

Shenandoah Valley Chapter SHRM
Board of Directors Meeting – National College
Wednesday, May 5, 2010

In attendance: Kendra Nickel, Steve Gerome, Patricia Craft, Tony Resto, Ann MacLeod, Vikki Ingram, Andrew Ansoorian, Mary Sullivan, Don Wallinger, Debi Rhodes, Laura Parks, Emily Sterrett, and Susan Crosby.

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

I. Announcements

- a. Linked in and Twitter: these are being used more to promote SVSHRM; some Board members have been trained on their use State Council has similar sites and asks that we link to theirs; Kendra received an explanatory handout from State Council; theirs has a student link as well;
- b. There will not be a certification prep course this fall—there are too many other projects going on
- c. December social will include an historical perspective for the 40th anniversary. We need information on former Chapter Presidents. If you know any, send them to Mary Sullivan;
- d. State SHRM Membership report: provided by State Council: trying to approach LMOs (Local Member Only) to encourage National SHRM membership; only 1/3 of chapter members in the state are also members of National;
- e. Peter Veglahn Memorial Scholarship: awarded to Fonda Hamrick, the only applicant, an EMU Adult degree completion student;
- f. John Woodworth provided a hard copy of the newsletter which Kendra circulated for review.

II. Approval of Minutes from April 2010 board meeting: Steve moved and Patricia seconded the acceptance of the April minutes as presented. Minutes were approved.

III. Business

- a. Financial Report: Tony: the listed Speaker expense is the 50% deposit for the Leadership Breakfast; Miscellaneous includes the Survey Monkey fee; he hasn't received the invoice from the food for the March meeting.
- b. State Council meeting summary: Kendra: the meeting was held the previous Friday; they meet four times per year and each chapter president is a voting member:
 - SHRM has a new video out with is very good: WeKnowNext.com: basically, emphasizes the value of HR to businesses. She was unclear on the original purpose of the video but it was suggested that it be used as an opener in the HR Essentials class in August and at the Leadership Breakfast in November.

- State Council is promoting the National Conference, in San Diego. There is a ‘challenge’ to match the number of folks from Virginia who went to San Diego in 2005. We’ve added the link to the regular meeting announcement page of the web page.
 - Virginia Business magazine was one of the sponsors of the meeting. The magazine is only sent to “C” level positions. Council is developing a partnership with their Best Companies to Work For survey. Participation will be free (versus fee in the past), then cost about \$200 for the full report. Council will make a formal announcement once the partnership is solidified.
 - College Relations should have a \$1500 scholarship available in late summer
 - Virginia Leadership Conference, place TBA, Jan 7 and 8, 2011
 - State Conference this year will be in Roanoke then will skip 2011 while we switch from local chapters organizing the conference to a contracted group doing so. With the new model, every chapter will have a responsibility and will earn some income from the conference. The 2012 and ’13 conferences are set to be held in Aprils at the Homestead.
 - In an effort to become “100% Chapters”, some have instituted a new non-membership category of ‘friends of the chapter’. These ‘friends’ don’t pay dues but pay a higher rate at the door. They cannot be on the Board and don’t vote. They also will not be counted as members so will also not be counted when looking for SHRM members.
 - The next Council meeting is July 31 in Manassas
 - Kendra shared the information on the speaker for the Leadership Breakfast to very positive reactions; be sure to market the breakfast to other chapters.
- c. Essentials of HR Management workshop: Vikki shared a flyer which will be distributed Tuesday at the Membership meeting.
- Discussion about registration included the fact that we’ll be getting a new website and PayPal will not be available during the change-over. Thus, we will have to have participants mail in their registration and payment. Kits must be ordered by July 23. Vikki will draft a form for folks to complete and mail in.
 - Advertisements will be going out in May, including in the Harrisonburg/Rockingham Chamber newsletter, an email blast in the May and June from the Greater Augusta Chamber, a half-page ad in the Daily News Record’s business journal in June plus in their five different weeklies
 - Still need instructors: Vikki and Carolyn will send out a summary of the topics. Must be a senior-level HR person; they’ll have the teaching materials early
 - Don has already arranged two sponsors who will have ads posted during lunch
 - Will do an email blast to State Chapter Presidents

- d. 40th anniversary plans: the logo will be displayed at the membership meeting next week but the new badges and table cover won't be ready until June. It was suggested that we request a cake for the May meeting.
 - e. Website: a contract has been signed, as a result of review and the on-line approval of the Board. The fee will be \$208.33/month and there will be a 6-8 week implementation period before it'll be up and running. We will not outgrow the website which has the ability to send from the tool so messages will come from the Chapter. Each Board member could have their own SVSHRM edress; each member will have a unique login and password. It automatically deactivates un-renewed members and members will be able to update their own records. Surveys are included in the tool so we'll be able to drop the Survey Monkey account. The Board will have its own page; members can register and pay online. We'll migrate the data and have members verify their own entries.
 - f. Leadership Instinct rebroadcast—Emily Sterrett: a free leadership simulcast, with HRCI credits, occurred live at National College earlier today. Emily can arrange to air the taped version. It was suggested that we sponsor a viewing at National with a 'donation' towards the SHRM Foundation, and 'bring your own' breakfast or lunch. Debi Rhodes volunteered to watch the video and evaluate its potential for our membership.
 - g. Certification: there are seven newly-certified members who will be recognized at the June meeting
- IV. New Business:
- a. The HR Games which were recently held at JMU went very well; the students thought they were great and there was very good local support. Laura asked that Board members think about this situation and email a reaction/response to her:
 - At the end of the day, she learned that Louis, Coordinator of the Games was employed at Liberty University
 - Liberty had two teams in the Games, one of which won the Games
 - They have a full credit class that prepares students for the Games
 - It felt like a conflict of interest to her and she solicited feedback from the Board who agreed and suggested she send a 'concern' to Cindy, not challenging the outcome but suggesting that future events take that into consideration
 - b. Vikki spoke about the early switch in leadership, due to Kendra moving from the area. She would appreciate it if everyone could continue next year and asked that Board members let her know as soon as possible if they won't be able to return.
 - c. We need a Website administrator and would like to fill the position as we bring the site up.

The meeting adjourned at 5:05 p.m.

Respectfully submitted by Susan Crosby, Co-Secretary