



President's Message

Dave Furlan, PHR



Greetings,

Can you believe our premier education event, the GMA SHRM Human Capital Conference, is just over two months away? In its sixth year, the conference promises to be bigger and better than ever. Our volunteers have been working hard over the past few months to figure out content and line up great speakers. We also review past comments from you, our members, to make sure we are improving and finding ways to make the conference a better event each year. I have no doubt that this dedication and approach

will make HR 2.011, the theme of this year's conference, a worthwhile learning opportunity for all of you. Check the website, newsletters, and weekly e-blasts for regular updates.

It's also that time of year when GMA SHRM offers our [Professional Award](#). The annual award of \$1000 is given to a chapter member to support his or her professional development. Among other things, you can use the award to attend a conference or pursue a degree or certification. I know many of our members are always actively challenging themselves to become more knowledgeable and further develop their skills in the HR profession. The GMA SHRM Professional Award is a great way to support your efforts in this way. I strongly encourage all of you to consider applying this year. The deadline for applications is April 15.

Over the past months in my column, I've reviewed many parts of our chapter Strategic Plan to tell you about our progress. This month I want to highlight our Community Outreach initiative. Its long-term goal is that "GMA SHRM will become the #1 resource for the media on HR-related issues and collaborate regularly each year with community partnerships through businesses and other non-profit associations."

Last month, we launched our [Peer Advice Network](#), as a rebirth of our chapter's LocalNet from years past. I hope all of you have taken the time to check out the Peer Advice Network and selected some categories about which you can share knowledge with your fellow members. A nice offshoot of the network is that we also seek chapter members who are willing to serve as a media contact on the selected category. I ask that each of you, as you access and update your Peer Advice Network categories, consider also becoming a media contact. Previous PR or communications experience is definitely not necessary. We are simply looking for members who have the capability to share the HR knowledge they've accumulated over the years as a representative of GMA SHRM.

GMA SHRM 2010 Corporate Partners

GOLD

- American Family Insurance
- Boardman Law Firm
- Career Momentum
- Galaxy Technologies
- The Payroll Company
- Calibra
- Right Management
- Wisconsin Rx

SILVER

- Lee Hecht Harrison
- Venturini Business Consultants, LLC
- Physicians Plus Insurance Corporation
- Cottingham & Butler Employee Benefits

BRONZE

- M3
- Melli Law, S.C.
- Bunbury & Associates
- Express Employment Professionals
- QBE The Americas
- Stark Company Realtors
- Higgins Insurance Group
- Edgewood college
- The Alliance
- Unity Health Insurance
- UW Credit Union

Thank you!

Volunteers on the Communications & Marketing Committee are ready to assemble these media contact names. They will provide guidance and procedures on how you can help us answer media inquiries to the chapter. Our goal is to become a reliable, responsive source for our local reporters, columnists, and journalists. I know current and past chapter leaders have felt strongly that the community needs to discover the impressive depth and knowledge HR brings to many workplace issues, whether as part of a local story or something making national headlines. We have a well-organized system ready to go, but our last piece requires you. I hope to see many of you volunteer as a media contact and help the chapter achieve an important piece of its overall strategy.

To your continued success,

Dave Furlan, PHR
President

GMA SHRM Board of Directors



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Melissa Wieland
Director Workforce
Readiness & Diversity



Zach Peshorn, PHR
Director, Government
Affairs

Government Affairs Update

Compliance Update

Contributed by Adam Jensen, JD, CEBS, GBA, FLMI, Director of Compliance Services, Cottingham & Butler Consulting Services

Judge Strikes Down Healthcare Reform Law

A U.S. District Court judge has ruled that in the Florida healthcare reform lawsuit that the reform law's so-called individual mandate requiring that Americans start buying health insurance in 2014 or pay a penalty is unconstitutional. Judge Roger Vinson voided the entire act because he found the individual mandate exceeded

Congress' powers and was not "severable" from the rest of the law. The Obama administration has said it would appeal. This case, along with cases in Virginia, is expected to be heard eventually by the U.S. Supreme Court.

WI Eliminates Tax on HSA Contributions

The Wisconsin legislature has passed a law adopting federal tax rules for Health Savings Accounts (HSAs). The measure adopted by a special session of the legislature applies to individual and employer HSA contributions. The change is effective for taxable years beginning on January 1, 2011. Wisconsin had been one of only four states that did not follow federal tax rules for HSAs.

