



LENDING A HAND

MESSAGE FROM OUR 2010 SHRA PRESIDENT

Having just come off a wonderful HR Florida Conference, it is certainly a reminder of how important we are to each other. This Newsletter is our *Annual Report*. In our effort to make our membership meetings most meaningful to meet the goals of our Members' personal and professional growth, we hope you will review the material and let us know if you have any comments or suggestions. In the interest of full disclosure, we thought it was important to get the detail of the health and wellbeing of the Chapter to you. As it stands, our Chapter is doing extremely well. When many other chapters have declined in membership, we have stayed ahead of the curve. We exceeded attendance at the HR Florida state conference by 114% of our target goal. In addition, we are very proud of the fact that our Members in Transition Program has resulted in several members landing meaningful positions. Our SPHR/PHR Study Group proves to be a major attraction for our Members and we have been very fortunate to have Rick Baron who led the last class to an 80% pass rate. Nancy Haas will take on the challenge of teaching our new Study Group. She brings a wealth of professional experience and is currently a professor at USF. It has been an exciting year and as I prepare to take on the role of District Director, I am humbled by the level of competence and friendship that abounds in our Chapter. What's amazing is the power small gestures have had. For example, Terri Groenig gratuitously coached several members in transition

and Pat Mathews offered HR workshops and training for minimal cost and recognition. At FCCI, we like to say that Every Transaction Counts, but when we utter that phrase we don't always think about how significant an impact our actions (or inactions) really have, and how taking the time and energy to "just be nice" is simply good for business. Whether we're thanking someone, helping someone or speaking up, when we take the time to "just be nice," we're doing several things at once: investing in our relationships, supporting our colleagues and strengthening our personal brand. Thank you for supporting our SHRA Chapter. Do not hesitate to call upon me if I can help you in any way.



Lisa Krouse, Esquire, SPHR





SHRA

**Sarasota-Manatee
Human Resources Association**

LENDING A HAND—2010 ACCOMPLISHMENTS

2010 SHRA BOARD OF DIRECTORS

Lisa Krouse-President
president@myshra.org

Sue Gutek-President Elect
president-elect@myshra.org

Pat Mathews—Vice President
vice-president@myshra.org

Carol Schoff-Treasurer
treasurer@myshra.org

Elham Ketchum-Asst Treas
asst-treasurer@myshra.org

Terri Groening-Secretary
secretary@myshra.org

Kathy Bouchard-Programs
programs@myshra.org

Renee Bergman-Membership
membership@myshra.org

Lynne Tuccy-Communications
communications@myshra.org

Jamie Battles-Data Admin
data-admin@myshra.org

Toddy Peterson-Marketing
sponsorships@myshra.org

Wendy Larson-Past President
past-president@myshra.org

GOAL 1: MEMBERS IN TRANSITION

- ✓ Job leads exchanged via email or through a specific distribution method that will be separate from the myshra.org job postings in order to keep the sharing of these job leads among members only.
- ✓ A Toolbox will be located on myshra.org that will include tips, leads, articles, templates, methods, and other information to assist members in managing their careers.
- ✓ A voluntary catalog of available HR professionals will be offered to local employers seeking HR professionals for either contract or full time employment.
- ✓ Provide networking opportunities focused on sharing job leads and providing support for SHRA Members in career transition in pursuit of establishing, transitioning, or upgrading their careers.
- ✓ One year free membership in SHRA to current members who have lost their jobs
- ✓ Support group/open-forum style meetings highlighting new job leads, resume writing, interviewing skills, networking skills, and motivational support
- ✓ Maintain connection with HR Florida careers program with Right Management Associates

GOAL 2: ENHANCING COMMUNITY PARTNERSHIPS

- ✓ Joint workforce readiness/leadership conference in May with our local workforce board
- ✓ Sit on the Board of the Suncoast Workforce Board
- ✓ Appoint a SHRA liaison to represent SHRA's interests in community workforce initiatives and also provide education and information to the SHRA membership about available resources
- ✓ Partner on educational forums with community organizations on workforce readiness issues.

GOAL 3: STUDENT & SMALL BUSINESS OUTREACH

- ✓ Coordinate a group of representatives from our local colleges and universities to participate in and have a role in SHRA. This will include regular formal meetings and participation in member meetings.
- ✓ Reach out to students attending our local colleges and universities through specific efforts to engage them in the HR profession
- ✓ Appoint a student intern to work with the SHRA Board
- ✓ Increase student and small business membership in SHRA
- ✓ Offer topics at our member meetings that will entice small business owners or their representatives to attend SHRA meetings and become a member of SHRA



