



Triangle Society for Human Resource Management

Leading People. Leading Organizations.



TSHRM's Monthly Newsletter

# The HR Times

June Issue

## President's Message



I hope everyone is enjoying their summer! TSHRM isn't taking a break- we had Darrell Johnson from ESGR (Employer Support of the Guard & Reserve) present Hero2Hired – a presentation on hiring qualified veterans for our May Chapter Meeting.

This month we'll have Sheila Callaham speak to Leveraging Diversity of Thoughts to Create Innovative, Flexible Business Success.

This will be a lunch meeting on June 27<sup>th</sup>.

Also, our Global HR Group will meet up on June 11<sup>th</sup> for a Roundtable Discussion on Using the Intranet to Effectively Communicate to Global Employees facilitated by Laura Grover and Steve Brechbiel from Quintiles.

I hope to see you at one or more TSHRM events this month.

Emily Vlkogan-Reece, SPHR  
TSHRM President

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## 2013 Gold Sponsors



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### Upcoming Events

#### JUNE GLOBAL HR WORKGROUP MEETING

**Date:** June 11, 2013

**Location:** Quintiles  
4820 Emperor Blvd.  
Durham, NC 27703

**NOTE:** This is a new meeting location

**Time:** 12:00 PM – 1:15 PM

**Topic:** Using the Intranet to Effectively Communicate to Global Employees

**Speakers:** Laura Grover and Steve Brechbiel

**Registration Deadline:** June 6, 2013

Join Laura Grover, Senior Director for Corporate Web Strategy and Steve Brechbiel, Senior Director for Internal Communications, as they provide a short demo of Quintiles' intranet and share their issues, challenges and solutions for effectively reaching their global audience. The remainder of the session will be dedicated to roundtable discussion and Q&A, so please come prepared to actively participate.

**FREE for TSHRM Members in Transition**

A healthy lunch will be provided!

Click on the link or paste it in your browser to register:  
<http://www.tshrm.com/cde.cfm?event=408606>

#### JUNE MIT MEETING

**Date:** June 13, 2013

**Location:** Underwriters Laboratories  
12 Laboratory Drive  
RTP, NC 27709

**Time:** 11:30 AM – 1:00 PM

**Topic:** 10 Steps to More Effective Networking

**Speaker:** Frank Pollard

**Registration Deadline:** June 10, 2013

**Description:** This is an opportunity for participants to learn about networking from a Marketing executive/entrepreneur/university director whose unique and diverse background includes service as former VP of Programs for TSHRM.

#### ABOUT THE SPEAKER:

Frank Pollard is the President of The Pioneer Group, a consultancy that provides Marketing, Strategy and Innovation expertise to clients in several industries. The firm's clients include NXT Health, The Space Frontier Foundation, The Green Beauty Team, The Boston Center for the Arts and ProductCampRTP.

Frank has a broad experience base that includes sales and marketing roles in the consumer packaged goods industry, in higher education and in high growth technology ventures. Before forming The Pioneer Group he worked on sales and marketing strategy for Frito-Lay, marketing initiatives for Betty Crocker baking and called on Target's headquarters for Colgate-Palmolive. In 2008 he was appointed Director of the MBA program at NCCU and, after leaving higher education, co-founded 2 startups.

In his spare time Frank is an avid college basketball fan and a passionate fitness enthusiast. Frank holds an MBA from the McCombs School of Business and a BS from UNC-CH. He is also a former VP of Programs for TSHRM.

Click on the link or paste it in your browser to register:  
<http://www.tshrm.com/cde.cfm?event=412022>

#### JUNE CHAPTER MEETING

**Date:** June 27, 2013

**Location:** RTP Headquarters  
12 Davis Drive  
Durham, NC 27709

**Time:**

**Registration & Networking:** 11:00 AM – 11:30 AM

**Meal:** 11:30 AM – 12:00 PM

**Program:** 12:00 PM – 1:00 PM



**Topic:** Leveraging Diversity of Thought to Create Innovative Business Success

Click on the link or paste it in your browser to register: <http://www.tshrm.com/cde.cfm?event=399536>

**Registration Deadline: June 21, 2013 – 5:00 PM EST**

**Speaker:** Sheila Callaham

Business success depends on many things -- one of the most important is the ability of its employees to contribute in a meaningful way. What is one of the most important aspects of employee contribution? Ideas that move the company forward. Innovation -- whether looking for the next best product or the most efficient and effective means of collecting, analyzing and reporting data -- is every employee's responsibility whether they realize it or not. Companies that leverage the collective knowledge, skills and experiences of their employee base have the advantage.

The challenge? How does one leverage diversity of thought?

