



## President's Message

Dave Furlan, PHR



Greetings,

There is so much exciting news and initiatives going on with our chapter and in the HR profession lately that I couldn't bring myself to focus on one area this month. So, in bulleted format, here are some quick notes I want to pass on to all of you:

- THANK YOU to our chapter administrator and volunteers from the Communications & Marketing Committee for the fantastic job on creating our new [GMA](#)

[SHRM website](#). We have received so much positive feedback on it already. We've also moved the new website look into other chapter communications such as the monthly newsletter and weekly e-blasts. I'm very impressed with how the volunteers on this project took the time to research other sites and metrics to come up with something that would be a great fit for our membership. "Effective Use of Technology" is one of our four strategic initiatives this year, so look for more enhancements in the coming months in this area.

- The Education and Professional Development Committee has been busy this year, notably in its relationship with our supported student chapters – UW-Madison, UW-Platteville, and UW-Whitewater. This year the student chapters have asked for our assistance with their programming events. In particular, they are looking for our ideas on programming topics and for speakers to present these topics at their chapter meetings and events. We have a small list of GMA SHRM members who have volunteered so far, but we could use more. I know many of you have outstanding knowledge on a variety of HR topics that would be a great asset to share with student chapters. If you're interested, contact Robyn Berth at [BerthRL08@uww.edu](mailto:BerthRL08@uww.edu).
- The Membership Committee has launched a new [Membership Referral Program](#) and has expanded our [Pay It Forward Program](#) to recent graduates. Check out the website for news on both programs.
- We are in the midst of offering our biennial [Benefits Survey](#). If you are looking for great regional data on a variety of trends in benefit offerings and programs, the GMA

### GMA SHRM 2010 Corporate Partners

#### GOLD

- American Family Insurance
- Boardman Law Firm
- Career Momentum
- Galaxy Technologies
- The Payroll Company
- Calibra
- Right Management
- Wisconsin Rx

#### SILVER

- Lee Hecht Harrison
- Venturini Business Consultants, LLC
- Physicians Plus Insurance Corporation
- Cottingham & Butler Employee Benefits

#### BRONZE

- M3
- Melli Law, S.C.
- Bunbury & Associates
- Express Employment Professionals
- QBE The Americas
- Stark Company Realtors
- Higgins Insurance Group
- Edgewood college
- The Alliance
- Unity Health Insurance
- UW Credit Union

*Thank you!*

SHRM survey can't be beat. There is an easy-to-find Surveys icon on the right side of our website where you can purchase the survey and access other information on GMA SHRM Surveys.

- The [2011 Corporate Partnership Program](#) is in full swing as well. If your organization is looking for strategies to promote its products or services to the HR community, or just wishes to support our chapter, you will find more information, you guessed it, on our website.
- Finally, I found an [interesting article on workplace flexibility](#) in the national SHRM Government Affairs newsletter (SHRM HR Issues Update – October 14, 2010). Besides the focus and resources SHRM is putting behind this issue, I liked how the article links to a blog written by SHRM on The Huffington Post and to a SHRM advertisement in the business community built on the “We Know Next” campaign. It was great to see the SHRM brand outside of normal HR channels. Reading the blog, I was impressed to see how SHRM gets involved with many industry groups on work/life balance, including a SHRM-sponsored summit attended by President Obama. I also really like the presentation of the We Know Next ads, which was a main reason why we chose the “HR Next” theme at our Human Capital Conference this past May. The concept adds valuable credibility to the work we do every day. Please check out the article, blog, and advertisement when you have a moment.

As we head toward a new year with plans for our organization and professional careers, I have no doubt that the many things going on at GMA SHRM will continue to provide value to all of our members. Look for more updates not only on our website but in the many other chapter communications and events taking place throughout the year.

To your continued success,

Dave Furlan, PHR  
President

**GMA SHRM Board of Directors**



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Readiness & Diversity



Zach Peshorn, PHR  
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Affairs

## Government Affairs Update

## Compensation and Benefits

### 2010 GMA SHRM Benefit Survey

The 2010 GMA SHRM Benefits Survey is now available for purchase. This comprehensive survey is conducted every two years. The 2010 data was collected between May and July of this year. An amazing 64 Madison area businesses participated in the survey.

