

## Letter From the President:

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### Upcoming Events:

January Meeting  
1/13/09

What are candidates  
thinking...and how can  
you capitalize it?

February Meeting  
2/5/09  
BHRA Annual Seminar

Dear BHRA Members:

Happy New Year! It is hard to believe it is already 2009. Where does the time go?

I want to start out by giving you a few key dates to mark on your calendars. First, our next BHRA meeting will be a lunch meeting held on Tuesday, January 13. If you have not signed up yet, there is still time to do so. Our annual Breakfast with the Legislators will be held on Friday, February 13. Finally, our annual Seminar is being held on Thursday, February 5 at the Pontiac Convention Center. Cindy Harrington has done a fabulous job securing great programming for this event. You will find details on all of the programming offered and instructions for how to register for this event in this newsletter and online at [www.bhraonline.org](http://www.bhraonline.org).

Very soon we will be sending out information regarding our biannual Wage Survey. Reminder that our data is only as good as the information provided, so it is important to take the time to fill out the survey. Any company that participates will receive a free copy of the results.

If you have not already picked up your free copy of the Rock County Community Resource Guide, complements of BHRA, please contact Marsha Bingham or me directly. Copies will also be available at all of our upcoming events for pick up. This is a great resource to have on hand at your company.

Finally, the Board is already beginning to make plans for our next programming year. We will be looking for new individuals to join our Board and ideas for programming or other events. If you are interested in learning more about what the Board is all about, please contact Colleen Koerth. Also, if you have any general ideas or suggestions for ways to continuously improve our organization and its offerings; please speak with any member of the Board.

I hope to see each of you at our upcoming events. Here is to having a great 2009!

Melissa Benson, SPHR  
President

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## 2008/2009 BHRA Board Members:

President & UW Whitewater  
Liaison/Director, Melissa Ben-  
son, SPHR:  
(608) 373-2389  
[Melissa.benson@bourns.com](mailto:Melissa.benson@bourns.com)

President-Elect & Programming  
& Legislative Director,  
Elaine Schultz, PHR:  
(608) 755-2497  
[Elaine.schultz@micorp.com](mailto:Elaine.schultz@micorp.com)

Vice-President & Secretary &  
Communications Director,  
Nicole Larson-Bushey, PHR:  
(608) 754-2710  
[Nicolelarson@freedomplastics.com](mailto:Nicolelarson@freedomplastics.com)

Past President, & Foundation  
Director,  
Lori Rhead, SPHR:  
(608) 363-2630  
[rheadl@beloit.edu](mailto:rheadl@beloit.edu)

Treasurer,  
Wendy Cuevas  
(608) 314-1151  
[wcuevas@bhccu.org](mailto:wcuevas@bhccu.org)

Meeting Arrangements Director,  
Pati Shea, SPHR:  
(608)934-1142  
[pati.shea@grande.com](mailto:pati.shea@grande.com)

Membership Director,  
Christine Moss,  
(608)756-6518  
[cmoss@mhsjvl.org](mailto:cmoss@mhsjvl.org)

## January 09 Programming

### Join Us for the January Lunch Meeting

**WHEN:** Tuesday, January 13th, 11:30am Sign-in, Lunch and Presentation at 12:00pm

**WHERE:** Beloit Country Club

**TOPIC:** What are candidates thinking....and how can you capitalize it?

**PROGRAM OVERVIEW:**

The content of the presentation will be to provide attendees with an overview of the thoughts and reactions that job applicants have to how they were treated in the interview process. How this impacts the ability of the employer to hire the talent they need will be explored.

**SPEAKER:**

Jeff Kotes—Human Asset Management

This session has been approved for HRCI Credit (1 credit hour)

**Mark your calendars to attend BHRA's 2009 Seminar on  
February 5, 2009!**



*Board Members cont.*

Member Relations & Diversity  
Director,  
Colleen Koerth:  
(608) 743-4421  
[ckoerth@blackhawk.edu](mailto:ckoerth@blackhawk.edu)

Special Events Director,  
Cynthia Harrington:  
(608) 754-8148  
[cindy.harrington@na.manpower.com](mailto:cindy.harrington@na.manpower.com)

Professional Development  
Director,  
Marsha Bingham:  
(608) 361-4512  
[Marsha.bingham@staples.com](mailto:Marsha.bingham@staples.com)

Workforce Readiness Co-  
Director  
Shannon Moe:  
(608) 741-3567  
[S.moe@jobcenter.org](mailto:S.moe@jobcenter.org)

**Reminder**

## Pick up your Free Rock County Resource Guide!

BHRA is proud to announce that the Rock County Resource Guides have been completed and are now ready for distribution. These guides were created through a partnership by BHRA and the Rock County Job Center/SWWDB.