**ABOUT THE SPEAKER:**

Sheila Callaham is an experienced communications and diversity professional splitting her working hours between the two things she enjoys most: writing and motivating others to be their best. Sheila believes that recognizing the contributions and potential in others creates unparalleled inspiration and innovation. The trick is learning how to tap into this potential when it's often buried under a load of reserve and self-doubt. An effective and creative facilitator, Sheila's professional background spans both the public and private sectors in the US and abroad. Early in her career, she worked as a civilian for the Department of the Army in Germany and Saudi Arabia in positions ranging from public affairs to joint services analytics. In 1996, she joined a large pharmaceutical company, working in communications and diversity before resigning in 2011 to focus on family, writing, speaking and coaching. Since leaving the corporate world, Sheila has regularly coached clients and facilitated group learning scenarios, in addition to publishing two books: Truth Runs Deep, a fictional murder mystery dealing with issues of bigotry, and Stories from Spirit, a work of spiritual non-fiction. She is currently writing her third book, a fictional adventure set in Egypt. Sheila has a Master of Arts in International Studies from Old Dominion University and a Bachelor of Science in Government and Politics from the University of Maryland, Europe. She holds certificates in

Management, Organizational Development, and Coaching.

Meeting Sponsor:



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**2013 NC SHRM Conference**

The NC SHRM State Conference will be held in Winston-Salem from September 30 – October 2, 2013 at the Benton Convention Center. The theme of the conference is **SMART HR** – Strategy, Motivation, Advocacy, Relationships & Technology. Conference lodging will be provided by: Marriott Winston-Salem \$149 + tax/night and Embassy Suites – Winston Salem - \$159 + tax night. Book your rooms now (ask for the NCSHRM Rate) by calling the Marriott (1-800-320-0934) or the Embassy Suites (1-800-696-6107)

Registration is now open and keynote speakers have been announced. For more information, see <http://www.cvent.com/events/2013-ncshrm-state-conference/event-summary-b13b53ad5ebb449aa672626e277b1cef.aspx>





**Membership**



We want to hear from you! Do you have bright, new ideas on how TSHRM can continue to provide value to our members? Are there sub-groups (similar to our Global HR group) that you would like to help create? Is there anything you're seeking from this chapter that you're not getting? Let us know! TSHRM's goal is to provide the best possible value to our members, and your feedback is crucial. Please don't hesitate to email me directly at [membership@tshrm.com](mailto:membership@tshrm.com) to submit an idea or suggestion.

Still haven't joined national SHRM? Now is the time! SHRM is currently running a special for new SHRM members- join now online and save \$15 on your annual dues. Just visit <http://www.shrm.org/>, click on Membership, and use promo code 0118. And just a reminder- don't forget to list TSHRM as your primary chapter!

Bonnie W. Garrett, PHR  
Vice President, Membership

**News from the Volunteer Director**

**Interested in Attending the NC SHRM State Conference?**

If so, if you have volunteered this year, you may be eligible for a TSHRM Scholarship to cover early registration fees to attend the NC State SHRM Conference in Winston-Salem in September.

**What is the Scholarship?**

- Reimbursement for early registration fee— value: \$350/recipient; to be awarded to up to two members. Members who register for the State Conference after June 26, 2013 (final day for the early registration rate) will be responsible for additional costs.

**QUALIFICATIONS:**

- TSHRM member in good standing / who actively volunteers with TSHRM
- **NOT** eligible for reimbursement through any other source, i.e. employer, NCSHRM or SHRM

**APPLICATION PROCESS:**

Provide your name, title, company name and street address, home address, contact information ( business, home or mobile phone number, email address), a full resume, and two written statements, namely: (1) why you are applying for this award and (2) from a TSHRM Board member, comments on your volunteer efforts on his/her committee.

Email the above information by **July 15, 2013** to: [elena.daye@allscripts.com](mailto:elena.daye@allscripts.com) / subject line: your name and NC SHRM State Conference, early registration.

**DECISION PROCESS:**

The Volunteer Director along with representatives from the TSHRM Board will review all applications received and determine the scholarship winner.

The Volunteer Director and a minimum of two committee members will make their decision on the award no later than July 18, 2013. If more than two applicants meet the qualification criteria, the TSHRM Board will determine the winners based on service to the profession and volunteer efforts within TSHRM. TSHRM scholarships will be announced in the September HR Times.

**REMITTANCE PROCESS:**

- Submit proof of payment of membership fees or conference registration to TSHRM (details will be forwarded with the award winners). This should include a copy of the check or credit card receipt.
- A written statement indicating no other financial assistance was provided for this payment.
- Remittance requests must be received no later than October 11, 2013 or they will be forfeited.

Questions? Reach out to Elena Daye at 919-329-1677, or [elena.daye@allscripts.com](mailto:elena.daye@allscripts.com)

**Hill, Chesson & Woody Article**

**Staffing Agencies and Common Law Employees: Who is Responsible for Offering Coverage?**

Contributed By: W. Hunter Walton, JD  
Principal, Health & Welfare Consultant  
HCW Employee Benefit Services



Many employers use staffing agencies to provide workers for short-term projects and tasks and to supplement their full-time permanent workforce. This common practice has always been a convenient way to outsource labor and to avoid the complicated administrative processes of hiring temporary employees. However, with the new shared employer responsibility mandate that goes into effect on January 1, 2014 as a part of the Affordable Care Act, staffing agencies are beginning to adapt to a new set of rules and regulations.

