



**Greater Madison Area Society for Human Resource Management
Professional Award Application**

If the space provided in any section is inadequate, you may continue on additional sheets of paper using the same format. DO NOT repeat information already reported on the application form. Your name should be included on all attachments.

Applicant Data				
Full Name Tara Conger		Telephone 715-212-2011	E-Mail derbickt@yahoo.com	
Street 1714 Daily Drive		City Waunakee	State WI	Zip 53597
SHRM Involvement, Awards and Honors				
List all SHRM related activities in which you have participated at the college, local, state, and national level. Note all special awards, honors, and offices held. If you have participated in a research project, please indicate that experience as well.				
Activity	# of Years Participated	Special Awards / Honors		Office Held
Solo HR Practitioner Group – GMA SHRM	1			Chair
GMA SHRM Membership Committee	1			Member
GMA SHRM Programming Committee	1			Member
GMA SHRM Marketing Committee	1			Member
GMA SHRM & National SHRM	1			Member
Community Involvement, Awards and Honors				
List all community activities (outside of SHRM) in which you have participated without pay. Note all special awards, honors, and office held. If you have participated in a research project, please indicate that experience as well.				
Activity	# of Years Participated	Special Awards / Honors		Office Held
UW Crazylegs & Second Harvest Food	3			Volunteer
Susan G. Komen Race for the Cure	2			Team Leader
Student Athlete Advisory Committee	2			Advisor
SUNY Cortland Sport Management Lecture	2	Excellence in Teaching Award		
Post Secondary School Data				
Post Secondary School Name Minnesota State University, Mankato	City / State Mankato, MN	GPA 3.84	Major HR Management	Expected Graduation Date Graduated in 2002
List all school activities in which you have participated during your college experience.				
Activity	# of Years Participated	Special Awards / Honors		Office Held
College of Business E-mentoring Program	2			Member
MN Vikings Training Camp Task Force	3			Member
Human Performance Club	2			Assistant Advisor
Sport Marketing Association	2	Ogden Confer Scholarship		Member

The Greater Madison Area SHRM and its Awards Committee reserve the right to alter or change this program.

GMA SHRM Professional Award Application

Applicant Checklist

The applicant is responsible for submitting all materials to GMA SHRM on time. Incomplete applications will not be evaluated. This application becomes complete and valid only when GMA SHRM receives all of the following materials:

- Scholarship Application
- Purpose Statement
- Resume

Please submit all materials to:

Greater Madison Area SHRM, Inc.
ATTN: Professional Awards Committee
2830 Agriculture Dr.
Madison, WI 53718

Certification and Acknowledgement

GMA SHRM has the sole responsibility for selecting recipients based on criteria as set forth in the scholarship guidelines. This application becomes the property of GMA SHRM. GMA SHRM recommends you keep a copy in your files.

I acknowledge the decisions of GMA SHRM are final. I certify that I meet the basic eligibility requirements of the program as described in the brochure and the information provided is complete and accurate to the best of my knowledge. If requested, I agree to provide proof of information I have given on this form. Falsification of information may result in forfeiture of any scholarship granted and/or repayment for any related reimbursements.

Tara Conyer

4/1/11

Signature

Date

Tara Conger Purpose Statement for the 2011 GMA SHRM Professional Award

I will never forget the day I passed the PHR exam and excitedly hugged the person that was working at the front desk. The feeling of accomplishment from the first class I took with the UW SHRM learning system in January 2010, through the completion of passing the test in May 2010 was so gratifying! My passion for learning is ingrained in me. Being a "Learner" is rated number 2 out of my top 5 strengthfinders. This means that I LOVE to learn and that I am energized by the steady and deliberate journey from ignorance to competence. This is what makes me tick every day and I feel it is a meaningful part of why I have been effective in my human resources career.

