



President's Message

Dave Furlan, PHR



Greetings,

Yes, it's true. The one-year term as GMA SHRM President does fly by. And yes it's true that you don't quite accomplish everything you set out to do. But, to be honest, I wouldn't have it any other way.

If I think about how the GMA SHRM world looked to me on July 1st of last year, I can tell you it appears much different than what I see around me today. We were a healthy, vibrant, and active chapter back then, and today we stand even better. Our Board of

Directors and our committee chairs and volunteers have all been committed, in one way or another, to our vision and strategy set out over twelve months ago. It is to these individuals that I am so grateful and amazed to see all that we accomplished in one year. What a dedicated and talented group!

GMA SHRM has just finished up another record-breaking Human Capital Conference. Over six years ago, our Board of Directors had a vision of what this type of conference could bring to Madison-area HR professionals, and today I am proud of what we delivered this year and how we will continue to build on our success for next year. On behalf of current and past Board members, I send a big thank you to the conference committee for planning an excellent event again this year!

I've spent a good portion of my President's Message this past year telling you about our strategic initiatives and what we've accomplished. As the Board looks ahead to the fiscal year starting July 1, here is a sample of what's to come as we can carry forward our strategic plan:

Community Outreach – Partnering with organizations to promote diversity that fits our Madison population, delivering an HR101 presentation to the community, and developing more proactive, outbound communications to the media.

Member Engagement – Enhancing our HR Resource Groups, seeking ways to increase attendance at meetings, and pursuing trends within the demographic profile of our membership.

Operational Excellence – Building on our volunteer onboarding efforts, examining committee structures and the distribution of duties, and delivering a "State of the Union" address to members.

Effective Use of Technology – Continuing to support and enhance social media as part of a state-wide effort among all SHRM chapters.

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!

Some of these initiatives build on what we've carried out the past two years and some are new ideas. For this reason, I think it's okay not to accomplish everything a President sets out to do. For one, most GMA SHRM Presidents tend to be very ambitious and know there will be limitations, mostly out of respect for volunteer work/life boundaries. More importantly, though, it's reassuring to me that our chapter doesn't leave behind ideas with one President and start all over with the next President. Instead, we build our strategic plan by figuring out how one thing can grow into another, knowing initiatives and projects can change and mature over time. At the same time, we acknowledge some initiatives wither and die, as much as we tried, and some will sprout up new – an incredible fresh idea that keeps the chapter among the best in the country.

Allow me to wrap up my last column by expressing a special message of thanks to each of our 2010-11 Board members. Mike, Kari, Melissa, Jake, JoAnna, Jeff, Kris, Wendy, and Zach – you are an incredible group of individuals! If I ever had to build a Dream Team, you'd be at the top of the list. Thank you for your leadership and talent, and thank you, GMA SHRM members, for the privilege of serving as your chapter President this past year.

To your continued success,

Dave Furlan, PHR
President

GMA SHRM Board of Directors



Dave Furlan, PHR
President



Mike Leibundgut,
SPHR
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Kari Lauritsen, SPHR
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Kris Schmitt
Director, Education &
Development



Melissa Wieland
Director Workforce
Readiness & Diversity



Zach Peshorn, PHR
Director, Government
Affairs

Government Affairs Update

Assembly Bill 91

Contributed by Tammy Barden, PHR, Sr. Employee Relations Specialist, WPS Health Insurance

Assembly Bill 91 – raising the threshold of the Prevailing Wage Law on public work projects including highway, road, street, bridge, sanitary sewer, or water main projects for towns.

Current legislation sets the threshold for firms to pay prevailing wage to laborers on public works projects at projected completion cost (known as the statutory threshold) of \$25,000 or more. In other words, any governmental public works project that is valued over \$25,000 must pay certain employees (i.e. laborers, workers, mechanics, and truck drivers) the prevailing wage, which may be higher than the Federal or State minimum wage, for the geographic area in which the project is being completed.

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

Compensation and Benefits

The Latest Health Care Reform Update:

Provided by Scott Wieland of Hemb Insurance Group (legislative update provided and written by their affiliate partner attorney firm, Spencer & Fayne).

Important Legal Ruling for Employer-Sponsored Wellness Plans

In a decision filed April 11, the Southern District of Florida granted an employer health plan's motion for summary judgment in a case where the health plan's wellness program was charged with violating the Americans with Disabilities Act (ADA). The case, *Seff v. Broward County*, is important because it has never been clear whether wellness programs and health risk assessments that otherwise comply with the HIPAA wellness rules (particularly those that are mandatory or involve penalties) are also compliant with ADA.

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

Diversity

Nominate your company for the Workplace Diversity Advocate Award!

What is the Workplace Diversity Advocate Award and why is it offered?

To recognize those organizations and/or companies who foster an inclusive work environment in which all employees are inspired to contribute their best through their different perspectives, backgrounds and experiences. Award an organization who has been a role model in their local community as a strong advocate for diversity. This award will be based on organizational achievements. The Workplace Diversity Award is presented to the recipient at our WI State SHRM Conference that is being held October 12-14, 2011 at Monona Terrace in Madison, WI.

[Click here for more information and the nomination form.](#)

Employee Relations

Why Collaborative Management is Successful

Contributed by John F. Macek LCSW

When we were a manufacturing economy with mostly semiskilled and unskilled personnel, command and control made a good degree of sense. Running assembly lines calls for mobilization of large numbers of people. Command and control best suits that need. However, as we move to an information economy, command and control is not only ineffective, but self-defeating.

