



Sarasota-Manatee HR Association 2011 Annual Report

MESSAGE FROM SHRA'S PAST PRESIDENT

Pat Mathews, MBA



Managing the Evolution of the HR Profession

I was honored to serve as the President of SHRA's Board of Directors in 2011. Our profession is becoming more sophisticated, more business focused, and more complex. In addition to coping with the challenges presented by the economic downturn, HR professionals today must fulfill ever increasing expectations – from making sure the right employee is in the right job, to executing the right strategies, to measuring their contributions to their organization's bottom line.

In 2011 the SHRA Board and I set three top priorities:

1. Deliver the services our members

need: SHRA's primary focus was, and always has been, to provide the programs and services our members need to advance our profession and their careers in this changing world. Not all SHRM chapters

provide an educational program every month; not all provide programs that qualify for CEUs; and not all hold an annual conference. This past year our goals were to provide educational opportunities every month that awarded as many Strategic and General Management CEUs as possible, and to host an annual conference that focused on strategic HR topics. I am proud to report that we accomplished all these goals.

2. Leverage technology: This past year the Board and I investigated technology options available to help meet the developing needs of our members, and create a more efficient organization. I believe we in HR realize that technology will continue to play an ever increasing role in how HR professionals do their jobs, as well as how the best managed associations serve their members.

3. Leadership and Fiscal Responsibility:

In order to ensure that SHRA remained the 'go-to' organization for HR professionals in Sarasota and Manatee counties, we continued to focus on developing a strong organization with a highly engaged leadership team to ensure the business of SHRA is professionally managed and fiscally responsible to meet the short and long-term needs of our members. In 2009 and 2010 SHRA was able to provide many services at no or low cost to our members because of the fiscal strength of the

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organization. In 2011 the Board focused on rebuilding that fiscal strength so SHRA is prepared for any future economic challenges.

In 2011 the SHRA Board, Committee Chairs and volunteers contributed over 3,600 hours to help SHRA brand itself as a key resource for HR professionals in the greater Sarasota-Manatee area. I personally thank each and every one of you for your membership and your continued dedication to advancing the HR profession.

2011 ACCOMPLISHMENTS

This was a very busy year for SHRA as the Board “set the bar high” in terms of the strategic initiatives to be accomplished in 2011:

1. Increase Membership and Member Retention

Our 2011 Membership initiative was to achieve at least Star status by increasing the number of members who are also SHRM members by 3%. SHRA achieved Super Star status by increasing our SHRM members by 4.84% by consistently presenting the benefits of SHRM membership at our monthly meetings, keeping the membership fee for SHRM members below that of other members, and conducting two outreach efforts to SHRM members at large: one was to send these members information regarding our October HR Conference that was certified for 5 Strategic CEUs; the other was to staff a booth at the 2011 HR FL Conference. SHRA took the first place award for the design of our poster and booth at this event.

Another Membership initiative was to improve the quality and quantity of member services and create a clear “value differential” for members versus non-members. In order to respect the professional time of our members, we replaced our monthly newsletter with a monthly eBlast that provides great basic information plus links to additional information. In our Community Events calendar we provided current information on developmental activities throughout the Suncoast (including those provided by the Tampa and St. Pete chapters). We focused on offering programs of high quality and value. We offered 11 programs and 1 conference. These provided members with 12.25 General Management CEUs and 6.25 Strategic Management CEUs. We increased the monthly meeting fees for non-members to create an incentive for attendees to join SHRA.

We launched a new SHRA Membership brochure, updated the SHRA website, and revised the SHRA Bylaws and Code of Ethics as part of our ongoing service to our members.

2. Enhance Community Partnerships

Our Workforce Readiness initiative was focused on serving as an advocate for Workforce Readiness through community and professional outreach activities including developing and distributing Workforce Readiness information to keep SHRA members current with local and state trends; and educating the HR community on the availability of workforce resources and funding. SHRA established relationships with Suncoast Workforce, the Sarasota and the Manatee EDCs, CareerFunders Collaborative, etc. In 2011 we began

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providing information regarding workforce readiness resources and funding on the SHRA website, and participated in an annual community job fair where we provided free advice on resume writing and interviewing skills to job seekers.

3. Enhance Liaison with Government

Our Government/Advocacy initiative was to Chair and develop a SHRA Government Affairs and Legislative Committee in order to keep members up-to-date regarding Government Affairs via the SHRA website, coordinate SHRA involvement in SHRM Advocacy initiatives, participate in Day on the Hill events, and serve as chapter liaison to the HR Florida and SHRM Government Affairs/Legislative Representatives.

We met our goals and, in addition, we enhanced our liaisons with our local and state government officials through visits to their offices both locally and in Tallahassee, and we participated in both the HR Florida and the SHRM Days on the Hill. Our Government and Legislative Affairs Director, Wendy Larson, was selected to serve as Advocacy Captain for Florida's 13th Congressional District,

4. Enhance Diversity Awareness and Student Outreach

Our Diversity initiative was to sponsor community diversity conferences and engage in activities to increase the diversity of our Board and membership. SHRA was a sponsor for the 1st Manasota Diversity Conference held in April 2011. This was a day-long event that focused on giving participants a chance to reflect on diversity through

both educational sessions and presentations. SHRA provided free advertising for Suncoast diversity training and other events.