After passing my PHR I was extremely motivated to continue to learn all I could in the HR field. In the past 10 months I have taken over 22 credits towards my PHR through conferences, seminars and webinars. I became a member of both national and GMA SHRM. I am an active member in GMA SHRM by serving on three committees and by forming a solo HR practitioner group. Through the solo HR group, I feel it is a way to help others who are also in the same boat wearing multiple hats within their organization. The group has grown to 24 members and it is thriving. I believe that continuing education is vital to my success as a solo HR practitioner, due to the nature of the job, to be a "jack of all trades." I have to be able to be knowledgeable in all different aspects of the business, not only human resources, but with operations and financials as well.

If I were the recipient of the GMA SHRM Professional Award I would be honored to use the award to attend the National SHRM Conference. I have always dreamt of attending the national conference but have never had the financial ability to do so. The \$1,000 award would almost pay for all of my registration fees so I would only need to be responsible for my travel and hotel. Considering how much knowledge I have gained through the state conference, I can only imagine the valuable information I could obtain through the national conference. One particular seminar really peaks my interest at this year's conference; it's called Human Capital Analytics: Using HR Metrics to Drive Business Results. I feel this two-day intensive course would teach me how to leverage data to help drive organizational change. After attending Jac Fitz-Enz Strategic Summit, I am extremely interested in learning more about HR metrics. I strongly believe that it will be a vital piece of the puzzle for HR to be able to show how their contributions can have a measurable impact on a company's performance. This conference is appealing to me because learning this information is crucial for an HR Manager to be successful now and into the future.

TARA CONGER, PHR

1714 Daily Drive ▪ Waunakee, Wisconsin 53597 ▪ Cellular: (715) 212-2011 ▪ derbickt@yahoo.com

EDUCATION

Minnesota State University, Mankato
Bachelor of Science in Human Resource Management
Bachelor of Science in Marketing

- Business Administration Minor
- GPA: 3.84/4.00

Minnesota State University, Mankato
Master of Arts in Sports Administration

- Thesis: *The Economic Impact of Minnesota State University, Mankato Men's Hockey Program on the Mankato, Minnesota Community*
- GPA: 4.00/4.00

PROFESSIONAL EXPERIENCE

HUMAN RESOURCES MANAGER

First Choice Dental Group, Madison, WI

October '07 – Present

- Contribute to the company vision, core values, and goals by creating strategic initiatives for future company success, by administering HR policies and procedures in a fair and consistent manner, and by participating in company decisions at the Board of Director's level. Assist the Board in the annual strategic planning process.
- Responsible for human resource functions including, but not limited to: staffing, compensation, benefits, performance management, training/organizational development, retention/turnover, and employee relations.
- Create and implement employee retention strategies (i.e. wellness program, Make A Difference Campaign, recognition program, engagement surveys, paid-incentive structures, community events, etc.) to ensure employee engagement increases, resulting in a decreased turnover rate. Since 2007, the turnover rate has decreased from 25% to 12% and the SUTA rate has dropped by 1.05% (annual savings of \$15,000).
- Research and assess benefit needs and trends, recommend benefit programs to the Board, obtain and evaluate benefit vendors and contract bids, as well as administer all benefit programs.
- Implement and manage an annual company-wide wellness campaign, thus resulting in a 1% decrease in health insurance rates and a \$5,000 award in 2010 towards our wellness program from our health insurance carrier.
- Maintain staffing levels by conducting and managing all areas of the recruitment process, including, but not limited to: preparing job announcements, updating job descriptions, determining sources of recruitment, advertising postings, screening and evaluating applicants, conducting interviews, and preparing offer letters.
- Maintain retirement programs and act as a plan administrator. Implemented a new 401k plan in 2009 adding both passive and active money management for the staff to invest in.
- Prepare and conduct employee relation functions including personnel grievances, separation notices and related documentation, performance issues, disciplinary actions (warnings\terminations), leadership impact analysis, exit interviews, and employee related investigations.
- Assist in the management and execution of salary structure revisions, bonus plans, and the annual budget planning process. Created and implemented two incentive monthly bonus structures for the company.
- Evaluate customer service levels to keep a consistent pulse on the service/care we provide to over 25,000 patients by monitoring patient feedback, complaint procedures and exception reports.
- Maintain professional and educational knowledge by attending educational workshops, reviewing professional publications, establishing networks and participating in professional societies.

