



July 2014 Newsletter

Butler/Warren County SHRM The BUZZ



President's Message

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I'm sure everyone is aware that SHRM recently announced a new competency-based certification. Hopefully you are receiving the many emails from SHRM and understand what that will mean for you. I have received many questions and I know that SHRM is still working on some of the details, but hopefully I can help clear up any questions you have right now. First, SHRM believes that the SHRM certification will become the new standard for HR professionals, but that doesn't mean all the work you've done is for nothing! If you currently hold the HRCI certification, you will not lose or have to give up your current credentials in order to obtain the new SHRM certification. If you are currently certified and are in good standing with your current certification you will be eligible for the new SHRM certification at no additional cost by completing a few simple steps by December 31, 2015 that include (a) providing a document that your current certification is in good standing, (b) sign the SHRM Code of Ethics, and (c) complete a brief online tutorial on HR competencies. SHRM recently released the names of the new certifications. SHRM decided on two levels of the new certification – SHRM Certified Professional (SHRM-CP) and SHRM Senior Certified Professional (SHRM-SCP). SHRM will continue to offer the current SHRM Learning Systems through November 30, 2014. Beyond that, they will only offer Learning Systems for the new SHRM-CP and SHRM-SCP exams. BWSHRM will continue to submit our 2014 and 2015 programs to the HR Certification Institute (HRCI) for pre-approved recertification credits. For those that are not HRCI certified and are planning on testing, SHRM will continue to support the PHR and SPHR certifications programs through the December 2014 – January 2015 test window. SHRM plans to offer the first exam for the new competency-based certification in mid-2015.

Hopefully that clears up some of the questions you may have had. Feel free to reach out to me or another board member if you have more questions. We hope to see everyone at our upcoming meetings! For our August 7th meeting, I'm looking forward to Kirsti Dinsmore's program *Things you can do to build Employee Engagement!* One that you will definitely want to save the date for is our September program on September 4th. Approved for 3 strategic business credits, Don Everett will lead an interactive, 3 hour workshop on the *Evolution of Talent Assessment: 20/20 Hindsight to 20/20 Insight*.

As always, thank you for your membership and attendance at our meetings!

Michelle Ezerski
President

Michelle Ezerski
President

Michelle Ezerski

President





Butler/Warren Society for Human Resource Management and the Ohio Employer Council Present...

Things you can do to build Employee Engagement!

Please join us on Thursday August 7th as Kristi Dinsmore outlines ways to build employee engagement.

Research indicates that only 1 in 3 employees report being actively engaged at work. Join Kristi Dinsmore of Carter Fraser as she outlines things YOU can do to build engagement, including identifying ways you can eliminate the “dis-engagers” who drag down your overall employee commitment and productivity and see how those engagement strategies can make you an “Employer of Choice”.

Kristi Dinsmore is a Founding Partner of Carter Fraser Inc., a growth-focused consulting company that specializes in developing leaders and launching organizations to new levels. Kristi’s personal experience in managing growth organizations provides her with the experience, proven practices and credibility to help individuals and organizations thrive.

Prior to founding Carter Fraser Inc., Kristi was Consulting & Coaching Practice Leader for Workforce Development at Sinclair Community College, where she focused on leveraging her corporate and leadership development experience to meet client management and consulting needs in the area of individual and organizational effectiveness. Kristi began her executive coaching career as Vice President, Consulting Services for Right Management Consultants where she focused on leadership development, specifically coaching senior executives and high-potential talent. From 1999 through 2003, she was Director of the University of Dayton’s Center for Leadership & Executive Development. She has experience working in the retail, consumer products, construction, financial services and technology industries with both global and national companies.

We hope you can join us on Thursday August 7th, 2014 at Wetherington Country Club.

Directions:

Take I-75 to the Tylersville Rd. exit and turn west. Go to the entrance of Wetherington Homes, which is just past Shell & Meijer, turn right and follow to the stop at corner of Country Club Lane. Turn right at stop sign and follow road to left. It takes you into Country Club parking lot.

Cost is \$15.00 for members and \$20.00 for non-members.

7:30 AM – Registration and Networking

7:45 AM – Breakfast

8:00-9:00 AM – Presentation

This meeting is pending approval for HRCI credits.

