

AFFILIATE OF



SOCIETY FOR
HUMAN
RESOURCE
MANAGEMENT

www.achra.org

ACHRA Albemarle / Charlottesville HR Association

July 2004

From the Desk of the President

Greetings,

It is hard to believe that half of the year 2004 is over. ACHRA has had a busy and productive year so far with interesting meetings, and new members joining the chapter. At the beginning of the year the board set goals for 2004. Our goals were tied to the SHRM adage *Serve the Professional, Advance the Profession*. To let you know where we stand with those goals we have put together a mid-year update of our progress. The original goals are listed below with our progress noted:

2004 Goals

Serve the Professional

- Target membership meetings to meet the needs of the HR Professional
- Inform membership of current legislative actions
- Promote and support HR certification and provide re-certification opportunities
- Provide expanded professional development opportunities
- Provide comprehensive new member orientation
- Increase non-dues revenue to support learning opportunities

Progress - These goals are on-going objectives for ACHRA. Through surveys and questionnaires we ask what the membership needs in the form of programs and learning opportunities. In addition to our monthly meetings we are offering brown bag lunch study groups, and a full day HR Conference in September. For the third consecutive year ACHRA is offering the extremely valuable certification study groups for our membership. On the ACHRA website we list learning opportunities with other chapters' and organizations. Our membership committee has re-vamped the new member orientation packets, and we have a goal of calling each new member to welcome them into the chapter and answer any questions that they may have. We have been working with sponsors this year to increase non dues revenue. We were excited to have our first monthly membership meeting sponsored this year by Carolyn Fowler of HR Diversified Solutions, LLC. We will have multiple sponsors for our HR Conference this year.

Advance the Profession

- Increase ACHRA member involvement in community relations
- Support students interested in the HR profession
- Provide information regarding diversity in the workplace
- Promote interest in serving on board through increased benefits to board members
- Promote the value of national SHRM membership

Progress: ACHRA continues to have speakers from community organizations present on a regular basis at our membership meetings. We have a presence at the UVA HR student group. A board member attends their meetings and we will be inviting their president to the HR Conference. Through two speakers this year we have provided diversity information for the membership. Increased benefits to board members will be reviewed and considered for the 2005 board. We have enjoyed having a national SHRM speaker and several representatives from the State council at our membership meetings.

Improve ACHRA Infrastructure

- Revise by-laws
- Leverage technology to increase efficiencies
- Clarify membership classifications

Progress: The by-laws are in need of update in many areas to include day-to-day operations, chapter activities, membership classifications, etc. We are surveying other chapters and reviewing the national SHRM by-laws to help with making determinations of by-law changes. The by-law committee is working toward making recommendations to the membership this year. ACHRA is enjoying a newly updated website that is visually enjoyable and well organized. We have increase efficiencies in various ways to include automated meeting invitations and tracking. We are also sending out an electronic mailing of the ACHRA newsletter on a quarterly basis. The newsletter is full of information regarding tips, updates, links to other organizations, as well as meeting and event news.

As always we want to hear from you with your ideas of what you would like for our chapter. Please let us know if what we are doing is meeting your needs. We look forward to a successful remainder of the year. Many thanks to all who have attended ACHRA meetings and functions, we appreciate your support.

Denise McKee
2004 ACHRA President

GOT NEWS?

Want to share something with other ACHRA members?

News, views, designations, etc. are all welcome.

Please email Trish Owens at

trishowens@aol.com

by August 15, 2004 for the September '04 newsletter.

"Opportunities are usually disguised as hard work, so most people don't recognize them."

Ann
Landers
(1918 - 2002)



ALBEMARLE/CHARLOTTESVILLE
HUMAN RESOURCES ASSOCIATION
PRESENTS

7th Annual HR Conference

**Full Day Event!
Presentations & Workshops
On
Strategic Thinking, Retention, & Technology's Future Impact on HR**

**Tuesday, September 14, 2004
8 am to 4:30 pm
Charlottesville DoubleTree Hotel
Registration, Breakfast & Opening Remarks -- 8:00 am — 9:00 am
1st Session at 9:00 am**

Futurist Keith Ornduff will help you become a successful leader in your organization by developing strategic thinking skills. In a second session, he'll address the future impact of technological developments on HR.

