



ALASKA SHRM STATE COUNCIL



Chapter Reports June 4, 2019

ASHRM Chapter President Report – Patty Hickok

- Recognition to Dr. Rambow for all his service to ASHRM, the SC, students and the profession. He is moving to the L48
- Getting Talent Back to Work initiative completed in collaboration with the Partners Re-Entry Program led by Cathleen McLaughlin – held program in support of this SHRM initiative in May, followed by the Prisoner Walk, where we had 25 attendees! Held a “drop your pants” clothes drive for the center, and audience made financial donations at the luncheon. A rep from Alaska Public Media was at the event to do an article on the program.
- ASHRM’s new logo to be launched within the next few weeks! Stay tuned.
- Many other great activities. Highly motivated and productive group!

NASHRM Chapter President Report – Leisa Kelsey

- The May luncheon training, “Understanding Business Chemistry and Ways to Improve Team Collaboration presented by Kelly Collins and Jessica Hill was very well attended and provided a lively discussion of the different work styles, which collaborate with other work style programs such as the DISC. There were five calls through UberConference watching and listening in. Based on the attendance and the rising numbers of call-ins the Board voted to make the pilot program a permanent fixture, providing the UberConference line to all members no matter where they are located.
- NASHRM received the 2019 Gold Excel Award due to the continuing dedication of the board. I am happy to be working with such dedicated volunteers.
- The NASHRM Board is taking its summer hiatus and will meet again in August to continue work on the fall training itineraries which start back up in September.
- Lastly, NASHRM Board will be losing Social Media/Webmaster Jessica Hill as she is moving out of state in September. We are happy for her but will miss her.

SEAK Chapter President Report – Jaylene Owens



ALASKA SHRM STATE COUNCIL



Communications Committee Report

June 4, 2019

From: Ann Flister

The first proof is back for 2019's second issue of the *Prospector*. Once SHRM has approved it, we will finalize and Newslink will have it printed and delivered to mailboxes by July 3. This issue includes, sadly, Ben's farewell column. I have taken a shot at rewriting the "Cutting-Edge Editorial Content" portion of the draft advertising sales pieces that NewsLink sent us a while back. See the original draft pdf from NewsLink attached, along with my revised text in the Word document. Please offer any comments or additions, or if you see any other corrections needed to the overall kit by the close of business Friday, June 7. I'd like to send this back and have Newslink finalize it so we can make a more concerted effort to sell ads. Also, please let me know if you are aware of any potential advertisers.

Council Prospector

Nuggets From Alaska SHRM



Advertisement Opportunity!

Business-to-Business Marketing That Moves Products and Services

Council Prospector is the premier professional trade journal for Alaska's human resource sphere. As the official publication for the Alaska State SHRM, *Council Prospector* reflects the industry's highest standards and reinforces the organization's high caliber image.

Cutting-edge editorial content:

Council Prospector offers clear, sophisticated, and up-to-date information about strategies, methods and techniques that readers can apply immediately in their own organizations.

With articles written by the HR industry's most authoritative practitioners and consultants in the field, *Council Prospector* covers a broad range of subjects, including the following:

- Insurance, Group Benefits and Retirement Planning
- Training Concerns and Ideas
- Compliance and Regulatory Issues
- Health Related Topics
- Workplace Diversity
- Local Chapter News and Events
- Legislative and Legal Updates
- Conventions and Educational Seminars
- Technology
- Communication Concerns
- Leadership
- Exit Interviews
- Emergency and Crisis Management
- Morale Issues

2019 Publication & Advertising Schedule		
Issue	Editorial/ Artwork Due	Mail Date
Issue 1	February 21, 2019	March 18, 2019
Issue 2	May 21, 2019	June 18, 2019
Issue 3	August 20, 2019	September 17, 2019
Issue 4	November 15, 2019	December 17, 2019

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

*Ad Design Available, \$250.

- Ad rates are net.
- All color is process color.
- Centerfold space available, call for rates.
- Per issue rates are available upon request.

About our readers:

Council Prospector serves the membership and prospective members of the Alaska State Society of Human Resource Management. *Council Prospector* is published four times each year with a circulation of over 900 each issue.

Council Prospector readers are among the most successful HR professionals within the state of Alaska. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, academic research, office technology, and other assets that can help them recruit and retain quality employees for their organizations.

Our readers represent companies of all sizes within the state of Alaska. This is your opportunity to reach the niche market the human resource industry provides.

- Editorial opportunities available, guidelines apply

Ad Specifications (width x height)	
* Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"

2019 Advertising Rates - Full Color	
Size Price	Per Term (4 issues)
Full Page	\$1,950
1/2 Page	\$1,475
1/4 Page	\$1,100
Page #3 or 5 Premium	\$2,200
Inside Front/Back Covers	\$2,460
Outside Back Cover	\$2,460





Name

Company Name

Title

Phone

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City

State

Zip Code

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Production Contact Name

Production Email

Ad size	Cost per ad	Number of insertions	Total cost
Full page			
1/2 page			
1/4 page			
Page 3 or 5 Premium			
Inside Front / Back Cover			
Outside Back Cover			

☐ We will provide ad

☐ We will pay you to design our ad

Payment Method:

☐ Please invoice me

☐ Credit Card:

☐ VISA

☐ MasterCard

☐ American Express

Credit Card Authorization:

Name as it appears on credit card		
Credit card number	Expiration date	CVC Code
Billing address of credit card		
Cardholder's signature		
Call Dani at 801-676-9722 to process payment over the phone.		
I hereby authorize and agree to pay the rate and contract as shown above.		
Signature:		Date:

- Account balance is due in full prior to publication. Ads not paid in full prior to publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

Magazines Work - Still

The 64 million dollar question for any business has always been how to get the most out of their marketing investments by bringing in new customers and maintaining the loyalty of their existing clientele. That's the beginning, the middle and the end-game of good marketing.