Please reserve your seat by Tuesday August 5th by emailing Sherrie Acheson at SLAcheson@metalcoaters.com or by calling 937-584-3305.



CALL FOR VOLUNTEERS!

- Do you like to be creative?**
- Do you like welcoming and meeting people?**
- Are you a social media guru?**
- Are you a master at planning?**
- Are you a wiz with the written word?**
- Do you love to lend a helping hand?**
- Do you seek out a better way of doing things?**

**If your answer was YES to any of these questions,
then we are looking for YOU!**

The BWSHRM Board has Openings for the 2015 Volunteer Year. If you have an interest in developing your knowledge, skills and abilities as a professional in a small, laid-back, focused and friendly environment, where the benefits outweigh the time you spend involved, then we are the Chapter for you.

Contact Sherrie Acheson at 937.584.3305 or email at SLAcheson@metalcoaters.com to get details on these interesting opportunities.

Diversity Today

What Works

BK Milburn

7/23/14

I have worked in settings that are supportive of women and minorities. In addition, I have been in situations so hostile, that decent people have difficulty accepting the recounting of incidents as true because they are so foreign to their way of thought and their experiences. In this column I will focus on the commonalities of environments that foster higher levels of behavior, which are supportive of women and minorities. My experiences as a white female engineer may be different from those of various minorities, but the generalities should be usable to shape individual protective situations.

For me, the single most important factor has been having someone in a position of authority that truly understands that the workplace has “trolls” that will have it in for a woman in a position of responsibility. Quite often, this person has a daughter and has visions of her having no barriers to her accomplishments. I have even had a person tell me explicitly, “As a female engineer, I know you have had to put up with a lot. If anyone gets in your way [inappropriately], let me know, and I will take care of it.”

This workplace was so supportive, that at one point, someone did choose to make a point that, as a woman, I had no business reviewing his work. Okay, so he did not say “woman,” but it came out as, “Who are YOU to be reviewing MY work!?!” I did not have to let my benefactor know because my coworkers had overheard the situation, and they were offended. They took action to ensure that the transgression would not be allowed to remain unchallenged. They let my benefactor know, and I never found out who this kind soul was. Before I had even emotionally “collected myself” and determined what my course of action should be, my benefactor came by to tell me that the individual was now quite willing to discuss my points and develop a resolution. In addition, if I found that not to be the case, come back and let him know.

This individual and I developed a good working relationship and I now have a mouse pad that has a reproduction of the painting, “The Scream,” his favorite. This is to remind me that bad situations can be turned into productive ones, in addition to getting a chuckle about the remembering his initial behavior.

Having a benefactor also provides a shield from coworkers displaying jealousy, resentment, entitlement, etc., which turn toxic for the workplace. Quite frequently, this behavior comes from less educated people that resent their position in the workplace. Unfortunately, due to the job-specific nature that can be common to this type of transgression, HR is often unable to deal with this directly. The resentful person often creates the issue with, “I cannot do my job because she has done/not done _____.” Without a benefactor, HR is in the position of having to rely on those involved in the process, which quickly can turn into relying on the input from a perpetrator of discrimination or abuse.

HR is best off ensuring there is training to provide support for a decent environment, so the good people will feel empowered to act. This training also puts those with less than honorable intentions on notice that they are not welcome at your organization. Moreover, by identifying strong-willed, fair-minded people with integrity, in positions of authority, prior to incidents occurring, resolutions can be accomplished quickly. If you work in one of those organizations where you do not know anyone that could be described that way, you may decide another workplace is a better fit for you.

Take care,

Brenda

Gen Z Could Soon Pose Greater HR Challenges

Youngest workers likely to 'power up' challenges to traditional workplaces

By Dinah Wisenberg Brin 7/14/2014

With some high school tech wizards drawing posh [Silicon Valley](#) salaries and other teenagers nearing their grown-up working years, it's not too soon to explore how members of "Generation Z" may shape, and shake up, the workplace.

Youngsters in Generation Z—those roughly age 17 and younger—are expected to handle work and life differently than previous generations and to pose growing challenges for employers in the coming years.

