

Shenandoah Valley Chapter SHRM
Board of Directors Meeting – National College
Wednesday, April 7, 2010

In attendance: Kendra Nickel, Steve Gerome, John Woodworth, Patricia Craft, Tony Resto, Carolyn Fowler, Ann MacLeod, Vikki Ingram, Chuck Flick, Andrew Ansoorian, Melody Ritchie, Don Wallinger, Shawn Printz, Debi Rhodes, and Susan Crosby.

The meeting was called to order at 4 p.m.

- I. Announcements
 - a. VA HR Games: went well, thanks to all the volunteers. Laura hopes a student will be able to attend the April meeting to report;
 - b. Newsletter: deadline is Friday, midnight. Kendra asks each chair to provide some information. Don reports that we have two paying sponsors;
 - c. Linked in and Twitter: Deb Van Horn began these and has tried to keep conversations going. Deb will do some training for the board. Patricia suggested offering that to everyone, so others may get interested. Kendra will arrange with Deb.

- II. Approval of Minutes from March 2010 board meeting: There is one correction to Melody's Program report. She and Mary were planning to meet with John Hall of Endless Horizons; the minutes indicated that they had already done so. Chuck moved and Tony seconded the acceptance of the March minutes as corrected. Minutes were approved.

- III. Business
 - a. Financial Report: Tony: SHRM check based on the number of national members was received; the interest on the account is more than double (.19 to .37) because we moved more cash into savings; are working with the bank to look at other options; miscellaneous income and expense of \$70 is showing the petty cash being drawn (there is always \$100 in petty cash); miscellaneous expense also includes gift cards as Thank You to the auditor because the audit is performed pro bono. Andrew had a question about whether we are members of the Greater Augusta Chamber (we are) and then, how we are listed. Tony will check and confirm with Andrew.
 - b. Didawick Scholarship: Kendra: Susan researched the minutes from the past two years and we've ascertained, from the November 5, 2008 Board meeting:
 - Didawick Scholarship: \$1000: in the application, we stated that the chapter would match the grant funds and that we would reward those who pass the certification exam. Discussion around how to do this included Lucy's thinking that we would use half the money this year, half next year, as a hedge against the possibility that companies will be unable to support this, as the economy worsens. It was suggested and approved that each person who passes receive \$100 (\$50 from Didawick; \$50 from Chapter funds), to offset their expenses and that

the remainder be saved for use as incentive next year. Tony suggested we enter the Didawick money which we were awarded as a separate line item so we can track the funds monthly. Patricia so moved, Tony seconded, and this passed.

- We did not say that SVSHRM members had to have gone through our class to be awarded the \$100
 - Six more people have passed (so far—November/December 2009 will have test in May 2010) since June 2009
 - There's \$600 left in the Didawick line item
 - The \$100 (50/50 split) was NOT split last year, in the financial statement. We will need to redo the internal allocation by taking the same full amount from regular funds, then split future awards. There should be \$700 in the Scholarship line item. We will take the next \$600 completely from SVSHRM funds
- c. Leadership Breakfast: Melody: Margaret Morford, heard by some of us at the state and regional level, is being considered as the speaker. She's a bit pricey but worth it. She's from Tennessee and our date does work in her schedule. She's given us a significant discount on her rate to \$4500 (plus expenses—hotel and meals) and then \$500 for a second topic on the same day
- The Leadership Breakfast is 1 ½ hours, could follow with a second topic for HR professionals only, for the next 1 ½ hours.
 - Usually charge a bit more for the Leadership Breakfast and will charge for the second event
 - Topics are varied and pertinent; actual topic can be chosen later
 - Charge \$50 each and get sponsors: there is \$3000 budgeted for the Breakfast speaker
 - It would be 3 strategic credits and be done before noon
 - Consider offering a 'big' speaker every 3 years or so; we'd definitely have to advertise this more broadly.
 - Also have the BRCC charge for the room; they've underwritten or been a sponsor in the past
 - Recommend having a better breakfast
 - Cost will be spread between the two events; could give group discounts
 - Paid nothing last year for Claussen who was excellent. Owe it to the attendees to provide an excellent speaker
 - Also, celebrating 40th anniversary
 - Steve moved and Patricia seconded that we contract Morford for two topics on November 9. Passed unanimously
- d. Essentials of HR Management workshop: Carolyn: this replaces the Supervisory Seminar. She's put together a committee of Don, Andrew, Vikki, and herself, to draw in the expertise needed. They met earlier today, before the Board meeting:
- Will be held Wednesday and Thursday, August 11 and 12 at Bridgewater College (no fee for the space)

- Can get beverages and lunch for each day through their Food Service
 - Minimum of 15 participants, maximum of 100
 - Targeted to entry, new, in transition HR personnel, including those considering the field and managers/supervisors who don't have access to HR office on site
 - Increase visibility of Chapter, provide a community service, make some money, not a lot but not losing money
 - \$255 per person for learning system, plus food, plus an amount to cover advertising costs. Lord Fairfax Community College offers, charges \$495 for 15 hours over 3-5 days. We're looking at \$350 to \$450 each, enough to cover expenses. If we get lots of folks, will more than cover it
 - Don will get sponsors for each lunch
 - The learning system is 12-15 hours of instruction; we're planning on 12 ½ hours. Will look for volunteers from SVSHRM to present the six topics.
 - Next steps: design a flyer, decide how to handle registrations and collection of the fee.
 - Participants will get a certificate of completion. It's NOT exam preparation but is good for general HRCI credit
- e. 40th anniversary plans:
- Badges: Patricia: Vector can't do a printed badge, only engraved ones. New logo needs to be printed. She recommends Todd Massie, American Solutions for Business (sponsor of March meeting and is joining the chapter), the vendor with the best fee system. Every other had a setup fee for every additional badge, after the initial group, of about \$35. To order badges for the current 163 members, at \$7.89 each, including a one-time graphic fee of \$65 per hour, will be an initial outlay of about \$1400, within our budget for badges. Future new member badges will cost \$10 each. She will contact Todd tomorrow and see if the badges can be ready by the May meeting. John asked Patricia to send him the electronic version of the new logo for use in the newsletter.
 - Reveal at monthly meeting: Kendra: the new logo will be 'unveiled' at May's meeting; please let Kendra know of any additional ideas for celebration
 - Program for business: Kendra: both Chambers have done social media recently and there is a lot of health care information available. We're doing big programs in August and November and tying the Leadership Breakfast to the 40th anniversary; that will be sufficient.
- f. Website: the task force was on hiatus but has begun watching webinars with the top choices, to see what they offer. Our first vendor option has given us an idea of the costs we're looking at. The task force has a list of desired and required features and is looking at three vendors that only serve associations such as ours. Will bring recommendation to the May meeting.

The meeting adjourned at 5:10 p.m.
Respectfully submitted by Susan Crosby, Co-Secretary