



President's Message

Dave Furlan, PHR



Greetings,

Back in August, I mentioned in this column the great work our Programming Committee was doing in preparation for 2011. With the new year upon us, I am very pleased to see the launch of an incredible program schedule starting this month. A few highlights:

- Our Summits will re-position themselves to their original intent with topics aimed at management and the broader scope of the role of HR. With that in mind, we have re-branded these programs as "Strategic Summits". Members should expect high-level content at the Strategic Summits and less focus on functional HR areas. GMA SHRM applies for certification credits for all programs, and our goal is to offer SPHR credits at all of the Strategic Summits. However, members should not confuse the new Strategic Summit name as a guarantee that HRCI will approve strategic credits for all of these programs. Please check our website for updates on any strategic credits approved.
- Our Toolboxes will continue their role aimed at those functional HR areas which are important to many of our members. New for 2011, we will offer the Toolboxes in alternating west and east side locations, based on a request from many of you in our surveys. The west side Toolbox will remain at City Center West. Our east side Toolbox will be at American Family Headquarters.
- Mark your calendars now for the Sixth Annual GMA SHRM Human Capital Conference on May 10, 2011. Conference planning is well underway and the committee already has a great lineup of keynote speakers and breakout sessions for another fantastic, affordable conference dedicated to education and networking.
- Finally, our popular HR Roundtables march forward as well with a variety of topics for informal discussion among your peers along with a program facilitator.

The entire lineup of 2011 programs is on our website. Please take a moment to look it over and discover the many excellent learning opportunities available this year.

GMA SHRM 2011 Corporate Partners

Gold Level

- American Family Insurance
- Boardman Law Firm
- First Choice Dental Group
- The Payroll Company
- Remedy Intelligent Staffing
- Wisconsin Rx

Silver Level

- Career Momentum
- Cottingham & Butler Employee Benefits
- Lee Hecht Harrison
- Physicians Plus Insurance Corporation
- Ultimate Software Group

Bronze Level

- The Alliance
- Delta Dental
- Edgewood College
- Express Employment Professionals
- Higgins Insurance Group
- Hemb Insurance Group
- Metro Transit
- M3
- Melli Law, S.C.
- Unity Health Insurance
- UW Credit Union
- The QTI Group
- Wegner CPAs & Consultants

Thank you!

Our many programs at GMA SHRM would not be possible without the support of our corporate partners. I wish to thank our 2010 partners for their support, and I am pleased to announce the 2011 corporate partners noted next to this column.

Corporate partners help keep our programs affordable and are an important show of support for our local HR community. Please take a moment to recognize and thank these organizations as you encounter them throughout the year.

To your continued success,
Dave Furlan, PHR
President

GMA SHRM Board of Directors



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Affairs

Government Affairs Update

Equal Opportunities Ordinance amended

Madison General Ordinance 39.03, the Equal Opportunities Ordinance, was recently amended by approval of the Common Council. As of October 15, 2010, four protected classes were added and three were expanded in Employment, Housing, and Public Accommodations.

The new protected classes and updated protected classes are.... [Click here](#) for flyer update.

DID YOU KNOW...

In 2010, Wisconsin Act 198 was passed relating to access to toilet facilities in a retail establishment. It states that a retail establishment having a toilet available for its employees must allow a person suffering from certain medical conditions access to the toilet facility. The person must provide a written statement from their physician or an identification card indicating the person suffers from a medical condition that requires immediate access to a toilet facility or that the person uses an ostomy device. A store or shop in which retail sales is the principal business conducted is considered a "retail establishment" under the Act.

For more information, find the details of this Act at: <http://legis.wisconsin.gov/2009/data/acts/09Act198.pdf>

Compensation and Benefits

Finding the Balance: How Health Reform Creates Challenges and Opportunities for Employers to Improve Health Coverage

By Barbara Zabawa, JD, MPH, FACHE, Whyte Hirschboeck Dudek S.C.

No stakeholder is more anxious about health reform than United States employers. Setting aside the pending political and constitutional challenges, the Patient Protection and Affordable Care Act ("PPACA"), P.L. 111-148, is still the law of the land. At the very least, PPACA acknowledges that the United States' health system is in peril. Whatever the source of change, whether through regulation or the marketplace, change needs to occur if employers are to stay competitive globally.

Two often-buried considerations stemming from PPACA warrant employers' attention as they begin making plans to comply with the law. The first consideration concerns enforcement from employees, a growing area of employer angst. PPACA adds protections under the Fair Labor Standards Act ("FLSA") to whistleblower employees. PPACA § 1558. Effective immediately, employees are protected from retaliatory discharge or treatment if they voice a concern regarding an issue that they reasonably believe to be a violation of Title I of PPACA. Title I of PPACA contains provisions relating to the automatic enrollment requirements for large employers, changes in benefits and limitations, as well as notice requirements.

The numerous changes under PPACA will likely cause concern and confusion among employees. [Click here for the full article.](#)

To sign up for the January 18th Strategic Summit about Health Care Report [click here.](#)

2010 GMA SHRM Benefit and Compensation Survey

In this changing world of work, where hiring and retaining top talent is more important than ever, companies must understand how to gain the competitive advantage. Is your organization positioned to be the employer of choice?

Now is the time to evaluate how you compare to other local organizations. [Click here to participate or purchase this valued resource.](#)

Diversity

Employee Relations

Talent Management

Technology in HR

Learning and Development

Strategies for Proving the Value of HR

Contributed by John F. Macek

HR as a profession has grown considerably over the past 30 years, but the understanding by CEOs and upper managers of what HR contributes to organizations has not kept pace. What can HR professionals do to bring their CEOs up to date with new HR competencies?

