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## President's Perspective

It has been a busy and exciting year for VaSHHRA. In April, we held our spring conference in Charlottesville and had one of the largest turnouts in many years. During the conference, we rolled out the new VaSHHRA logo. The fresh, new look contains various colored triangles which are similar to those used in the HR Leader Model developed by ASHHRA. This new design helps to support our affiliation with ASHHRA while also continuing to promote our chapter.

We also implemented a free membership program where professionals new to VaSHHRA could become members at no charge for the first year. This has helped to boost our

membership to over 200 achieving one of our goals that has eluded us for the past few years.



Several of our members attended the 2012 ASHHRA National Conference in Denver, CO. "Leading People Through Change" was the theme. Tom Flick, former Rose Bowl Champion and successful NFL quarterback, started off the conference. His presentation provided great advice for the future. He challenged us to "Go first and lead the way."

Throughout the conference were

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## Change Begins With You!

Have you ever wondered why your legislators voted the wrong way on an important bill? Bad legislative decisions are not necessarily evidence of malice against a particular group or industry. More likely, poor decisions stem from a lack of knowledge or a misunderstanding of the consequences of certain legislative acts. This is where you, the citizen lobbyist, can make a difference!

upon their core beliefs, on their knowledge of an issue, on input from experts, on personal counsel and on feedback from their constituents. The vast majority try to make informed decisions that will benefit their constituents, their state and their nation.

While we can't do much about our legislators' core beliefs, we can have a

Legislators make decisions based



direct impact on what they hear and what they know. If legislators have the facts and understand how their decisions will affect your hospital, patients, staff and community, then we are more likely to be successful. At a minimum, our legislators will cast their votes knowing full well the consequences of their decisions.

### What can you do to help? More than you think!

First and foremost, vote! Get to know your candidates and support those who support our industry.

Contact your representatives. To find your legislators:

**Virginia:** <http://conview.state.va.us/whosmy.nsf/VGAMain?openform>

**U.S. house representatives:**  
<http://www.house.gov/representatives/find/>

**U.S. Senate:**  
[http://www.senate.gov/general/contact\\_information/senators\\_cfm.cfm](http://www.senate.gov/general/contact_information/senators_cfm.cfm)

Let them know your concerns and positions through email, letters, and phone calls.

The AHA has a wonderful guide (from which this article was adapted) called simply *Legislative Manual* that gives detailed how-to's for working with your legislators. Go to:

[http://www.ashhra.org/advocacy/files/AHA\\_Legislative\\_Manual\\_Final.pdf](http://www.ashhra.org/advocacy/files/AHA_Legislative_Manual_Final.pdf)

If you are too shy to do so independently, get on a "voters voice" list. These generate prewritten communiqués that you can forward on.

<http://votersvoice.com/Letters.html>

Periodically AHA, ASHHRA, and SHRM will send something out to membership asking for help in getting a message to the legislators. Take part!

If you want even more involvement join AHA's Partnership for Action or SHRM's Advocacy Team.

For more information on getting involved, what it's like or how to do more contact fellow member and Region 3 Advocacy Representative for ASHHRA, Lee Byrd. [lbyrd@mahova.com](mailto:lbyrd@mahova.com) or 804-237-6725



Our very own Lee Byrd emphasizes the importance of advocacy in his presentation at the Fall Conference "Grassroots Advocacy— You do Have A Voice!"



Based on recent changes and feedback received from other state chapters of ASHHRA, the following changes to the VaSHHRA by-laws were presented to membership for voting in late October 2012. They were passed by the majority and announced during the business meeting at the Fall Conference.

Section 5.2 ANNUAL DUES – New regular members may join VaSHHRA and shall owe no dues for the remainder of the calendar year. New regular members who join in the months of November and December shall owe no dues through December of the following year. As a condition of membership, all other members shall timely pay the dues and other fees owed.

Section 7.1 OFFICERS - The officers of VaSHHRA shall be a President, President-Elect, Vice-President, Secretary, Treasurer, and Past President, elected annually for a two year term beginning January 1st. Only regular members in good standing shall be eligible to serve as a VaSHHRA officer. The President, President-Elect, Vice-President, Secretary, Treasurer and Past President shall be members in good standing of ASHHRA.