This EAP type guide contains information about agencies and organizations that can assist those who are laid-off with searching for jobs, training, health care, and financial counseling. These guides also offer general assistance information for any Rock County individual. BHRA has purchased and will be providing each member company with a copy of this excellent resource! Member companies can obtain this guide at any BHRA meeting or event or can contact Marsha Bingham or Melissa Benson to arrange pickup for their company.



**Win a Gift Card!**

## Complete BHRA's Website Scavenger Hunt!

You still have time to complete the Scavenger Hunt that we have set up on our new website! Those who complete the scavenger hunt and email their answers to Elaine Schultz at [Elaine.schultz@micorp.com](mailto:Elaine.schultz@micorp.com), will be entered into a drawing to win a \$25 gift card. The drawing will be done at our meeting on Tuesday, January 13th.

You can find the Scavenger Hunt located towards the bottom of our home page at [www.bhraonline.org](http://www.bhraonline.org). If you have any trouble accessing our website, please contact Nicole Larson-Bushey at [nicolelarson-bushey@freedomplastics.com](mailto:nicolelarson-bushey@freedomplastics.com).



**Diversity  
Article**

## No Longer Just Black and White

*By Myron Curry, President of BusinessTrainingMedia.com*

Diversity in the workplace used to hinge upon the level of responsibility, pay, and respect that one could receive based upon the color of skin and ethnicity. But, these days, diversity in the workplace has become much more than that. Most CEO's and executives alike have come to discover that diversity is what often makes for better business.

### THE MORE THE MERRIER

Every one of us comes from a different background with different experiences that led to different results. Because of this, each one of us brings something different to the table. We each bring a different set of skills, knowledge, and experience that makes up the diversity of us all. It's in this diversity that we can flourish as a company.

Instead of everyone in an organization offering the same, general aspect, diversity gives us more to work with. People with different backgrounds have different sets of skills or knowledge that can be lent to the workplace. This gives a company more variety to choose from when it comes to employee results. Understandably, any company can flourish when it has more resources. The more it has, the better. With diversity on its side, a company stands a better chance at finding working solutions and in less time. Not only does a variety of experience and background provide a vast array of knowledge and skills, but it also sparks creativity among those involved. The creativity is sparked by those taking part in the setting of diversity itself, not only supplying their own unique slice of diversity but discovering inspiration from others around them. This creates a brand new diversity in itself and adds to that which is already diverse.

### WHAT'S GOOD FOR THE GOOSE IS GOOD FOR THE...MARKETPLACE?

As it turns out, a diverse population in a company's workforce is not only good for the company but the market in which the company provides for. To be precise, a company that is capable of managing a diverse population of employees most often attracts a diverse range of customers. It doesn't take a strategic planner to know that the more diverse a company's customer base is, the better it prospers in popularity and sales.

### DIVERSITY HAPPENS IN AND OUT OF A COMPANY

And, because diversity is always taking place outside of company walls, this fact addresses another variable that cannot be overlooked. The general public, a company's market, is forever changing and re-changing in its diversity. As an example, one such change grabbed the attention of most customer service companies in 2000 when census results showed that African Americans were no longer the largest minority. Hispanics had officially moved into this position and now companies had to plan how to appeal their services to and attract this new group that would dominate in a new way, verse the previous minority majority that marketing strategies had been crafted around in the past.

With diversity in the workplace, it is easy to make these kinds of transitions. With a diverse number of employees and executives at the ready, a company can be covered on many more fronts than opposed to a less diverse company.

### USED MORE THAN YOU THINK

Diversity works. And, it's not a new idea. Diversity is a concept that has been used often, even for plans as large as the creation of countries. This strategy was formed by the founding fathers of the United States and gave meaning to the nickname of the "melting pot" that the U.S. became known for.

If it can work for the tangibility of an entire country, its results on something as small as a company can be profound.

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## Legal Update—January 09

by: Bob Gregg

### LEGISLATION AND ADMINISTRATIVE ACTION

*Union Plans to Ask Obama Administration to Change New FMLA Rules.* The new regulations take effect on January 16, 2009, but by the end of the month, the new administration will receive requests to rescind them and make more “employee-friendly” modifications. The Postal Workers Union claims that the new rules—allowing employers to get more frequent verification of medical conditions, require more verification of sudden, unanticipated absence, and give more direct access to employees’ doctors will have a chilling effect on workers’ use of FMLA. The Department of Labor has responded to this critique by pointing out that the new rules create more rights for workers and place more requirements on employers than the previous regulations.

