

HR Professionals: Delivering Business Results

By Melissa Greene, PHR, Co-chair, Conference Committee

"HR Professionals: Delivering Business Results" was the theme for the 2005 Delaware SHRM State HR Conference. The theme kicked off with the opening session, with Margaret Morford's showing us "how to run with the Big Dogs". Margaret's enthusiasm was contagious and a great start for a day of professional development.

Throughout the day, attendees were able to choose from eight different concurrent sessions that covered positioning your organization for success, employment law developments, workplace wellness, being a change agent for your organization, communicating effectively, learning more about assessment tools and outsourcing trends.

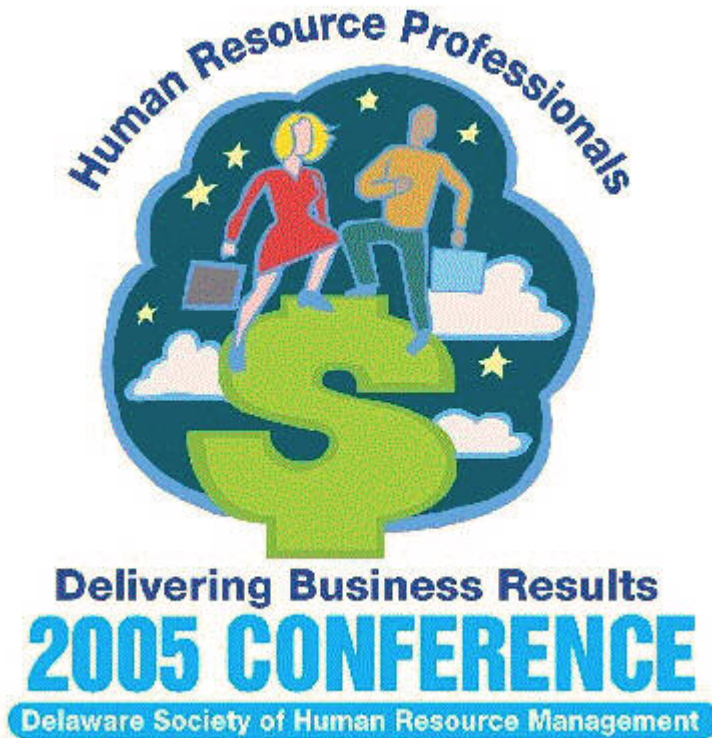
During lunch, Jeff Chambers from the SAS Institute shared best people practices. On behalf of Delaware SHRM, Nicole Robertson awarded scholarships to three college students majoring in human resources. And Dr. Pat Buhler, professor at Goldey Beacom College, received the State's highest level of recognition, the Ron Shane Lifetime Achievement Award. The day ended with challenges from Sue Meisinger, SPHR, President and CEO of the national Society for Human Resource Management, for all human resource professionals to know their businesses and act strategically.

With almost 400 attendees and 48 exhibitors, this year's conference surpassed several milestones, including a new record for both conference attendees and participating exhibitors. Major renovations at the Bank One Center at the Riverfront presented challenges, but with the cooperation and patience of both the Bank One Center employees and the conference committee, we were able to make it happen! Thanks to all of our attendees for being so understanding.

During breaks and a networking dessert, attendees were encouraged to network and visit our 48 exhibitors at the HR Expo in the exhibition hall. It is amazing the resources and tools available to us as human resource professionals.

Each year the conference committee strives to build on each year of experience and to incorporate feedback on how to make each conference better than the previous years. The conference is the culmination of the efforts of the conference committee, volunteers and, of course, our sponsors. This year's sponsors included: W. L. Gore & Associates, AstraZeneca, Chesapeake Insurance Companies, and Integrity Staffing Solutions. Thanks to everyone who contributed to this year's success.

With the 2005 conference barely over, next year's conference committee is already evaluating attendee feedback, with an eye to deliver an even better event next year. Watch for it!



Running with the Big Dogs: How to Make HR a Strategic Player

Opening Session

By Richard Burton, MBA, Chair, Legislation, Delaware SHRM

The 2005 Delaware SHRM State HR Conference got off strong with a very informative discussion from Margaret Morford, President of the HR Edge, Inc. Her wit, wisdom, and war stories helped set the tone for a very successful day.

She reinforced the value that human resources plays in organizations and the dynamic time that human resources currently finds itself in. She painted a clear picture of human resource strategy at the head table in organizations and made us take a hard look at ourselves. While making us laugh, she offered guidance on how we can all strive to be more strategic as human resource professionals each day.

Her suggestions ranged from high to low level so that people from all reaches of human resources could go home with some thoughts on how to make immediate and meaningful contributions to their organizations. Focusing both on hard numbers and soft approaches her humility made her an excellent speaker.

