

Winona, Minnesota

# Winona Area SHRM Newsletter

April  
2019



## President's Note

By: Rebecca Rowe, SHRM-CP – Winona Area SHRM Chapter President

The Winona Area SHRM Board of Directors is excited for our upcoming annual Leadership and Development Conference. At this year's conference we have two AMAZING speakers lined up: Dr. Jermaine Davis and Kate Bischoff, SHRM-SCP. You do not want to miss out on this day of great topics and great company! Full day conference, networking opportunities, expert panel, breakfast and lunch included for \$129.00. Don't miss out!

Click [here](#) to register!

**Winona Area SHRM Leadership & Development Conference**

**Dr. Jermaine M. Davis**  
Oops...What Do I Do Now? Fostering a Work Culture of Respect and Inclusion

**Keynote Speakers**

**Kate Bischoff, SHRM-SCP**  
Employment Law Update

**Breakfast & Lunch Included!**

**SHRM Foundation Fundraising Opportunity**

**Expert Panel in Employee Engagement**

**Register at:**  
<https://winona.shrm.org>

**Tuesday, April 16th, 2019**  
**7:30 a.m. - 4:30 p.m.**  
**Tau Center - Winona State University**  
**1st Floor Rotunda**

Logos for sponsors and partners: SHRM Winona Area, rapid! PAYCARD, WNB FINANCIAL, M GROUP, ahr, Marpower, Winona Health, WINONA STATE UNIVERSITY, PEERLESS, and SHRM Recertification Provider 2019.

Thank you to all of our sponsors who assist in making our annual Leadership & Development Conference a success each year! We greatly appreciate your support!



# Veterans at Work Certificate Program

## Veterans at Work Certificate Program

The Veterans at Work Certificate, developed for HR professionals, hiring managers, and front-line supervisors, is a multi-faceted program from the SHRM Foundation and brought to you with generous support from Comcast NBC Universal.

Through the certificate program, you will learn:

- Learn the value that skilled veterans bring to the civilian workplace
- Demonstrate your commitment to attract, hire and retain these talented professionals
- Earn 10 professional development credits toward your SHRM-CP or SHRM-SCP recertification

The Veterans at Work Certificate is completely free and open to all. You do not need to be a SHRM member, and you do not need to hold a SHRM credential to earn this certificate.

To learn more, go to [SHRMs Veterans at Work Certificate Program](#) website.



**Monthly Meeting- Tuesday, May 14<sup>th</sup>, 2019 from 12:00 p.m. – 1:00 p.m.**

### **Connecting People with Purpose**

In today's hyper-competitive job market, successful recruiters are selling more than just a job. Companies that shape their employer brand around a sense of purpose, mission and values are more successful at landing candidates. Learn how to develop and position a meaningful and purposeful employer brand that tells the story of why a candidate should choose you.

Through an engaging story of one company's employer brand development discussions and exercises, attendees will learn the basics of:

- Crafting a purposeful employer value proposition
- The importance of creating employee advocates
- 5 easy social media recruiting actions any company can take

Please note that this meeting will take place at a new location! We will be meeting at:

**The Tandeski Center Southeast Technical College Campus**

**1200 Storrs Pond Road**

**Winona, MN 55987**

**Bring your own lunch!**

Click [here](#) to register!



## **2019 Winona Area SHRM Calendar of Events**

Month	Presenter	Topics
April	<b>Winona Area SHRM Leadership &amp; Development Conference</b>	
May	Andy Goldman-Gray	Connecting People with Purpose
June	Sarah Bridges	Unconscious Bias
July	TBD	Drowning in Documentation: Staying Compliant and Current with Handbooks, Investigations, and Other Employment Documentation
August	Liz Uram	Performance Feedback: The Gift That Keeps Giving
September	Anna Kraemer & Jim Miley	Creating Confident Retirees
October	<b>MNSHRM State Conference in Rochester, MN</b>	
November	Jana O'Leary Sullivan	Free Speech in the Workplace
December	<b>Holiday Social</b>	

Click [here](#) to register and learn more about the 4<sup>th</sup> Annual Breakfast Forum *From: Handshake to #Hashtags*

# 4th Annual Breakfast Forum

From: Handshake to #Hashtags

**9.10.19**  
Celebrations on the River



Keynote Speaker:  
**Scott Zimmer**



BRIDGEWORKS



**Callie Zipple**



**Garrett Jerue**



**Jami Gerke**



**Jeannette Schreier**



**WorkforceConnections**  
Your connection to work and training.

[WWW.WCIBREAKFASTFORUM.COM](http://WWW.WCIBREAKFASTFORUM.COM)

Click [here](#) to register and learn more about LASHRMs Annual Symposium.