### ELECTRONIC COMMUNICATIONS—PRIVACY

*Good Computer Use Policy Saves Company from Liability.* An employee used the company computer and company cell phone to harass a couple with whom he had a personal dispute. He used the computer to find information on the victims and to place false ads, orders and magazine subscriptions in their names and to make false statements, pretending to be them. When discovered, the employee was fired for inappropriate use of company time and the electronic system. The victims sued the ex-employee and the company, since it was the company’s equipment used in the harassment. The Wisconsin Court of Appeals dismissed the company from the case. It had good computer usage policies which clearly prohibited such activities. All employees were required to verify receipt and understanding of the policies. The company periodically reemphasized the policies. It had done everything a reasonable employer should do to prevent abuse. Therefore, the company was not liable for the employee’s misuse of the equipment. *Sigler v. Kobiasky* (Wis. App., 2008).

### RELIGION

*Religious Preclusion Trumps ADA Case.* The constitutional separation of church and state doctrine gives religious organizations immunity from many employment laws as to their religion-related jobs. A teacher at a church-run K-12 school was discharged after taking a leave to treat the condition of narcolepsy. The school administrator was reluctant to reinstate her due to concerns about the condition. When she threatened to sue under the ADA, her contract was terminated. She then sued, with the backing of the EEOC, for disability discrimination and retaliation. The court dismissed the case. The teacher was a “ministerial” employee, unlike the lay teachers at the school (who are covered by the ADA and other standard employment laws). This teacher had special additional duties to lead prayers and help with student devotionals. She took special religious training for these duties and received a resulting extra pay stipend which the school’s lay teachers did not. Therefore, the courts could not interfere with the religious organization’s decision about the ministerial employee. *EEOC v. Hosanna-Tabor Evangelical Lutheran Church and School* (E.D. Mich., 2008).

### DISABILITY

*Improper Use of Pre-employment Drug Test Violates ADA.* A pre-employment test for illegal drugs does not come under the ADA’s prohibition against pre-job-offer medical evaluation. However, in *Connelly v. First Personal Bank* (N.D. Ill., 2008), an applicant for a bank officer position was eliminated when the drug test revealed a prescription drug. Revealing an applicant’s use of legal medications is pre-employment “medical testing” and can violate the ADA. In the pre-employment phase, the testing lab should not have revealed the presence of a prescription drug, and the bank should not have considered it. (After one is hired, the employer has latitude to get medical fitness for duty information, including effects of prescription drugs—see next case.) Further, the ADA’s medical testing rules do not require a plaintiff to be “disabled”; any person subjected to an improper process can bring a case.

Please email Nicole Larson-Bushey [nicolelarson-bushey@freedomplastics.com](mailto:nicolelarson-bushey@freedomplastics.com) if you wish to view the full article (6 pages).

February 5, 2009

## 2009 Blackhawk Human Resource Seminar

### 8:00am—8:30am Registration & Continental Breakfast

**Keynote Morning Workshop 8:30—9:45am “Y Go Green—Preparing for New World of Work”** Diane Amundsen, Owner, Diane Amundson & Associates. In this workshop you will have fun getting to know how the beliefs, values and attitudes of Gen Y will change the way we work. Diane has over 12 years of training and consulting experience in areas team building, communications, conflict resolution, strategic planning and effective meeting strategies.

**Morning Breakout Workshop A 10:00—11:30am “ADA & FMLA”** Robert J. Simandl, Attorney, Gain understanding of the new requirements for tracking and administrating leave. Steps for verifying leave and eliminating waste and abuse. Bob has over 20 years experience advising clients on a wide range of employee benefit, labor and employment law issues.

**Morning Breakout Workshop B 10:00—11:30am “Your Workforce Development Board”** Robert T. Borremans, Ed.D., Exec. Dir. Of Southwest WI Workforce Dev. Board, SWWDB is a regional entity coordinating workforce development activities for adults, dislocated workers and youth in the six county area which includes Green Iowa, Lafayette, Richland and Rock Counties. Learn more about workforce services in Rock County, efforts to serve dislocated workers and activities in progress to respond to the changing labor force needs in the area. Dr. Borremans became the exec. Director of SWWDB in July 2003.

