



Northeast S.D. Society for Human Resource Management

Feb. 2013

**February Program**

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**Increasing Your Success in 2013!**  
**Tuesday, February 12, 2013**  
**11:30 – 1:00pm**  
**The Drake**  
Next to Walgreens on the corner of 81 & 212

To RSVP for this seminar please visit <http://nesd.shrm.org>  
Under the "Events and Education" tab  
Please RSVP no later than February 8, 2013

**Course Overview:** What will the New Year bring? Today's business reality is that people are expected to do more, with less... fewer resources, less time, and sometimes less money! What does this mean for all of us as we prepare for 2013? Whether it's in your professional or personal life, everyone can use assistance to become more successful. This presentation will give you tips and tools to learn how to do so:

- Become a more effective speaker
- Meet goals and objectives
- Approach tasks with confidence and purpose
- Improve our working and personal relationships

**About the Speaker:** As Managing Director of Dale Carnegie Programs, Neil Jensen has been active throughout the state of South Dakota in developing customized training curriculum for various businesses and organizations. Neil uses time-tested Dale Carnegie methodologies, as well as his extensive knowledge of problems faced by businesses and non-profits, to create customized solutions that work. His training style is interactive, positive, upbeat and directed towards coaching people "in the moment" and transforming "ineffective behaviors" into effective ones. Neil's ability to deliver training and use real-world business examples allows participants to better transition what they have learned in the classroom to what they need in business and personal life.

**COST**  
FREE TO NESD SHRM PLUS MEMBERS  
\$10.00 TO NESD SHRM MEMBERS  
\$20.00 TO NON NESD SHRM MEMBERS

## From the President

~ By Julie Plunkett



Recently, I read an article titled "When You Work in HR, It's The Norm For People Not To Like You" by Kathy Rapp. I have to admit the title and the first paragraph she wrote lured me in like candy to a child. Rapp Says "It's the truth. Working in HR means not everyone is going to like you. Perhaps no one will like you...except your mom, and even she questions why you work in HR!"

Sure there are times when HR professionals feel that they are playing tug-a-war and they are the only ones against the remainder of management. Yet, just before they are pulled into the mud pit, we do those great things that bring joy to the organization. No I'm not talking about keeping them out of court, nor negotiating a great benefit package, I'm talking about ordering lunch.

Rapp states that Business Insider ran a similar article about "driven" people and she wondered how applicable their advice would be to those who love the HR profession. Below is the BI advice, with Rapp's comments see if it will get you invited to the next company happy hour.

- Be clear in your own head about why what you want to achieve is so important. Um, this would be a given for anyone in HR. If you can't

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articulate why getting managers to deliver performance evals is crucial – then you probably shouldn't be nagging those who don't do them.

- Accept responsibility for the parts of your zealotry that need to be improved. OR – drop the need to be zealous all together.

- Build a group of friends and mentors whom you can trust to be fair and honest. Yep, you need a posse inside work that will have your back as well as tell you to your face when you've crossed the line. And to be clear – these peeps should NOT work in HR too.

- Laugh off the silliest accusations and make yourself smile even though you don't feel like it. Let's face it – you have to have thick skin to work in HR. You also need to be able to laugh at yourself and at times, pretend not to care.....until you get home and then you can beat the crap out of a pillow or go for a healing run around the block.

- Take time each week to review through your goals and ideas and progress. Ultimately this is what keeps you in the business of HR. You have to be able to focus on the right goals – not the fluffy ones – but the ones that will make money or reduce expenses for your company.

- Tune out almost everyone around you most of the time. While this could be fun, it's not realistic or prudent. If you work in HR you have to listen, respond and act. If you are tuning people out, you probably won't have a job for very long.

Bottom line, working in HR probably isn't going to make you the most popular person in your company. However, if you believe the norm and accept the fact that people are not going to like you, then maybe you are in the wrong career. If you would like to advance in your career and gain the confidence to explain to management why HR is an instrumental part of the business, come to our February program where Neil Jenson will help you become a more effective speaker, meet goals and objectives, approach tasks with confidence and purpose and improve our working and personal relationships. Until then, see you at the next happy hour!



## Thought for the Month:

Do not follow where the path may lead.  
Go instead where there is no path and  
Leave a trail.

