



## PRESIDENT'S REPORT

Katy Reeves, SPHR, CHHR, SHRM-SCP



January 2016 - A new month, a new year, and a new page to make our mark on. As I write this I think back on the past year and wonder where it went. It hardly seems possible that at this time last year I was thinking

of how to frame the coming year and the challenges and goals VaSHHRA faced. So this issue I'd like to take a look back to see "Oh The Places We've Been" as well as focus on the year ahead.

We began 2015 with five primary goals - four of which we met. Listed below are those goals and some facts about VaSHHRA in the past year - green indicates we reached the goal, red means we fell short:

- Increase diversity through outreach to non-hospital healthcare Human Resource professionals: 42% of our membership come from facilities whose primary business is not hospital focused. This diversity provides a great networking opportunity and the chance to learn from one another.
- Achieve ASHHRA membership goal of 25%: 31 one of our members currently hold joint membership with ASHHRA which is the target we needed to hit. Reaching this goal is an affiliation requirement and one that earns points toward our Chapter Award which in turn benefits the organization financially.
- Purchase liability insurance by the end of 2015: the policy was purchased and went into effect in November. Liability insurance is also an affiliation requirement but more

than that it protects the organization in the event of a lawsuit.

- Broaden educational offerings: our regional meetings this year provided re-certification credits and information on a wide variety of topics. Our commitment to increase funding for regional meetings paid off as members continued to actively participate in the sessions. In addition, the Tri-State conference provided the opportunity to network with fellow HR's from North and South Carolina as well as participate in break-out sessions offering a much broader choice of topics than we could provide at a state conference.

- Grow membership to 130: unfortunately we missed this goal, having a membership at year's end of 124 members. I've already noted the diverse nature of our members in terms of where we work but here are some other stats you may find interesting:

- \* We have 107 regular members, 3 students, 9 consultants, and 5 honorary members.
- \* 38 of us are a part of the Blue Ridge/Northern Virginia region; 31 from the Roanoke/Southwest Virginia region and the majority of us, 54, are in the Central Virginia/Tidewater region.
- \* We take professional development seriously: 26 have PHR's, 25 SPHR's, and at least four are CHHR certified.
- \* Many have been loyal members of VaSHHRA for many years: 48 have been members more than 5 years, 34 more than 10 years, 15 more than 20 years and 4 members have been with us at least a quarter century!

### IN THIS ISSUE

VaSHHRA Regional Reps Needed	2
Celebrate!	3
About Keeping Calm, and Carrying On	3
Membership Dues	4
Facebook is Back!	4
Tri-State Conference	5
Kudos & Celebrations	5
ASHHRA Board of Directors	6
VaSHHRA Executive Committee	7

Send all VaSHHRA Voice comments and suggestions to Maria Stephens at

[maria.stephens@vcuhealth.org](mailto:maria.stephens@vcuhealth.org)

Working together we were one of only three state chapters in the nation to be awarded the Four Star Chapter Award at the National Conference in September. That hard work earned a \$2000 award! Many thanks to Terri Stevens, Past President, who organized everything we had done over the past year into a package to submit! Jeanne Clark, President-Elect, was selected as the 2015 ASHHRA Outstanding Chapter Officer for Region 3.

As we say good-bye to 2015 and look forward to 2016, I want to briefly outline the goals the Executive Committee will finalize at our January meeting. More to come on these goals in the future:

- Grow membership to 125: while an increase of one member seems small, 82 of our current members are due to renew their membership in January. That is a significant number that we want to retain!
- Encourage professional development through

pursuit of the CHHR certification. VaSHHRA provides financial assistance in this endeavor.

- Achieve ASHHRA membership goal of 25%
- Broaden educational offerings through review and implementation of Education Sub-Committee proposals. Emily Endert and her team have been working on recommendations that will be presented to the Executive Committee in January.
- Continue Succession Planning efforts to ensure a robust slate of officers and committee chairs for 2017-2018 terms.

As we begin 2016 I wish you success, happiness and fulfillment in your professional and personal lives and invite you to continue to make VaSHHRA a part of your professional life. Please email me at [kerev@aol.com](mailto:kerev@aol.com) or [reevesk@fauquierhealth.org](mailto:reevesk@fauquierhealth.org) if you have any suggestions or recommendations of how VaSHHRA can be of benefit to you. Happy New Year!

## Being a VaSHHRA Regional Rep

by Jeanne Clark, PHR



Have you ever thought about becoming more involved in VaSHHRA? Do you enjoy networking with other HR professionals?

