



# The Source

January 2008



Southern Wisconsin - Northern Illinois  
SHRM Chapter 71

## Letter From the President:

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### Upcoming Events:

February 15—  
Legislative Breakfast

Pontiac Convention Center, Janesville

Dear BHRA Members,

Happy New Year!

I hope that you enjoyed Al Guyant's presentation Ethics for Business and Life at our January meeting. Our February meeting, the annual February Legislative Breakfast, promises some great interaction with our legislators on topics near and dear to the hearts of HR professionals. We have commitments from Chuck Benedict, Brett Davis, Kim Hixson and Mike Sheridan so far, with others who may join, schedule permitting. Topics for the day include the increasing cost of employer group insurance, tax deduction issues with respect to health savings accounts, liability issues regarding illegal/unauthorized workers, and employee abuse of medical leaves under WI FMLA and WFEA. You won't want to miss this meeting! The breakfast will be held at the Pontiac Convention Center in Janesville on Friday, February 15.

Just before the holidays, I sent out notification about the opportunity for individuals to attend Success Skills Training at Blackhawk Technical College. We are proud to promote this training, whether through general classes offered by BTC or employer-specific training at your company. It is our hope that Success Skills Training becomes familiar to all employers and will help us build a better local workforce. If you weren't able to utilize the training opportunity this time, watch for future offerings. If you are interested in employer-specific or on-site training, please contact Shannon Moe at the Job Center at smoe@jobcenter.org or me at rheadl@beloit.edu.

To those of you who have thought about testing for PHR, SPHR or GPHR certification, I hope that one of your professional New Year's resolutions for 2008 is to get certified. HRCI certification is a great way to strengthen your professional status and advance the HR profession as a whole. If you are already certified, we hope that you take advantage of the opportunities for recertification credit through BHRA programming. For more information about testing, contact Melissa Benson, Certification Chairperson, at melissa.benson@bourns.com.

Lori Rhead, SPHR  
President

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## Upcoming Meeting Information

Meeting Date	Time	Location	Speakers	Topic
Feb 15, 2008	7:00am	Pontiac Center 2809 N. Pontiac Dr. Janesville, WI 53545	Legislative Breakfast	Legislative Breakfast

### 2007/2008 BHRA Board Members:

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### Mark Your Calendars!

Don't miss February's breakfast meeting!

**TOPIC:** Legislative Breakfast

**WHEN:** Tuesday, February 15th  
7:00am Sign-in  
Breakfast 7:30am  
Presentation to follow.

**WHERE:** Pontiac Convention Center  
2809 N. Pontiac Dr.  
Janesville, WI 53545

If your organization would like to sponsor one of our meetings,  
please contact Lori Rhead, SPHR, [rhead@beloit.edu](mailto:rhead@beloit.edu)

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Seminar & Special Events  
Director  
Christine Moss, PHR:  
(608) 756-6518  
[cmoss@mhsjvl.org](mailto:cmoss@mhsjvl.org)

## *Your Foundation @ Work ~ Effective HR Measurement Techniques*

How do you demonstrate the value of your human resource department to the CEO, in language he or she can understand? The answer is HR metrics. Created with a grant from the SHRM Foundation, the book *Effective HR Measurement Techniques* shows you how to demonstrate, in bottom-line terms, the value of minimizing turnover, investing in training, evaluating team performance and much more. Learn how to measure the impact of your HR programs and watch your effectiveness soar. Visit [www.shrm.org/shrmstore](http://www.shrm.org/shrmstore) to order a copy of *Effective HR Measurement Techniques*.

The SHRM Foundation: *40 Years of Advancing the HR Profession*





## Legal Update By: Bob Gregg



### LEGISLATIVE ACTION

***Congress passes 26 weeks of FMLA for service members, but President puts it on hold.*** Congress has passed the Family Leave in connection with injured members of the Armed Forces. Employers must grant 26 weeks of FMLA leave per year to care for an injured service member who is in their immediate family. The date the law becomes effective has not yet been established because of President Bush's concern with other parts of the National Defense Authorized Act. Congress and the President will have to resolve those before the FMLA provision can take effect.

### LITIGATION

#### Theme of the Month: Harassment Policy and Procedure

This recent case illustrates the importance of effective anti-harassment policies, training, complaint mechanisms and prompt action. In the 1998 cases of *Faragher v. Boca Raton* and *Burlington Industries v. Ellerth*, the U.S. Supreme Court established the *Faragher/ Ellerth* defense to harassment cases. If an employer has an active anti-harassment process, informs employees of the ability to make complaints and promptly acts to remedy harassment, there is immunity from liability under the federal discrimination laws. An employee who unreasonably does not use the complaint process cannot sue for a "hostile environment" harassment case. (This defense does not apply to *quid pro quo* cases where harassment has resulted in tangible job decisions.) The following case illustrates issues of whether or not an employer has met the *Faragher/ Ellerth* standards, and especially of how a greater Duty of Care is imposed on those who manage teenage employees.