[Click here for the full article.](#)

GINA Final Regulations Take Effect

Contributed by Adam Jensen, JD, CEBS, GBA, FLMI, Director of Compliance Services, Cottingham & Butler Consulting Services

Final regulations for Title II of the Genetic Information Non-discrimination Act (GINA) have been issued by the EEOC and took effect January 10, 2011. They provide guidance for employers on a number of topics. Employers need to familiarize themselves with the new rules and adapt their practices to avoid running afoul of the EEOC.

Prohibited Requests

The new final regulations state that a prohibited request for a person's genetic information includes conducting an Internet search in a way that's likely to result in obtaining the information. It is considered inadvertent if an employer learns genetic information through social media that it has an employee's permission to access (i.e. via Facebook or My Space). Prohibited request also includes actively listening to third-party conversations or searching an individual's personal effects to obtain genetic information or asking probing questions likely to elicit genetic information.

[Click here for the full article.](#)

Possible Changes to Wisconsin FMLA

Contributed by Tammy L. Barden, PHR, Sr. Employee Relations Specialist, WPS Health Insurance

There is a new Senate proposal (2011 Senate Bill 8) intended to make changes to our State Family and Medical Leave Act (FMLA). There are several changes being proposed that would make Wisconsin family and medical leave law more similar to federal family and medical leave law. If the proposed bill is passed, it would require employees to have worked 1,250 hours during the preceding 12-month period rather than 1,000 hours in the preceding 52 weeks. In addition, this bill would change the substitution of paid leave so that an employer may require the employee to substitute paid time they have accrued.

The bill would also expand Wisconsin FMLA to include service member family leave and family leave for active duty similar to Federal FMLA. Wisconsin FMLA for these reasons would cover spouse, child, parent, next of kin and domestic partner. The proposed bill would also extend time limits for reporting violations of denied rights under the law or retaliation. This bill extends the time limits to two years after the date of the last event constituting the alleged violation or, if the violation was willful, to three years after that event. For more information on Senate Bill 8, details can be found at: <http://legis.wisconsin.gov/2011/data/SB-8.pdf>.

Compensation and Benefits

Diversity

Employee Relations

ADHD in the Workplace

By Holly Bonnicksen-Jones, SPHR, HR Director, MRA

More and more adults are being diagnosed with Attention Deficit-Hyperactivity Disorder, also known as ADHD, and it is an increasingly common condition that HR professionals face in the workplace. ADHD is a neurobiological disorder affecting up to 5% of all Americans and it usually diagnosed in childhood, continuing into adulthood. Many individuals aren't diagnosed until adulthood where they have sought out help from their health care provider typically as a result of workplace performance problems.

The most often cited ADHD characteristics are impulsivity, inattention, and over-activity. Each individual with ADHD may exhibit one or more or any combination of these symptoms. Behaviors that are associated with these characteristics are: fidgeting; talking excessively; interrupting others; impatience; distractibility; organization problems; problems giving attention to details; procrastination; and problems following through with instructions.

Although the Americans with Disabilities Act (ADA) does not cover specific conditions in its language, it does speak to disabilities being those conditions that impair one or more major life functions.

[Click here for the full article.](#)

Talent Management

Technology in HR

Learning and Development

2011 GMA SHRM Professional Scholarship

The Greater Madison Area Society for Human Resource Management (GMA SHRM) has established a professional award program to encourage the continual pursuit of education and professional development in the human resources field. One \$1,000 non-renewable award will be given this year. To be eligible, applicants must be a member of GMA SHRM working in an HR-related field. GMA SHRM Board Members are not eligible.

[Click here for additional information and application instructions.](#)

Power Differential

Contributed by John F. Macek LCSW

Personnel often have mixed feelings toward HR, mostly because of the dual role HR professionals must play. It is inescapable that recommendations by HR will impact the livelihood and quality of life of others. That goes with the territory and is an exercise of power regardless the intent of HR professionals.

HR professionals have an interface with management that gives them a power differential within their organization. They do salary surveys, recommend salary ranges, make recommendations on benefit packages, and advise managers on disciplinary matters. These functions impact quality of life of many people.

HR professionals walk a tight rope. They help deserving employees achieve position upgrades. At the same time, if one of these employees were to violate company interests, the HR professional would have to shift from a helper to disciplinarian. Managers often turn to HR professionals to think through disciplinary action. Usually the manager already has a strong leaning and seeking support from HR to support their leaning. The HR professional may or may not agree with the manager's approach. That means they may need at times to gingerly redirect the manager's thinking. The HR professional's specialized knowledge constitutes a power differential with that manager. The HR professional has an even greater power differential with personnel because the advice they give can spell the difference between an employee's retention or termination. These are heavy responsibilities.