The 2010 Benefits Survey provides data on how Dane County employers are building and customizing their benefit packages. The survey questions cover wellness and reward programs, PTO programs, and traditional benefits such as medical and dental.

Findings for the 2010 Benefits Survey include:

- 21% of the total payroll cost is spent on employee benefits.
- Domestic partner coverage increased 8.5% from 2008 (32.1%) to 2010 (40.6%).
- High deductible plan offerings have increased 8.2% from 2008 (19.2%) to 2010 (27.4%).

The results were compiled from survey questions developed by enetrix, a Gallup company, and distributed to companies in all business classifications. Businesses and organizations interested in purchasing the survey may do so by visiting <http://gmashrm.enetrix.com/>.

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### Health Care Reform: New Guidance Released, Lawsuits Move Forward

*Contributed by Adam Jensen, JD, CEBS, GBA, FLMI, Director of Compliance Services*

A number of governmental agencies have released new guidance for the Patient Protection and Affordable Care Act (PPACA). The various lawsuits brought against the federal government continue to move forward.

### **IRS Makes W-2 Reporting Optional for 2011**

Recognizing the immense obstacles faced by employers trying to meet the new 2011 W-2 reporting requirement, the Internal Revenue Service (IRS) is providing interim relief under Notice 2010-69. Employers will not be required to report the aggregate cost of employer-sponsored coverage on 2011 Form W-2's. The IRS anticipates issuing guidance on the reporting requirement before the end of 2010.

[Click here for the full article.](#)

## **Diversity**

### **Employee Relations**

#### **Survivor Guilt**

*Contributed by John F. Macek LCSW*

With the massive reductions in force in recent years, companies, and their HR professionals, are seeing a greatly increased incidence of survivor guilt within their workforce. Survivor guilt follows any experience in which friends and loved ones have suffered trauma that the survivor could also have experienced. Survivors often feel they let their loved ones down and are unworthy of having survived.

Surviving employees are likely to have the following thoughts, emotions, and experiences: [Click here for full article.](#)

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### **Workplace Bullying – Part 1 of 2- What You Need To Know and Can Do To Address**

*Contributed by Dan Stahl*

Sue, who works as a customer service representative for an insurance company, is “asked” by her supervisor in the open Customer Service work area, “Why can’t you answer as many calls per hour as Nick?! You’ll never make it here if you don’t pick it up!” Fernando, who works as a CAD designer in an architectural design firm, is told by the Art Director, “I can’t believe you made that same error again! What am I supposed to do with someone like you!? Can’t you get it?!” Lucy, who is an experienced Assembler in a durable-goods manufacturing plant, is “coached” by her new supervisor with “C’mon, Lucy Goosey, keep up with the big boys on your team or you’ll be pushing a broom in the warehouse!”

Direct, constructive coaching or workplace bullying? To the employees involved and to an outside observer, it is usually pretty clear when bullying occurs.

Bullying is a major problem in workplaces all over the world. A recent study estimated that approximately one in six U.S. workers had directly experienced bullying within the previous year.

[Click here for full article.](#)

## **Talent Management**

### **Technology in HR**

### **Learning and Development**

#### **GMA SHRM Student Scholarships**

The Greater Madison Area Society for Human Resource Management (GMA SHRM) has established a student scholarship program to encourage the continual pursuit of an education in the human resource field. Two nonrenewable \$750 student scholarships will be awarded this year to students from our affiliated student

membership chapters at UW-Madison, UW-Whitewater, and UW-Platteville. Applications are due **December 3, 2010** and scholarships will apply to the Spring semester.

Click here for eligibility requirements and here for application instructions.

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## **RESOURCES FOR GLOBAL HR PROFESSIONALS**

*Contributed by Holly Bonnicksen-Jones, MPA, SPHR  
HR Director at MRA, the Management Association*

Many HR professionals must not only administer HR functions in the United States, but in other countries as well. Working with employees in other countries requires knowledge of international and country-specific laws, new terminology and sometimes a different approach than the American management's approach to the employee-employer relationship. Besides all the wonderful information located on the [www.shrm.org](http://www.shrm.org) website, the following resources will help you gain more general Global HR knowledge and handle day-to-day international HR issues:

Click here for further information and resources.