Career Systems International will provide you with retention tools to use immediately. You'll also walk away with the book Love 'Em or Lose 'Em, which highlights the A to Zs of employee retention and emphasizes that engagement and retention are two sides of the same coin.

Mark your calendar **NOW**, and register by August 15 to take advantage of the early bird discount. There's also a group discount for 3 or more participants from one company. The registration form is on the reverse side (or second page) of this flyer. For further conference information, please visit the ACHRA website at:

www.ACHRA.org

Invite managers from all areas of your organization to attend. The conference topics are key issues for all leaders, not just HR professionals.

Premier Sponsors for 2004 HR Conference

ACHRA is excited and pleased to announce the following five companies as Premier Sponsors for the September 14, 2004 HR Conference:

BB&T Insurance Services, Inc.

www.bbandt.com

"Secure Your Assets. Protect Your Future"



MoneyWise Payroll Solutions, Inc.

www.moneywisepayroll.com

"Save Time, Make More Money, That's MoneyWise"



Venturi Staffing Partners

www.venturipartners.com

"It's Who You Know ... Advancing Careers & Business for 25 Years"



Premier Sponsors for 2004 HR Conference

HR Diversified Solutions, LLC
www.hrdiversifiedsolutions.com
"Maximizing Human Capital"



Kelly Services
www.kellyservices.com
"Staffing the World"



These sponsors will be joined by other companies as exhibitors at the conference on September 14th at the Doubletree Hotel. Attendees will have opportunities throughout the event to visit the display booths and talk with company representatives about their products and services.

Albemarle/Charlottesville
Human Resources Association

7th Annual HR Conference

Tuesday, September 14, 2004
8 am to 4:30 pm
Charlottesville DoubleTree Hotel

<u># of People</u>	<u>By August 15th</u>	<u>After August 15th</u>
One person	\$99	\$119
Two people	\$99	\$119
Three or more (same company)	\$89	\$109

Dollar amounts are per person rate

Registration Form

Please print all information:

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Company: _____

Contact Phone: _____ Date: _____

Amount Paid: _____

Checks made payable to: ACHRA HR Conference.
c/o Paula Tomko, 32 Forest Drive, Palmyra, VA 22963.

If you have questions, please call 434-960-3470.



The Training Registry

The Training Registry is an online directory of training resources and offers SHRM chapters several free services.

These include such services as a free web based survey & assessment development tool, a free listing in The Training Registry directory, (<http://www.assess.biz>), free job postings for your member companies.

The Training Registry currently has about 150 associations taking advantage of these free services, including over 20 SHRM chapters.

For more information, please contact:

Richard Boren

The Training Registry

<http://www.trainingregistry.com>

919-847-0331

Virginia State SHRM Conference – October 6–8, 2004

Join us at the 2004 Virginia State SHRM Conference!

Your colleagues in the Richmond Human Resource Management Association are proud to host this year's state conference in Richmond, Virginia at the Richmond Marriott Downtown.

In the spirit of the great Olympic Games, we have titled this year's event, *"Going for the Gold!"* As the name implies, we intend for our conference to inspire, challenge and delight you. To ensure that it does, our programs, exhibits and social activities will all be designed to foster professional achievement, personal good will and global diversity—just like the true Olympics!

As the conference unfolds in these pages, you will see the result of many months of planning, teamwork and vision by your Conference Planning Team and other human resource professionals from across the Commonwealth of Virginia.

Here's what you can do to help make this year's conference a Gold Medal event:

- Mark these dates, October 6-8, on your calendar and guard them fiercely!
- Tell your fellow HR professionals about the conference and this site.
- Add a link from your site to ours.
- Visit us often for evolving information on programs, attractions and guidance on how to register and participate.

Thank you for your interest in this year's event. If you have any questions that need to be answered on these pages, please contact us at:

state-conference@rhrma.org for assistance.

Then, join us in October, and always *"Go for the Gold!"*

Kudos to Marsh USA!

