

Shenandoah Valley Chapter SHRM  
Board of Directors Meeting – Bridgewater College, Bridgewater, VA  
Wednesday, November 2, 2011

In attendance: Vikki Ingram, Lou Pugliese, Shawn Printz, Melody Ritchie, Susan Crosby, Megan Seekford, Rick Larsen, Susan Grossman, Patricia Craft, Ann MacLeod.

The meeting was called to order at 3:30 p.m.

Vikki reviewed the Save-the-Date notices from the agenda:

- Special reminder about the Board Planning Retreat on December 2 in place of regular board meeting and Virginia's Leadership Conference in Richmond on January 6-7, 2012. National SHRM membership number needs to be included with RSVP for the Leadership Conference.
- Shawn and Susan Grossman will be attending the National Leadership Conference in Alexandria on November 17-19
- VASHRM 2012 Conference – April 23-25, 2012, Homestead Resort

**General Business:**

- **Minutes** from October were distributed to members prior to meeting. Motion by Susan Grossman to accept; Rick seconded; all approved.
- **Financial Report:**
  - Monthly financials and a financial update narrative were distributed by email prior to meeting. Rick expressed some concerns over the monthly meeting expense and income and requested suggestions be brought to Board Planning Retreat on December 2 to address. Of key importance is the non-sustainable meeting income vs. expenses and the fact that meeting attendance is inflated with members responding to various people without a website RSVP. Are members that don't show being billed and are they paying?
  - Drafts of the Approval of Investment and Charitable Giving Policies were also distributed by email prior to the meeting. The Approval of Investment will be reviewed annually by a financial advisor; currently, advised that SVSHRM does not need any additional investment options at this time based on the economic environment. Patricia made motion and Susan Crosby seconded that policies be accepted as presented; all approved.

**Committee Reports:**

- **Website:** Susan reported on changes recently made to website. She also asked Board when to send 2012 member renewal notices; was agreed to send after Board retreat when discussion would be held on increase in meeting cost and other options for more sustainable meeting income/expenses. Susan also noted that being able to register more than one person at a time is being worked on; this will also reduce credit card expense.
  - **Facebook:** Megan reported that SVSHRM is now on Facebook and suggested putting icon on website. Patricia requested info on Facebook, Twitter, and LinkedIn to include in new member packets.

- **Membership:** In addition to information provided in agenda, Patricia reported that we now have 194 members with a goal of 200 by year-end.
- **Programs:**
  - Melody reported that registration for the Leadership Breakfast is at 85. Andrew will present the 2011 HR Leadership Award. The SHRM Foundation basket the board has been working on will also be displayed and raffle tickets sold.
  - All programs for 2012 have been scheduled with exception of April, July, August, November (Leadership Breakfast speaker), and December. Patricia and Rick advised they each had some referrals to share for possible programs.
- **Student Chapters:** Lou reported that he hosted a dinner for combined JMU and Bridgewater SHRM chapters on October 12. Discussions centered around fundraising opportunities and membership. The Bridgewater Chapter is still struggling with membership. The combined chapters also have an upcoming tour planned of the Miller-Coors site in Elkton. The JMU Chapter will host the February 2012 meeting.
- **Sponsorship:** Megan noted that Patriot Financial will sponsor the December meeting. She also requested a list of upcoming programs from Melody to share with potential sponsors.
- **Diversity:** Vikki noted that Steve Gerome will not continue as Diversity Chair in 2012 and she is looking for volunteers for this position.
- **Certification:** Vikki reported that she had discussed the Didawick Award with Emily. This award of \$100 will be given to those that pass the certification exam in the January 1, 2011, through January 31, 2012, timeframe. If timeframe requires more than the \$1,200 award, the Chapter will cover.

**Other Business:**

- **2012 Slate of Officers:** Vikki reported that the slate of officers for 2012 has been approved.
- **2011 SHAPE:** Vikki has started working the chapter submission for the 2011 SHAPE and will be applying for Gold designation. She requested all narratives be ready for her by the December Board Planning Retreat.

The meeting adjourned at 4:35 p.m.

Respectfully submitted by Ann MacLeod, Secretary