~ Harold R. McAlindon

## NESD SHRM MISSION STATEMENT

NESD SHRM Chapter's purpose is to advance the Human Resource profession by providing educational opportunities, legislative updates, informational programs, and a network to facilitate ideas, as well as promoting and encouraging membership and professional development through participation in the National SHRM organization.

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## Upcoming Events

2/12- February Lunch  
Program- Drake  
11:30 AM – 1 PM

3/12- March Lunch  
Program- Drake  
11:30 AM – 1 PM

4/09- April Lunch  
Program- Drake  
11:30 AM – 1 PM

5/14- May Lunch  
Program- Drake  
11:30 AM – 1 PM

5/1 -5/3 – 2013 SD SHRM  
Conference ~  
Watertown Event  
Center

RSVP Programs:

<http://nesd.shrm.org>

\*Dates/Programs subject to change

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## SHRM FOUNDATION NEWS:

### SHRM Foundation News: Educational DVDs

The SHRM Foundation has created a series of educational DVDs that feature real-world case studies of successful companies that align HR strategy with corporate business objectives. The DVDs are distributed free of charge to SHRM chapters, educators and businesses. The SHRM Foundation also offers a discussion guide and Powerpoint presentation for use in SHRM chapter programming, staff trainings, or executive education sessions. The HR Certification Institute has approved many of the DVDs for one hour of credit, when used with the companion materials as part of a 1-hour educational session (see the Foundation website for details).

The Foundation's newest DVD, Doing Well by Doing Good: Global Sustainability at Aditya Birla Group describes the Aditya Birla Group's ongoing investment in social and economic development in the communities in which they operate.

Other DVDs include Once the Deal is Done: Making Mergers Work, an inside look at the successful merger of Bupa Australia, now the nation's largest privately managed health care health insurance group. World Economic Forum: Creating Global Leaders, Seeing Forward, which focuses on succession planning at 3M; Trust Travels: The Starbucks Story; Ethics: The Fabric of Business (profiling Lockheed Martin); Fueling the Talent Engine: Finding and Keeping High Performers (profiling Yahoo!); and HR In Alignment: The Link to Business Results (profiling Sysco Food Services Company). The DVDs are available for [viewing online](#).

For more information about the DVDs, visit the "[SHRM Foundation Products](#)" section of the SHRM Foundation's website at [www.shrm.org/foundation](http://www.shrm.org/foundation). The DVD series is made possible by your tax-deductible contributions to the SHRM Foundation.

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### NESD SHRM Communications Disclaimer:

*Our chapter, or its Board of Directors, accept no liability for the content of this newsletter or for the consequences of any actions taken on the basis of the information provided, unless that information is subsequently confirmed in writing.*

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## **Changing times bringing more demand for workplace flexibility**

~ by Tammy Binford, *HRHero.com*

Workplace flexibility is taking its place on the agendas of human resources and government policy makers. Lisa Horn, senior government relations adviser for the Society for Human Resource Management (SHRM), sat for an interview with the editors of Federal Employment Law Insider for an article in the April 2012 issue. She explained her work as co-leader of SHRM's Workplace Flexibility Initiative.

Horn defined workplace flexibility as "a way to define how, when, and where work is done." She said it includes telecommuting, flexible work arrangements, job sharing, and compressed or reduced schedules, as well as other arrangements.

"Workplace flexibility helps employees address their work and life needs," Horn told Insider. "At the same time, employers need predictability and stability. It is in everyone's interest – employers and employees alike – to provide flexibility to employees while ensuring that employers are able to schedule work in a predictable manner."

Horn explained that SHRM believes that the United States must have a 21st century workplace flexibility policy. "Rather than a one-size-fits-all government mandate, the policy should be a new approach that reflects different work environments, representation, industries, and organizational size," she told Insider. "It should enable employees to meet their work and personal needs while providing predictability and stability to employers. Most importantly, any policy must

encourage – not discourage – the creation of quality new jobs."

### **Flexibility tips for employers**

The federal government has taken steps to promote flexible workplaces and even launched a virtual Workplace Flexibility Toolkit in October 2012. In announcing the toolkit, the U.S. Department of Labor (DOL) said that it makes more than 170 resources accessible, particularly for workers and job seekers with "complex employment situations, such as parents of young children, single parents, family caregivers, mature workers, at-risk youth, ex-offenders, and individuals with disabilities, including veterans with disabilities and people with HIV/AIDS."