Section 7.2 EXECUTIVE COMMITTEE

a. In addition to the elected officers of VaSHHRA, the members of the Executive Committee shall include the regional representatives and committee chairs.

Section 7.9 DUTIES OF THE SECRETARY - The Secretary keeps minutes of all regular meetings of VaSHHRA and distributes them on a timely basis to the membership. The Secretary handles routine correspondence relating to the work of VaSHHRA and distributes notices, reports, ballots, etc., when directed to do so by the authorized officers acting on behalf of VaSHHRA.. The Secretary keeps minutes of the Executive Committee meetings and distributes them with the Executive Committee meeting announcement. The Secretary shall serve as Chairperson of the Communications Committee and prepare newsletters, a membership directory, and other general publications.

All other by-laws will remain the same.

**Membership Passes By-Law Changes**

Each conference we select a community organization to support through and raffle and matching funds from VaSHHRA. This conference the recipient was **Noah's Children**.

**Noah's Children** is central Virginia's only hospice and palliative care program. They care for infants, children and adolescents with life-threatening illnesses, as well as their families. Their holistic program brings compassionate care by addressing physical, emotional, social, spiritual and practical needs. This allows families to focus on making their child's remaining time as rich and meaningful as possible.

Services include: end of life planning, pain and symptom management, IV therapy services, disease management and education, wound care treatment and education, medication management and education, social and emotional support, spiritual support services, therapeutic play, illness and bereavement support.

Through our raffle of a wine lover's basket we raised \$200 which was match by VaSHHRA for a total of \$400 to Noah's Children!



Tom from OC Tanner was the winner of the basket, pictured here between Cyndi Derricott (L) and Sally Hardy of Noah's Children (R).

**Noah's Children**  
**Community Outreach Recipient**

**Membership Dues Notices will be emailed in December.**

**Please be on the look out and remember to check your spam box periodically. We don't want you to miss a single moment of valuable membership time!**

**Mark your calendars for the VaSHHRA Spring Conference March 14-15, 2013 in Charlottesville at the Omni Hotel**

Our Spring Conference is always the biggest event of the year packed with great sessions, excellent business partners and so many opportunities to network! We hope to see you there.

This year Harry K. Jones of **AchieveMax**® will be our key-note speaker helping us to Achieve the Maximum® through his presentation and follow-up session on **"Productive Chaos: Riding the Wave of Change."**

For a sneak peek check out their website:

<http://www.AchieveMax.com>

**WEBINAR**

**ASHHRA Post-Election Update: What's Next?**

**Dec. 6, 2012: 1 p.m. ET, 12 p.m. CT, 11 a.m. MT, 10 a.m. PT**

For registration go to:  
<http://www.ashhra.org/learning/webinars.shtml>

The future of health care reform specifics will no doubt be affected by the outcome of the November elections. Join members of the ASHHRA Advocacy Committee and AHA Senior Associate Director of Federal Relations, Carla Luggiero for a review of the consequences of the election during this timely webinar. Invite your colleagues to attend this webinar to receive the most critical policy issues affecting health care HR. Determine how the issues are likely to play out in the post-election landscape and prepare for the next four years.

ASHHRA Members: FREE  
Non-Members: \$39.99



Attendees at the Fall 2012 conference were fully absorbed in the speaker's presentation are now ready to "leverage knowledge and take action."

## President Perspective, cont'd

many opportunities to hear speakers and meet with over 180 exhibitors offering solutions to issues which arise in human resources.

The closing speaker was Carson Kressley, star of *Queer Eye for the Straight Guy*. In an entertaining and humorous way, he taught us that we cannot lead others through change if we are not confident in ourselves first. In addition to the learning sessions, exhibitors, and entertainment, this was also a great time of networking and seeing old friends.

Our chapter was asked to be a co-sponsor of the 2013 ASHHRA National Conference to be held in Washington, DC, September 28 through October 1. This is a wonderful opportunity to show what a great chapter we have and all we have to offer. With this conference being held in our "back yard", I would highly recommend you make plans to attend. This will be a great motivational and educational experience.

Several webinars were offered during the year not only on a state-wide level, but also on a regional level.