On Thursday March 25th, Marsh, Inc. sponsored a brown-bag lunch workshop on Health Savings Accounts. Vice President Christopher Nagle and Assistant Vice President Glenn Alphen presented information regarding the regulations of Health Savings Accounts. HSA's are receiving much publicity as a highly effective tool for curbing employer costs for health care and motivating employees to become wiser consumers of health care services. Created by the Medicare Reform Act of 2003, many carriers are still developing plans to meet the new regulations. The workshop presentation provided a forum for asking questions on the new regulations and discussing the advantages and disadvantages of the plans.

Thank you to our sponsor Marsh, Inc. for providing lunch and to the Martha Jefferson Human Resource department for arranging for us to use the Education Center.

Marsh USA Inc. is the world's leading risk and insurance services firm. It is an operating unit of Marsh & McLennan Companies, Inc. (MMC), a global professional-services firm with approximately 60,000 employees and annual revenues exceeding \$11 billion.

MMC is also the parent company of Putnam Investments, one of the largest investment-management companies in the United States; Mercer Inc., a major global provider of consulting services; and MMC Capital, a global private-equity firm.

For more information regarding Health Savings Accounts you can contact Chris or Glenn at 800-876-5442.

Paula Tomko
ACHRA Program Chair

Congratulations ACHRA!



Our local association has recently been awarded the Superior Merit Award from SHRM.

Requirements for achieving this award include:

- Completion of at least 75 achievements
- Verification of proper use of the "AFFILIATE OF" SHRM logo
- Chapter maintenance of a minimum of 10 SHRM members, or 30% of total membership which must be SHRM members, whichever is greater
- Chapter President or designee must attend a minimum of 50% of the State Council meetings held within the state

Call for ACHRA Meeting Sponsors

Is your company looking for the opportunity to present your service or product to Human Resource managers in the Charlottesville area?

If so, consider sponsoring an ACHRA monthly chapter meeting.

For a \$250 fee, you'll receive the following:

- Up to five minutes as the beginning of the meeting to promote company/organization
- Public thank you during the event
- A table to display promotional material
- Opportunity to place promotional brochures at tables where members are seated
- Acknowledgement of sponsorship in ACHRA meeting announcements (e.g., on electronic invitation to members; posted on ACHRA website)
- Acknowledgement of sponsorship in ACHRA newsletter
- One guest attendee at the meeting

For more information, contact Judy Blair at 434-975-6770 or judy@blair-cameron.com

Job Searching?

Job Description: Agent

As an Agent . . .

. . . you will work with both Clients and Talent to identify their employment needs and priorities and provide solutions that meet and exceed their expectations. You will consultatively sell Randstad's staffing solutions to clients and prospect companies by building and managing those relationships for business development purposes. You will also be recruiting, interviewing, coaching and developing Talent for whom you will find appropriate positions. If you are committed to delivering a high level of service to our Talent, our Clients and your colleagues, this is the right career for you.

Note: All new employees will be required to attend training for 2 full weeks in Atlanta, Georgia..

Successful Candidates Will Have . . .

- proven success in SALES, Customer Service & Recruiting
- the desire to work in a team focused environment
- a Bachelor's degree is preferred
- work experience in a service industry, such as hotel/hospitality, high end retail management, travel, etc.

Please submit resumes/inquiries to cvillejobs@yahoo.com



HR Professionals Get the Picture

Camera phone technology could expose employers to new risks

By Kathryn Terrell, PHR

Is there anything in your workplace you'd rather not see on the Internet? Your organization's new business plan, client lists, marketing strategy or financials? Embarrassing photographs of employees?

Your workplace may already be at risk to proprietary leaks or worse if you have no boundaries on the use of camera- and video-enabled cell phones. Some companies already have policies that protect work product, manufacturing processes, employees and clients from unauthorized picture taking and videotaping. But the ubiquitous cell phone, combined with wireless Internet connectivity and new imaging features, may be an overlooked exception to the camera rule. And that oversight could be damaging in a courtroom.

Already there is a growing body of complaints and legal claims involving surreptitious picture taking with camera phones. Public and private sector officials are rethinking policies and employee practices, and whether the routine convenience of the device outweighs its risk of exposure. And lawmakers in several states are considering laws to make certain abuses a crime.