I consider it a privilege to be the VaSHHRA Regional Representative for Roanoke/Southwest Virginia. We try to offer three to four educational sessions each year. Our members really enjoy the opportunity of networking AND receiving HRCI/

SHRM/CHHR credit - free of charge to VaSHHRA members. For non-members to receive credit they can join VaSHHRA for the annual membership fee of \$40.

The Regional Rep is responsible to line up the venue, speakers, and food. We also welcome new members to VaSHHRA - via email and/or a telephone call.

Please consider volunteering to lead your region. If you have any questions or I can encourage you in any way, please let me know. My phone number is 540.425.7616 and my email address is: [jeanne.clark@centrahealth.com](mailto:jeanne.clark@centrahealth.com).

Interested in becoming more involved with VaSHHRA? We are looking for someone to take the role as our Central Virginia Regional Representative. If you have any interest in volunteering, please contact any one of the VaSHHRA Officers. This is a great way to give back to the healthcare human resources field!

## Celebrate!



On December 11, 2015, Jim Godwin, Vice President of Human Resources for Bon Secours Virginia Health System in Richmond, was inducted into the National Technical

Honor Society by Richmond Public Schools as an honorary member.

The school system's Career & Technical Education program recognized Godwin for his ongoing support of the Richmond Technical Center, its students, and

its faculty. Bon Secours supports the program with financial support, encouraging membership in the Health Occupations Student Association, facility tours, arranging speakers, and by participating in events like mock employment interviews and career fairs.

Godwin serves on the Tech Center's Community Focus Group as an advisor and was "pinned" along with student inductees and other adults who were inducted as honorary members. The Richmond Public School Tech Center prepares and certifies high school students for a number of health related careers including Pharmacy Technician, Nurse Assistant, Emergency Medical Technician, and more. Congratulations, Jim!!

## About Keeping Calm, and Carrying On

by Emily Endert, CHHR & SPHR



I read a recent Harvard Business Review article that suggested that boring managers are the best. What did the author mean by that? Simply that those who remain calm are more

likely to get better long term results and garner more loyalty.

So. How do we get there; I mean being boring yet staying relevant to the business and yourself? First you have to be in the know. It's important to fact gather, even if it takes a little longer to make a decision or give an answer. Critically assessing facts before coming to a conclusion is key. We all know that things are not always as they seem on the surface.

Sometimes the situation is urgent and you must act fast. Even then, staying (or appearing) calm is important. How do we do that? This is where emotional intelligence comes in. Again you assess without emotion, even in life & death situations. How

much confidence would you have in a first responder who came in without a plan, running back and forth, and essentially accomplishing nothing? Not much, right? But when this first responder comes in calm and collected, even in the face of a critical situation, it helps you remain calm, and helps them assess what needs to happen first. That is what we all aspire to, I think.

Employees and customers respond best to someone with a calm demeanor. It feels better to know what kind of reaction you are going to get, be it good news, or bad, that you have to share. I'd much rather give news to someone who will listen calmly and take appropriate, measured action, than someone who will pound on the desk, responded with a raised voice and react emotionally. Wouldn't you?

That said, you can still celebrate successes, and even be silly once in a while. Having fun at work is important too. Behaving out of character is OK, and sometimes even necessary, to get attention focused in the proper place. Just remember, for the long term, a calm measured approach bears the most fruit. And you can do it with a smile, and even the occasional giggle.

## Membership Dues



This is a reminder that we are in the process of collecting membership dues for the upcoming 2016 calendar year.

### **PAYMENT DUE DATE:**

**Upon Receipt or no later than January 31, 2016**

Payment can be made online at [www.vashhra.org](http://www.vashhra.org)

**Please note we have an online membership renewal process.**

1. Go to [www.vashhra.org](http://www.vashhra.org) and enter your user name and password (both are currently your first initial and last name – example: TSTEVENS).
2. Once you log in, you will need to verify your current profile information (name, credentials, company, email, address, etc). *PLEASE BE SURE THE INFORMATION WE HAVE IS ACCURATE* as this information will be used to create an online membership directory and for all correspondence going forward.