My sincere thanks go out to our regional representatives who did an excellent job of putting together programs for their regions offering edu-

cational and networking opportunities throughout the year.

Thanks, too, to the entire Executive Committee. It was an inspiration to serve with such dedicated, talented, and resourceful people. The unselfish commitment of your time enables VaSHHRA to be the premier healthcare human resources organization for human resources professionals.

I will treasure the relationships I have made during my time with VaSHHRA. It was an honor to serve you for the past two years as President and President Elect. Unfortunately, I will not be able to continue as Past President in 2013. Lee Byrd had graciously agreed to continue in this role in my place.

VaSHHRA is a wonderful group of caring people and I wish you all the best in 2013.

# Fall Conference Highlights

Your program committee sure knows how to pack in a lot of information on a one day conference! Attendees started off with an amazing speaker, Greta Sherman, who brought HR metrics to life in a whole new way. Through her lively presentation and helpful handouts, Greta showed us how to position ourselves better as strategic partners using the analytics we collect to do so. It is almost impossible to describe how exciting and thought provoking a normally dry subject became because of her presentation!

Chip Thamer brought us a unique and somewhat worrisome legal update showing us how disgruntled employees are using evaluations and disciplinary actions as basis for defamation suits. The legal basis, employer actions leading to, and several suggestions for helping mitigate exposure to these claims were discussed. He also shared a new debate regarding the “at-will employment” statements used in many employee handbooks that employees sign saying their at-will status cannot be changed. The NLRB is fighting back saying that these statements in effect limit an employee’s Section 7 rights to organize, to form, join or assist labor organizations, to bargain collectively through representatives of their own choosing, and to engage in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

We had a brief presentation on how staffing companies can help us develop cost-effective strategies for staffing during unprecedented times. Lindo Gharib was the speaker.

Lee Byrd presented a legislative update and helped attendees understand how to use their voice towards advocacy at the grassroots level.

Our conference ended with an energizing presentation by Erika Duncan on efforts HR practitioners can take to improve service quality and customer satisfaction through strategic planning, driving workforce planning for generational differences and leading corporate change management initiatives. Several comprehensive ideas were presented along with case studies illustrating success with their implementation and discussion for adapting them each attendee’s organization.

More pictures from the conference will be available on line.

If you have subjects you would like covered in up-coming conferences please reach out to a member of the program committee or the current President-elect! We want to present what you want to hear!



Linda Williams, President  
 Lee Byrd, Past President  
 Terri Stevens, President-Elect  
 Kathy Kagarise, Vice President  
 Cathy Dancy, Treasurer  
 Kristin Connor, Secretary/Librarian  
 Linda Williams/Terri Stevens/Lee Byrd/  
 Kathy Kagarise, Chapter Awards

Terri Stevens/Katie Duff/Nichole Bahen,  
 Program Committee  
 Cyndi Derricott, Scholarship  
 and Community Outreach  
 Kim Daniel, By-Laws  
 Kim Daniel/Lisa Friday, Legislative  
 Lisa Friday, Labor  
 Lee Byrd, Advocacy

Michael Cooley/Rena Wray,  
 Business Partners Liaisons  
 Heidi Salway, Social Media  
 Terri Stevens, Website

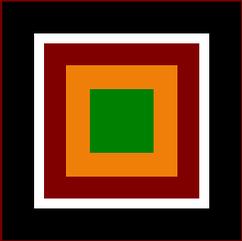
**Regional Representatives:**

Debbie Baker/Susan Edwards – Blue Ridge  
 Kristin Connor—Northern VA  
 Emily Endert – Central VA  
 Open - Roanoke VA  
 Open – Southwestern VA

## YOUR EXECUTIVE COMMITTEE



The departing Executive Committee is thanked for service at the Fall conference. Pictured left to right: Susan Edwards, Michael Cooley, Kristin Connor, Kathy Kagarise, Emily Endert, Debbie Baker, Cyndi Derricott and Cathy Dancy



## MetLife Makes It Possible for HR Professionals to Attend National Conference

By Emily Endert

Have you ever wanted to attend the annual ASHHRA conference but were unable to do so because of budgetary constraints? That was me, until this year. Now that I am a proud recipient of the MetLife Annual Conference Scholarship, I want to share the wealth with everyone.