## **ANNUAL SYMPOSIUM**

**MAY 15, 2019 | 8AM-12PM**  
**LUNDA CENTER @ WESTERN**



### **Legal Challenges of Leave** **Nancy Vollertsen**

7:30am | Registration & Breakfast  
8:00am | Sponsorship Introductions  
8:10am | Review & Update of Required Leaves  
9:15am | Networking Break  
9:30am | What's New from DOL & Courts  
10:30am | Networking Break  
10:45am | Dealing with Complex Leave Problems  
11:45am | Q&A Session

\$75 Members | \$95 Non-Members | \$25 Student Members  
Register online at [lashrm.shrm.org/events](http://lashrm.shrm.org/events)





EXPRESS SPEAKERS BUREAU

# JOIN US FOR A LEADERSHIP TRAINING EVENT

WEDNESDAY, APRIL 17, 2019  
8:00—10:30 AM

PRESENTED BY EXPRESS EMPLOYMENT PROFESSIONALS OF WINONA, MN

## THE ART OF INFLUENCE

Leadership is all about influence, and building influence is impossible without first building trust. During this session, you will learn:

- Your existing trust level (how trustworthy are you?)
- The things that build—and break—trust
- Your own level of “Influence Power”
- The CARE principle of influencing

Leaders at all levels of management will leave with actionable tips for understanding and increasing their trust and influence within their organizations. This is a program you don't want to miss!

MINNESOTA STATE COLLEGE SOUTHEAST  
TANDESKI CENTER  
1200 STOORS POND ROAD  
WINONA, MN 55987

**\$35 INDIVIDUAL REGISTRATION FEE**  
**\$25 PER PERSON FOR GROUP REGISTRATION**  
**(5 OR MORE)**

A light breakfast will be provided.

**REGISTER BY MONDAY, APRIL 8, 2019 AT**  
**<http://bit.ly/WinonaArt> OR BY CALLING (507) 457-3311**

## ART ATKINSON, SPEAKER

Express Employment Professionals

As Vice President of Express University, Art Atkinson oversees learning and talent development for Express Employment Professionals International Headquarters and more than 800 locally owned Express franchises.

Since joining Express in 1983, Art has trained more than 6,000 new Franchisees and staff members, as well as taught more than 3,000 small business training seminars.

For more information on Art Atkinson, visit [ExpressPros.com/Speakers/ArtAtkinson](http://ExpressPros.com/Speakers/ArtAtkinson).

**Express**  
EMPLOYMENT PROFESSIONALS  
OF WINONA, MN



The use of this seal confirms that this activity has met HR Certification Institute's® (HRCI®) criteria for recertification credit pre-approval.



Express Employment Professionals is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP or SHRM-SCP.

This event has been pre-approved for 2 HRCI® and 2 SHRM credit hours.

### ***2019 Winona Area SHRM Professional Development Scholarship***

The Winona Area SHRM is dedicated to advancing the HR profession by developing chapter members through monthly meetings, an annual Leadership and Development Conference, networking opportunities and other forms of professional development. To support professional development objectives, Winona Area SHRM has created a scholarship program where one (1) scholarship will be awarded to an eligible member for continuing their education or professional development.

Winona Area SHRM will provide one (1) scholarship up to \$1,000 to an active chapter member to be distributed at the discretion of the Winona Area SHRM Board of Directors. With the scholarship, the member could attend a national or state SHRM conference, study for the SHRM-CP/SCP certification, attend a HR-related workshop or further their education by working towards an Associates, Bachelors or Master's degree from an accredited school in an HR-related program.