### 11:30am—12:00pm Lunch

**Keynote Lunch Presentation 12:00—1:30pm “The Hero’s Journey: Legendary Leadership and Employee Engagement”** Jeffrey W. Mangrum, President SST Communications Inc. Are you recruiting mercenaries into your organization of heroes? Granted, there is a place for mercenaries and some of them are very good at what they do; but ask yourself, is it the hero rather than the mercenary who resonates with your mission, vision and values? Isn’t it the hero who drives the value of your organization? Chicago playwright, Jeff Mangrum, has had five full-length plays produced; his most, Wendall Greene was produced by the world renowned Steppenwolf Theatre Company and nominated for Best New Play by the American Theatre Critics Association. He founded SST Communications in May 1987. His idea was to develop highly informative professional development programs and deliver them in an innovative and entertaining format.

**Afternoon Breakout Workshop A 1:45—3:00pm “Shredding the Traditional Performance Review System—Putting your Team Members in Charge”** Kristine Hackbarth-Horn, SPHR, CCP, Chief Operating Officer of People, Goodwill North Central Wisconsin. What do we generally know about a traditional performance review system? Join this session to understand why moving away from a pay for performance system and moving to growth and development plans has made all the difference in our people and our culture. Kristine has over 19 years of HR management and leadership experience.

**Afternoon Breakout Workshop B 1:45—3:00pm “Conflict Management/Negotiation: Practical Leadership Skills”** During this workshop you will have an opportunity to assess your own conflict management style and to understand how to collaborate most effectively in order to achieve results. Kathleen Reegan, Consultant & Adaire Peterson, Managing Partner, Organizational Concepts International, LLC. Kathleen is a consultant for Selection practice and works with clients to retain top talent and improve selection processes.

*Please click on the “Events” tab on the BHRA website to access the BHRA Seminar Registration Form.*

[www.bhraonline.org](http://www.bhraonline.org)

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**Tuesday, February 10th**

## JCHRMA 2009 Winter Seminar

The Jefferson County Human Resource Management Association (JCHRMA) is one of 17 Wisconsin Associations that promotes professional Human Resources Management practices in employer organizations. Briefly, the purpose of our Chapter is to provide a local forum for your personal and professional development and to provide you with a network of professionals working in your geographic circle.

As a community leader you are invited to attend our winter event on Tuesday, February 10, 2009 at Comfort Suites, 725 Paradise Lane, Johnson Creek, WI. Directions may be obtained by calling the Comfort Suites at (920) 699-2800. This is a half day program you will not want to miss! You're welcome to invite a co-worker or other individuals you think may benefit from these professional presentations. *As a community event, the reduced charge is \$40.00 per person – a real value in relationship to what you'll take back to your organization.* Please direct your questions about the program to Pat McCarthy, Programming Chair, at (262) 641-1060 or Lynn Lapp, President, at (920) 206-0455.

*Three presentations for the price of one!* The first presentation will be on "Investing in Human Capital". This presentation will focus on Human Asset Management and retention strategies to avoid turnover. You will learn proven methods to help your organization maximize your investment in people while assisting individuals to achieve their full potential. We have invited Mike Milstead from Right Management to come and speak on retention. Mike is Vice President of Client Services Consulting of Right Management. He has eleven years experience in the area of business consulting projects and solution sales. He is accomplished in strategy development, recruiting, and screening sales forces.

The second and third presentation will be on two significant legal developments, "Critical Changes to the ADA and FMLA". Bob Gregg and Jennifer Mirus from the Boardman Law Firm in Madison will present the revisions to the ADA and FMLA rules. The ADA presentation will review how the new law broadens the definition of "disability" under the ADA and overturns several Supreme Court cases. Employers, HR professionals and anyone else who deals with employee issues can no longer rely on stale knowledge and must be aware of the ADA's new parameters. The FMLA presentation will provide a detailed review of how the new rules affect your FMLA administration and pitfalls to avoid. The new rules have a direct impact on many major steps in FMLA administration

Mr. Gregg has been professionally involved in Employment Relations and Civil Rights work for more than 30 years. His main emphasis is helping employers achieve enhanced productivity, creating positive work environments, and resolving employment problems before they generate lawsuits. He litigates and serves as an expert witness in employment cases and has conducted over 2,000 seminars throughout the United States. Ms. Mirus is a partner in the Labor and Employment Law Practice Group of Boardman Law Firm. She represents clients in all aspects of employment relations and conducts workplace investigations and regularly conducts human resources and management training for clients of all sizes.

