



## 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	Julianne Potter-Mical	Madison Concourse Hotel	Telephone 262 431-4444 608 294 3004	E-Mail jpmical@concoursehotel.com
Street	780 Pine Meadow Ct. n	1 W Dayton St. Madison, WI 53703	City Oconomowoc	State WI Zip 53066
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	
national SHRM member	5			
ASTD national & local	6		Mktg chair Programming	
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	
Chamber of Commerce <sup>Greensboro</sup> NC	5		Ambassador	
Mayors Council on Persons with Disabilities	6		Chair	
Post Secondary School Data				
Post Secondary School Name	City / State	GPA	Major	Expected Graduation Date
University of North Carolina	Greensboro NC	3.9	Masters - Org. Dev.	May 1996
List all school activities in which you have participated during your college experience.				
Activity	# of Years Participated	Special Awards / Honors	Office Held	
Key Club	2.5			
Teaching Assistant	2			

a long time ago!

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.

*Julianne Potter-Mical*

4/15/11

Signature

Date

## Purpose Statement

Julianne Potter-Mical

I am the new HR Director at the Madison Concourse Hotel & Governor's Club and I am a recent transplant to the state of Wisconsin (from North Carolina) and to the Madison SHRM chapter. It's very exciting to me that the local chapter has a professional scholarship and I'm eager to take advantage of the process to be considered for the award. I am applying for the professional scholarship so that I can attend the National SHRM Conference this summer. Unfortunately our budget does not have any funds available for my own professional development—I spent the only development dollars we had on helping my generalist take a class and sit for the PHR certification this year—and I really would love the opportunity to be a part of the national conference.

Throughout my 15+-year tenure within Corporate America, I have held a variety of permanent, contract, and cross-training roles. My passion is Strategic HR and in my prior roles, I have been able to share my talents as both a strategic, innovative thinker to build cohesive strategies for future organizational needs through talent management and I have also been very successful in the role of generalist in both a manufacturing and a service environment. I have also achieved the Senior Professional in Human Resources (SPHR) certification, demonstrating excellence in Human Resources.

I have progressive experience designing and implementing competency-based leadership development curricula where I have honed my abilities to lead large-scale projects in very fast-paced environments, work collaboratively, and efficiently and effectively consult with business units to align the leadership and employee development strategy with business strategy. Additionally, I was recognized as one of American Express' most innovative and conceptual thinkers AND had the highest performance rating six consecutive years for shareholder value (a measure of cost containment, budgeting, and innovative, low-cost solutions). My background also includes talent acquisition/recruitment, managing up to 10 professionals in the HR function, and leading significant organizational change for more than 12 years, so I have worked very hard to have a very well-rounded HR portfolio.

I took a brief hiatus from my career as an HR professional to deal with some family concerns which have now been resolved and I have been working as the HR Director at the hotel in Madison, WI for the past 6 months. I commute from Oconomowoc and am learning a lot about Madison and Wisconsin in general and look forward to contributing to the community of HR in this state through volunteering with the GMA SHRM chapter.

Thank you for considering me for the professional scholarship.



Julianne Potter-Mical, M.A., SPHR

262-431-4444 or 608-394-3004

**Julianne Potter-Mical, SPHR**  
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## Skills Summary

Senior strategic HR/OD professional with a Masters in Organizational Development & Communications and 15+ years of global HR work experience that includes management program/training design and implementation, generalist responsibilities, one-on-one career coaching and talent development, and identifying, introducing, and implementing innovative organizational solutions and leadership programs to drive business results. Strong internal consulting skills developed at world-class organizations including American Express and Danaher, plus the ability to build strong collaborative relationships with customers, identify and anticipate customer needs, align resources, influence others, design practical solutions, and ultimately deliver on commitments under budget and on time. Superior facilitation skills with the capacity to learn and teach both technical and soft-skill concepts. Subject matter expert in organizational learning & development and strategic succession planning. Certifications include: Senior Professional in HR (SPHR), Peter Block's "Flawless Consulting," Bar-on Emotional Intelligence, 360-degree instruments, MBTI, Thomas-Kilmann Conflict, FIRO-B, and multiple change management instruments.