MARKETING MANAGER (Interim Marketing Manager, as well as the Human Resources Manager from 10/07 – 7/09):

- Oversaw, designed and implemented all marketing initiatives including print advertising, billboards, radio, TV, direct mail, internet, phonebook advertising, sponsorships (UW Badgers and Komen Fund), and donations.
- Created a new company website, an online communication portal for our patient base (SmileReminder), doctor referral cards, a company cookbook, an online clothing store, and a First Choice Dental tooth mascot.
- Tracked and analyzed origination of new patient referrals to help determine investment directions for future marketing dollars. Managed the allocation of the marketing budget for a multi-million dollar company.

ASSISTANT ATHLETIC DIRECTOR OF MANAGEMENT & MARKETING

State University of New York (SUNY) College at Cortland, Cortland, NY

August '05 – August '07

PERSONNEL MANAGEMENT & EVENT PLANNING:

- Responsible for hiring, training, managing, supervising and evaluating over 100 students and six event managers each semester for home contests. Facilitated scheduling and payroll for staff.
- Oversaw all areas of game day administration including assigning facilities, locker rooms, officials' rooms, and workers for all home and post-season contests totaling over 140 athletic events annually.
- Supervised all staffing needs for home contests including; event managers, sport management students, ticket sellers, security, scoreboard operators, public address announcers and sports information staff.
- Oversaw the development, marketing and implementation of the department's special events with a focus on improving the quality and overall participation.
- Tournament Director for eight conference tournaments, the NCAA men's and women's basketball first and second rounds, and the NCAA men's and women's lacrosse quarter-final and semi-final games at Cortland.
- On-site Athletic Administrator for the NCAA Division III 2006 Men's Lacrosse National Championship weekend in Philadelphia and the 2007 Championship in Baltimore.

CORPORATE SPONSORSHIP:

- Researched, solicited and implemented the marketing of sponsorships through all stages, including creation of ideas, forming proposals, client presentations, execution of agreements and renewal of sponsorships.
- Cultivated new corporate sponsors including cash and trade. Increased sales by 80% in two years.
- Built strong and trusting relationships with sponsors to create a sense of community around Cortland Athletics.

COMMUNITY RELATIONS, FUNDRAISING & FINANCES:

- Initiated programs with the coaching staff and student-athletes to enhance community relations in Cortland and the surrounding areas. Assisted with the 50-member Student Athlete Advisory Committee (SAAC).
- Organized and managed athletic fundraising projects (sports calendar, golf outing, clinics, clothing sales).
- Assisted in the development, management and allocation of a four million dollar fiscal year budget.

MARKETING:

- Oversaw, developed and implemented all marketing strategies and promotions to enhance the image and create awareness of Cortland Athletics. Designed and created print materials for that Athletic Department.
- Designed, implemented and coordinated a Red Dragon Kids' Club, a new mascot and name, on-field promotions and half-time entertainment (Kickline, Danceworks, cheerleaders, singers, youth groups, etc.).
- One of five members appointed by the President to serve on the Steering Committee for the College Marketing Branding Task Force, a three year project.

SPORT MANAGEMENT LECTURER

SUNY Cortland, Cortland, NY

August '05 – August '07

- Acquainted sport management majors with an overview of the sport management profession through an active learning approach. Taught three Event Practicum classes and one Applied Sales & Marketing class.
- Supervised over 250 sport management students with their practicum hours at all SUNY Cortland sporting events throughout the year; an average of 8,000 volunteer man-hours per academic year.
- Advised 45 sport management students of the institution's academic standards and requirements, major counseling, course selection, scheduling, and progress towards degree requirements.

