

Council Prospector

ISSUE 4 | 2013

Nuggets From Alaska SHRM



AFFILIATE OF
SHRM[®]
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

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Junior Achievement: The Partnership Continues
2013 SHRM Pinnacle Award Finalists Announced

Breaking Barriers

A-Team Visits Anchorage Alaska!

OFFICIAL PUBLICATION OF THE ALASKA SHRM STATE COUNCIL

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JUNIOR ACHIEVEMENT:

THE PARTNERSHIP CONTINUES



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One of the things we enjoy about our involvement is that it is only 6 or 7 fifty-minute sessions. We come up or we can learn from each other. We can pick and choose the lessons we want to teach based on our schedule and can commit to only one, two or all of them. It all depends on your time. Preparation takes about an hour. The most important thing is that the students make you feel like a million dollars and you have the same feeling engaged and having you at least made a difference in one kid.

We ask the students to write what they learned and the answers are amazing. We are sharing a handful of them with you:

- I learned how to manage money. We played a lot of fun money games to teach us how to manage money. We learned how we will need in the future. © Alakhsa
- I learned a lot of things in JA. I learned about jobs, different types. I also learned about credit cards and how the same credit points you have the better. I learned how to shop wisely now and handle money a little bit. I learned about me and different kinds of things you can buy from different pay you get. © Alakhsa

SUGGESTIONS FROM ALASKA SHRM

- What I learned in JA class is that you can get out of high school to get a few paying job, so you can finish college to get a high paying job. I also learned that you need to spend your money wisely so you can have more money for you to save. Also, you need a good credit score so you can get the bank to lend you some money. © Al
- What I learned in school business partnership is good money to learn about money. Also I learned how to use it after taxes. I learned about taxes and how to use it. I also learned how to use money in the long run. I am aware and excited to make, save and earn money. © Alakhsa
- I learned that when I get older the decisions are more important. © Al
- I learned how to keep my money rather than to lose it all off. I know how to spend it wisely and I know what job to look forward to when I become an adult. © Alakhsa
- How to manage money. What a degree can get you, that income. Bank loans and credit cards. © Alakhsa
- I have learned skills needed for the outside world. Learning how to use money and other financial issues. What I have learned in JA will benefit me. © Alakhsa

We will continue our partnership with Junior Achievement in 2014. If you are interested in volunteering please contact Patty Hickok at hickokp@alaska-shrm.org or go to the Junior Achievement website to learn more about the program. <http://www.juniorachievement.org/web/ja-usa/home>

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The finalists were chosen from 17 Chapter and 14 State Council submissions. An external judging committee is reviewing the finalists' applications. Winners will be announced at the SHRM Leadership Conference Awards Luncheon on November 12-13, 2014.

2013 SHRM Pinnacle Award finalists include:

Each chapter and state council who applies puts forth a significant amount of time and effort to their project and application. SHRM believes the quality of projects is impressive, as all professionals from around the country reach out to make their communities a better place to work and live.

Awards will be granted according to chapter size and in three categories: Enhancing the SHRM Community, Advancing the HR Profession or Serving the HR Professional.

Anchorage SHRM is a Chapter finalist for Alaska: The Last Uncolonized Frontier. The Alaska SHRM State Council is a finalist for HR TECHNOLOGY: Alaska - Where Technology Certification and Continuous Learning Converge. *

UPCOMING EVENTS

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January 27, 2014	In-Person (Anchorage) OCEC New Veterans and Disability Regulations	Jeremy Marshall and Chris Lindholm, Outsource, Inc.
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October 16th	Legal Update	

More programs in progress - check our website at <http://alaska-shrm.org/events>

SUGGESTIONS FROM ALASKA SHRM



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Mission Statement

The mission of the Alaska State Council is to be a strategic partner with individuals, businesses, community organizations, SHRM and NHRMA in order to encourage the advancement and knowledge of dedicated human resources professionals by providing communication and professional development resources throughout Alaska.



Alaska SHRM State Council **message**

Patty Hickok, SPHR, GPHR



Your Board of Directors has been really busy this year. We are going full steam ahead to increase our involvement in the community, expand our programs and provide value to all of our Alaska members.