***Restaurant wins case due to policy and prompt effective response.*** In *Brenneman v. Famous Dave's of America, Inc.* (8th Cir., 2007), an assistant manager was subject to unwelcome sexual attention from her manager. She had received the company's policy and training on harassment, and there was a posted corporate level "hotline" number to call to report harassment. Yet, she let the situation continue without reporting. When she did finally complain, the company responded quickly, stopping the behaviors and rearranging the work so she no longer had to interact with that manager. The court found that Famous Dave's had met its obligations under the *Faragher/ Ellerth* defense and dismissed the assistant manager's suit.

***Inadequate response to harassment complaint.*** The *Faragher/ Ellerth* defense only works if the employer makes a prompt and adequate response to complaints of harassment. In *Engel v. Rapid City School District* (8th Cir., 2007), the court found the response to be "negligent and ineffective," so the plaintiff could pursue a suit for damages. In this case, the school promptly investigated complaints that an employee was sexually harassing (comments, touching and overtly leering) female staff. He was disciplined several times but never removed. He continued to engage in the same behavior toward the same women, generating more complaints. The court found that the successive disciplines were "decreasing rather than increasing" and more likely to have "emboldened" rather than deterred the harasser.

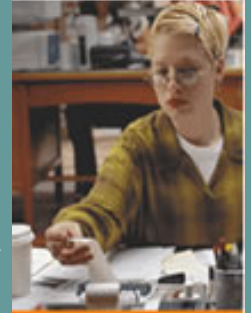
For complete article please contact Nicole Larson at [nicolelarson@freedomplastics.com](mailto:nicolelarson@freedomplastics.com).

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## ATP Toolkit: External Research to Support ATP

While SHRM conducts research throughout the year, we believe it is important to be aware of other research that exists regarding HR and its impact on the bottom line. Utilizing this information will help prove the role HR plays in organizational success. The following statistics may be used in articles, press efforts, columns, speeches, educational programming or other activities to advance the profession. Note that an article summarizing some of the findings below, in addition to research conducted by SHRM, is available at [www.shrm.org/research](http://www.shrm.org/research).



The following is a sample of the wealth of information available. The data below was current as of June 2004 and this information will be updated at least twice a year. If you have questions on any of the data, please contact the source cited.

### HR's Impact on the Bottom Line

- Companies that have highly effective employee communications produced a 26 percent total return to shareholders (TRS) from 1998 to 2002. *Source: 2003/2004 Communication ROI Study: Connecting Organizational Communication to Financial Performance, Watson Wyatt, 2004.*
- Business executives rank HR third as the function having a "very significant" contribution to a company's bottom line after sales and customer service. *Source: The High-Performance Workforce Study, Accenture, 2002-2003.*
- The return on funds invested in employee compensation and benefits increased more than 8 percent in 2002 from the previous year. This suggests an average return of \$1,420 for every \$1,000 invested in employees. *Source: 2002 Workforce Diagnostic Survey, Saratoga Institute, 2003.*
- Organizations that have a documented HR strategy also have:
  - 35 percent higher revenue per employee than those with no documented strategy.
  - 12 percent lower absenteeism than those with no documented strategy.
  - A more effective performance management and rewards system.*Source: Global Human Capital Survey 2002-2003, PriceWaterhouseCoopers, 2002.*
- Human capital practices (e.g., setting starting salaries, measuring employee performance, enhancing productivity, managing talent, rewarding performance, communicating strategically, etc.) may account for as much as 43 percent of the difference between a company's market-to-book value and its competitors. Specifically, compared to those with a low score, companies with high human capital index ROI scores:
  - On average earn more money for their shareholders.
  - Have a 66 percent higher market-to-book ratio.
  - Have a 300 percent higher five-year total return to shareholders.*Source: Human Capital ROI Study, Creating Shareholder Value Through People, Deloitte & Touche, 2002.*

Please visit the SHRM website to view the complete article. <http://www.shrm.org/chapters/resources/atptoolkit/ToolkitLiteratureReview04.doc>

## Employment Expo 2008!!

### Mark Your Calendars!

From 10:00 a. m. to 6:00 p. m. on Tuesday, May 6, 2008, the state-of-the-art Eclipse Center in Beloit will showcase employment opportunities from southern Wisconsin and northern Illinois. As we contemplate the shrinking workforce and the soon-to-retire "boomer" generation, consider exhibiting your company – and its recruitment needs – to countless candidates. **Employment Expo 2008** will give southern Wisconsin and northern Illinois employers a quality opportunity to (1) recruit job candidates; (2) showcase their company; and (3) enlighten Expo visitors about what their business does.

