



AFFILIATE OF



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### GMA SHRM Office

2830 Agriculture Drive,  
Madison, WI 53718  
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**GREATER MADISON AREA SOCIETY FOR  
HUMAN RESOURCE MANAGEMENT, INC.**

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# HR LINK



## President's Message, *Tim Seifriz, SPHR*

For many students (and their parents), June is a month of milestones and transitions, as they graduate from one phase of their lives and move on to the next. In many regards, I feel like I am graduating as well this June as my one-year term as GMA SHRM President expires.

As with many significant experiences in life, there were times when it seemed like the daily challenges of leading the Chapter would never end. Now, with my term ending, as I look back over the last year the time went by so quickly.

cases, made changes that have enabled us to better meet your needs.

As always, we struggle to maximize your membership experience. We are an extension of you – our members. Ultimately, we are judged by how effectively we meet your needs. It is sometimes frustrating that we can't meet **all of your needs, all of the time**. However, we always tried to evaluate our decisions based on what is in the best interests of the Chapter, both now and looking toward the future.

## Transitions

I remember a former retiring UW Board of Regent characterizing his term as focused on "bricks and mortar." During the last 12 months, the GMA SHRM Board accomplished many things that we believe have improved the "foundation" of our Chapter operations. We have improved our data collection and financial tracking abilities, for the purposes of enhancing our decision-making ability. We have established long-term strategic goals for the Chapter and have developed measures to track our overall progress in moving toward our desired future state. We have rigorously examined historical practices and procedures and in many

While the end of my term is an important personal and professional milestone for me, it is a small footnote in the on-going history of this Chapter. Each President runs his/her leg of this giant relay race as best they can and then give the baton to the next leader. I am excited and pleased to be able to hand-off the leadership responsibility to the incoming President Tracey Meek. She has been a great leader within the Board and will do an incredible job as president.

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## PHR/SPHR CERTIFICATION ORIENTATION, *Debbie Reed*

It's not too early to begin planning for the November-January PHR/SPHR Certification Exam. If you have been thinking about becoming certified, you'll have an opportunity to learn more by attending an orientation on Tuesday evening, August 10, at Capital Newspapers, located at 1901 Fish Hatchery Road, Madison. The orientation will run from 5:30 – 7:00 p.m.

We'll cover the following items:

- \* Why become certified
- \* Requirements for certification
- \* Exam application, instructions and fees
- \* Exam content
- \* Review study materials
- \* Preparation options – UW-School of Business, study groups, or self study

Human Resource Certification is a symbol of professional achievement. The Human Resource Certification Institute (HRCI), as part of the Society of Human Resources Management, maintains a set of nationally recognized standards and body of knowledge set by individuals working in the profession. The PHR or SPHR designation signifies that you have mastered this HR body of knowledge.

Consider joining other chapter members who have obtained their PHR or SPHR certification.

If you are interested in attending the orientation or have questions about certification, contact Debbie Reed at 608.252.6338 or [dreed@madison.com](mailto:dreed@madison.com). Check out the HRCI website at [www.hrci.org](http://www.hrci.org) for more information.

## 2004 CORPORATE PARTNER PROGRAM

### Gold Partners

American Family Insurance  
DeWitt Ross & Stevens  
Lee Hecht Harrison  
Physicians Plus Insurance

### Silver Partners

Mortenson Matzelle & Meldrum  
Right Management Consultants

### Bronze Partners

ABR  
Career Momentum  
Davis & Kuelthau  
General Casualty  
Stark Company Realtors

## NEW OFFICE LOCATION

### GMA SHRM Office

2830 Agriculture Drive

Madison, WI 53718

Phone: (608) 204-9814

Fax: (608) 204-9818

Email: [chapteradmin@gmashrm.org](mailto:chapteradmin@gmashrm.org)

## Got News.....

In August a new and improved HR Link will be rolled out. We need your contributions. There are several ways to contribute:

1. Write an article-send your ideas or questions to Cassy Barbic at [cassy.barbic@uwmf.wisc.edu](mailto:cassy.barbic@uwmf.wisc.edu) or 608.821.4217. The main categories that we are soliciting articles for include: Total Rewards, Talent Management, Technology in HR, and Learning and Development.
2. Got news to include in the newsletter-send your news to Brenda at [bjessen@morgandata.com](mailto:bjessen@morgandata.com).
3. Have an HR-related question that you need an expert to answer? Send your questions to [cassy.barbic@uwmf.wisc.edu](mailto:cassy.barbic@uwmf.wisc.edu) or 608.821.4217.

Your contributions will help make this newsletter a success!!!

**DEADLINE FOR AUGUST**—Please submit all articles, questions or news no later than **July 15th**.

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## President's Message

Finally, I want to acknowledge all of the volunteers, Board and Committee members, presenters, etc. You give life to the Chapter. And a formal thanks to you the members who continue to support our Chapter. It has been my pleasure to have had the opportunity to lead this Chapter for the last year. I know that this Chapter will continue to grow and prosper and in doing so, I hope it continues to elevate the credibility and respect of our profession.

Enjoy your summer!



Special thanks to our presenters at the June Wednesday in the Park Presentation. **Bob Gregg** and **Jennifer Mirus** from Boardman Law Firm and **Lauri Morris** from Quarles & Brady did such an outstanding job and received such rave reviews that an encore presentation has been added as the July program.

Wednesday in the Park

## ENCORE PRESENTATION

THE NEW OVERTIME EXEMPTION RULE AND BEYOND:  
KEY WAGE AND HOUR ISSUES



Room size and comfort will not allow for non-registered attendees at this event.

DATE: Wednesday, July 14, 2004

TIME: 8:30-9:00 Registration

9:00-12:00 Program

LOCATION: Park West II Office Building

University Research Park

Lower Level Meeting Room

440 Science Drive

Madison, WI



DATE	TIME	EVENT/TOPIC
7/14/04		WIP—Encore presentation of <b>THE NEW OVERTIME EXEMPTION RULE AND BEYOND: KEY WAGE AND HOUR ISSUES</b>
8/11/04		WIP—Spandex is a Privilege, Not a Right: <b>Dress Codes in the Workplace</b>
9/8/04		WIP—Is Your Department Running on Fumes? <b>Developing Employees in Today's Economy</b>
9/14/04		Chapter Meeting— <b>Strategies for Controlling Healthcare Costs</b>

### From the Office, *Heather Dyer*

GMA SHRM...On the move.....June 15,2004

GMA SHRM has a new office location at Agriculture drive on the east side of Madison. The conference room, photographed at right, has table seating for 20 and is available for committee or small chapter events.

With this move, phone and fax numbers have changed. Please make note of the new contact information:

GMA SHRM, Inc  
 2830 Agriculture drive  
 Madison, WI 53718  
 Phone: (608) 204-9814  
 Fax: (608) 204-9818  
[chapteradmin@gmashrm.org](mailto:chapteradmin@gmashrm.org)

The first GMA SHRM event at the new location was the annual board strategic planning session. The board and several committee leaders met to shape the vision for GMA SHRM in the coming year. Your board of directors, committee leaders and chapter management look forward to rolling out new member based tools over the next several months. Watch your email for details on the HR link redesign and online registration for GMA SHRM fall events.

GMA SHRM announces office hours for the new location. Typical office hours will be Monday through Friday from 7:30 AM to 12:00 PM. The purpose is to give you a range of time when you can expect the office to be open for dropping items off and telephone coverage. During meeting weeks the standard office hours will not apply, check the GMA SHRM voice mail message for hours during the third week of the month.

Have a great summer from your Chapter Administrative Team!

## *Strategic Planning Session at New GMA SHRM Offices*