## **Recruitment and Staffing**

## **Community Events**

### **Thank you volunteers!**

On Tuesday, October 12th, the UW-Madison Student SHRM Chapter hosted a "We Need to Talk" Event on campus. HR Professionals from the local GMA SHRM chapter volunteered their time to facilitate different scenarios that students might encounter during their careers. The volunteers were Kris Schmitt, Samantha Pegelow, Diane Mosley, Wendy Brendel, Trevor Nagle, Paul Kotz, and Sara Broge. The students were able to discuss scenarios such as interoffice relationships, missing supplies, and smoking. Both students and professionals saw the evening as a beneficial learning experience as well as a great opportunity to network. The student chapter hopes to host this event again in the future. Thank you to all the volunteers! If you are interested in volunteering for future events, please contact Sara Broge at [sarab@adtecservices.com](mailto:sarab@adtecservices.com) to be placed on the volunteer list.

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Upper Iowa University in Madison is currently seeking additional Advisory Committee members. They meet quarterly, and the next Committee Meeting is slated for 11:30 a.m. on November 3rd at the Upper Iowa University campus located at 4601 Hammersley Rd. The Committee provides valuable input, and recommendations to strengthen existing degree and Certificate programs at the undergraduate and graduate levels. The Committee consists of a broad range of professionals across the Madison region from various small, medium, and large businesses, the VA Hospital, Madison College, and the City of Madison. They are looking for creative, high-energy professionals who can provide concrete ideas on desirable employee skill sets in today's marketplace, new curricula needed, and employment trends. If interested, please contact:

Mr. Alan Capelle, Director  
Upper Iowa University  
4601 Hammersley Rd.  
Madison, WI 53711  
608-278-0350  
[capellea@uiu.edu](mailto:capellea@uiu.edu)

## **SHRM News / Announcements**

**Saturday, November 6, 2010, OPEN Hosts Workplace Summit**

OPEN, the Out Professional & Executive Network is holding a workplace summit on Saturday, November 6, 2010 at CUNA Mutual. This is your chance to join in a conversation with the LGBT professionals in our community.

Taking the pulse of LGBT employees can be a challenge as many choose to remain anonymous. This event will provide an opportunity to check in with the LGBT community at large.

There will be a number of breakout sessions highlighting the best practices for building a creative culture that fully engages your employees. Results of a comprehensive survey addressing LGBT workplace issues will be shared in detail. How many LGBT people in our community are out, how many feel welcomed at work, and how many feel safe?

More information about this event and other OPEN events is available at [www.openmadison.org](http://www.openmadison.org).

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### **Wednesday, November 10, 2010, HR Roundtable - Challenges of being a Solo HR Practitioner**

Would you like to meet other solo HR practitioners to discuss your challenges and share ideas and solutions? November's HR Roundtable provides an opportunity explore some of the unique challenges and opportunities presented by being an HR office of one.

This session will provide solo HR practitioners with the opportunity to discuss specific topics and issues and encourage sharing of knowledge, ideas, strategies, lessons-learned, as well as practical tips, tools, and techniques. At times it may not be the most time-efficient for a solo HR practitioner to re-invent the wheel when working on projects/strategies. This is where colleagues can glean from their peers on best practices that work for their companies and this is one of our objectives for this Roundtable.

To learn more about the event or to register, [click here](#).

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### **Tuesday, November 16, 2010, DON'T MISS YOUR OPPORTUNITY TO LEARN FROM THE DEPARTMENT OF WORKFORCE DEVELOPMENT!**

Have you struggled in the past with Unemployment Insurance responses and/or hearings? Now you will have the opportunity to obtain guidance and insight, and have your questions answered directly from the Wisconsin Department of Workforce Development (DWD). For our annual Government Affairs Summit on **November 16, 2010**, GMA SHRM is pleased to announce our featured guests: Barbara Bohringer, Staff Development Coordinator, and Ann Marie Molitor, Sr. Administrative Law Judge. These subject matter experts from the DWD will speak about the Unemployment Insurance adjudication, appeals and hearing processes and address our questions and concerns.