## Experience

### **The Madison Concourse Hotel & Governors Club**

**September 2010-present**

*(a 350-room 3 diamond full-service hotel)*

#### **Director of HR, Training & Development**

- Member of the executive team responsible for 350-room property & conference center
- Leading successful union negotiations on behalf of the property for new 3-year contract with Unite Here! Local 66 that was ratified within 2 months of the start of bargaining
- Conducting leadership training for, and one-on-one coaching of, managers and supervisors
- Managing one human resources generalist, responsible for all transactional human resources
- Providing strategic leadership for the HR function and developing short and long term training and development goals including designing, coordinating, facilitating and managing the activities of staff throughout all levels of the organization at Madison property and sister property in Snowmass, Colorado
- Developing Standard Operating Procedures for all processes in the hotel
- Delivering technical presentations including (e.g. Blood Borne Pathogens) to all staff

### **Bryant & Stratton College**

**January 2010-present (on hiatus)**

*(a private career college)*

#### **Adjunct Communications Faculty**

- Teaching 2 sections of Oral Presentation Skills for Career Professionals

**NOTE: I took a brief hiatus from my career in 2008-2009 to deal with personal family issues which have all been resolved. During that time I have remained active in the field through volunteering as an outplacement counselor, taking webinars, and advising/assisting other former colleagues/employers on work-related issues.**

### **Danaher Corporation/Gilbarco Veeder Root**

**contract for May-October 2007**

*(a \$9.5 Billion diversified technology company)*

#### **HR OD/Talent Director /Global Human Resources Director (Contract)**

- Coordinated 97 "high potential" talent reviews and facilitated 3 rotations in development programs
- Handled day-to-day HR transactional activities, including safety, performance, union issues, behavior concerns, and advised leaders on employment law concerns
- Oversaw the administration of benefits and compensation programs
- Managed employee relations and employee communications processes
- Assessed organizational units and recommend organizational development strategies for improvement
- Built dual-ladder career path opportunities for exempt professionals in a manufacturing setting
- Coordinated graduate and undergraduate recruitment at 4 local schools and 7 national schools, including internship and co-op placements, and Junior Military Officer (JMO) recruitment

- Conducted New Leader Assimilation process with 5 new executives across Gilbarco
- Conducted a full-scale HR audit and implemented immediate compliance solutions, including refreshing the employee handbook and revising the Affirmative Action plan
- Reorganized reporting structure in Sales & Marketing Dept to align with strategic plan in 2 weeks
- Developed on-campus recruitment strategy and created standard work flow across all offices, including driving all applicants to the website using a 'going green' campaign, saving an estimated \$10k in paper processing costs
- Partnered with diverse leaders, especially engineering department, to determine best recruitment opportunities for diverse candidates on-campus

## **American Express**

January 1999 to March 2007

*(world-wide credit card operating center/call center)*

### ***Strategic Talent Development Manager***

- Consistently developed strong, sustainable relationships with operational partners and executive decision makers within 4 key business units
- Conducted succession planning strategy meetings for 12 business units and aligned plans with strategic business initiatives
- Completed 100% of talent reviews at local site (2300 people), coordinated reviews for all other operations centers (15,000 people) and housed data in a customized spreadsheet and access database
- Conducted internal executive coaching for 3 executives and identified external executive coaches as needed
- Led team to conduct RFP and select 360 degree instrument provider for the company worldwide
- Achieved highest number of Job Transfers (13 in one year) by creating permanent leadership rotations/transfers across business units to build and share talent across business units
- Coordinated leading edge development experiences and mentoring for 65 high-potential leaders in the operating center
- Recruited, led, and retained 10 high performing undergraduates (90% diverse) through strong people leadership skills resulting, within 8 months, in successful placement throughout the organization
- Selected as the Global Director of Benchmarking & Research to introduce new thinking into talent management and help the organization stay on the leading edge of world-class people management
- Led the Women's Interest Network for 3 years and Disabilities Awareness Network for 5 years; also actively participated in all 10 Diversity Networks (affinity groups)