[Click here for the full article.](#)

Recruitment and Staffing

Community Events

Volunteer Opportunity!

The Wisconsin Academic Decathlon Competition is looking for interview judge volunteers! This would be on March 17&18th at the Wilderness Resort in the Dells from 3:30 pm – 8:40 pm). High school teams are made up of students at all GPA levels. You and a partner judge would conduct two rounds of 5 – 10 minute interviews. Guidelines are provided to the judges and dinner is included! This would be an excellent way to gain PHR recertification credits!

Click here for a flyer with further details.

Volunteer Opportunity!

We have numerous volunteer opportunities coming up. Please contact the appropriate individuals directly if you are interested.

Urban League Mock Interviews 9am – Noon

Wednesday, March 16th

Contact: Vernon Blackwell directly at vblackwell@ulgm.org

Success Program Mock Interviews YWCA - 8-11 a.m.

Wednesday, April 6th

Wednesday, May 25th

Contact: The YWCA at thorenm@cintas.com

Omega School - Mock Interviews

Contact: Michele at thorenm@cintas.com

We provide this interview sheet to Omega so their students can be prepared. If you do volunteer, please use this form.

Omega School is located at 835 W. Badger Road and more information about this school is available at www.omegaschool.org. This is a school that helps adult receive their GED. The participants will include students that are already in the school and some who have graduated and looking for work.

SHRM News / Announcements

Tuesday, March 22, 2011, GMA SHRM Strategic Summit

Topic: Managing Tomorrow, Today: Predicting the Economic Value of Your Human Capital Investments

A DON'T MISS OPPORTUNITY: Dr. Jac Fitz-enz, Father of Human Capital Analysis, comes to GMA SHRM!!!

Mark your calendars and register early for the March 22, 2010 Strategic Summit. Dr. Jac, as he is known worldwide, is acknowledged as the father of human capital strategic analysis and measurement and he will be speaking to GMA SHRM. This is a unique opportunity to hear a pioneer and worldwide leader in metrics, benchmarking, HR analytics and predictive management. Dr. Jac has published 11 books and over 290 articles, reports and book chapters on measurement and strategic management. In 2007, he was cited as one of the top five "HR Management Gurus" by HR World, and the Society for Human Resources Management chose him as one of the 50 persons who have "significantly changed what HR does and how it does it." Although his work is widely imitated, he remains, The Source for human capital strategy, measurement and analytics.

On March 22nd Dr. Jac will be speaking on Predictive Management; a model that aligns, integrates and predicts the effects of HR services on organizational performance using human resource analytics to measure results.

The value of analytics is being recognized by more and more organizations as a highly successful way to predict and manage change. HR is now embracing analytics and realizing the same success and benefits as the other parts of organizations.

In today's economic climate, the pressure is on to demonstrate the value of your human resource investments. Instead of simply reacting to these pressures, it's time for HR to adopt a future-focused, integrated model for managing human capital. It's time for HR to speak in quantitative, objective terms, using numbers to highlight the value we bring to our organizations. Register now for the March 22nd Strategic Summit to learn how!

** Strategic HRCI credits have been applied for**

To learn more about the event or to register, [click here](#)

Wednesday, April 6, 2011, GMA SHRM Roundtable

Topic: Dealing with the HR Challenges of Managing Multiple Locations

What are the unique challenges of managing employees at multiple locations? What are some effective strategies used by local HR professionals to manage employees who are located at international sites? April's HR Roundtable provides an opportunity to hear about some of the ways that area HR professionals have used to help manage personnel at multiple locations, telecommuting employees, and employees working at international sites/offices.

This Roundtable session provides you an opportunity to share your issues and explore solutions with other area HR professionals about how to effectively manage these unique challenges. Please join your peers to share and gain insight at the GMA-SHRM roundtable discussion on Wednesday April 6 at M3 from 8:00 am – 10:00 am.

To learn more about the event or to register, [click here](#)

GMA SHRM Philanthropy Partnerships

GMA SHRM is proud to partner with two organizations throughout 2011 to benefit the HR profession and support our community.

GMA SHRM members, and non-members attending our monthly programming events, are encouraged to donate food items, non-food items, or money to Second Harvest FoodBank. Simply bring item(s) with you to our chapter events, and we will deliver them to the Foodbank!