To learn more about the event or to register, [click here](#).

We are giving GMA SHRM members the opportunity to submit their specific cases and questions ahead of time for discussion with our DWD guests at the November Summit. Please submit your requests to [tammy.barden@wpsic.com](mailto:tammy.barden@wpsic.com) by **October 29, 2010**. Identifying information will be removed from all inquiries to ensure confidentiality when your case or question is presented for discussion at the Summit.

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### **Membership Referral Program**

GMA SHRM is proud to announce its new Membership Referral Program! It's easy to participate, simply encourage your colleagues, students, customers, vendors, and others to join GMA SHRM and enjoy the same great benefits you do!

As a GMA SHRM member you already know that our organization offers support, resources, and opportunities to network with other human resource professionals in the greater Madison area. Now is your chance to be

rewarded for sharing that enthusiasm for our organization and let your colleagues see for themselves that a GMA SHRM membership is an invaluable resource for their profession.

To find out more about this program **click here**.

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## **2011 GMA SHRM Corporate Partnership Program**

Is your organization looking for strategies to promote its products or services to the Madison-area HR community? Consider the opportunity to reach out to area HR professionals through the Greater Madison Area Society for Human Resource Management (GMA SHRM)! The GMA SHRM chapter is one of the largest in the United States. By partnering with GMA SHRM, you will have a year-long opportunity to reach out to over 800 HR professionals representing more than 500 employers.

We are currently offering Corporate Partnerships for 2011. There are a variety of Partnership levels to suit your budget. [Click here](#) to see the benefits of becoming a Corporate Partner. Sign up now through **November 12<sup>th</sup>** to secure your spot!

Volunteer GMA SHRM members will be following up through October on our time-sensitive annual opportunities. We encourage anyone with interest to contact Missy Roth ([mroth@milios.com](mailto:mroth@milios.com)) or Shaun Thomson ([SThomson@dcpcinc.org](mailto:SThomson@dcpcinc.org)) to sign up for your Partnership spot for 2011.

We offer other advertising options during the year as well. Highlights include:

- Opportunities throughout the year on a limited basis (first come, first-served).
  - Web site advertising
  - E-blast sponsorship
  - Displays at meetings
  - Meeting sponsorship
- Annual Human Capital Conference Sponsorship. This annual, daylong event in May is a great opportunity to reach local HR professionals.

[Click here to learn more about these options.](#)

We appreciate your consideration of these opportunities and look forward to another successful year with our corporate partners, sponsors, and advertisers!

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## **GMA SHRM Member Spotlight**

**Melissa Buenger**

### **Where do you currently work?**

UW Credit Union

### **What is the focus of your position?**

Organizational Development Coordinator – My focus is on developing the Credit Union's workforce and building organizational talent. I work with management and staff to evaluate the training and development needs of employees.

### **How long have you been in the Human Resource field?**

I have been in my current role for three months. This is my first role in the Human Resource field, although I have been employed with UW Credit Union for almost 9 years. Before joining UW Credit Union's HR team I was a consumer loan underwriter focusing on underwriting vehicle loans, second mortgages, employee loans, and unsecured loans. Prior to that, I was a Financial Specialist responsible for establishing member relationships and advising members on accounts and services to meet their needs.

**Which of your career accomplishments makes you proudest?**

I assisted with the design, implementation, and delivery for one of UW Credit Union’s core lending training classes. I was involved with this before joining our HR team, and it is great that I still get calls about lending questions from employees. I feel that I was able to make a positive impact as a trainer, and will continue to do so in my new role.

**What is the best advice you’ve ever received?**

A co-worker of mine recently made a statement that I thought was great; “don’t let your job title fool you into thinking you can’t make a difference.”

**Why did you decide to join GMA SHRM?**

Being new to the HR field, I wanted to have the opportunity to attend toolbox sessions and other event offerings. I am anxious to learn about different areas of HR, and know that this knowledge will help me to grow in my career. I also look forward to meeting new people and making new connections.

If you’d like to be featured in the Member Spotlight in an upcoming issue of HR InTouch, please e-mail Dawn Koopman at [dkoopman@musicnotes.com](mailto:dkoopman@musicnotes.com) .