Investing in Human Capital

Registration and Full Breakfast: 7:30am – 8:00am  
Program: 8:00am – 9:15am

ADA and FMLA Revisions

Registration: 9:15am – 9:30am (continental breakfast)  
Program: 9:30am – 12:00pm

\*\*\*\*\*  
Advance registration is necessary. Don't delay! Please RSVP to Connie Wanke no later than Friday, January 30, 2009. Checks may be made payable to JCHRMA and mailed to the following address:  
JCHRMA, P.O. Box 307, Watertown, WI 53094; Phone (920) 261-8444, Fax (920) 261-8454

- I plan to attend all presentations
- I plan to attend the Investing in Human Capital presentation only
- I plan to attend the ADA and FMLA revisions presentation only

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_ PHONE \_\_\_\_\_  
GUEST \_\_\_\_\_

## New HRCI Certification Requirements

As we announced at the November SHRM Leadership Conference, the HR Certification Institute will be changing the eligibility requirements for the PHR, SPHR and GPHR certification exams.

In February 2008, the HR Certification Institute conducted an extensive multi-pronged study of the eligibility requirements of its three core products. Based on feedback from both certified and noncertified HR professionals, business leaders, students and academicians, the requirements will now include a combination of education and experience.

These changes will go into effect beginning with the May-June 2011 testing window.

What are the new eligibility requirements?		
PHR Eligibility	SPHR Eligibility	GPHR Eligibility
<ul style="list-style-type: none"> <li>• Four years of demonstrated exempt-level HR experience with less than a bachelor's degree</li> <li>• Two years of demonstrated exempt-level HR experience with a bachelor's degree</li> <li>• One year of demonstrated exempt-level HR experience with a master's degree or higher</li> </ul>	<ul style="list-style-type: none"> <li>• Seven years of demonstrated exempt-level HR experience with less than a bachelor's degree</li> <li>• Five years of demonstrated exempt-level HR experience with a bachelor's degree</li> <li>• Four years of demonstrated exempt-level HR experience with a master's degree or higher</li> </ul>	<ul style="list-style-type: none"> <li>• Four years of demonstrated exempt-level HR experience (with two of the four years being global HR experience) with less than a bachelor's degree</li> <li>• Three years of demonstrated exempt-level HR experience (with two of the three years being global HR experience) with a bachelor's degree</li> <li>• Two years of demonstrated global exempt-level HR experience with a master's degree or higher</li> </ul>

Please visit the SHRM website for complete details [www.shrm.org](http://www.shrm.org).

**FEBRUARY 5, 2009**

## 2009 SHRM Annual Conference and Exposition

Start making plans to attend the 61st Annual Conference in New Orleans June 28-July 1, 2009 The SHRM Annual Conference & Exposition is a chance for you to gather with some of the greatest minds in human resources, academia, business, globalization and leadership. Learn real strategies and techniques for improving your work and your workplace.

Visit the web address below for more information:

<http://www.shrm.org/conferences/annual/>

To enhance your experience at the conference and in New Orleans, please join your fellow SHRM members from Wisconsin at the official hotel of the Wisconsin SHRM Delegation, the Omni Royal Orleans. To reserve a room at the Omni Royal Orleans for the special \$189/night rate, please contact the WI SHRM office at 608-204-9827 to receive the reservation form.

We are also pleased to announce that the Badger Bash, a premier networking event for attendees from Wisconsin, will be on the evening of June 29, 2009. Location and time to follow in early 2009!!

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# HR Games—Volunteers Needed

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The Student Conference/HRGames will be held at UW-Madison on February 20 and 21st. The HRGames is a Jeopardy style competition and we need HR professionals to serve as judges, timekeepers, question readers, and scorekeepers. Times needed would be from 5pm to 9pm on Friday or 12pm-2pm on Saturday. For more information contact Jenny Lowe at [jlowe@imperialsupplies.com](mailto:jlowe@imperialsupplies.com).

Looking for  
Volunteers!!!

February 5, 2009

## Workforce Readiness: Parkview High School Partnership

Are you looking for an opportunity to join a committee that works towards bringing workforce readiness to high school students? Are you looking to make an impact?

If you are, look no further! Parkview High School has formed a committee comprised of faculty and HR Professionals to help create workforce readiness activities for high school students throughout the year. Here is a quick summary of the events that have been held for students since the committee has been formed in late 2007.