You can attend without impacting your departmental budget. **The MetLife Conference Scholarship is available to ASHHRA members, one per region granted each year.** The \$1500 scholarship covers the cost of the conference and hotel expenses, and depending on your mode of travel, may cover travel expenses as well. ASHHRA arranges special deals on transportation to keep these costs down.

What does it take to apply? **Four (4) questions and a volunteer heart.** Start thinking now about how you demonstrate the ASHHRA HR Leader Model ([http://www.ashhra.org/about/hr\\_leader.shtml](http://www.ashhra.org/about/hr_leader.shtml)) in your day to day work, and when the application period opens, you will be half way there. Volunteering after the win is a key element to the award as well so consider what you would like to do in the upcoming year to support and promote ASHHRA.

The application process is not difficult, but you should allow yourself time to view and think about your response before it is due. That way you won't be rushed and will be able to carefully craft your winning application. The timeline is not yet published for 2013 but applications are usually due in May.

I encourage everyone to attend a national ASHHRA conference. The benefits are great as you will meet and network with HR Professionals from all aspects of Health-care HR and hopefully build long term relationships that will bring you and your new-found friends support. The educational opportunities at a national conference are fantastic. ASHHRA works hard to address relevant HR challenges with speakers and services that know our business and how to turn challenges into rewards.

When asked about my favorite part of the conference, I really had a difficult time deciding. I got so much from the Mark Murphy, Hiring for Attitude Workshop and Quint Studer's Keys to Change presentations that I cannot pick one. Both are speakers whose programs I have studied and have wanted to see in person, so for programs, it has to be these two. For Conference Highlights it has to be meeting the ASHHRA Board of Directors. I met these folks informally sitting side by side in a session, on a bus ride to an event or outside the main hall while waiting for the next program. To a person, each was genuinely friendly and interested in the members, and really made me feel at home at my first conference.

So, in closing I say BIG THANKS not only to MetLife for the Scholarship, but also to the board members and the ASHHRA staff for a creating a warm environment and a wonderful conference experience. In 2013, it could be you up on that stage.





## Legislative Update

With the election over, it's back to work for the President, the House, and the Senate. Basically, nothing significant changed with the election. Neither the President nor the makeup of the Republican controlled House, or the Democratic controlled Senate changed. So, it's status quo based on the election. The looming "Fiscal Crisis" or Fiscal Cliff" will be the first and foremost issue both houses will have to face. In dealing with this, there may be some resolution of issues, such as, the budget deficit, tax reform, the significant sequestration Medicare cuts, and the Medicare doctor's

reimbursement fix. Litigation continues regarding facilities that accepting TRICARE considers them to be government contractors, which necessitates affirmative action plans. The unions are continuing their efforts to increase their membership. And the NLRB continues their pro labor rulings. So, fasten your seatbelts, it should be an interesting close to this year, which will set the stage for an action packed New Year. The ASHHRA Advocacy Committee will be looking forward to the upcoming challenges and will keep you informed throughout the year.

I hope each of you has a safe and Happy Holiday Season and a great New Year!

If you have questions or if I can help you with any advocacy issues, don't hesitate to contact me.

Lee Byrd, SPHR, LALFA  
Region 3 Advocacy Rep

Information from  
around our region

## ASHHRA Conference Summary

Emily Endert was a recent MetLife Scholarship winner (see related article p. 7). She brings us a recap of the national conference as part of her scholarship award.

Four days of incredible learning opportunities culminating in a grand finale with awards in the mile high city. Way cool! The conference was jam packed with 18.5 HRCI strategic and general credit programs, truly something for everyone.

Day 1: Pre-Conference with three programs in the morning and a Legislative and Labor Panel Update in the afternoon. Nationally know speakers gave insightful interactive presentations with real time tactics to take back for action. I chose the Hiring For Attitude workshop and found it very helpful in identifying how to pick a good fit for our organization. At the end of the day, ASHHRA hosted a Special Recognition Reception for first time atten-

dees, new members and Mentoring Program participants. The Gary Willis Leadership award was presented to our very own Terri Stevens at this event.