We are constantly amazed – and disheartened – by the fact that many of our finest employers are not known by soon to graduate high school seniors, soon to graduate college seniors, and adults thinking about a career change or facing a layoff. In some respects, it's no wonder that we are experiencing a "brain drain" in the Rock County. The demographics of our area's aging population have prompted companies to begin pro-active planning to address concerns about "the gray drain." **Employment Expo 2008** will be a valuable networking resource for employers and job seekers in each of these areas.

Over 2,500 job seekers walked through the doors of the Rock County Job Center to meet 61 employers registered for Employment Expo 2007. We believe there is an unmet need in our region to connect employers and job seekers. To this end, Employment Expo 2008 is planned as a one-of-a-kind experience for employers – and job seekers.

Sponsorship and registration forms will be available soon. For further information, contact Rochell Cheplak by phone: (608) 741-3525 -- or e-mail: [rochell.cheplak@dwd.state.wi.us](mailto:rochell.cheplak@dwd.state.wi.us)



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## Certification Study Group Forming

Interested in testing for your PHR/SPHR/GPHR certification this spring? If so, please contact Melissa Benson, Certification Chairperson, at [melissa.benson@bourns.com](mailto:melissa.benson@bourns.com). In addition, a study group will be forming with time and location to be announced. BHRA has SHRM Learning Systems that will be utilized in the study group and are available for individual check out. Next Testing Window is May 1, 2008-June 30, 2008.



## Remember to recertify!

Recertification demonstrates your continued dedication to stay up to date with the rapidly changing HR profession. To retain the PHR, SPHR or GPHR designations, HRCI requires all certificants to recertify every three years. Go to [HRCI.org](http://HRCI.org) for details on recertification.



## Online Recertification is Easy!

For those of you that do not know, HRCI provides an online recertification file that allows you to track your recertification events as they are earned. Simply record your professional development credits as they are achieved. When you've accumulated 60 hours of credits, complete the payment information and submit your application online. It is advised you keep your supporting documentation on file for about six months after your certification expiration date in the event your application is audited. It is very simple!

You should have received a letter from HRCI with a unique HRCI ID number and password to take advantage of online recertification. If you did not receive this mailing or have misplaced this letter, simply to go [www.hrci.org](http://www.hrci.org) and click on "My Recert File." There is a place to click if you don't know your logon information. Simply follow the instructions and you can get set up.

If you have questions about the process, please contact HRCI at [hrci@hrci.org](mailto:hrci@hrci.org), or contact Melissa Benson.

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# Volunteer/Committee Opportunities

## Website Redesign Committee

BHRA is still looking for volunteers to join our ad hoc committee to evaluate our website, with the possibility of a complete redesign. If you have had experience with this before, or just have opinions about what our website should be like, we'd like you on our committee! Meetings would be scheduled at the convenience of the majority of the group. The committee will be active for approximately 6 months, during which we will develop a wish list and RFP, review proposals and options, and work through the rebuild. If you are willing to meet 4 – 6 times over the next 6 months and would like to be involved in this project, please contact Jennifer Griffith, SPHR, at 608-754-2710, ext. 1305 or [jgriffith@freedomplastics.com](mailto:jgriffith@freedomplastics.com).

If you don't feel that you can commit to volunteering your time for this project, but have suggestions for the website design or website host providers, please contact Jennifer as well.



**Other Contact information:**

Wisconsin SHRM  
[www.wishrm.org](http://www.wishrm.org)

National SHRM  
[www.shrm.org](http://www.shrm.org)

HR Certification Institute  
[www.hrci.org](http://www.hrci.org)

HR Voice  
<http://www.shrm.org/government/hrvoice>



## Why should I belong to SHRM and an affiliated chapter?

**In a nutshell:** Membership in a SHRM-affiliated chapter means access to a local network of HR professionals, as well as professional-development programs, products and services in your community that can broaden your skills and make you more valuable to your organization.

**The bottom line:** There are resources and services available through SHRM that local chapters can't possibly duplicate, and there are resources and services available through your local chapter that SHRM can't provide. You get the picture.

**Our advice:** Maximize your opportunities by becoming a member of SHRM and an affiliated chapter. **It's a winning combination!**

## **Next Month's Issue of The Source:**

*If you know a human resource professional that would be interested in joining our association, please spread the word! We can all benefit from each other's experience!*

*If you have anything you would like to submit or suggestions for the BHRA Newsletter, please let us know!*

**Contact Information:**

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