In April of 2008, Parkview held their first ever Career Day for their Juniors and Seniors. Area HR Professionals volunteered their time to teach students such topics as: Soft Skills, Application and Resume Writing and Interviewing Skills. The event was a huge success and well taken by students!

The most recent event the Parkview High School Committee has coordinated is a program called "Show Me the Money" which will take place at Parkview High School on January 30, 2009. Students will begin their day by being assigned a profession and salary. From there they will receive their own checkbook and will go from station to station to purchase the following: primary residence, transportation, groceries, child care, etc. Along the way, students will be thrown obstacles such as: divorce, speeding tickets, fire, etc. They are responsible for managing their money so that they can afford the expenses that are dealt to them. If they fall short, they will need to sell some of their assets to afford their debt.

The Parkview Partnership committee is extremely excited about the programs and opportunities that have been offered to their students thus far. Currently we are looking for new volunteers to join our committee and help us come up with new ideas for future programs. Our ultimate goal is to gain enough interest from area businesses to hold Parkview's first Career Expo. The committee meets the first Wednesday of every month at Parkview High School from 3:30pm—4:30pm. Please contact Nicole Larson-Bushey if you are interested in joining, [nicolelarson-bushey@freedomplastics.com](mailto:nicolelarson-bushey@freedomplastics.com).

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## Why Recertify?

Earning your HR credentials was the first step in demonstrating your commitment to your career as well as your dedication to the HR profession. Take the next step and maintain your certification. In these tough economic times being certified is more valuable than ever.

Here are a few of the resources that the HR Certification Institute offers to assist you on your road to recertification:

- Online [Searchable Directory of Approved Events](#): This directory allows certificants to search for activities approved for recertification credit. The directory also provides information on the possible number of credit hours each activity can be approved for.
  - [Strategic Management Pointers](#): Here you will find examples of activities that could qualify for strategic management credit, a detailed explanation of strategic management, as well as case studies from fellow SPHR professionals.
  - [Virtual Recertification Counselor](#) and [Virtual Strategic Management Counselor](#): In this live question-and-answer forum, you can chat with the HR Certification Institute staff who can answer all of your questions about recertification. Each session is archived, so you may view questions and answers from previous sessions
- [Virtual Recertification Tour](#): View step-by-step instructions on how to document your recertification activities in your personal recertification file.

You are required to earn 60 credit hours during your three-year certification cycle. You have probably been earning recertification credits without even knowing it.

- On-the-job experiences. Earn up to 20 credits for first-time HR work experiences such as writing an HR budget or researching and designing a new benefits plan.

Earn up to 10 credits by being a national SHRM member or a member of another national HR professional association. For more information on recertification, make sure to read the [HR Certification Institute Recertification Handbook](#) for recertification requirements, eligible activities and other recertification procedures. You may also visit [www.hrci.org](http://www.hrci.org) and click on the Recertification tab for additional resources.

If you have additional questions about recertification, please contact the HR Certification Institute at [info@hrci.org](mailto:info@hrci.org) or 866.898.4724.

## Need Recertification Credits?

You can earn all 60 recertification credits by utilizing SHRM e-learning. Today's tough economic environment is not an excuse to put your certification on hold. Visit [www.elearning.shrm.org](http://www.elearning.shrm.org) to view a list of classes.



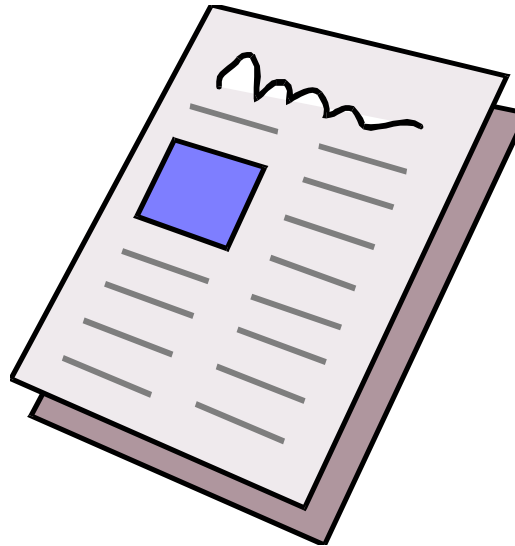
Other Contact information:

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>



Stay Tuned for  
the February  
2009 BHRA  
Newsletter!

### **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:

*Nicole Larson-Bushey at Freedom Plastics, Inc. at (608)754-2710 Ext. 1279 or email [nicolelarson-bushey@freedomplastics.com](mailto:nicolelarson-bushey@freedomplastics.com).*