While they might share many similarities with the members of Generation Y (also known as Millennials) born right before them—for example, constant digital connectedness, expectations of a flexible work/life balance, a penchant for job-hopping, impatience with workplace conventions—members of Generation Z are likely to go further in breaking with tradition and testing authority, experts suggest.

"The most successful employers are going to be the ones who know how to engage this group," said Lisa Severy, director of career services at the University of Colorado at Boulder. "They are used to being a part of the conversation."

Open (Wide) Communication Channels

The digital natives of Generation Z are accustomed to e-mailing celebrities, voting for their favorite singers on TV shows, seeking opinions from thousands of Facebook contacts, writing their own Harry Potter sequels and researching online whatever they want to know, Severy noted.

This open, accessible communication style has leveled the playing field for some students, particularly in higher education, shifting authority away from professors to the "mass authority" of Internet acquaintances, according to Severy.

In the workplace, Generation Z employees and their employers both may need to adjust, she said, noting that Generation X parents are raising these kids to be independent and to challenge authority.

"Organizations that give lots of feedback and accept feedback from even their newest employees will be most successful with this generation," Severy said. "Those who are very cognizant of hierarchy and expect new, young employees to be seen and not heard may have more difficulty."

Retention Reflex

New college graduates' frequent job switches are expensive for employers, so it's in the company's bottom-line interest to figure out how to onboard them successfully, experts say.

Twenty years ago, entry-level workers stayed on the job an average of five years, compared with two years now,

according to Alfred Poor, a speaker and author focused on career skills for young employees. “The implication of this is really serious,” as the cost of replacing an entry-level worker averages \$20,000, he said.

Young people are getting bored and making lateral moves to new employers, so managers need to help entry-level employees recognize and explore the opportunities in their own companies, Poor said.

Some well-established businesses are adapting to the particular needs of the younger workforce, Severy noted. Rental car companies, for example, have long relied on the new-college-graduate market for finding employees; they have developed great training programs, start people on the ground and move them up, she said.

“If you’re always targeting that market, you have to adjust to what that market has to offer,” Severy said.

Remediation Remedies

Members of Generation Z are just starting to come onto college campuses and will be joining the workforce either as interns or full-time employees soon.

“Basically, I think managers are going to have to brace themselves for what they’ve seen with Gen Y, but on steroids,” Poor said.

“Managers have to understand that these people are thinking in ways that are somewhat alien to older people,” Poor said. Businesses will deal with employees who say they don’t know why they have to do things, he explained, such as “I don’t know why I have to arrive at 9 o’clock.”

Managers need to explain to young workers why it’s important to show up on time, to answer bosses’ e-mails and to keep from updating their Facebook pages during work hours, Poor said. He attributed challenges surrounding young workers in part to an attitude seen on college campuses that students deserve respect because they’re paying their professors’ salaries; that sense of control gets removed when they become entry-level workers, he said, and “they act out. They get angry.

“I think it’s getting worse,” said Poor, who believes managers aren’t prepared for how much “remedial work” and training young workers will need.

Poor also attributes problems that managers are seeing, and will see more in coming years, to the way young people engage with others on their mobile devices. “You’ll see a bunch of young people together and, rather than talking to each other, they’re interacting with their smartphones and other devices.”

He believes young people are confusing digital contact with real personal connections, leading to inadequate interpersonal skills, especially in dealing with people outside their own age group.

There may be more change afoot with Generation Z teens than their mobile devices and relationship with authority can explain, and employers may have to do more than teach them about conventional expectations if there’s hope of integrating them into corporate culture.

More Comparisons with Generation Y

Jamie Gutfreund, chief marketing officer of Noise, a youth-focused, research-based consumer consultancy, cited survey results from her firm that compare the views of 14- to 18-year-old members of Generation Z with the views of Generation Y when they were the same ages. While 44 percent of the surveyed Millennials said as teenagers that a flexible work schedule was important, 79 percent of Generation Z respondents consider it important, she said.

As teenagers, half of Millennials wished they could turn their hobbies into full-time jobs, while 76 percent of the Generation Z teens surveyed said they would like to make a career out of their hobbies, according to Gutfreund. Sixty percent of Generation Z respondents said they consider it important to make an impact on the world, compared with 39 percent of Generation Y respondents when they were teens, illustrating the younger generation's strong sense of social consciousness.