Since the last publication (only 3 months ago!), we have engaged in the following activities:

- Continued our partnership with Junior Achievement to teach Economics for Success at Central Middle School
- Our webinar program is stronger than ever. Attendance has increased by 361% from January 2011 when this program was started. We already have all of 2014 booked with a wait list of speakers!
- We hosted Bob Carragher, SHRM's Senior State Affairs Advisor, for a complimentary, HRCI pre-approved and valuable presentation on the role of HR in public policy and the rollout of the Advocacy Team (A-Team) initiative in our state
- Concluded our involvement with the Advisory Team Committee of Healthy Alaskans 2020, providing the employer voice to a group dedicated to creating a framework for health priorities in

Alaska that will benefit all Alaskans.

- Our social media presence on Facebook has grown by 781%, 513% in twitter and 297% on LinkedIn! And we didn't even started that until January 2011!
- We attended the NHRMA Conference in Tacoma. We were pleased to see a good contingent of Alaskans attending this great event
- By the time you get this, we will have already selected a scholarship recipient for HRCI certification and the one for student members

We continue our partnership with the Department of Labor, with our participation this November 8 at the Veteran's Job Fair and continue to work on the 2014 Alaska State HR Conference, to be held May 12 -13, 2014. More information is available within this newsletter. We hope to see you all there!

Be safe this fall/winter season. We look forward to seeing you at our upcoming webinars. Make sure to check our website at <http://alaska.shrm.org> for tons of great information.

As always, thanks for your continued support. ✨



The Alaska SHRM State Council is proud to present its 2014 Alaska State HR Conference, "Energize and Engage." The conference will be held at the Sheraton Hotel & Spa in Anchorage on May 12-13, 2014.

SAVE THE DATE & ADD A LINE IN YOUR 2014 BUDGET FOR THE CONFERENCE

- ♦ 2 Full Days –for the first time ever!
- ♦ 27 Sessions to Choose From
- ♦ 12.5 HRCI General Credits (Strategic TBA)
- ♦ 30+ Exhibitors
- ♦ 150+ Attendees
- ♦ Speed Networking

KEYNOTE SPEAKERS INCLUDE



JON PETZ

Internationally acclaimed inspirational presenter, comedy speaker and author of Boring Meetings Suck It's SHOWTIME... and Life is Not a Dress Rehearsal!



ERIC PETERSON

SHRM's Manager of Diversity and Inclusion Energize and Engage: How Inclusion Supercharges Employee Satisfaction and Performance



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Alaska's Economist Extraordinaire
Alaska Economic Forecast
A great way to end the conference, with his signature funny and engaging presentation style

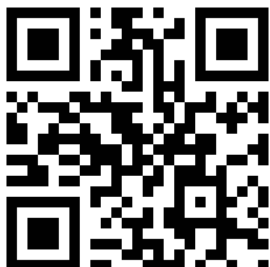
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Your competitors will be here. Make sure you are too.



Early Bird Rates Available Through January 15, 2014

SHRM Member \$325 | Non-Members \$425 | SHRM Student Members \$100

Sponsoring and Exhibit Opportunities – Regular Bird Rates Available Through December 31, 2013

Your competitors will be here. Make sure you are too.

For more information including registration, visit <http://alaska.shrm.org/conference> or scan the QR code

JUNIOR ACHIEVEMENT:

THE PARTNERSHIP CONTINUES



6

Early this year we partnered for the first time with Junior Achievement to teach one of their programs at Central Middle School in Anchorage. We enjoyed that participation so much, that we decided to continue the program. We returned to the same school to teach the JA Economics for Success™ program. It explores personal finance and students' education and career options based on their skills, interests, and values. It also demonstrates the economic benefits of staying in school.

One of the things we enjoy about our involvement is that it is only 6 or 7 fifty-minute sessions. We team-tag so we can learn from each other. We can pick and choose the lessons we want to teach based on our schedule and can commit to only one, two or all of them. It all depends on your time. Preparation takes about an hour. The most important thing is that the students make you feel like a million dollars and you leave the session feeling energized and hoping you at least made a difference in one kid.