GMA SHRM believes we can make a difference for families in Southern Wisconsin. We would like to help struggling families get on their feet. Second Harvest Foodbank of Southern Wisconsin serves more than 140,000 individuals annually. That's 22,700 people receiving emergency food assistance in any given week.

We will be tracking the donations throughout the year, until our final event at the Annual Golf Outing and Charity Event at The Oaks Golf Course on August 2, 2011. Immediately following the golf outing, we will be totaling all of the donations from throughout the year and will calculate the number of meals we provided to the community. Our goal is to provide more meals than we did in 2010. Our donation in 2010 was 5,154 meals (109 pounds and \$1690)!

Additionally, GMA SHRM will be collecting professional and personal development books, children's books, fiction, and DVD's in new or gently used condition throughout the program year. We will use the items we collect to hold a book/DVD sale at the GMA SHRM Human Capital Conference on May 5th, 2011. The money raised from the sale, along with monetary donations will be given to the SHRM Foundation - a 501(c)(3) non-profit affiliate of SHRM. A leading funder of HR research grants, the Foundation produces publications and educational resources to advance the HR profession. Their work is made possible by your generous tax-deductible donations.

Simply bring any of the items mentioned above to one of our chapter Summits/Toolbox sessions and drop them in the specially designated donation boxes!

INTRODUCING: The Peer Advice Network – Your Peer Information Resource

What is Peer Advice Network?

Peer Advice Network puts you in touch with members who have experience in specific human resource areas and have volunteered to share their experience with other members.

Are you considering a 401(k) plan, and do not know where to begin? Do you want to conduct an attitude survey of your employees, but need to know what pitfalls to avoid? GMA SHRM Peer Advice Network can be the answer you need. Learn from the experiences of your peers. Contact them today through Peer Advice Network.

How Peer Advice Network works?

Members identify areas of HR related experience and volunteer to serve as an information resource for other GMA SHRM members. This is a free resource to members by members to share their experience in a specific topic and another way to network with fellow HR professionals. This is not an area for members to solicit business. This is free advice.

How can I be a peer resource?

If you are interested in volunteering to be a peer resource, please click here to [update your Peer Advice Network](#). If you have questions, please contact [GMA SHRM](#).

Update your member demographics

GMA SHRM is also collecting demographic information on its members to assist in future programming decisions and to have an overall better understanding of our membership. While checking out the new Peer Advice Network, please also access your member record to review and update your demographic information. For a chance to win a **\$50 gas card**, please update your demographic information and your Peer Advice Network categories. All members who have updated their information by Monday, February 28th will be entered in the drawing. After you login to the member's only section of www.gmashrm.org, you can click on 'My Account' on the horizontal toolbar to update your demographic information. To update your Peer Advice Network, click on 'Member Home' on the top horizontal menu and then 'Update your Peer Advice Network entry'. If you have already done this, you will be entered into the drawing as well.

Thank you and good luck!

Membership Referral Program

GMA SHRM is proud to announce its new Membership Referral Program! It's easy to participate, simply encourage your colleagues, students, customers, vendors, and others to join GMA SHRM and enjoy the same great benefits you do!

As a GMA SHRM member you already know that our organization offers support, resources, and opportunities to network with other human resource professionals in the greater Madison area. Now is your chance to be rewarded for sharing that enthusiasm for our organization and let your colleagues see for themselves that a GMA SHRM membership is an invaluable resource for their profession.

To find out more about this program [click here](#).

GMA SHRM Member Spotlight

Traci Stanek

Where do you currently work?

Hausmann-Johnson Insurance, Inc.

What is the focus of your position?

Executive Assistant

How long have you been in the Human Resource field?

N/A

Which of your career accomplishments makes you proudest?

Managing my own team.

What is the best advice you've ever received?

Go back to school to finish my degree. I did so recently and earned my BS in Business Management from Cardinal Stritch University.

Why did you decide to join GMA SHRM?

GMA SHRM is a very reputable organization and I am looking forward to learning more about Human Resources. This is a great way for me to do so.

If you'd like to be featured in the Member Spotlight in an upcoming issue of HR InTouch, please e-mail Dawn Koopman at dkoopman@musicnotes.com.

GMA SHRM Member Poll

Do you have a burning HR question that you'd like to see featured on our GMA SHRM Member Poll? If so, please submit your questions to Jake Siudzinski at jakes@gstaff.com.