You did not feel like you were hearing from an accomplished and seasoned employment lawyer. She has clearly seen a lot in her career. When looking for a role model, she is an excellent evangelist for human resource, with a keen sense on its new role and where the profession is heading. Although she spoke for nearly an hour, the time just flew!



Vickie McCardell, Margaret Morford, Rita Johnson

The Business behind the Benefits

Jeff Chambers, VP of Human Resources, SAS Institute

By Carol Tavella, Co-chair, Membership

Over lunch, Jeff Chambers, Vice President of Human Resources at SAS Institute, provided insight into SAS's award-winning culture, which emanates from their employee attraction/retention strategy. Jeff walked us through the business value rationale for three of SAS's on-site Work-Life programs that have been key in capturing employee loyalty and reducing turnover, absenteeism, sickness and stress: SAS's day care, fitness and health care programs.

SAS's work-life programs are constructed to fit the company's demographics and benefit a significant portion of the employee population. Many of the programs put in place have been of low or no cost, such as their convenience (concierge-type) benefits. Jeff's recommendations were:

- If you do not know what employees need or value, conduct a survey or hold focus groups
- Piloting programs first allows for experimentation and working out any kinks before rolling out to the entire population
- Managers are the key to both understanding your employee's needs and deploying programs that will be understood and utilized.

The presentation clearly demonstrated SAS' belief that investment in employee satisfaction leads to quantifiable business growth.



Strategic HR to Leverage Your Workforce

Susan R. Meisinger, SPHR, President and CEO, Society of Human Resource Management

By Cindee Porter, SPHR, Director-at-large

"Are you prepared to answer your CEO's questions?" Lobbing that challenge to the audience, Susan Meisinger, SPHR, President and CEO of the national Society for Human Resource Management, began the closing session. She pointed to the fact that executive recruiters are now telling her that CEOs are asking for executives of human resources who can help lead their businesses to profitability.

In many organizations, human resources has been viewed as weak in key competencies, such as: business and strategic leadership; partnership with other functions; customer orientation; conveying the ability to get things done and innovation. In the mind of CEOs, human resources is expected to take the lead in creating value through the development of people.

Susan identified some of the "forces of change" we all face: globalization, economic growth, investor involvement, "image is everything"-- perceptions matter (e.g., recent ethics questions in some organizations), government regulations (US and foreign), employee power-- due to retiree exodus and labor shortages.xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:office" />

All of these require new ways of doing business, new ways of managing people, and new competencies for human resources. Five competencies were identified in a 2002 study by Dave Ulrich and Wayne Brockbank. They include: strategic contribution, personal credibility, delivery of human resources, business knowledge, and HR technology. This competency model is located on the SHRM website (www.shrm.org).

So, how does one start the transition?

- Undergo a self-audit against the competencies.
- Make these areas a priority.
- Continue your education.
- Demand these competencies in others.
- Get comfortable with Finance (metrics and terminology).

In Susan's eyes, it's an exciting and challenging time to be in the human resources profession, but one with many opportunities for those who are prepared to meet them.

Dr. Pat Buhler receives HR Lifetime Achievement Award

By Vickie McCardell, PHR, Chapter President

Vickie McCardell, president of Delaware SHRM, presented Dr. Patricia M. Buhler, Associate Professor at Goldey Beacom College, with the Ron Shane HR Lifetime Achievement Award.

Dr. Buhler is known as an expert in human resources. She has taught many students and supported numerous individuals and businesses seeking human resources advice. She is a SHRM national member and founder/advisor to Goldey Beacom's Student SHRM Chapter.

Following winners Ron Shane (2002), William Dodds (2003), and Scott Cawood (2004), Dr. Buhler was recognized for her dedication and commitment to the human resources profession. She is a teacher, advisor, mentor and coach, a consultant, an author and a respected public speaker. The award is named after Ron Shane SPHR for his lifelong dedication to the human resources profession.

Congratulations, Pat!



And the winners are...

Delaware SHRM scholarship recipients

At the Delaware chapter of the Society for Human Resource Management, one of our main objectives is educating individuals in human resource management. This year, we had the opportunity to award three scholarships to students majoring in Human Resources or a related program at a Delaware college. The winners were chosen from a field of several qualified candidates.

Each person received \$2,500 based on their passion and commitment to the profession of Human Resources and scholastic achievement. The recipients are:

Dawn Davis currently has her Bachelor of Science degree in HR Management and is continuing her education by pursuing a Master of Science in Management with a focus in Human Resource Management at Wilmington College. She is looking for opportunities in Training and Development or Benefits and is currently working at the Veterans Medical Center in Maryland. She expects to graduate in August of 2006.

Kim DiOrrio is working towards her Bachelor of Science degree in Human Resources at Wilmington College while working at Dade Behring during the day. She plans to graduate in mid-2008 and to continue her education in a Master's Program.