Day 2 - Sunday, opened with Regional Breakfasts hosted by our Regional Consultants. Lynnette Walker from Region 3 welcomed us and presented the 2012 Chapter Awards. Linda Williams

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# ASHHRA Conference Summary, cont'd

and Terri Stevens accepted VaSHHRA's Four Star award. From there we moved to the Opening Ceremony with Tom Flick, former Redskins quarterback who shared his four principles of leadership: Go first & lead the way, unleash your energy, exercise ethics always and push frontiers.

Between 1-4:30 pm, there were 16 different 90 minute sessions covering culture change, on boarding, physician engagement, workforce development and much more. I chose Retaining Hi-potential Leaders with Emotional Intelligence and Leadership Behaviors that Drive Employee Engagement. Takeaways from these programs are 1) conflict has a ripple effect so resolve it early and 2) great leaders inspire trust through positive relationships, knowledge & expertise and consistency. Leaders can have a "fatal flaw" and as long as strengths outweighs flaw, can be very effective. MetLife closed the day with a wonderful Social Event at the Wings Over The Rockies Air & Space Museum. We had good food, great live entertainment for dancing and

we got to see and even sit in the cockpit of vintage airplanes, and have our photo taken with Snoopy & Charlie Brown.

Day 3 - Monday began with the ASHHRA Motivational Breakfast & CEO Panel. The panel focused on strategies and changes to enhance patient satisfaction and successful programs at each of the hospitals. After the Panel discussion concluded, nine MetLife Conference Scholarships were awarded. I was fortunate to receive the Region 3 scholarship and am very thankful for the opportunity to attend the conference. Throughout the day there were 25 sessions covering recruitment red-flags, patient satisfaction, accountability and wellness, among many others. I chose keys to change and wellness and brought home useful tips such as hardwiring the meeting after the meeting from Quint Studer - synchronize department meetings & talking points that follow leader meetings so that a consistent message is delivered to staff in a timely fashion, and wellness programs can be

as simple as small team based challenges and as intricate as health risk assessments. Each has its place in a healthy environment.

Day 4 - Tuesday offered eight more 90 minute sessions covering metrics, generational communication techniques and wage & hour issues. I chose metrics and the best tip was how we can track metrics successfully without a fancy computer program. The closing ceremony with Carson Kressley was entertaining and filled with more awards. At this event our very own Lee Byrd received the Communication Award for his Advocacy Committee work in the past year. All in all, the ASHHRA conference was an excellent educational and networking experience. On top of that, it was inspiring to see and hear about the award recipients efforts and get great ideas to being back to Virginia for a productive and successful new year.

Find a way to attend. You'll be glad you did.

## VaSHHRA to Co-host the 2013 Fall National ASHHRA Conference!

As a co-sponsor of the 2013 ASHHRA National Conference, we will be given 5 free registrations to the conference. Lee Byrd will be taking lead on this initiative and will be looking for 4 additional team members to work with him on this committee. We will be providing additional detail in the near future on what type of time commitment and responsibilities will be required. In the interim, if you have interest please contact Lee Byrd (lbyrd@mahova.com) or Terri Stevens (TEStevens@carilionclinic.org).



# Scholarship Winner

During the VaSHHRA Conference November 9, 2012 at the Hilton Garden Inn in Glen Allen, Virginia Cyndi Derricott, Scholarship Chair, presented this year’s award to **Danielle Gilbert**.

Danielle currently serves as Senior HR Generalist for Bon Secours Health System in Richmond, Virginia. Danielle made the transition to healthcare human resources back in 2010 and has been enjoying our unique challenges since then. Danielle plans to use her scholarship to prepare and sit for the PHR exam through HRCI.

Congratulations Danielle!

For additional information, please contact the VaSHHRA Scholarship Chair.

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Pictured: Danielle Gilbert (L)  
Cyndi Derricott (R)



**THANK YOU TO OUR SPONSORS FOR MAKING THE FALL 2012 CONFERENCE POSSIBLE!**



**2013 VaSHHRA Spring Conference**

**Thursday and Friday March 14-15, 2013**

Omni Hotel, Charlottesville, VA