Membership costs for 2016 are as follows:

- Regular Membership - \$40 for one year; \$75 for two years; \$100 for three years
- Consultant Membership - \$75 for one year; \$125 for two years
- Student Membership - \$5 Annually

Benefits of your VaSHHRA membership include:

- Quarterly Newsletters
- Regular Email Updates
- Annual Salary Survey
- Spring & Fall Conferences
- Scholarships Offered to Members Toward Furthering Education and/or Obtaining HR Certifications
- Regional Meetings
- Networking With HR Professionals Across Virginia
- Affiliation with ASHHRA

Questions about your dues can be answered by our Treasurer, Meredith Sawyer. Meredith can be reached at [vashhra.treasurer@gmail.com](mailto:vashhra.treasurer@gmail.com).

## Social Media



### **New for 2016!**

Like us on facebook and you'll receive reminders of upcoming events, news, and other real time information right on your news feed. Click on the Facebook logo to connect to our page.



**Jeanne Clark** was selected as ASHHRA Outstanding Chapter Officer for Region 3!

VaSHHRA was awarded Four Star Chapter Award at the National ASHHRA Conference. VaSHHRA was one of only three awarded in the nation. Kudos to **Terri Stevens** for the outstanding job she did at collecting information and writing our award packet.

## Coming Up...



## Tri-State Conference



Mark your calendars! The 2016 Tri-State Healthcare and Human Resources Spring Conference will take place April 20-22, 2016 at the Marriott Myrtle Beach Resort and Spa in

Myrtle Beach, South Carolina.

The focus of the conference will be "Charting the Course to Strategic Leadership." This conference is being sponsored by the state chapters from Virginia, North Carolina, and South Carolina. We hope you will plan to attend.

## Kudos!



The following members recently received their certification for either SHRM-CP or SHRM SCP:

**Jeanne Clark, PHR, SHRM-CP**  
Human Resources Business Partner  
Centra Bedford Memorial Hospital

**Maria Stephens, PHR, SHRM-CP**  
Director of Human Resources  
VCU Health Community Memorial Hospital

**Emily Endert, CHHR, SPHR, SHRM SCP**  
Director of Human Resources  
Covenant Woods

## **2016 ASHHRA BOARD OF DIRECTORS**

### **President**

Kristen Fox, Director, Partner Integration,  
Providence Health and Services, Renton, WA

### **Vice President**

Gary Pastore, Director of Human Resources  
Scottsdale Healthcare, Scottsdale, AZ

### **Immediate Past President**

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

### **Treasurer and At Large Director**

Lee Byrd, VP Human Resources Officer  
John Randolph Medical Center, Hopewell, VA

### **At-Large Directors**

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

Cathy Henesey, Director of Talent Acquisition & Workforce Planning  
Amita Health, Elk Grove Village, IL

Tedd Trabert, CHRO  
Health Choice Network, Doral, FL

Juliet Nelson, Director Human Resources  
Providence Health and Services, Walla Walla, WA

### **Regional Director**

Sarah Fredrickson, Director of Workforce Insights  
Mayo Clinic, Rochester, MN

### **New-to-the Profession Director**

Deana Thomas, Director of Organizational Development  
Grand Strand Regional Health, Myrtle Beach, SC

### **Health Care Facility CEO**

**TBD**

## 2016 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	VaSHHRA.Treasurer@gmail.com
Secretary:	Maria Stephens	maria.stephens@vcuhealth.org

### Committee Chairs:

Advocacy:	Lee Byrd	lbyrd@mahova.com
By-Laws:	Kim Daniel	kdaniel@hdjn.com
Business Partner Liaisons:	Brian Sands	sands@recognitionconcepts.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 Jennifer Moore	maria.stephens@vcuhealth.org jennifer.moore@centrahealth.com
Nominating/Succession:	Terri Stevens	TEStevens@carilionclinic.org
Program:	Terri Stevens Katy Reeves Jeanne Clark	TEStevens@carilionclinic.org reevesk@fauquierhealth.org Jeanne.Clark@centrahealth.com
Scholarship:	Katy Reeves	reevesk@fauquierhealth.org
Social Media:	Jennifer Moore	jennifer.moore@centrahealth.com
Wage & Salary Survey:	Terri Stevens	TEStevens@carilionclinic.org
Website:	Terri Stevens	TEStevens@carilionclinic.org

### Regional Representatives:

Blue Ridge/NOVA:	Meredith Sawyer Debbie Baker Susan Edwards	VaSHHRA.Treasurer@gmail.com dbaker@culpeperhospital.com sedwards@culpeperhospital.com
Central VA/Tidewater:	Vacant/Recruiting	Vacant/Recruiting
Roanoke/SW:	Jeanne Clark	Jeanne.Clark@centrahealth.com