Companies may, understandably, be reluctant to ban camera phones in the workplace. Early camera phone models are limited to viewing-only of low-resolution images shared among subscribers of the same provider network and seemingly aren't much to fret about. But newer camera phone models produce images of much higher quality, and new software allows users to store, edit and print images, or instantly transmit them over the Internet.

Uses of camera phones could mean new workplace rules to avoid potential problems such as unauthorized imaging of internal documents, theft-by-photograph of employee or client data, industrial espionage and more.

Jack Gold, an analyst with the technology research unit Meta Group, recommends caution in all cases. "All companies, not just those handling sensitive materials, should ban employees and visitors from bringing camera-enabled phones into the premises," he says.

No spies lurking in the shadows of your workplace? Camera phones are also blamed for far less clandestine activities, through just as serious. A case handled by Cleveland attorney Stephanie Trudeau of the firm Ulmer & Berne involves an employee charged with using a camera phone to take a photo of a co-worker from behind without permission.

"Even in working environments where (security) issues are not a concern, employers should, at a minimum, announce a rule that employees should 'ask before you snap,' no matter where or what the subject," Trudeau says.

The potential for sneaky picture taking is especially worrisome in areas such as restrooms and dressing rooms where employees have a reasonable expectation of privacy. Such cases could result in a new wave of costly sexual harassment lawsuits, especially if embarrassing images are distributed or posted to an Internet site.

Even if a law is not broken, problems could ensue. "There might not be a legal basis for a claim," says Philip Gordon, partner at the law firm Littler Mendelson in Denver and fellow of the non-profit Privacy Foundation at the University of Denver, "but certainly it could undermine morale and create dissension in the workplace" (*Rocky Mountain News*, 2004).

Whether inappropriate actions are done impulsively in a moment of misjudgment or purposefully and covertly, camera phones can provide willing employees the means to do harm.

Companies should examine their own vulnerabilities. If actions are called for, employers should address the issue with a policy that provides for the organization's security and manages risks while considering employees' needs to use cell phones for personal reasons and emergencies. The policy should clearly outline expected conduct. And it should communicate the company's commitment to protect personal privacy and maintain a pleasant and productive work environment.

Gordon suggests that some companies may want to consider restricting the phones in sensitive areas such as locker rooms and research facilities and otherwise have policies against abusive uses and trust employees to follow those policies (*Rocky Mountain News*, 2004).

For other employers, enforcement of a camera phone policy could be problematic, however, if a policy simply states "no unauthorized use." It is usually difficult to distinguish between someone using a cell phone and someone taking a picture. Even if a camera phone emits an audible beep when a picture is snapped, it may not always provide sufficient and obvious notice to the unsuspecting.

An outright ban of all cell phones, with or without imaging features, would make a camera phone policy easier to enforce, says Houston employment lawyer J. Bradley Spalding of the firm Littler Mendelson (*Houston Business Journal*, 2004). "The advantage of a complete ban on cell phones, when warranted, is that there is no question when the rule is being broken. Simply having a cell phone in your possession is against the rules, period."

When crafting a policy, don't overlook other handheld devices that may also have wireless networking features and are camera- and video-enabled. They include workplace staples such as personal digital assistants (PDAs) and new devices such as Pocket PCs, which are set to enter the market. Unless picture taking is business-justified, companies might avert potential problems by setting handheld equipment standards that specify devices without picture-taking functionality.

Technical solutions to help prevent camera misuse are coming -- jammers to disable the imaging function in a security zone and buzzers to signal when a photo has been taken. In the meantime,

a clearly defined policy that is evenly applied is one key to avoiding problems.

As always, consult your legal counsel before finalizing your policy.

Be aware that new camera technologies will likely result in new workplace and legal issues as standards are established concerning how cases involving misuse are handled. If problems arise, seek legal advice early.

Kathryn Terrell, PHR, is a human resources professional who specializes in policies that relate to the mobile workforce and employee use of technology. For questions or more information, she can be reached at kterrell@hrinprint.com or www.hrinprint.com.