SHRA continued its College Relations outreach efforts by sending volunteers to assist with mock interviews with students and to speak at local universities and at chapter conferences.

5. Other Initiatives

We had a workforce readiness initiative that focused on upgrading our Members in Transition (MIT) program by creating a MIT resource website to include key elements that will link to a MIT page on www.myshra.org, and expand our outreach to employers and HR recruiters with the vision of being the best place to find local HR talent. We are proud that we met our initiative in 2011 with the introduction of HRSuncoast: Florida – a group on LinkedIn where we share job leads, resources, and advice; and provide regular HR job opportunity postings from a wide variety of sources including some that are never advertised – and with www.SHRAMIT.org that we launched in June. This website had over 1,000 'hits' in 2011 and the HR job postings continue to increase. In addition we established a resume registry; we provide free career coaching services through Board members as they are available.

Our Certification and Professional Development initiative was to increase participation in SHRA's Certification Preparation Classes in order to increase the number of certified members in our chapter, as well as SHRA membership. Nancy Haas offered professionally led Certification Preparation Classes in the

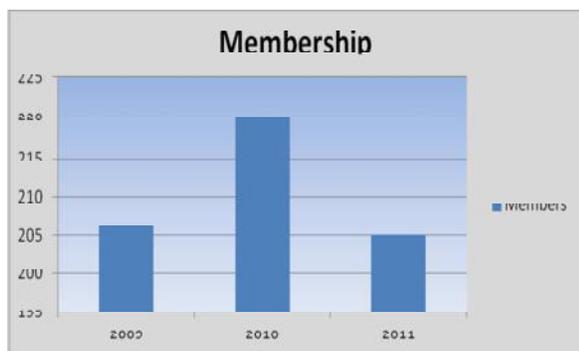
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spring and fall of 2011, and promoted SHRM by offering the SHRM learning Systems and Study Guides. We had 14 participants in the spring class and 15 in the fall class and a solid pass rate. Nancy made presentations at over six member meetings and, of course, took the opportunity to promote the value of SHRM membership. Through our efforts we were able to increase the number of SHRA certified members by over 7% in 2011. Since we offered our classes at a lower rate to SHRA members, we also were able to use our classes to increase our membership.

SHRA was a SHRM Foundation Champion in 2010 and expects to attain this once again as we thank our members for helping us exceed our SHRM Foundation contribution goal for 2011 by making a total contribution that was higher than 110% of the 2010 contribution.

Lastly SHRA Board members and Committee Chairs participated in the HR Florida Leadership Conference and both participated in and volunteered to serve at the 2011 HR FL Conference. Board members also participated in the SHRM Leadership Conference in November.

MEMBERSHIP REPORTS



Note: SHRA's goal was to correct our membership roster, eliminate inactive members, and work toward increasing our

SHRM members. This accounted for what appears to be a drop in membership.



FINANCIAL REPORTS

Profit and Loss Statement (Actual) as of 12/31/11

| | |
|-------------------|-----------|
| Revenue | 65,356.00 |
| Expense | 56,749.00 |
| Net Income | 8,607.00 |

Balance Sheet As of 12/31/11

| | |
|--------------------------|-----------|
| Current Assets | 20,707.66 |
| Fixed Assets | 479.25 |
| Total Assets | 21,186.91 |
| Retained Earnings | 12,579.91 |
| Net Income | 8,607.00 |
| Total Equity | 21,186.91 |

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**CONGRATULATIONS TO OUR 2011
AWARD WINNERS:**

LaRoss Parker HR Scholarship



Gloria Tracy, SPHR

HR Professional of the Year



Nancy Haas, GPHR, SPHR

SHRA Volunteer of the Year



Kamala Prah, PHR

2011 Board of Directors

President

Pat Mathews, MBA

President-Elect

Terri Groening, SPHR

Vice President

Lynne Tuccy, SPHR

Secretary

Kathy Bouchard, SPHR

Treasurer

Matt Westerman, JD

Assistant Treasurer

Elham Ketchum

Programs Director

Jennifer LaHurd, SPHR

Marketing Director

Jennifer Stevens, SPHR

Communications Director

Melanie Hancock, JD

Membership Director

Toddy Peterson, SPHR

Past-President

Lisa Krouse, JD, SPHR

2011 Committee Chairs

Certification & Professional Dev

Nancy Haas, GPHR, SPHR

College Relations

Julie Lazaris

Diversity

Lisa Krouse, JD, SPHR

Legislative/Advocacy Captain

Wendy Larson, SPHR

Members in Transition

Rick Baron, SPHR

SHRM Foundation

Wendy Larson, SPHR

Workforce Readiness

Lisa Carter, SPHR