Traditionally, employers who utilize staffing agencies for temporary employees pay a fee to the staffing agency and are paired with an applicant. The staffing agency then pays the applicant, the associated taxes, and in some instances will offer benefits. There has often been no question that while the applicant may work on projects for the company hiring them through the staffing agency, the staffing agency is the employer and is responsible for complying with the laws pertaining to employee/employer relationships.

With the introduction of the shared employer responsibility provision of the Affordable Care Act, employers with more than 50 full-time employees must offer health insurance to their employees. While determining who is responsible for offering coverage to employees hired through a staffing agency may seem straightforward, guidance from the IRS and the Department of Labor suggests that it may not be so simple.

In order to make this determination and establish who is responsible for providing health coverage or paying the associated penalties, the government may use the common law employee test traditionally used for determining Social Security liability. Using this test, employers may find that temporary employees whom they thought were the responsibility of a staffing agency may actually be their own legal employees.

The common law test is subjective and requires several factors to be taken into consideration. No one factor is controlling and all factors are intended to serve as guides to reaching a reasonable conclusion. The two primary factors are determining who controls what must be done by the employee and how it is done. Other factors include determining who trains the employee, the degree of integration within the hiring firm, the duration of the relationship, the manner that business expenses are paid, who furnishes tools and materials used on the job, the right to discharge, and the right to quit. Even if the employer does not give the employee orders on what to do, including, how, when, and where to do the job, he or she only needs the right to do so for the worker to be considered an employee.

All of these factors should be considered in their totality, and it is possible that they will vary from temporary employee to temporary employee.

### HCW Viewpoint

Given the myriad of factors used to determine who an employee's common law employer is, it is imperative that employers currently utilizing the services of a staffing agency clarify who will be responsible for providing coverage to workers working more than 30 hours per week. With the use of the common law employer rules, many companies may have more employees than they currently realize and this could affect how they determine their size for the pay or play penalty, as well as to which employees they offer coverage if they have more than 50 full-time employees.

Determining who is truly the common law employer in these situations will not only affect determination of who is responsible for providing coverage or paying the associated penalties, it will also determine who is required to receive certain new notices, who should be counted when paying new taxes and fees, and who should be eligible for COBRA.

To fully comply with the Affordable Care Act and avoid unnecessary penalties, employers need to make these determinations now and not wait until they go into effect in 2014. HCW anticipates that many staffing agencies will begin to include contract provisions for these kinds of determinations; however employers cannot rely solely on a third party to confirm their liability. Most employers will need to make these determinations independently and protect their liability by consulting outside counsel. By determining what employees are required to be offered health coverage now, before a penalty is imposed, there will be a much smoother transition once the penalties are in full force.

## CAI Article

### Strengthen Your Employer Brand with 4 Tips

by Persis Swift, CAI

What do people think of your organization? When people discuss your business, are the conversations mostly positive? Have you Googled your company name to see what comes up? Are your employees quick to offer you the number of their friend or family member when an open position becomes available?

Knowing how your organization is viewed by the public, your industry peers and rivals is important. Having a strong employer brand can make a difference on whether you can secure a great candidate for a vacancy or how a news outlet portrays you to the public. There



are several steps you can take to strengthen your employer brand to show that your organization is a stellar place to work. Try the four tips below:

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### **Define How You're Perceived**

In order to strengthen your employer brand, you have to determine how you want your organization to be perceived. Once you decide how you want to represent your organization, make sure your company's mission statement and values reflect that decision. Your mission statement and values are generally one of the first places interested job seekers visit to learn more about a company. Make sure yours represents your organization well.

### **Offer Competitive Benefits**

Do you want to be known as the company that offers lousy benefits? Or the one that doesn't understand the importance of work/life balance? In order to become an employer who attracts and secures high-performing talent, you must do your homework and find out what the top benefits candidates are looking for. Competition for top-notch talent is fierce. A strong benefits package that includes a competitive salary as well as non-monetary perks will help you establish your positive employer brand.

### **Make Smart Hiring Decisions**

Don't just hire a candidate because they have the exact skills and qualifications that your job description requires. Making a smart hiring decision goes beyond matching up a resume to an open position. Adding a new hire to your ranks is important, so it's critical to ensure they match your culture and will get along with their new coworkers. Failing to do so could result in the new hire leaving in under a year, or worse, one of your loyal employees leaving because they don't work well with the new employee.

### **Provide Incredible Customer Service**

A surefire way to enhance your employer brand is to improve your customer service. Think of brands like Apple and Zappos. Yes, they sell great products, but they also rely on their customer service teams to help them represent their company. Make sure your employees have all the tools and training they need to offer an exceptional experience to your customers. When your employees are content and engaged, your customers are more likely to be content and engaged as well.

For more ways to improve your employer brand, please call a member of CAI's Advice and Counsel Team at 919-878-9222 or 336-668-7746.

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*Please submit questions or comments about The HR Times to Kathy Bradshaw, TSHRM Communications Director at [admin@tshrm.com](mailto:admin@tshrm.com).*