

Shenandoah Valley Chapter SHRM  
Board of Directors Meeting – Friendship Industries, Harrisonburg, VA  
Wednesday, March 7, 2012

In attendance: Melody Ritchie, Vikki Ingram, Megan Seekford, Patricia Craft, Shawn Printz, Carol Jackson, Andrew Ansoorian, Rick Larsen, Susan Grossman, Angela Carter, Susan Crosby, Ann MacLeod

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

**General Business:**

- Minutes were distributed prior to meeting. After review, Patricia motioned and Vikki seconded that minutes be approved as distributed. All approved.
- Introductions were made for new program chair, Angela Carter.
- **Financial Report:**
  - Monthly financials and a financial update narrative were distributed by email prior to meeting.
  - Rick noted that the Finance Committee had received a good report from the audit and Lorna Saunders will review more at the April board meeting. The Committee is preparing a written policy on annual audit process.
  - Rick announced that Mike Dinger and Ryan Miracle are joining the Committee.
  - Rick asked for board approval on the student chapter payout for the February meeting. Discussion was held on what student chapter's expectation was of how sponsorship monies were to be handled. Patricia moved to include the sponsorship monies in the payout, Melody seconded, all approved.
- **Website:** Susan Crosby reported that Affiniscape was experiencing some problems with website server. Susan also noted that if a member did not renew, they were now "inactive" and could not access info on the web. If an inactive member contacts Susan, she can put them back on so they can access and renew.

**Committee Reports:**

- **Membership:** Patricia noted that the Chapter experienced a 28.5% drop in membership after the January renewal deadline. Patricia asked for assistance with membership audit; Susan Crosby and Shawn agreed to help with this. Offered for discussion was an idea to hold a Taste of HR at one of our local wineries and invite new and prospective members. No further action taken at this time.
- **Programs:**
  - Melody reported that the 2012 chapter meeting programs have all been filled.
  - The Chick-fil-A Leadercast is coming up May 4. Attendees from last year will receive registration information earlier than the general announcement.
  - Discussion held on having an employment law seminar with Cathy Welsh presenting. Suggestion to hold on a three-year rotation and should we try to do this year. Patricia also suggested Ann Kearney from Santa Cruz, CA as a possible presenter. She would do this at no cost other than travel expenses and would customize the program to a specific concentration. Ms. Kearney's program is two days with possible ten HRCI strategic credits. No further action taken at this time. Holding in 2012 could conflict with the EHRM program.

- **Publicity:** Andrew provided an update on recent presentations he has made at Broadway and Strasbrug Rotary clubs. He also has presentations coming up at Woodstock and Spotswood Rotary meetings.
- **Newsletter:** Vicki Shaffer has resigned as Newsletter chair. Vikki Ingram is working on a replacement.
- **Workforce Readiness:** Susan Grossman reported that she has filled all speaker slots for the East Rockingham High School as part of the ITC/Skills USA program.
- **Diversity:** A replacement has not been found to chair this committee. Patricia proposed sponsorship for the Military Support Fair to be held April 19 at Lucy Sims Center. Sponsorship for the event is \$250. Susan Grossman motioned that we become a sponsor; Megan seconded; all approved.
- **Sponsorship:** Megan reported that she is working on sponsors for Chick-fil-A Leadercast at a fee of \$350 each and asked about adding a third sponsor.

#### **Other Business:**

- Shawn and Susan Grossman will be meeting with all committee chairs to continue planning for 2012 and beyond.
- **Membership Initiative:** Discussion on sending another letter to SHRM members-at-large and inactive members including a Save-The-Date flyer.
- **Strategic Planning:** Susan Grossman asked for follow-up on suggestion to have Shelley Trent present a planning session for board. Susan agreed to find out more about Shelley's presentations to other chapters and how it helped them in developing a strategic plan.
- Megan asked for thoughts on having a business directory for web for companies that may want to be part of getting their information out to members. Andrew suggested that this could also reduce the value of being a sponsor for our meetings/events. No action taken at this time.

The meeting adjourned at 4:35 p.m.

Respectfully submitted by Ann MacLeod, Secretary