**GMA SHRM Member Poll**

Do you have a burning HR question that you’d like to see featured on our GMA SHRM Member Poll? If so, please submit your questions to Jake Siudzinski at [jakes@gstaff.com](mailto:jakes@gstaff.com).

**GMA SHRM is LinkedIn**

Come join our GMA SHRM Chapter group on [LinkedIn](#)! What is LinkedIn? It’s a business-oriented social networking site that can be used to connect with friends (old and new), find or post jobs and get information. In order to join, sign in at [www.linkedin.com](http://www.linkedin.com) and keyword search GMA SHRM Chapter.



Welcome New Members!

GMA SHRM welcomes the following members who joined our chapter in September 2010.

Mayra Archella-Barton, SPHR  
Cheri Brenton  
Tony Callahan  
Jane Clark  
Rebecca Jeglum  
Tamika Jones  
Murl MacKinnon  
Kari Nichols  
Lynette Raether  
Amy Scherer  
Dana Senn  
Angela Wittman, PHR

Coworker Services Business Partner  
Administrative & HR Assistant  
Account Executive  
Chief Operating Officer  
Staffing Assistant  
Staffing Specialist  
Community Liaison  
HR Manager  
HR & Payroll Administrator  
HR Manager  
St. IT Recruiting Consultant  
Regional Account Executive

CDW  
National Mutual Benefit  
Aerotek  
QTI Human Resources, Inc.  
UW Hospitals & Clinics  
American Family Insurance  
STEPS  
Gorman & Company  
5N Plus  
St. Mary’s Hospital  
The QTI Group  
QPS Employment Group

**Movin’ Up**

Have you started with a new company? Has your organization recently promoted you to a new position? Or do you want to recognize a new person or promotion within your department? If so, we want to hear about it. [Send us an e-mail](#), and we'll publish your good news in the next HR InTouch!

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## In Transition

If you are a member who is in between jobs, or who is currently employed but seeking new positions or career paths, write us a brief description of your skill set, areas of expertise, what you're looking for, etc. [Send us an e-mail](#). We'll publish your information in the next HR InTouch.

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## What's Cool in HR in the Greater Madison Area?

### What's going on in HR in your workplace?

Have you...

- completed a major project,
- implemented something new,
- managed a change,

Is there something...

- your company/dept does really well,
- interesting about your company culture
- that makes your company an employer of choice

We want to hear about it! Share it with your HR colleagues in HR InTouch. [Send us an e-mail](#).

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## HR InTouch Guidelines

### **Article Writing:**

Do you have an interest in writing for the HR InTouch? We have an interest in learning more about your area of expertise!

Why should you volunteer? Top three reasons: 1) to share your knowledge and experiences to educate others; 2) to become more connected in the HR and Dane County communities; and 3) to contribute towards the advancement of GMA SHRM and the HR profession.

The first step is for you to choose a submission option: you can pre-submit an article to GMA SHRM at any time for us to use in any of the upcoming newsletters, you can sign up to write for a particular month, or we can put you on a list of people to contact in future months whenever we need articles.

### **Article length:**

Because the HR InTouch is now in an online format, the size is flexible. The article should be engaging and hold readers' attention. Include the core information in your article, and we will advise if it is too lengthy.

### **Solicitation:**

GMA SHRM is conscious not to allow solicitation through the articles, in an effort to protect the interests of our partners and members. The nature of the article should be educational (i.e., what are the business advantages of having a product like yours) or informational. Otherwise, if you truly are interested in advertising through the HR InTouch, you can work with our Marketing Committee. As a rule of thumb for article writing, if the submission relates to a **for-profit** event, or specifically markets your company (vs. your industry), it is an advertisement, and should be purchased. If it is a **not-for-profit** event that your company is hosting, or an announcement (i.e., a SHRM member recently joined your company), it is an acceptable addition to the HR InTouch content. If you have any questions related to the appropriateness of your submission, please contact us.

If you have questions, or to submit an article, contact GMA SHRM at [chapteradmin@gmashrm.org](mailto:chapteradmin@gmashrm.org).