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[SIDEBAR]

If a ban or restriction of camera-enabled devices is called for in your organization, here are some guidelines to help plan the new policy:

- Clearly define your expectations.
- If a ban is location-specific, identify affected areas or departments.
- Follow "best practices" concerning policy distribution and problem handling.
- If needed, provide the policy in the native language of non English-speaking personnel.
- Extend rules to visitors, contractors and leased labor.
- Enforce the policy evenly and consistently.
- Consult with legal counsel before finalizing your policy.
- Monitor new technology and update your policy as needed.

Professional Development Update

ACHRA would like to thank Adelpia Cable for hosting the PHR/SPHR Study Group. Christina Phillips and Lynn Russell provided the equipment and great space for the group on a weekly basis. We appreciate their efforts!! ACHRA would also like to thank the facilitators for taking time from their busy schedules to teach the modules. Special thanks to John Beta, SPHR, Mary Miller, JD, SPHR, Carolyn Fowler, SPHR, Ken Sipes and Randy Fulcomer. These folks provided invaluable assistance to the Study Group. We hope that they will be able to facilitate the next Study Group sessions.

The deadline for applying to take the PHR/SPHR for the Fall/Winter Exam is September 20th. If you are interested in taking the exam, please contact Faye Giles at gft3e@virgina.edu (982-2733) for information. We will notify the ACHRA Membership in August as to when and where the next Study Group will be held.

News from ACHRA Membership

Membership would like to welcome our 2004 new members to date:

Connie Pool, Branch Banking & Trust (BB&T)
 Andrew L. Deitz, PHR, Adecco Employment Services
 Dominique Gutierrez, Venturi Staffing Partners
 Carolyn K. Kyger, Carter Myers Automotive
 Jean M. Mackey, Virginia NeuroCare, Inc.
 Christina Phillips, Adelphia
 David Parow, UVA Health Services Foundation
 Diane Rosson, Skyline Cap, Inc.
 Ashleigh Slawski, Venturi Staffing Partners
 Betty Farrish Spencer, Avionics Specialties, Inc.
 Deborah Spittler, Rivanna Water & Sewer Authority

Christy Clark, State Farm Insurance
 Robert Hahn, Keeler Obenshain P.C.
 Jen Hoffman, University of Virginia
 Allison Linney, Allison Partners, LLC
 Jennifer Meiss, State Farm Insurance
 Patricia O'Rourke, PVCC
 Deborah Ann Robbins, PVCC
 Deanna Scott, Pro-Tax
 Kenneth Sipe, retired
 Jason Setser, C-ville Weekly
 Barbara Wall, new to area

We are enjoying the level of interest and participation from
 this new group. Welcome Aboard !

Upcoming ACHRA Monthly Meetings

July 13, 2004 Breakfast Meeting

DoubleTree Hotel Charlottesville at 7:30 AM

Speakers: Members of Employer's Support for the Guard and Reserve

Topic: Employer Relationship Program

Our featured speaker for the month will be members from a local chapter of the national organization, of Employer's Support for the Guard and Reserve and will be talking about the Employer Relationship program they are forming in our area. The goal of the Employer Relationship Program is to build long-term, trusted relationships with public and private sector organizations in the Commonwealth of Virginia. As a result of these relationships, these organizations will become advocates and set the example in Employer Support for the Guard and Reserve. This group will be involved in finding mentors for returning members of the National Guard and other armed forces. This group also educates HR officials about the legal guidelines of giving these "returnees" their jobs back. The national committee was established in 1972 to promote cooperation and understanding between Reserve component members and their civilian employers and to assist in the resolution of conflicts arising from an employee's military commitment. Today ESGR operates through a network of more than 4,500 volunteers throughout 55 committees located in each state, the District of Columbia, Guam, Puerto Rico, the Virgin Islands and Europe.

