



PRESIDENT'S REPORT

Katy Reeves, SPHR, CHHR, SHRM-SCP



When I was a child, I loved to read Dr. Seuss books - they were so funny and had such outlandish characters in them. Now that I'm an adult, I still love Dr. Seuss but I have a whole new appreciation for his wit and wisdom.

To borrow from Dr. Seuss - "Oh The Places You'll Go!" This year promises to be a year of change and challenges.

"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And YOU are the one who'll decide where to go."

Even though the journey will be a personal one, VaSHHRA will be there to support you as you travel through the coming year - to provide you tools to take you wherever you need to go. Within this issue of the newsletter there is information about our goals and objectives for 2015 and tools to help reach those goals. Some highlights:

- This spring Virginia is partnering with North Carolina and South Carolina for a tri-state HR conference. With the resources of three states, we can offer break-out sessions that were impossible to do at our individual conference. Read more about the conference later in this edition.
- We will partner with the North Carolina HR association to offer a compensation survey conducted by Integrated Health. The survey will offer an expanded list of jobs that are

surveyed and we will have the ability to sort the data in a variety of different ways. More information about the survey can be found in the newsletter.

- In 2015, we want to put greater emphasis on individual regions and the offerings they provide. Our goal is to provide a minimum of three meetings in each region this year with speakers and topics that are of most interest to you. In addition, we are exploring our opportunity to offer webinars to minimize the time out of the office you must spend to attend regional meetings. While nothing matches the value of face to face time with fellow members and speakers, we understand the time and money it takes to travel can sometimes prevent members from being able to participate.

I want to thank the officers and executive committee members who led us in 2014. Their commitment of time and talent helped gain us recognition from ASHHRA as a Four Star Chapter! Kudos to:

- President: Terri Stevens
- Past President: Lee Byrd
- Vice President: Meredith Sawyer
- Treasurer: Amy Spalek
- Secretary: Jeanne Clark

I would like to personally invite each member to email me with at least one suggestion on how we can improve VaSHHRA and make it more meaningful/helpful to you. Email me at kerev@aol.com or call me at 540-316-2902.

Your VaSHHRA Executive Committee is excited about the coming year and extend an invitation to each of you to come and grow with us - "Oh The Places We'll Go!"

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Self-Assessment Examination for CHHR

Jeanne Clark, PHR



Developed by the AHA Certification Center (AHA-CC) using the same procedures to develop the certification exams, the Self-Assessment Examination (SAE) is an online tool

that can help candidates prepare for the CHHR exam. It can serve as a diagnostic tool to assess strengths and areas for improvement in the content areas covered on the exam. Other practitioners may find the tool useful for professional development purposes.

The SAE practice test parallels the format, content, and difficulty of the certification exam. The SAE is based on the same content outline as the corresponding certification exam. The added benefit of the SAE is the rationale provided for each potential response to a question. While the actual exam contains 100 scored multiple-choice items and additional unscored pre-test items, the SAE contains 100 items.

The SAE is not a pre-requisite to take the certification exam and is not intended to be a substitute for studying for the exam or the required professional experience. It should not be inferred that performance on the SAE will replicate performance on the actual exam.

Salary Survey Committee Chair

Terri E. Stevens, MBA, PHR, CHHR



I wanted to announce some exciting news about the 2015 VaSHHRA Salary Survey. This year we will be participating in a joint salary survey venture with the North Carolina chapter.

Our survey will be sponsored by Integrated Health Strategies and will offer salary data on approximately 350 different positions with a variety of data cuts. Overall this will be a more robust survey for our chapter and will allow us to provide you with even more data and detail on a higher number of positions.