We ask the students to write what they learned and the answers are amazing! We are sharing a handful of them with you:

- I learned how to manage money. We played a lot of fun money games to teach us how to manage money. We learned skills we will need in the future ☺ *Mackenzie*
- I learned a lot of things in JA. I learned about jobs, different types. I also learned about credit cards and how the more credit points you have the better. I learned how to shop wisely now and handle money a little bit. I learned about tax and different kinds of things you can buy from different pay you get. *Gwyneth*

- What I learned in JA class is that you can get out of high school to get a low paying job, or you can finish college to get a high paying job. I also learned that you need to spend your money wisely so you can have more money for you to save. Also, you need a good credit score so you can get the bank to lend you some money. *Carl*
- What I learned in school business partnership is good ways to learn about money. Also I learned how to use it after taxes. I learned what taxes are, and learned that if you graduate high school and go to college, you are more likely to make more money in the long run. I am aware and excited to make, save and earn money. *Aaryana*
- I learned that when I get older the decisions are more important. *Sa*
- I learned how to keep my money rather than to blow it all off. I know how to spend it wisely and I now know what job to look forward to when I become an adult. *Jaden*
- How to manage money. What a degree can get you. Net income. Bank loans and credit cards. *Nikko*
- I have learned skills needed for the outside world. Learning how to use money and other financial issues. What I have learned in JA will benefit me. *Gabriella*

We will continue our partnership with Junior Achievement in 2014. If you are interested in volunteering please contact Patty Hickok at hickok_p@yahoo.com or go to the Junior Achievement website to learn more about the program. <https://www.juniorachievement.org/web/ja-usa/home>. *



Anchorage Campus Student Chapter of the Society for Human Resource Management (SHRM) Receives SHRM Top Honors

The Society for Human Resource Management (SHRM) recognized Wayland Baptist University, Anchorage Campus Student Chapter 5583 of the Society for Human Resource Management (SHRM) with the SHRM Superior Merit Award for academic year 2012-2013. This is the third year in a row that the Student Chapter received the Superior Merit award. More impressive however, is that for academic year 2012-2013 the WBU Anchorage Campus Student Chapter also received distinctive recognition from SHRM as one of the top 10 most outstanding student chapters in the nation. This is particularly noteworthy, as the Anchorage Campus Student Chapter was selected from 456 university student chapters. The Top Ten Outstanding Student Chapter Awards were announced at the national SHRM conference in Chicago, June 15, where the WBU, Anchorage Campus chapter president, Brittany Sogge, received a plaque for this Top Ten award.



To qualify for the Superior Merit Award and selection as one of the top ten student chapters, the Anchorage Campus Student Chapter successfully focused in two directions. The chapter focused externally on community service and support for the HR profession, and the chapter focused internally on professional operation of the chapter, professional development for members, and professional development of all campus students on the significance of Human Resource Management (HRM) within organizations. The Student Chapter also partnered with local professional chapter, Anchorage SHRM Chapter. The Student Chapter President, Brittany Sogge, remarked: "Our chapter had to complete over 50 specific activities to receive a Superior Merit Award, and the Top Ten award is given to Superior Merit Chapters that submit an outstanding project. Our community service project was the Idita-Roll toilet paper drive for Bean's Café. Chapter members enlisted community members and government, as well as Anchorage businesses. The drive donated over 12,556 rolls of toilet paper for Bean's Café who serves over 500 homeless and work poor. We found out the Bean's uses over 56,000 rolls of toilet paper. While not a glamorous project, our chapter raised the awareness within the Anchorage community for this basic human necessity."

Some of the activities and programs developed by the WBU, Anchorage Campus Student Chapter included:

- Hosting three guest speaker meetings with local HR professionals.
- Conducting eight workshops focused on the theme of "Thinking Strategically". These workshops stressed the importance of managers and HR managers working together in strategic planning.
- Organized a mentoring program where a local HR professional mentored chapter students for a year.
- Participated in several community projects including collecting winter clothes for Bean's Café, fundraising to donate turkeys to Bean's Café at Thanksgiving, and collecting "Beanie" boxes for Christmas for people who receive services from Bean's Café.
- Trained and sent an undergraduate HR Student Team to the SHRM Pacific West Regional HR Games competition at the University of Nevada-Las Vegas. The chapter's HR Team placed third out of eight university teams.

Dr. Dave Rambow, faculty advisor to the Anchorage Student Chapter of SHRM, commented: "I am extremely proud of the student chapter officers and members for winning both the Superior Merit and the Top Ten awards. This achievement reflects the hard work and dedication of the student chapter leaders and members." ★

The Wayland Baptist University Anchorage Campus Student Chapter was chartered by SHRM in 2006 and currently has 34 student members. For more information on the WBU, Anchorage Campus Student Chapter of SHRM, go to the <http://wbushrm.wix.com/wbushrm>.