Consideration for the scholarship will be heavily based on chapter involvement. Scholarship eligibility will include the following:

1. Active national SHRM membership
2. Active Winona Area SHRM membership
3. Actively participating on either the Winona Area SHRM Board of Directors or a committee
4. Attend at least 50% of monthly meetings

A timeline for the scholarship process will be released later in 2019. The application deadline will be in early fall 2019 and the scholarship will be awarded at the end of 2019. The award may be prepaid directly to the entity (school, organization, etc.) by Winona Area SHRM. Any applicant seeking the scholarship for the SHRM-CP/SCP certification will need to provide a receipt and proof of passing the test to be reimbursed.

Please email Winona Area SHRM President Rebecca Rowe at [rowe@ci.winona.mn.us](mailto:rowe@ci.winona.mn.us) with any questions.



Do you wish you could request feedback from your local HR colleagues on various topics? Well now you can!!! Winona SHRM offers a private email group to all of its members!

Visit <https://groups.yahoo.com/neo/groups/winonashrm/info> and you will have three options:

1. Login to your existing Yahoo account
2. If you don't already have a Yahoo account you can create an account
3. Or you may choose to use an existing email account

Once you complete this step you will be asked to enter the Account Key which is sent to your designated email. Lastly, you will click "Join Group" and request to become connected. Once you receive the approval email you are now enrolled in the group and you may begin participating in the conversation!



**Earn a SHRM Talent Acquisition Specialty Credential**

[LEARN MORE](#)



#### 4 Steps to Earn the SHRM Talent Acquisition Specialty Credential

1. Purchase the SHRM Talent Acquisition Specialty Credential package, which includes:
2. Participating in the Talent Acquisition: Creating Your Organization's Strategy Seminar—available in-person and virtually!\*
3. Completion of six comprehensive SHRM eLearning courses on Talent Acquisition.\*
4. A 50-question online Talent Acquisition knowledge assessment to pass.\*



## Winona Area SHRM's Mission, Vision & Values

### Mission – (Why we exist)

The Winona SHRM Chapter is a professional organization that exists to:

- Build and sustain partnerships with human resource and business professionals, to address challenges that influence the effectiveness and sustainability of our organizations and communities.
- Provide a community for human resource and business professionals to share expertise and create innovative solutions on people management issues.
- Proactively provide education and research to human resource and business professionals to enhance our organizations and communities.
- Advance the HR profession through outreach, mentorship, and advocacy.

### Vision – (What we want to be)

To be the leading resource on people management skills.

### Values – (What we stand for)

- Strategic – in our thinking and planning
- Honorable – to our members, our organizations, and our communities
- Respectful – to the SHRM bylaws and legislative guidelines
- Mentorship – guidance and partnering with HR professionals

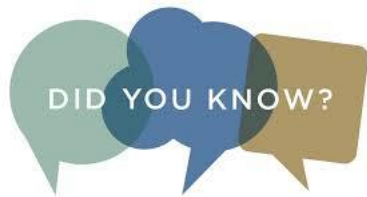
**People, it's our business!**



## SHRM Foundation

Cheri Gabbert- Foundation Director

**Happy Spring!** I'm looking forward to seeing you all at the Leadership and Development Conference on April 16! We've got a great lineup planned. As always, we'll be doing the 50/50 raffle for the SHRM Foundation. Make sure to bring cash with you that day!



Did you know that the SHRM Foundation is ranked as a 4 Star Charity through Charity Navigator? Founded in 2001, Charity Navigator has become the nation's largest and most-utilized evaluator of charities. In our quest to help donors, our team of professional analysts has examined tens of thousands of non-profit financial documents. We've used this knowledge to develop an unbiased, objective, numbers-based rating system to assess over 9,000 of America's best-known and some lesser known, but worthy, charities. To learn more about the SHRM Foundation's ranking, click [here](#).

## **SHRM Board of Directors**

### **Past President & Membership Director**

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[aclark@smumn.edu](mailto:aclark@smumn.edu)

### **President**

Rebecca Rowe, SHRM-CP

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