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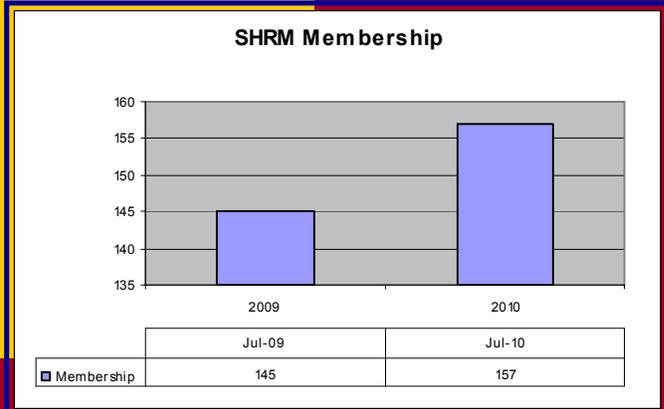
FINANCIAL REPORT AS OF JULY 31, 2010

SOURCE: KERKERING, BARBERIO & CO

Revenue	27,832
Expense	33,989
Net Income	(6,157)

Current Assets	25,018
Fixed Assets	559
Total Assets	25,577
Retained Earnings	31,734
Net Income	(6,157)
Total Equity	25,577

MEMBERSHIP REPORT AS OF JULY 31, 2010



SPRING MEMBERSHIP DRIVE

The Spring Membership Drive kicked off at our monthly membership meeting on April 16th and ended June 30th. This was YOUR opportunity to share the benefits of SHRA with other Human Resource professionals and help us achieve our goals to increase membership. Here's how the campaign worked:

- ⇒ Guests brought to a membership meeting in April, May or June provided the current members a chance to win a gift basket presented during the meeting.
- ⇒ Guests who then joined SHRA by June 30th using the member as a referral, entitled that member to be entered into a drawing for a paid HR FL Annual Conference & Expo registration valued at \$500! Our winner (LaWanda Walker from Planned Parenthood) was announced at the July membership meeting.
- ⇒ **Thanks to YOUR support, the spring membership campaign brought the benefits of SHRA to 15 new members (10 professional and 5 students)!**



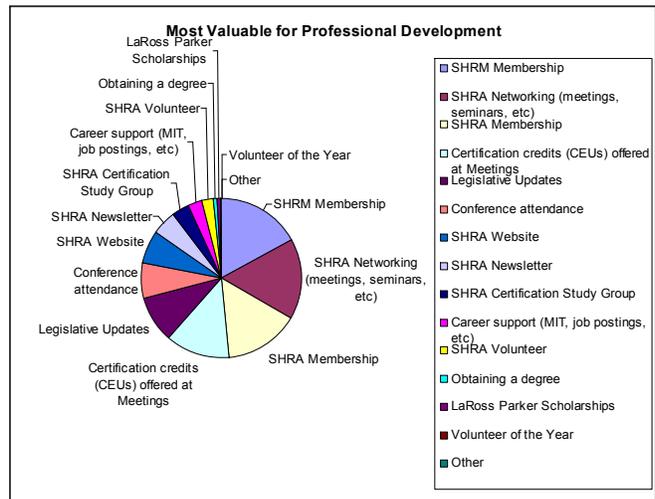
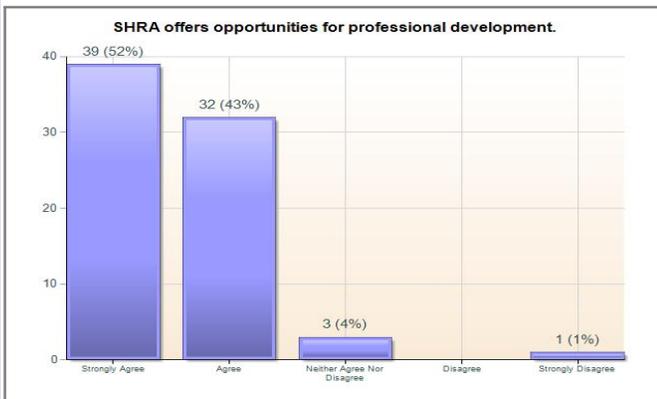
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2010 MEMBER SURVEY RESULTS

In July, the 2010 SHRA Board of Directors sought your input to ensure we were meeting your needs and to find out where we should focus to provide more value to our members. We appreciate your input which is critical as we look for ways to continue to be of value to you.

The survey took place across all SHRA member levels. Of the 223 active members who received the survey, 75 members responded for a response rate of 33%. While 46% of the respondents have been SHRA members less than three years, 21% have been SHRA members for over 10 years. We were delighted to learn that over 32% of our respondents learned about SHRA and the values of membership from other SHRA members. 56% of the respondents are PHR/SPHR certified with 89% belonging to SHRM. Meeting preference times were lunch followed by breakfast with dinner coming in third.

Here are some graphic representations of other things we learned:



Many respondents made recommendations for meeting topics. Verbatim comments also told us that we need to continue to find programs that will appeal to both junior- and senior-level HR professionals. Some of the suggested topics included: health care reform and implications to business, compliance, ethics, retention, and talent management.

We heard what you had to say! From this feedback, here's what the Board intends to do:

- **Certify** as many monthly meetings as possible.
- **Implement** a workforce readiness committee to focus on employability and other issues.
- **Seek** programs that will appeal to the more senior-level HR professional members as well as the mid- and entry-level members.