Click here for the full article.

Training Opportunity!

The City of Madison's Equal Opportunities Division and the Dane County Job Center will offer training to employers, job-seekers, employees and the general public on topics such as: fair employment practices, discrimination, diversity, hate crimes, harassment, credit history and Genetic Information Discrimination Act (GINA).

Click here for flyer of training dates

Certification Orientation, Wednesday, January 19th 2011 at 6:00pm located at the Lower Level Boardroom at One Financial Place located at 8215 Greenway Boulevard, Middleton, WI 53562

Everything you wanted to know about the importance of being certified, credentials offered and how to become certified.

To RSVP contact Michelle Kern at mkern@twallproperties.com.

Recruitment and Staffing

Community Events

Volunteer Opportunity!

ITT Technical Institute is looking for speakers that are involved in the hiring and recruitment of employees to speak to our Professional Procedures & Portfolio Management class on Tuesday nights. This class is all about creating resumes, cover letters, the importance of professional networking, social media for job searching, creating a professional portfolio, etc. All students are nearing their graduation as well, so this class is extremely important for them!

In particular we are looking for a speaker on Tuesday, January 4th at 6pm to discuss "What Employers Are Looking For" as it relates to resumes and interviewing. We have a mix of students in the class from all programs including Information Technology, Criminal Justice, Computer Electronics Engineering and Drafting & Design. So, this would be general and high level about what employers are looking for.

Additionally, this class is every Tuesday at 6pm through March. We would welcome speakers on any Tuesday, related to the topics mentioned above.

If you are interested and available, please contact Jennifer Kalka, Director of Career Services at jkalka@itt-tech.edu or 608-288-6324!

SHRM News / Announcements

2011 Programming Calendar Announced

Contributed by Jeffrey Russell, VP of Chapter Programming

Are you ready to hear about health care reform and its potential impact on your business? Would you like to meet an international expert on measuring the value of your human capital investments? Are you looking for ideas for shaping your social media policy? Over the course of the next year, the GMASHRM Programming Committee will help you realize all of these questions and so many more!

The GMASHRM Programming Committee has been hard at work this fall redesigning its programming events for next year and we are excited to share our results with you. Some of the highlights of our 2011 calendar include:

- Jac Fitz-enz, world-renowned expert on HR analytics and author of the new book the New HR Analytics will join us at our March 22 Strategic Summit
- You will hear the latest on health care reform and how to strategically prepare your organization for what's coming at our January 18th Strategic Summit
- Benefit trends beyond reform is the topic of our February 17th HR Toolbox
- We'll explore the crucibles of management on-boarding in our June 16th HR Toolbox
- Reward strategies for difficult economic times is the focus of our September 20th Strategic Summit
- A series of HR Roundtables exploring such niche topics as accommodating the aging workforce, managing multiple locations, the fundamentals of project management for HR professionals, and training needs assessment
- And much, much more!

To find out more and download the 2011 calendar **click here**.

Scholarship winners!

The Education & Professional Development Committee is delighted to announce the following two winners of the 2010 GMA SHRM Student Scholarships. Meghan C Ferguson, a junior at the University of Wisconsin- Madison, will graduate in May 2011 with a BBA in Management and Human Resources. Shimeng Mai, also a junior at the University of Wisconsin- Madison will graduate in May 2011 with a BBA in Management and Human Resources and Finance, Investment and Banking. Candidates were ranked based on several criteria including academic standing, demonstration of leadership qualities, participation in university and community activities and purpose statements describing why they are pursuing a degree in HR or a related course of study. Each of the winners will each receive a \$750 scholarship. We wish to congratulate Meghan and Shimeng on their pursuit of excellence!

We will begin taking applications for next year's student scholarships in September 2011.

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**.

GMA SHRM Member Spotlight

Brian Musser

Where do you currently work?

Thermo Fisher Scientific

What is the focus of your position?

I'm a HR Coordinator focused on recruiting, coordinating training and events, SharePoint, and general HR administration.

How long have you been in the Human Resource field?

4 years

Which of your career accomplishments makes you proudest?

I'm proud of becoming a recruiter, taking on a lead role with SharePoint, and filling in as a HR Generalist while my colleague was on leave.

What is the best advice you've ever received?

My boss told me in my first week on the job that if an employee comes to you with a question you don't have to have an answer right away. It is ok to say you don't know, but you will research and get back to them with the answer.

Why did you decide to join GMA SHRM?

My HR colleagues said SHRM is a good resource for HR information and a good way to network with other HR professionals around the area.

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.

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.

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 and keyword search GMA SHRM Chapter.

Welcome New Members!

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

Amanda Basham	HR Generalist	Smart Solutions, Inc.
Kim Besta, PHR	Administrator	Lathrop & Clark LLP
Shasta Bindl	HR Manager	Saris Cycling Group
Tracy Bredeson	HR Manager	RMT, Inc.
Matthew Chadwick	Account Executive	Cottingham & Butler
Erin Delaney	Manager-Talent Acquisition	CUNA Mutual Group
Amy Dewey	Practice Manager	Jordan Creek Animal Hospital
Angela Dock	Employee & Labor Relations Consultant	Alliant Energy
Kari Heilman, PHR	ER Program Coordinator	UW System
Tamra Klougland		
Jacquelyn Koeller	HR Specialist	Dept . of Natural Resources
Amy Olson		M3 Insurance Solutions Inc.
Mary Tippery Thro, SPHR	HR Assistant	Convenience Electronics

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!

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.

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](#).

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.