Well, it seems that this past year was a good year for answers. Official answers. Consensus answers. Simply put, it was the year that print proved it wasn't dead. Interestingly, more print publications were launched this past year than in the past several years combined. So for those of you that bought into the "electronic is the only way to go" mantra, think again. And fast. Print, it turns out, still works, and these days, print has the credibility punch to maintain its staying power.

“In today's digital age, the synergy generated from a multi-touch, cross channel campaign positions an organization for creating maximum impact. Utilizing direct mail as one of the contact strategy elements is a proven tool for building and nurturing relationships.”

Jason Butler, Goldleaf Data Corporation

Print is Precise

The message you send, is the message your readers actually receive. According to research with the Centre for Experimental Consumer Psychology at Bangor University, it turns out that tangible materials leave a deeper footprint in the brain. Interestingly, this is not just because the physical materials stimulate both sight and touch, but also because of the actual subtraction of brain signals from the scrambled materials of outside stimuli often present with electronic distribution.

The research strongly suggests that greater emotional processing is facilitated by the physical material rather than by the virtual.

That emotional processing is important for memory and brand associations. And finally, physical materials produced more brain responses connected with internal feelings, suggesting greater "internalization."

Print Creates Relevance

According to a poll conducted by Doremus and the Financial Times, 60% of the senior executives they surveyed across North America, Europe and Asia said that when they want in-depth analysis, they turn to print. Ironically, the rate was even higher (70%), with employees of technology companies. The Doremus/Financial Times study revealed that nearly two thirds (64%) of the executives they polled said they pay more attention to print ads than online ads. Direct mail also remains a highly effective marketing strategy, with 80% of people reading or scanning promotional material they received in their mailbox. In a USA Strategies survey, new product introductions, print ads and editorial coverage were viewed as the most important advertising options by B2B.

Google, one of the world's most respected and valuable brands, doesn't rely solely on email, Internet ads and services. In fact, for its pay-per-click ad product offerings, it pours millions of dollars into traditional marketing, including direct mail.

Print is Cost Effective... After All

An Ipsos US study revealed that 67% of the online populations were driven by offline messages to perform online searches for more information on a company, service or product. 30% of those respondents then made a purchase. What's more, another USPS study from the same year determined that those who received a printed catalog from a retailer were twice as likely to buy online from that retailer as consumers who did not receive the catalog. According to the United States Postal Service, people spend an average of 25 minutes with direct mail pieces such as magazines, catalogs, "magalogs," etc. The same study showed that receiving direct mail, personalized and targeted to their

“As a lot of other marketers cut back on print marketing, there's an opportunity to stand out more. It's not perceived as clutter—nobody has a bad impression of magazines—and it can be a very useful way to drive traffic to your core property.”

Sucharita Mulpuru-Kodali, Analyst, Forrester Research

interests/needs, inspires many people to go out to the store or buy online. In fact, in a survey conducted on behalf of Pitney Bowes, nearly 94% of consumers questioned said they had taken action on promotional offers and coupons received via direct mail over the past year.

Print Plays Well with Others

Paper remains an indispensable part of business in the Web age. However, while computers are firmly entrenched as the main work tool in most offices, people continue to print out key documents for important meetings, and turn to printed sources for reliable information. In addition, many organizations will tell you that their customers respond better to print advertising than online messages. In business, paper and electronic media are not incompatible. They are the perfect complement for one another. People often like having both. Electronic media is great for skimming information; paper media is better for studying that information in depth.

Magazines are more relevant today than ever. They are getting stronger as content providers, they can have a mutually beneficial relationship with Internet websites, and they continue to be one of the most effective places to put an advertisement. Why? Because people still like paper. Which means even in today's digital world, paper makes sense.



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GROUP



Cutting-edge editorial content:

Council Prospector offers up-to-date information about HR professional development, networking, employment law and advocacy updates and other information relevant to HR practitioners in Alaska, the “Last Frontier.” With articles written by the HR industry’s most authoritative practitioners and consultants, including Alaska SHRM State Council and local chapter members, *Council Prospector* covers a broad range of subjects, including the following:

- Training concerns and ideas
- Workforce readiness initiatives
- College relations activities
- Compliance and regulatory Issues
- Workplace diversity
- Local chapter news and membership events
- Legislative and legal updates
- Conferences, educational workshops, and webinars
- Education and certification scholarships
- HR Technology
- Communication concerns
- Leadership and volunteer opportunities



ALASKA SHRM STATE COUNCIL



Membership Committee Reports

June 4, 2019

From: Patty Hickok

Membership

- Reminder to chapters to request a copy of their chapter membership list from Weaver, Kimberly Kimberly.Weaver@shrm.org in mid-June in preparation for annual audit
- Patty to do the audits for Anchorage and Southeast Alaska as the membership chair for those chapters. If other chapters need help please let Patty know asap to avoid last minute work on it
- MatSu alignment with ASHRM is on hold. Patty presented at their May meeting and the decision was for them to conduct a member survey and a commitment to let ASHRM know by the end of June whether to proceed or not.
- Annual membership iPad incentive program doing really good – so far, we have 46 people this calendar year that have affiliated with a chapter! The incentive is through the end of October with the drawing in early November