Tentative key dates for the survey are as follows:

- February 6 - Survey Launch
- March 7 - Deadline for Completion
- April 18 - Results Published

In order to get the best deal, you must be a member of VaSHHRA! If you have not done so already, please take a moment to go online to renew your membership or print off the membership renewal form and send it in. www.vashhra.org

2015 salary survey costs will be as follows:

- Early Bird (Payment Received by April 15):
 - VaSHHRA Member / Participant: \$540
 - VaSHHRA Member / Non-Participant: \$815
 - Participant / Non-VaSHHRA Member: \$815
 - Non-Participant/Non-VaSHHRA Member: \$1,040
- Regular (Payment Received After April 15):
 - VaSHHRA Member / Participant: \$590
 - VaSHHRA Member / Non-Participant: \$865
 - Participant / Non-VaSHHRA Member: \$865
 - Non-Participant/Non-VaSHHRA Member: \$1,090

Survey packets will be sent out via email to the email address we have on file.

Mentors Needed

Ursula Pawlowski, MSHR, ASHHRA HR Concierge



The 2014/2015 ASHHRA Mentoring program will be kicking off soon. I invite you to join the program as a mentor to an ASHHRA member mentee. This year's program will include structured

monthly activities focusing on the HR leader Model and the CHHR credential. Because of this structure, CEUs toward CHHR recertification will be awarded for participation in the mentoring program; the ASHHRA mentoring program will also be an activity you will be able to submit to HRCI toward CEUs for the PHR/SPHR.

An ASHHRA mentor would share:

- An hour a month with the mentee (which could be an email a week, a brief call a week or a longer call a month)

- An hour every other month joining the ASHHRA Mentoring webinars (topics focus on the ASHHRA HR Leader model).
- Feedback on the mentee's action plan for professional development during the mentoring program (mentee completes a self-assessment, then an action plan which you could provide feedback)

Please let me know if you are able to participate this year and I will take care of the matching details. If you have a mentee preference, let me know.

[Click here](#) for a brief video of ASHHRA Board President and HR leader Maureen O'Keeffe as she talks about the vital role of mentorship.

Thank you for all that you do for ASHHRA! Look forward to hearing from you soon!

Regional Reports Meeting Announcement

SW/Roanoke Regional Meeting

Friday, March 6

Centra Bedford Memorial Hospital, Bedford, VA

10:00am-2:00pm

Requesting 3 hours of certification credit

Topic: Transforming Healthcare: The Next 5 Years
David Adams, Executive VP and Chief Strategy Officer, Centra Health

Topic: Ethical Issues in Healthcare Human Resources
Michael A. Gillette, Ph.D., President Bioethical Services of Virginia

- VaSHHRA members: no cost
- Non VaSHHRA member desiring certification credit: \$40 (VaSHHRA membership for one year)
- Non VaSHHRA member not desiring certification credit: \$5

Blue Ridge/Northern VA Regional Meeting

Friday, March 27

10:00am-12:00pm

UVA Culpeper Hospital Boardroom

501 Sunset Lane, Culpeper, VA

Attorneys from the law firm of LeClariRyan will discuss the Fair Labor Standards Act/Family Medical Leave Act/Americans with Disabilities Act and what HR's need to know to successfully comply with all three. Lunch will be served. Certifications credits have been applied for.

- VaSHHRA members: no cost
- Non VaSHHRA member desiring certification credit: \$40 (VaSHHRA membership for one year)
- Non VaSHHRA member not desiring certification credit: \$5

Please respond to Debbie Baker, dbaker@culpeperhospital.com if you would like to attend.

Coming Up...

Tri-State Conference
Weds, Apr 29th - Fri May 1
Marriott Myrtle Beach Resort
and Spa Grande Dunes

Membership Renewal
Renew online at www.vashhra.org
More regional meetings, networking
opportunities and educational
sessions
One Year - \$40.00
Two Years - \$75.00
Three Years - \$100.00 *Best Value!

