:**  
*Kay Houston, PHR*  
*Morgan Beaumont*

**Assistant Treasurer:**  
*Chris McKenna, SPHR*  
*Manatee Glens*

**Program Director:**  
*Adele Avolio, PHR*  
*The City of Bradenton*

**Data/Membership Director:**  
*Enid Jack, PHR*  
*Turner Tree and Landscape*

**Communications Director:**  
*Stacie Ross, PHR*  
*The City of Sarasota*

**Past President:**  
*Don Lazzaro, SPHR*  
*D&M Consulting*

### 2005 Member Satisfaction Survey Results

Newsletter	4.5
Communication	4.5
Website	4.4
Study Groups	4.0
New Member	
Welcome	4.0
Programs	3.6
Member of the	
Year Award	3.0
LeRoss Parker	
HR Scholarship	2.6
Career Transition	2.0
<b>Overall</b>	<b>4.3</b>

Sarasota-Manatee  
Human Resources  
Association

SHRM Chapter #0139  
P.O. Box 49374  
Sarasota, FL 34230



## 2005 Financials

### Year-end Financials

#### Profit & Loss Statement

	2003 Actual	2004 Actual	2005 Actual	Variance
Revenue	\$29,166	\$19,855	\$31,956	\$22,645
Expenses	\$22,116	\$22,910	\$27,081	\$26,287
<b>NET GAIN / LOSS</b>	<b>\$7,050</b>	<b>(\$3,055)</b>	<b>\$4,875</b>	<b>\$880</b>

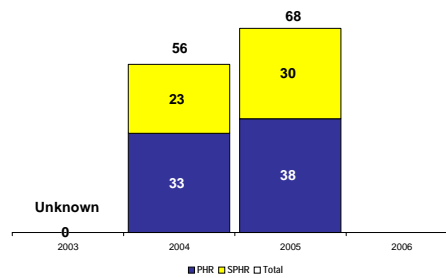
### Year-end Financials

#### Balance Sheet

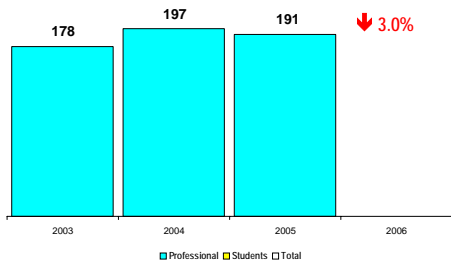
	2004	2005	Variance
Current Assets	7,484	7,977	493
Accounts Receivable	540	0	(540)
<b>TOTAL ASSETS</b>	<b>7,484</b>	<b>7,977</b>	<b>493</b>
Equity Fund Balance	8,429	3,121	(5,308)
Retained Earnings	2,110	4,856	2,746
Net Income	(3,055)	0	3,055
<b>TOTAL EQUITY</b>	<b>7,484</b>	<b>7,977</b>	<b>493</b>

## SHRA Key Trends

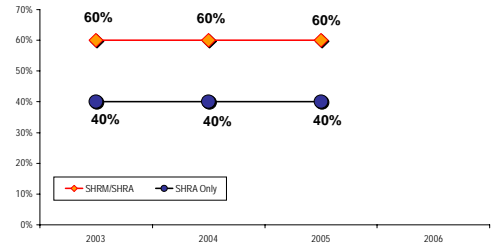
### PHR/SPHR 2003 - 2004



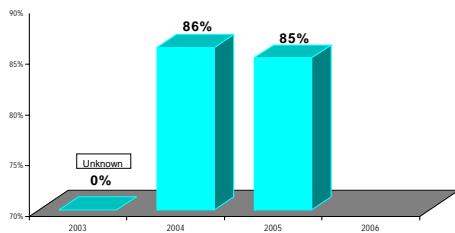
### SHRA Membership



### SHRM Membership



### Member Retention



### Meeting Attendance