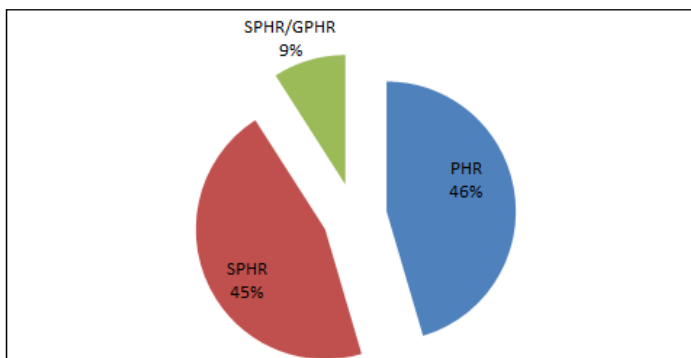
HRCI INITIATIVE

By Sallie Stuvek, SPHR, HRCI Liaison

One of the initiatives the State Council undertook in 2013 was to learn more about SHRM certification, and its importance to the chapter members. We provided a short briefing at chapter meetings, and distributed an information sheet that identified the types of certifications offered, test dates and cost. HRCI's website (<http://www.hrci.org>) and contact information (1-800-898-4724) was also provided. In addition, we highlighted the annual scholarship that the State Council provides to assist with the financial costs of the certification process. You can find additional information, along with the application on the State Council's website at <http://alaska.shrm.org>.

There were 35 responses to the survey from among the various chapters in Alaska.

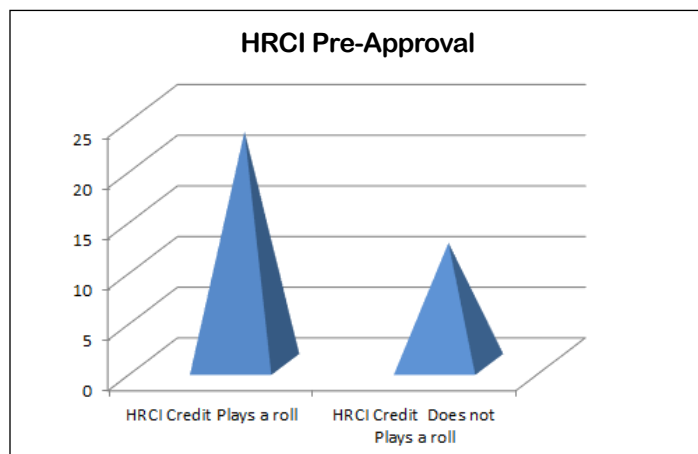
- 37% do not have current certification
 - o 60% do not pursue certification due to lack of prep time.
 - o 23% have not yet achieved the experience needed to sit for the test.
 - o 7% is not considering obtaining certification.
- 63% are HRCI certified.
 - o Of those, the breakdown of certification type is as follows
 - 46% PHR
 - 45% SPHR
 - 9% SPHR/GPHR



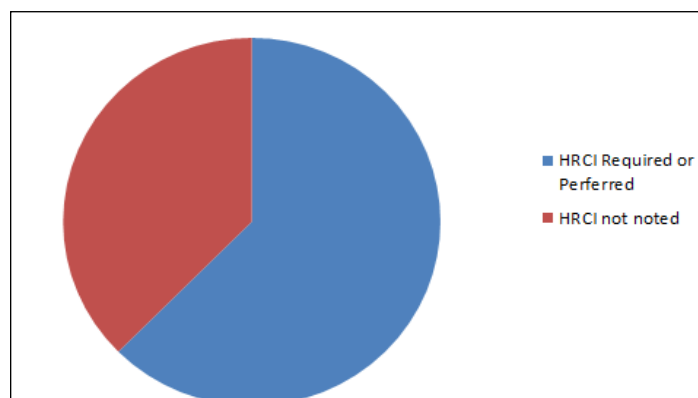
- 99% of those certified indicated that the certification was extremely important to them and their careers.

Webinar Awareness

- o 66% of respondents have attended a State Council sponsored webinar
- o 46% requested HRCI credit. The majority indicated, as displayed below that HRCI credit plays a role in their training decisions.



- Certification Requirement by Companies
- Of those surveyed, over 63% of Companies are requiring or preferring HRCI certification.



Scholarship Awareness

- 63% of respondents were aware of the HRCI certification scholarship that the Alaska State Council offers to provide financial assistance with the certification process.

This is great news as, through this process, 13 people became aware of this great opportunity for financial assistance.