Upcoming ACHRA Monthly Meetings

August 10, 2004 Luncheon Meeting

Holiday Inn University Area at 11:45 AM

Speaker: Cathleen P. Welsh

Topic: FMLA – Highlighting the Impact in the last 10 Years & Future Implications

Cathleen P. Welsh began practicing law in Harrisonburg, Virginia in 1992. She is currently a shareholder with the law firm of KeelerObenshain, PC, which has offices in Harrisonburg and Charlottesville. Ms. Welsh obtained her undergraduate degree from the College of William & Mary and her law degree from the University of Virginia. Ms. Welsh concentrates her practice in the area of employment law providing guidance to clients in personnel policies and practices, employment litigation, and workers' and employer associations on employment-related issues. She has represented a wide variety of businesses and institutional clients in court compensation defense. She conducts human resource legal audits and training seminars for management personnel on a variety of employment law topics. She is often requested to speak to community groups and before agencies administering and enforcing employment laws including, the Equal Employment Opportunity Commission, the U.S. Department of Labor, the Virginia Department of Labor and Industry, the Virginia Employment Commission, the Virginia Workers' Compensation Commission and the Virginia Human Rights Council. Ms. Welsh is a member of the National and Shenandoah Valley Chapters of the Society for Human Resource Management. She helped found the Shenandoah County HR Roundtable group and currently sits on the Board of Directors of the Virginia Chamber of Commerce as well as the Harrisonburg Rockingham Chamber of Commerce and the Harrisonburg-Rockingham United Way. In 2003, Ms. Welsh was named as one of Virginia's "Legal Elite" in the category of Labor and Employment Law by Virginia Business magazine.

Cathy lives in Harrisonburg with her husband and their two children, Ally (7) and Matthew (4). In comparing whether she would prefer to negotiate a deal with the EEOC or her four year old, Matthew, Cathy says she'll take the EEOC any day of the week.

UPCOMING ACHRA GENERAL MEMBERSHIP MEETINGS & EVENTS

July 13th—July Membership Meeting @ DoubleTree Hotel...7:30-9:00AM. “Employer Relationship Program”

August 10th—August Membership Meeting @ Holiday Inn-University...11:45AM-1:30PM.

“FMLA—A Decade Older & No Wiser”

September 14th—**Annual ACHRA HR Conference** @ DoubleTree Hotel...8:00AM-4:00PM.

October 12th—October Membership Meeting @ DoubleTree Hotel...7:30-9:00AM.

November 9th—November Membership Meeting @ DoubleTree Hotel...7:30-9:00AM.

December 14th—December Holiday Dinner Meeting @ Holiday Inn University Area...5:30-8:00PM.

“Kingdomality—A Team Building Theory”

It is the mission of the Albemarle/Charlottesville Human Resource Association to serve as a recognized resource and provide leadership to its membership and the business community through sharing and promoting best practices in human resource management.

News from The Kiplinger Letter

***The quality of health care is an emerging focus for employers. More firms are checking quality ratings in picking health plans, shunning providers that aren't committed to producing solid quality data. Employers realize that low fees and discounted care don't mean much if shoddy treatment creates more problems and higher costs down the road.

***Physicians and hospitals are being scrutinized by employers and insurers. The best performers are rewarded and given incentives to improve even more, helping to save employers money in the long run. Providers that don't measure up will eventually fall by the wayside.

***A consortium of industry heavyweights is setting the pace. Boeing, Pepsi, IBM, GM and others have formed the Leapfrog Group, establishing quality standards and incentives for doctors and hospitals.

***Employee perks are back. With competition for good workers heating up, employers want to make sure their top performers are happy.

***Expensive stuff is still out . . . Stock options, fancy cars, etc.

***But cheaper alternatives abound: Giving employees more time off, letting them relax in quiet rooms and offering some concierge services, such as dry-cleaning pickup, etc. Paying for a few weeks' housecleaning for workers who loved ones is also a way firms can show they care.

***A Web-based incentive management system can help busy employers reward their good workers. Go to www.giftcertificates.com/business.

***Workplace bias complaints based on skin color are on the upswing as workplace diversity grows. Last year, more than 1550 cases were filed with the Equal Employment Opportunity Commission, up over 60% from 1998.

***Simple math is one reason: An influx of dark-skinned immigrants from Asia as well as from Latin America, the Middle East and Africa.

***Penalties for color bias can be as high as \$300,000 per incident. To protect against bias . . . and limit liability if a claim is brought . . . employers need to ensure that color bias is specifically prohibited in company policies, and managers must be trained to guard against it.

***Expect health care premiums to rise at a slower rate next year. Large companies are likely to see premiums increase about 10% on average, while smaller companies face an average hike of about 12%. The reason: Cost shifting to workers, which is making them more-careful consumers.