2015 Joint Salary Survey
March 7 - Deadline for
completion
April 18 - Results Published

SW/Roanoke Regional Meeting
Friday, March 6
10:00-2:00
Centra Bedford Memorial
Hospital, Bedford, VA

**Celebrate Healthcare Human
Resources Week**
March 15-21, 2015
More info at:
www.ASHHRA.org/hchrweek

**Blue Ridge/Northern VA
Regional Meeting**
Friday, March 27
10:00 -12:00
UVA Culpeper Hospital
Boardroom
501 Sunset Lane, Culpeper

2015 ASHHRA BOARD OF DIRECTORS

President

Deborah Rubens, Director, Human Resources - Shriners Hospitals for Children, Sacramento, CA

Vice President

Kristen Fox, Director, Human Resources - Kadlec Health System, Richland, WA

Immediate Past President

Maureen O'Keeffe, System Vice President, HR and Strategic Planning - St. Luke's Health System, Boise, ID

Treasurer

James Frain, Vice President, Human Resources - South Bend Medical Foundation, South Bend, IN

Health Care Facility CEO

TBD

At-Large Directors

James Parsons, VP/Chief HRO - Mountain States Health Alliance, Johnson City, TN

Gary Pastore, Manager of HR - Scottsdale Healthcare, Scottsdale, AZ

Norma Tirado, VP of HR and Information Technology - Lakeland Healthcare, St. Joseph, MI

Non-Hospital Health Care Directors

Tedd Trabert, CHRO - Health Choice Network, Doral, FL

Lee Byrd, Chief Human Resources Officer - Masonic Home of Virginia, Henrico, VA

Chapter Officer Director

Juliet Nelson, Director HR - Providence Health and Services, Walla Walla, WA

Regional Director

Sarah Fredrickson, Director of Human Resources - Mayo Clinic, Rochester, MN

Region 3 Consultant

Terri Stevens, Senior HR Consultant - Carilion Clinic, Roanoke, VA

New-to-the Profession Director

Deana Thomas, Sr. Director, HR and OD - Randolph Hospital, Asheboro, NC

2015 VaSHHRA Executive Committee

Officers:

President:	Katy Reeves	reevesk@fauquierhealth.org
Past President:	Terri Stevens	TEStevens@carilionclinic.org
President Elect:	Jeanne Clark	Jeanne.Clark@centrahealth.com
Vice President:	Karen Ackerman	Karen.Ackerman@centrahealth.com
Treasurer:	Meredith Sawyer	Meredith.sawyer@inova.org
Secretary:	Maria Stephens	maria.stephens@cmh-sh.org

Committee Chairs:

Advocacy:	Lee Byrd	lbyrd@mahova.com
Bi-Laws:	Kim Daniel	kdaniel@hdjn.com
Business Partner Liaisons:	Rena Wray	rlwray@legalshieldassociate.com
	Michael Cooley	michael_cooley@valic.com
Chapter Awards:	Terri Stevens	TEStevens@carilionclinic.org
Community Outreach:	Cyndi Derricott	cyndi_derricott@bshsi.org
Labor / Relations:	Kim Daniel	kdaniel@hdjn.com
Legislative:	Kim Daniel	kdaniel@hdjn.com
Membership:	Karen Ackerman	karen.ackerman@centrahealth.com
Newsletter:	Maria Stephens	maria.stephens@cmh-sh.org
	Jennifer Moore	jennifer.moore@centrahealth.com
Nominating/Succession:	Terri Stevens	TEStevens@carilionclinic.org
Program:	Terri Stevens	TEStevens@carilionclinic.org
	Katy Reeves	reevesk@fauquierhealth.org
	Jeanne Clark	Jeanne.Clark@centrahealth.com
Scholarship:	Jeanne Clark	Jeanne.Clark@centrahealth.com
Social Media:	Vacant	
Wage & Salary Survey:	Terri Stevens	TEStevens@carilionclinic.org
Website:	Terri Stevens	TEStevens@carilionclinic.org

Regional Representatives:

Blue Ridge/NOVA:	Meredith Sawyer	Meredith.sawyer@inova.org
	Debbie Baker	dbaker@culpeperhospital.com
	Susan Edwards	sedwards@culpeperhospital.com
Central VA/Tidewater:	Emily Endert	eendert@covenantwoods.com
Roanoke/SW:	Jeanne Clark	Jeanne.Clark@centrahealth.com

Sponsor Spotlight



Recognition Concepts is a Performance Marketing company that specializes in Recognition and Incentive

solutions. With over sixty years of industry experience, Recognition Concepts continues to find innovative ways to customize and transform recognition initiatives into powerful management tools. With a particularly strong presence in the healthcare field, RC partners with health systems in the Mid-Atlantic region and across the country.