GMA SHRM is LinkedIn

Come join our GMA SHRM Chapter group on [LinkedIn!](#) What is LinkedIn? It's a business-oriented social networking site that can be used to connect with friends (old and new), find or post jobs and get information. In order to join, sign in at www.linkedin.com and keyword search GMA SHRM Chapter.

Welcome New Members!

GMA SHRM welcomes the following members who joined our chapter in January 2011.

Peg Anthony		Metro Transit
Brianna M. Ayers	HR Generalist	Diesel Injection Service
Tom Bartelt	Director of Marketing	Edgewood College
Robyn L. Berth	HR Representative	Baker Tilly
Greg Blum		Hemb Insurance Group, LLC
David L. Callahan	VP , Total Rewards	CUNA Mutual Group
Angel M. Cardenas	IT Recruiter	Sundial Software Corp.
John Cashman		Dean Health Plan
Sarah M. Dewbre	Branch Manager	ABR Employment Services
Jilian Elliott	HR Administrator	QBE

Erica C. Fini-Marten	Client Services Specialist	Spherion Staffing Services
Heidi Fischer		Delta Dental
Wanda Gilles		Physicians Plus Insurance Company
Jim Holwerda		Remedy Intelligent Staffing
Miranda M. Maring	Client Services Specialist	DI & Associates
Jule E. Marks	Relocation Development Coordinator	Stark Company Realtors
Bruce Mayer		Wegner CPAs & Consultants
Stacey Mochnick	Training Manager	Employment Resources
Barry P. Richter	Benefits Consultant	Hausmann-Johnson Insurance
Nick Sayers		Boardman Law Firm
Melissa A. Simon	Director of Career Services	Globe University-Madison West
Traci L. Stanek	Executive Assistant	Hausmann-Johnson Insurance
Kadie Tapp		Lee Hecht Harrison
Katie E. VanBeek	HR Business Partner	QBE The Americas
Diane M. West, SPHR	VP HR and Administration	Capitol Indemnity Corporation

Movin' Up

Congratulations to **Karla King** and **Christine Storlie** who recently received their **SPHR**! Thank you for continuing to advance the HR profession.

Have you started with a new company? Has your organization recently promoted you to a new position? Or do you want to recognize a new person or promotion within your department? If so, we want to hear about it. [Send us an e-mail](#), and we'll publish your good news in the next HR InTouch!

In Transition

If you are a member who is in between jobs, or who is currently employed but seeking new positions or career paths, write us a brief description of your skill set, areas of expertise, what you're looking for, etc. [Send us an e-mail](#). We'll publish your information in the next HR InTouch.

What's Cool in HR in the Greater Madison Area?

What's going on in HR in your workplace?

Have you...

- completed a major project,
- implemented something new,
- managed a change,

Is there something...

- your company/dept does really well,
- interesting about your company culture
- that makes your company an employer of choice

We want to hear about it! Share it with your HR colleagues in HR InTouch. [Send us an e-mail](#).

HR InTouch Guidelines

Article Writing:

Do you have an interest in writing for the HR InTouch? We have an interest in learning more about your area of expertise!

Why should you volunteer? Top three reasons: 1) to share your knowledge and experiences to educate others; 2) to become more connected in the HR and Dane County communities; and 3) to contribute towards the advancement of GMA SHRM and the HR profession.

The first step is for you to choose a submission option: you can pre-submit an article to GMA SHRM at any time for us to use in any of the upcoming newsletters, you can sign up to write for a particular month, or we can put you on a list of people to contact in future months whenever we need articles.

Article length:

Because the HR InTouch is now in an online format, the size is flexible. The article should be engaging and hold readers' attention. Include the core information in your article, and we will advise if it is too lengthy.

Solicitation:

GMA SHRM is conscious not to allow solicitation through the articles, in an effort to protect the interests of our partners and members. The nature of the article should be educational (i.e., what are the business advantages of having a product like yours) or informational. Otherwise, if you truly are interested in advertising through the HR InTouch, you can work with our Marketing Committee. As a rule of thumb for article writing, if the submission relates to a **for-profit** event, or specifically markets your company (vs. your industry), it is an advertisement, and should be purchased. If it is a **not-for-profit** event that your company is hosting, or an announcement (i.e., a SHRM member recently joined your company), it is an acceptable addition to the HR InTouch content. If you have any questions related to the appropriateness of your submission, please contact us.

If you have questions, or to submit an article, contact GMA SHRM at chapteradmin@gmashrm.org.