### ***Senior Leadership & Employee Development Internal Consultant***

- Designed and coordinated large-scale change management strategies for the deployment of new leadership competencies, refreshed Blue Box Values, PMP cycle changes, Reduction in Force initiatives, and new Development planning processes (and many other processes)
- Designed leadership development activities, and served as professional coach for, front line Team Leaders, Directors, Senior Directors, Vice Presidents, and Senior VPs in the American Express system, including across business units (Business Travel, Financial Advisors) locally, nationally, & internationally
- Appointed by VP of HR to serve as Executive Director of large-scale annual Leadership Conference for 900 leaders in company; coordinated staff of 30 people and managed a budget of \$70,000 for one-day event with evaluation ratings of 1.6/5.0 (1=exceptional)
- Created original workshops and work-based learning programs to meet business needs, as well as facilitation of existing programs; received highest evaluation scores of all facilitators (1.12/5.0 for 30+ classes taught in 2003-2004)
- Created and launched new intranet website (@LED) in one week to conduct registrations and information sharing with all exempt and non-exempt employees, resulting in \$487,000 in productivity saves in one year
- Designed, deployed, and continued coordination of corporate university (Coaches' Clinic) to meet needs of 900 exempt and 2500 non-exempt personnel at service center; increased attendance at Coaches' Clinic from 90 to 300 persons per session after first year

### **Other roles at American Express:**

- *Director of Benchmarking & Best Practices for Global People Strategy*
- *Director of Employee Giving Campaign*
- *Communications Manager for Global Credit/Risk Department*
- *Worldwide "Igniting Innovation" Workstream Leader*

## **Piedmont Associated Industries (PAI)**

**1998- 1999 (contract)**

*(non-profit employers' association that provides 1,200 member companies with management information, day-to-day telephone guidance, training, and human resources services)*

### ***Leadership Faculty (contract position)***

- Designed and facilitated organizational development programs for consortium of 700 member manufacturing companies (including Pepsi, Linens 'N Things, Kobe Copper, and Polo Ralph Lauren)
- Original courses designed and delivered include: "Creativity vs. Capital: Advanced Problem Solving for Senior Supervisors"; "Leaders in Transition: A 2-day Seminar in Leadership Development for New Supervisors"; "TeamSpeak: Team Building for Facilitators"; "Time Management & Goal Setting"; "Assertiveness Training: Getting What You Want (Effectively)!" and "Stress Management in the Workplace"; Average evaluation score for all courses facilitated was 4.8 out of possible 5 (5-highest)

## **Volvo Trucks North America HQ**

**March 1997- July 1998**

*(the second largest producer worldwide of heavy trucks)*

### ***International Sales Training Manager***

- Designed, delivered, and coordinated of all training activities for the 1500-member dealer sales force in North and South America; attendance at sessions increased 145%; annual sales increased 46% in one year
- Coordinated all internal management development, all quality programming (ISO 9000 and ISO 9001), and critical preparedness Y2K education
- Designed all media and specialty product purchasing, key direct mail campaigns to support new product launches
- Developed innovative computer-based training (CBT) modules for intranet and distribution to sales force to assess level 2 competence of dealers and salespersons on product features

## **Education**

### **M.A. in Organizational Development & Communications (Summa Cum Laude), 1996**

*University of North Carolina, Greensboro, NC*

### **Fellowship at the Center for Creative Leadership, 1996**

*Greensboro, NC*

### **B.S. in Journalism & Communication, 1989**

*University of Florida, Gainesville, FL*

*Starting PhD in Organizational Communications*

*University of Milwaukee Wisconsin*

## **Certifications**

SPHR Certified · Flawless Consulting · Myers Briggs Type Indicator · FIRO-B · Bar-On EQi (Emotional Intelligence Inventory) · Negotiating Through Conflict · Totally Responsible Person (TRP) Master Certified · Change Style Indicator · GoalGetter · Building Collaboration · Denison Organizational Culture Survey · Paper Planes, Inc. simulation · Greenbelt Certification · Crucial Confrontations Situational Leadership I & II · Career Power · Effective Group Decision Making · Coaching & Communicating Feedback

## **Professional Associations**

American Society for Training & Development (ASTD), Society for Human Resources Management (SHRM) OD Network (ODN), Human Capital Institute (HCI), National Association of Career Development (NACD) American Strategic Management Institute (ASMI)

## **Computer Skills**

Windows XP, Vista, & Win 7; MS Office (including Excel, Access, PowerPoint and Word); CorelDraw; PageMaker/InDesign; Freehand 10; Adobe PhotoShop CS; Adobe Illustrator CS; ability to navigate the World Wide Web & use FrontPage, Dreamweaver, Flash & HTML to create web pages; Talent Management Software proficiencies: PeopleSoft Enterprise, Oracle, SuccessFactors, Taleo, Kenexa/Brassrings, and VI Desktop systems.