REGIONAL SALES MANAGER

Octane Fitness, Minneapolis, MN

May '04 – May '05

- Managed all Octane sales and distribution for over 170 fitness specialty stores in the Western half (18 states) of the United States, all of Canada, Australia and New Zealand.
- Established a 20% increase in store product exposure by entering and developing 17 new markets (30 stores) within the first six months.
- Surpassed 2004 sales goal by 60%; July – December 2004 target, \$2.75 million; actual \$4.4 million.
- Managed, trained and motivated over 450 salespeople on Octane exercise machines.
- Planned, established and presented sales material and training workshops for 170 stores each quarter.

SALES & MARKETING ASSISTANT

Minnesota Vikings Football Club, Minneapolis, MN

July '03 – May '04

- Oversaw development and placement of all sponsorship signage for over fifty businesses at training camp.
- Managed merchandise and private parties for five-hundred corporate sponsors.
- Team liaison for the Limited Liability Corporation (LLC) and Minnesota State University, Mankato for all aspects of marketing at training camp.
- Assisted in the planning and execution of training camp and team draft party.
- Managed the sales and marketing suite for every home game at the Metrodome.

ATHLETIC TICKET MANAGER, (Graduate Assistantship Position)

Minnesota State University, Mankato, MN

August '02 – May '04

- Responsible for selling season ticket packages, single game tickets and multiple ticket packages.
- Sold over 700 corporate, individual and regular hockey season ticket packages for the Division I men's team.
- Projected, monitored and reconciled ticketing budget expenditures.

VOLUNTEER EXPERIENCE RELATED TO HUMAN RESOURCES

CHAIR, SOLO HR PRACTITIONER RESOURCE GROUP

Greater Madison Area Society for Human Resource Management (GMA SHRM), Madison

October '10 – Present

- Created, marketed and organized a solo HR practitioner resource group for members to join.
- Built a network of colleagues to share knowledge, seek advice, and provide support for one another.
- Prepare agendas and topics to discuss, as well as, facilitate monthly meetings.

MEMBER, MARKETING & COMMUNICATIONS, PROGRAMMING, & MEMBERSHIP COMMITTEES

Greater Madison Area Society for Human Resource Management (GMA SHRM), Madison

April '10 – Present

- Meetings, write press releases, solicit sponsors, market chapter events
- Responsible for running two programming events, special projects, and help determine annual programming.
- Make new member welcome calls and help facilitate new member welcome and networking meetings.

MENTOR

University of Wisconsin, Madison Business Department, Madison

October '08 – August '09

- Mentored a UW senior for 11 months in all different areas of Human Resources
- Taught her how to build a wellness program with the support of the ownership group.

ORGANIZATIONS

Society for Human Resource Management (SHRM), Greater Madison Area Society for Human Resource Management (GMA SHRM), Phenomenal Women of Madison, Sport Marketing Association (SMA), National Association of Collegiate Directors of Athletics (NACDA), SUNY Cortland C-Club, Student Athlete Advisory Committee (SAAC), and MAPHERD.

COMMUNITY INVOLVEMENT

Susan G. Komen Race for the Cure, Toys for Tots Christmas Drive, Second Harvest Food Bank, Innerfire Yoga Spring Celebration, University of Wisconsin, Madison Crazylegs, and Habitat for Humanity.

HONORS & AWARDS

Excellence in Teaching Award 2006-2007, Individual Development Award 2007, Sport Management & Athletics Outstanding Dedication Award 2005-2006, Cortland College Foundation First Year Award 2005-2006, Phi Kappa Phi Honor Society 1998-2002, Golden Key National Honor Society 1998-2004, recipient of the STSC Memorial Business Scholarship 2000-2001, recipient of the Ogden Confer Business Scholarship 2001-2002, Graduate Assistantship 2002-2004 and the Dean's List every semester.

REFERENCES AVAILABLE UPON REQUEST