More information on the scholarship can be found at <http://alaska.shrm.org/certification> or by contacting Sallie Stuvek, SPHR, HRCI Liaison at 907-322-7624 or stuvek@acsalaska.net. *

HRCI certification is extremely important. It shows your current or prospective employer(s) that you have a depth of knowledge in the human resources field. The SHRM Learning System is an excellent study guide that focuses on the PHR/SHPR body of knowledge needed to become certified. If you are not certified, please take the time to look into the benefits of certification.

Breaking Barriers

By Mary Anne Aadnesen



Breaking Barriers is a Career Counseling event that premiered on September 20, 2013. Although the Anchorage Society of Human Resource Management sponsored the event, the event would not have had anywhere near the depth if it had it not been for the complete participation and cooperation of our city and state programs that support struggling adults seeking employment. It was truly a gap that was bridged between human resource professionals, vocational rehabilitation counselors and employment security specialists working in the field.

Breaking Barriers was a project that evolved from a grassroots beginning among four ladies all with a different role and a different focus on the event. It consisted of Mary Anne Aadnesen, Director of Workforce Readiness for ASHRM (NANA), Micky Franks, a seasoned Vocational Rehabilitation Counselor assisting people with challenges to re-enter the workforce, Janice Wilson, Director of Career Development for ASHRM (Bering Straits) and Lara Bickford, Director of Operations and Controller for Morris Communications. Terry Weight, Manager of the Muldoon & Eagle River Job Centers,

appreciated the vision. He kindly provided the Muldoon Job Center as a venue.

The event began at 10:00 and ended at 3:00. There were over 200 attendees. The attendees had computers and assistance from workforce development specialists for online job applications. There was room for mock interviews. HR professionals assisted with resumes. Multiple booths from non-profits entities, including the Alaska Job Corps, and apprenticeships participated. We even had a clothing section of donated professional attire for both men and women. The Beauty Room was there all day applying make-overs, giving that confidence we all enjoy.

Drawings were offered every hour. In order to receive a prize, the attendee had to fill out a form with contact information. This will allow us to follow up to see what else we can do and/or how the Career Counseling Event impacted them.

There all kinds of ideas flowing for next year. We thank all of those who participated and attended. It was well worth the effort and time. ★



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Did you know you can now earn HRCI credit by reading?
You can earn General, Strategic, and International credits!
Visit the SHRM Bookstore for an approved list of books.
<http://shrmstore.shrm.org/approved-for-credit.html>

A-Team Visits Anchorage Alaska!

By Nancy Miller, SPHR



Alaskan HR professionals were treated to a very special presentation on September 12, 2013 at the BP Energy Center in Anchorage Alaska. Bob Carragher, Senior State Affairs Advisor, from SHRM National Headquarters gave a presentation on the SHRM Advocacy Team (A-Team) and Shaping HR Public Policy. He explained that his visit is a part of SHRM's five year initiative to get all 50 states involved with the SHRM advocacy efforts.

Why should HR professionals be interested in joining the A-Team? Bob explained that only one member of Congress has any HR experience. We as HR volunteers have the knowledge to share with our

representatives on Capitol Hill regarding legislative issues that affect our HR community. The statistics confirm that in person visits and making a connection with your representatives is the most effective way to have your voice heard. By joining the A-Team, SHRM provides the tools to do just that!

HR professionals from Alaska can join the A-Team as an HR Advocate or as an Advocacy Captain. Visit www.shrm.org/advocacy to learn more about the A-Team and become a member of this important team! ★

11

Changes coming to ASHRM Monthly Luncheons

Beginning January 2014, Anchorage Society of Human Resources will be changing the dates of the monthly luncheons as well as increasing our prices. Our current location, Crowne Plaza, has increased the rates for the use of the room and the cost for their food. Unfortunately with the timing of the notification, ASHRM was not able to secure a new location with possibly lower rates.

Our new rates, starting January 2014:

Member: \$32
Non-member: \$42
Student: \$20

Even though our 2014 meeting schedule had been completed and turned in to the Crowne Plaza well in advance, they notified us they cannot accommodate all of our scheduled 2014 dates and suggested some alternate dates. Please stay tuned for date changes in 2014. We are currently contacting the presenters to ensure they are able to change their availability as well.

We've been very happy with the Crowne Plaza, but the increase in fees makes it difficult to keep costs low for our members. The ASHRM Board will be exploring other venue alternatives for 2015 and if anyone is interested in helping in that process, please contact Paul Bauer at pbauer@trailboss.biz or Molly Webb at mwebb@ciri.com. We'd appreciate your feedback and suggestions.