The DOL's toolkit includes a list of tips for employers gleaned from organizations recognized for their flexibility and effectiveness programs by the Alfred P. Sloan Foundation. Ideas on the tip sheet include:

"See flexibility as a strategic business tool." The tip sheet says research by the Families provides evidence that flexibility is as "important a component of an effective workplace as the other more traditionally understood components, such as learning opportunities, input into management decision making, job autonomy, and supervisor and coworker support for job success."

"Be clear on the business gains you plan to achieve." The tip sheet tells of the experience of accounting giant Ernst & Young, which has made flexibility among several factors that have helped the company retain women.

"Build flexibility into the assembly line." The tip sheet tells of the experience of technology leader Intel, a company whose success "hinges on big factories running 24 hours a day, with highly sophisticated and expensive equipment operating at full capacity." In spite of the rigidity of an assembly line, Intel has embraced flexibility by allowing shop floor employees the ability to work four 10-hour days with three days off.

## **Save the Date!**

2013 SD State SHRM Conference

May 1-3, 2013

Watertown Event Center

*HR: Merging the Past, Present and Future*

*Watch for details and registration information in the upcoming weeks!*

NESD SHRM Board Meeting  
Drake  
621 5th St. SE, Watertown, SD 57201  
605-886-8411

January 29, 2013

**Agenda**

**In attendance**

Laurie Gates, Leigh Kuecker, Theresa Tesch, Nicole Nuttbrock, Leslie Hendrickson (by phone), Traci Stein, Sheila Mennenga, Amber Dahl, Kathy McInroy, Tammy Davis

**Additions to Agenda** – No additional agenda items.

Approve minutes of Board meeting (minutes in newsletter) Motion by Theresa Tesch, Second by Kathy McInroy; motion approved

**Past President**

No report

Laurie Gates

**President Elect**

No report

Leigh Kuecker

**Treasurer**

Financial Statement

Review line items for 2013 budget

Notables – legal increase from the Chamber for legal fees from \$50 to \$75

- Conference revenue not included
- Chapter dues are continuing to come in

Motion to approve 2013 budget by Traci Stein, second by Nicole Nuttbrock; motion approved.

Theresa Tesch

**Membership Director**

Comp memberships to LATI, Chamber of Commerce and Watertown Development.

Nicole Nuttbrock

Review

**SHRM Foundation Representative**

Change for Charity set for September

Brian Eckert

**Diversity Advocate**

Unity in Diversity will be April 27 from 10:00am – 3:00pm at the Watertown Civic Arena.

Committee is looking for sponsors

Businesses can have a booth

Panel discussion on how businesses include diversity in their business. If you would like to be on the panel, please contact Julie Plunkett.

Bobbie Halonen

**Government Affairs Representative**

No report

Leslie Hendrickson

**Workforce Readiness Advocate**

Traci Stein

→ Workforce Development Grants are still available. If you would like more information or assistance completing the paperwork, contact Traci Stein. You can use this grant for training, materials, consultant fees, benefits, etc.

**Certification Representative**

Sheila Mennenga

February program has been approved – Neil Jensen Success in 2013  
March will be submitted

**Vice-Presidents of Programming**

Amber Dahl & Kathy McInroy

Captain Tracy Schaefer – Active Shooter for March  
Excellent list of potential speakers and topics presented to get feedback and additional ideas.

**Secretary**

Tammy Davis

No report

**New Business**

**State Conference Update**

Things are progressing nicely. Speakers are booked, grant of \$1600 secured by Theresa Tesch, wine bottling

**Audit**

Theresa Tesch will check with Shelly Ebbers for assistance with an audit

**Bylaws Review**

These have been reviewed extensively in previous years. No additions or changes.

**Pinnacle Project**

2013

Mentoring option through SDMyLife. Connect students with HR Professional

2014 – Wellness Day?

→ Email Julie Plunkett if you are interested in being part of the Pinnacle Project 2014

**SHAPE Planning**

No changes

**Wage Survey**

Kathleen Murphy to do a wage survey.

Laurie Gates will send a draft to the board for review.

Look to have the survey completed by May 1st.

Watertown Development will help sponsor the survey