She also said 64 percent of Generation Z respondents consider a college degree a life goal, vs. 71 percent of their Generation Y counterparts. "That's a huge shift," she said. Considering that employers typically look at job candidates' education, she asked, "How are people going to hire?"

A majority of the Generation Z respondents also said they would rather work for themselves than for a big company, Gutfreund noted. "I think that's going to get even more extreme," she said. Many members of Generation Z have seen their parents get laid off, and "they've seen [that] with technology you can work independently."

The traditional top-down, command-and-control corporate structure is proving challenging for Millennials and is expected to be even more so for members of Generation Z, who are used to reaching anybody and everybody by e-mail, according to Gutfreund.

To get the best and the brightest, it's going to take a re-evaluation of traditional work hierarchies, hiring practices and employee evaluations, she said. Some companies already are making changes, such as re-evaluating the annual performance review or offering perks like free housekeeping to help keep employees and their families happy, she said.

The reality now is that work and personal life are indeed blended and, rather than work/life balance, "it's about work/life integration," Gutfreund said. "How do employers recognize that and adjust and adapt to that new reality?"

See more at: <http://www.shrm.org/hrdisciplines/staffingmanagement/articles/pages/gen-z-poses-hr-challenges.aspx#sthash.7Xvvf1S2.dpuf>

See page 8 of our newsletter for details on our upcoming meeting:

If Values Matter, Shouldn't You Measure Them?
Thursday, September 4, 2014

SAVE THE DATE....

The Butler/Warren Society for Human Resource Management Presents:

If Values Matter, Shouldn't You Measure Them?

Thursday, September 4, 2014

Don Everett leads an interactive workshop, keeping his audience involved with exercises and case studies. You will leave this workshop with tools to evaluate the talent within your organization as well as in acquiring talent capable of upholding the organization's mission while embracing its values.*

*strategic business credit is pending

Join us on LinkedIn– Butler/WarrenSHRM to get information on all of the latest events or send an email to amy@bwshrm.org for more information on this event.

Check us out on the Web!

<http://www.ohioshrm.org/shrmChapters/butler>

Want to Get Involved with BWSHRM???

Have you ever thought about becoming more involved as a volunteer leader with the BWSHRM chapter, but you're not sure if you would like doing it or have the time? We may have a great opportunity for you! We are looking for members to join our membership committee. This is a great way for you to get some exposure to a leadership role without the total commitment of being a board member.

If interested or for questions, contact Amy Therien at amy@bwshrm.org.

Know anyone interested in Sponsoring a BWSHRM Meeting?

The BWSHRM Chapter offers opportunities for sponsorship of our meetings normally held at 7:30 AM on the first Thursday of every month. Examples of topics for our meetings include: safety and security, recruiting, diversity, best practices, legal updates, health insurance updates and many other topics.

The cost for sponsorship is only \$100 and includes:

Your ad in the monthly *Buzz* newsletter (2 months)

Recognition at the meeting including a table for your company information or information to be placed on all tables for attendees

A 5 minute "commercial" to talk about your company's product or service at the beginning of the meeting

Free breakfast

An opportunity for you to provide a door prize giveaway and collect business cards

Meeting sponsorship is a great way to get your company's product or service out to the areas Human Resources decision makers. If you know someone who would like to sign up today, simply call Michelle Ezerski at 937-833-1883 or email: mezerski@brookhavenoh.org

New! Read Books for Recertification

- Almost 60 books are now approved for recertification credit! That means you can now receive credit for something you're already doing – reading! Visit the SHRMStore to see which books are approved for credit and to learn more about the program.

Lean HR: Introducing Process Excellence to Your Practice



Approved for 2.5 credit hours of Business Credit

In this book, practitioners will be guided through an overview of the basics of Lean, how to use the most common tools, and how to then leverage them to bring an element of process excellence to their HR department. # 48.56593

Go to: <http://shrmstore.shrm.org/approved-for-credit/lean-hr-introducing-process-excellence-to-your-practice.html>

Cost: Member: \$12.95 Nonmember: \$14.95

2014 Board of Directors



“The goal of our organization is to provide the Human Resources professional a resource to confidently navigate the issues of the day, and to assist you in making your business the most effective under the circumstances.”
-Angela Sherrick,
past President

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