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22, 2013. Winning entries receive \$1,000 and a diamond and gold Pinnacle lapel pin.

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September TBA	Americans with Disabilities Act	David Barton, Access Alaska
October TBA	Legal Update	

More programs in progress – check our website at <http://alaska.shrm.org/events>



2013 Anchorage Chapter (ASHRM) Board Members

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Paul Bauer, SPHR, President Elect	907-952-8008
Kate Young, PHR, Past President	907-723-0962
Cara Fairbanks, SPHR, Senior Advisor	907-336-4884
Miriam Marsh, PHR, Secretary	907-348-9275
Jeanne Haave, SPHR, GPHR, Treasurer	907-339-6616
Barbara Burke, PHR, Vice-President Membership	907-770 4103
Kimberlee Gilbert, Co-Vice President Membership	907-375-4737

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K. Michael Ward, SPHR, GPHR, Government	
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Ca'Trena Kendrick, PHR, Government Affairs	
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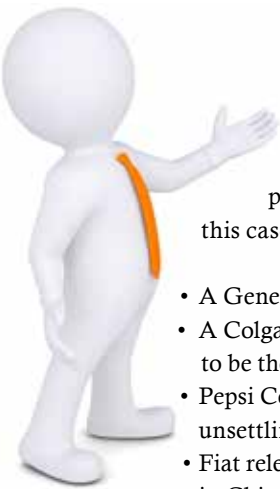
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Gary Richardson, PHR, Programs Director	907-982-6850
Vacant, SHRM Foundation Director	



Global OOPS! Moments

We may have done this ourselves in our interactions with others. Perhaps we made a comment that offended a person and we didn't even know why. All of a sudden someone stops talking to you and you don't know why. In this case, global companies have wondered how come their products are not selling - and this is why:

- A General Motors auto ad with "Body by Fisher" became "Corpse by Fisher" in Flemish.
- A Colgate-Palmolive toothpaste named "Cue" was advertised in France before anyone realized that Cue also happened to be the name of a widely circulated pornographic book about oral sex.
- Pepsi Cola's "Come Alive With Pepsi" campaign, when it was translated for the Taiwanese market, conveyed the unsettling news that, "Pepsi brings your ancestors back from the grave."
- Fiat released an ad in Italy in which actor Richard Gere drives a Lancia Delta from Hollywood to Tibet. Gere is hated in China for being an outspoken supporter of the Dalai Lama.

In this era of social media and instant communication, mistakes can go viral in a matter of seconds all over the globe.

Whether we work for a global organization or not, we as HR professionals have to be sensitive to a variety of cultural factors due to the huge diversity that we experience in our workplaces. Is it a Christmas party or a Holiday party? How do we navigate religion and birthday celebrations? You know what we are talking about. Let's be culturally sensitive and appreciate and embrace the lessons that we get day in and day out from our own employees. ★

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2013 Northern Alaska Chapter Board Members

Teresa Brand Sharpe, PHR, President/Membership Chair.... 907-458-5740

Marianne Guffey, PHR, President Elect and Diversity Advocate..... 907-452-1751

Kathryn A. Strle, CPA, PHR, Past President/Membership Chair..... 907-459-7512

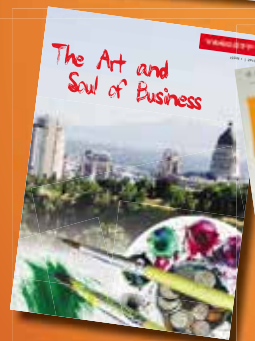
Sallie Stuvek, SPHR, Treasurer and Legislative Representative..... 907-459-1187

Debra Hagen, PHR, SHRM Foundation Representative..... 907-452-2000 x387

Terri McFarland, Secretary and VP Programs..... 907-459-1396

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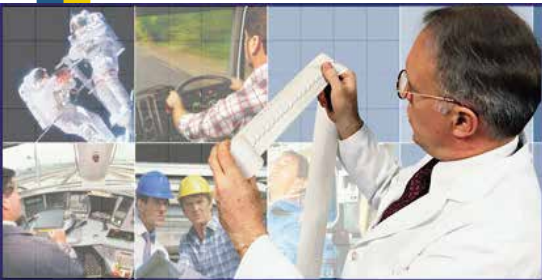
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