Managers are no longer overseeing masses of semiskilled and unskilled laborers. They are overseeing personnel who have skills they do not have. That means they must turn to personnel for technical advice, digest it, integrate it, and make well-informed decisions. It's a whole new ball game that's a difficult change in paradigm for those

used to traditional management methods. Most of us still work in command-and-control settings where a small group at the top calls the shots. Communications are one-way, from top down. Personnel on the front lines are viewed as subordinates who should be seen and not heard. Part of this is habit. Part of it is fear. The greatest fear is loss of control if personnel do not express their thinking. That's an understandable fear, but it's not what collaborative management is about. Collaborative management is about up flow of information that allows top managers to make sound decisions.

Click here for the full article.

Talent Management

Technology in HR

Professional Development

Community Events

GMA SHRM Social Media

'Like' us on Facebook!

Do you have a Facebook page? Be sure to search for Greater Madison Area SHRM and "like" our page! Another great way to stay connected to GMA SHRM and your HR 'friends'.

Please note - By "liking" the Greater Madison Area SHRM page you will not be sharing your personal Facebook page with the other users that "like" GMA SHRM. If you have your settings set to friends only, only those you "friend" will see your page.

Follow us on Twitter!

Do you tweet? Maybe you are a Twewbie (Twitter newbie) and are looking for organizations to follow. Whatever your tweeting experience, you can now follow GMA SHRM on Twitter too!

Forward HR

WI SHRM has a new blog, Forward HR. Click here to take a look.

GMA SHRM is LinkedIn

Are you on 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.

GMA SHRM Upcoming Events

Thursday, June 16, 2011, GMA SHRM HR Toolbox

Topic: The Crucibles of Management On-boarding & Development

The shift from employee to manager has always been a transition that we have taken too lightly. Organizations now realize that their best performers don't always make the best managers. In addition, economic and structural shifts have changed our organizations and the expectations we have for managers forever.

This engaging HR Toolbox will help you understand these dynamic issues, and provide you with a clear picture of the essential competencies and best practices organizations are using today to on-board and develop effective managers and leaders.

Please join us and our speakers, Dan Loichinger, Founder & Managing Partner and Jim Gray, Consultant of Loichinger Advantage, LLC on Thursday, June 16 to make an invest in your HR "Toolbox". Loichinger Advantage is a management and leadership consulting firm based in Madison.

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

Tuesday, July 26, 2011, GMA SHRM Summit
Topic: Aligning HR Practices with Corporate Vision and Strategy

What does the future hold for HR in your organization? How can you most effectively contribute to the changing landscape of your industry and the changing dynamics of your workforce? In today's unpredictable markets, gaining an edge is assuredly more important and more difficult than it's ever been. While the concepts might be regenerated, reconfigured and redrawn from times before, the approaches, the mediums and the players themselves have different perspectives and preferences. No doubt, the workforce is growing more complex, offering position for HR to be at the forefront of linking organizations' people and business strategies. This is the time for HR to take on a new level of importance.

These changes also pose special challenges for HR. I'm sure you are often asked: What can we do with our HR programs to maximize dollars and stay ahead of the curve? While I am sure you know there are many different options and opportunities even in today's environment, you should carefully choose the approach that is the best fit for your organization, based on your company's current business climate, mission, vision, values and objectives. Balancing short and long term review of past and future performance forecasts as well as short and long term plans signal that HR's ability to survive and succeed is directly related to the ability to connect the dots, show insight and communicate well with others. Business leaders, no doubt, are demanding more value from HR – let's step up to the challenge!!

Well-known HR expert Dave Ulrich and his co-authors in [HR Transformation](#), state: "When HR transformation connects to the context of the business, it is more likely to be sustained because it responds to real needs. This means linking HR efforts directly to the business strategy and to the environmental factors that frame the strategy." When we make a conscious effort to learn new things or new ways of presenting the same things – our own professional development happens organically. Applying these principles then to day-to-day interactions supports the most effective growth. And with growth comes impact – keeping HR at the table!

This session will feature two area experts:

Claudio Diaz - Chief Human Capital Officer at Wipfli LLP's. [click here for bio](#)

Deborah Schultz - Strategic Human Resource Services Director at MRA. [click here for bio](#)

NOTE: This session is pre-approved for 3 SPHR credits!

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

GMA SHRM Golf Outing – Tuesday August 2, 2011

The Tradition Continues! The first four years were such a great success that we are back again! Join us as we host our Fifth Annual Golf Outing at the Oaks Golf Course. Proceeds will benefit Second harvest Food Bank. (Don't forget to bring canned food items to exchange for mulligans!)

You can sign up to play with a specific foursome or as an individual and we will pair you up with a group! The event is a 4-person scramble, so all golfers at ALL skill levels are encouraged to participate. We are playing for fun!

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

GMA SHRM Announcements

2011 GMA SHRM Professional Award Winner Selected

The Board of Directors is very happy to report the results of the 2011 GMA SHRM Professional Award. This year's recipient, Tara Conger, will be using the award to attend SHRM's 2011 Annual Conference & Expo. Tara is actively involved within GMA SHRM on several committees. Congratulations, Tara, and we wish you the best in your continued professional development!

We would also like to thank the other applicants for their submission for this year's award and encourage everyone to apply again next year.

GMA SHRM Member News

Welcome New Members!

GMA SHRM welcomes the following members who joined our chapter in April 2011.

Jeffery Bailey	Senior Project Manager	CEUA Logistics
Erinn Kolk	Benefits Generalist	FLAD Affiliated Corp.
Gretchen Pettele	Director of Operations	Stafford Financial Consulting Group
Teri Schacker		The Alliance
Amanda Sherman	HR Director	Belmont
April Wikel	Recruiting Specialist	WPS

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.

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.

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.