Representing the best in the industry, our number one goal is to help organizations maximize on the investments in their people through the proper management of Recognition and Incentives. Today, organizations want to monitor all forms of rewards being given to employees through a single system. Utilizing our solutions allow organizations to eliminate wasted spending and increase the value of their investment.

Recognition is more than a feel-good experience. It is an opportunity to motivate employees to demonstrate behaviors that build a success-seeking culture. Each recognition event is tied to the organization's core values and specific goals.

Successful client programs are able to achieve significant ROI on their many initiatives.

For more information about how C.A. Short can help build a culture of recognition within your organization, please contact John Beebe at jbeebe@cashort.com or 410.643.6068.



RC builds dynamic, long-lasting partnerships and consults in the design, implementation, and management of Service Award Programs, Recognition Systems, and Performance Incentive Strategies. Recognition Concepts helps clients drive business results and deliver memorable experiences to employees around the world. For more information, please visit www.recognitionconcepts.com.

2015 Scholarship Award



VaSHHRA offers two individual \$500 scholarships annually to paid VaSHHRA members who are pursuing: 1) an undergraduate or graduate degree in an

HR-related field through an accredited institution of higher learning, 2) an HRCI certified program (PHR,

SPHR or GPHR) to advance their HR career, or 3) the ASHHRA Certified in Healthcare Human Resources certification (CHHR). Full-time, part-time, online, and distance learning programs are acceptable. This scholarship is a one-time award. Previous VaSHHRA scholarship recipients are not eligible to re-apply.

Be on the lookout for more information regarding the 2015 deadlines.

You CAN Save for the Future

Get a head start during America Saves Week, February 23-28, 2015

Some people live paycheck to paycheck.

The idea of saving for the future seems improbable and to many, impossible. The truth is ... most people can't afford not to save ... and workplace retirement saving plans offer benefits such as tax-deferral and compounding interest to help save for a secure financial future.

When it comes to being financially ready for whatever comes, a little change goes a long way.

Here's an example. Exercise financial prowess by swapping that gym membership for at-home equipment or an online yoga class. One lunge just saved \$696 a year. Take it a step further and contribute that \$58 a month in average savings for a workout not used regularly to a retirement savings account. Now, that \$696 saving is also earning compounded interest. Ka-ching! That's the sound of saving.

Here's where it starts to get exciting. By developing a saving strategy it's possible to take advantage of employer matching contributions and maximize deferred tax limits. The compounding interest may offer extra reserves for retirement. With a saving strategy you can also potentially stash cash for emergencies and be financially set to live retirement on your terms and more.

Your financial advisor can help develop a strategy:

Set financial goals

What do you want to achieve with your money? With people living longer, investing in your retirement savings will be important. Don't forget there are short-term and long-term goals. Never leave yourself without an emergency fund.

Create a financial plan

Develop a budget to help keep track of what you spend and take advantage of automatic saving to your employer-sponsored retirement plan.

Implement the plan

Save for the future, get out of debt and guard your credit history.

When it comes to your financial future, you can Sum It and Save It.

There are opportunities everywhere to save. Sometimes we just have to look for them. If you need help, call a licensed VALIC financial professional. The call and the one-on-one talk are free.



Securities and investment advisory services offered through VALIC Financial Advisors, Inc., member FINRA, SIPC and an SEC-registered investment advisor.

Annuities issued by The Variable Annuity Insurance Company. Variable annuities distributed by its affiliate, AIG Capital Services, Inc., member FINRA.

VALIC represents The Variable Annuity Life Insurance Company and its subsidiaries, VALIC Financial Advisors, Inc. and VALIC Retirement Services Company.

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