Earnestine Harber is also working towards her Bachelor of Science in Human Resources at Wilmington College. Earnie works for the State of Delaware. She expects to graduate later this year and to continue with her Master's in Human Resources. All three of the recipients are clearly dedicated to the profession of Human Resources.

Delaware SHRM congratulates all three on their achievement.

Now showing at HR Expo

By Kari McCoy, PHR, Co-chair, Membership

By 5:30 pm on the day before the conference, the exhibitors were ready for visitors. Courtesy of the conference committee, balloons, hors d'oeuvres and beverages were available to celebrate the opening of the State HR conference. A brief workshop with Margaret Morford, keynote speaker, launched the conference with insight and humor (see separate article).

The newly expanded hall at the Bank One Center at the Riverfront provided plenty of room for the HR Expo, along with lots of open space in which conference attendees could move around. A record-breaking 47 service providers were available, with products ranging from health care, security, housing and furniture, leadership consulting, financial services, education, insurance and employee services.

All of the exhibitors were pleased with their ability to network and meet decision makers in a time when cold calling is no longer an option. One exhibitor said: "Since 9/11 we cannot go into businesses and perform cold calling. We have had the opportunity to meet decision makers face to face and establish a rapport." They also appreciated the collegial atmosphere and exposure to new ideas and learning opportunities. One vendor shared with us that: "The Delaware market cannot be ignored."

The HR Expo culminated with awarding gifts and prizes to attendees, ranging from patriotic pens to dinner at Moros, a basket of wine, gift certificates to local merchandisers, and a board of lottery tickets. Thanks to all the exhibitors who contributed to make the conference a success.

The Savvy Owl: Politics, Power and Influence--What They Don't Teach You in Business School

Pre-conference workshop

By Cheryl Jennings, PHR, Chair 30th Anniversary Committee

Margaret Morford, president of The HR Edge, Inc., kicked off the conference on Tuesday evening, November 1, 2005. Her presentation, entitled "The Savvy Owl: Politics, Power and Influence--What They Don't Teach You in Business School," had the crowd of senior HR leaders from across the state of Delaware mesmerized and entertained with her delightful blend of humor, pointed discussion and role plays.

An engaging storyteller, she shared 40 political rules that touched on every dimension of worklife. The rules included:

"Learn to say "yes" if at all possible;" "Network once a week with someone outside your organization, even when you do not need a job," and "Remember that the negative feelings you incur in others can have a very long life in an organization."

xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:office" />

She also shared her observations on how to identify who has power and influence in an office, with tipoffs like: "Complete "catch up" is done for them if they join a meeting late," and "When they speak, everyone stops talking."

Her 40 rules really hit home. With humorous examples for each, she provided food for thought and tips that will help everyone. Watch the Tools & Resources section of the Delaware SHRM web site (www.deshrm.org) for a copy of the presentation.

Brought to you by...

Conference volunteers

By Joe Stevens, Co-chair, Diversity

Amidst the workers putting the finishing touches on the remodeling work at the Bank One Center at the Riverfront, were the volunteers putting the finishing touches to the 2005 Delaware SHRM Conference. As attendees entered the Registration area, conference volunteers greeted them with "Welcome to the Conference," handed them their name tag and a conference bag loaded with goodies.

Despite the tight quarters at the Registration Table, Rich Burton stated "People don't get frustrated with you.....which is nice." The Exhibit Hall was buzzing with activity as exhibitors and attendees mingled and networked, while the Conference volunteers, co-chairs and board members all helped out where they could or played their assigned roles.

At the Delaware SHRM Membership table, volunteer Kari McCoy said "We're the first thing people see, so it's been busy, busy, busy." Christine Proffitt, conference co-chair, said "We've had lots of help and support from the volunteers.....they're critical. We learn from each year."

And to sum up the day, Melissa Green, conference co-chair stated "The day went well and it ran seamlessly. The Bank One Riverfront wait staff were unbelievably accommodating and all the volunteers did an outstanding job.

Upcoming events

Join us for dinner and a professional development program at the next Delaware SHRM meeting on Tuesday, January 10, 2006. And remember to renew your annual SHRM and Delaware SHRM memberships for 2006!

Conference sponsors

Diamond sponsor

[W.L. Gore & Associates](#)

Gold sponsor

[AstraZeneca](#)

Silver sponsors

[Integrity Staffing Solutions](#)

[The Chesapeake Companies](#)

SHRM Logo

PUBLISHING INFORMATION

Published four times a year for members of and those interested in Delaware SHRM, the Delaware SHRM newsletter is compliments of Irene Monley, ABC, SPHR, [IM Associates](#).

Visit us on the web at: www.deshrm.org.

On the web: [Delaware SHRM Board of Directors](#)

Publishing schedule:

Issue of Delaware SHRM newsletter	Deadline
October 2005	September 1, 2005
January 2006	December 1, 2005

