



March 2015



Dulles SHRM - Your Chapter of Choice

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Become a Dulles SHRM Sponsor!



2015 Annual Sponsor

Proforma Screening Solutions is a leading background screening company. Founded by industry veterans and leaders with deep and broad background screening experience, Proforma sets the standard for compliant, accurate, and cost-effective programs.

We understand your risks and address your screening requirements with solutions that automate compliance, build a culture of trust and safety, and reduce the risks of negligent hiring. Proforma offers complete and affordable screening solutions that result in actionable information to drive better employment-related decisions.

Contact Us



President's Message

By Courtney Nicholson



As we enter the third month of the year, I am thankful for the Dulles SHRM Board of Directors who support me and do what they do for YOU, our members. So what do they do? Here is a sampling of our activities throughout the year:

- Host events such as Chapter Meetings each month, a monthly Discussion Group and an annual Fall Seminar (plus special events) – which includes obtaining speakers and facilitators, coordinating with venues and providing customer service during the registration process.
- Meet once a month for a Board Meeting.
- Manage the budget
- Provide customer service to members.
- Partner with student SHRM chapters
- Partner with other HR organizations and community organizations.
- Author program descriptions and submit for HRCI and SHRM credits.
- Attend two SHRM volunteer leadership conferences a year.
- Attend four VA SHRM state council meetings a year
- Obtain sponsors to keep the cost down for events and introduce members to great vendor partners.
- Keep you up to date on legislative issues and other events that affect your organizations
- Keep you up to date on the new SHRM certification.
- Support the SHRM Foundation.
- Publish and distribute a monthly newsletter and reach out to you through Social Media.
- Keep the website content fresh.
- Etc.

All of this is executed seamlessly by 23 talented professionals dedicated to giving back to their profession. Please visit our website to get familiar with your Board: <http://dulles.shrm.org/board-directors>. And, visit us in person to share your thoughts and ideas.

See you at our March programs:

March 5th Discussion Group: Nudging Employees To Better Health and Retirement – HR Executive's Guide To Behavioral Economics.

March 9th-11th – VA SHRM State Conference

March 18th Chapter Meeting (Breakfast) -- Leveraging Your Team to Attract, Engage and Retain Customers.

Thank you for being an engaged member of Dulles SHRM!

Courtney

Upcoming Events – March Discussion Group

Nudging Employees to Better Health and Retirement – HR Executives Guide to Behavioral Economics

Thursday, March 5, 2015
7:30am. To 9:30a.m.

Employees routinely make poor decisions about their health and how they save for retirement, impacting themselves and their employer. How can HR leaders get employees to make better choices? During the March 5th program, we will outline basic principles of Behavioral Economics to “nudge” employees to adopt healthier habits and save better for retirement. Through an interactive session, we will demonstrate how employees often make irrational choices based on mental shortcuts such as *Loss Aversion*, *Status Quo Bias* or *Expert’s Certainty Bias*. We’ll discuss how employers can reframe these choices by leveraging concepts of “Choice Architecture”, such as *Naming*, *Ordering*, *Default Options* and *Anchoring*. Participants will come away with examples of how they can provide the knowledge, motivation and resources to help employees:

- Improve nutrition
- Increase physical activity / ensure they get adequate sleep
- Reduce risky behaviors such as tobacco use and excessive alcohol use
- Enhance overall wellbeing through stress reduction and better work / life balance
- Become better healthcare consumers
- Understand what they actually need to save for retirement
- Make better choices about their retirement savings

There is no charge for Discussion Groups; however, seating is limited to registration is required.

[Register Now!](#)

Location: Greenblum & Bernstein
1950 Roland Clarke Place, Suite 100 Reston, VA 20191

Meet Our Facilitator

J. David Johnson, Vice President & Senior Consultant Sibson Consulting



J. David Johnson is a Vice President and Senior Consultant with Sibson Consulting, a division of The Segal Company, a national employee benefits and human resources consulting firm. Based in the Washington, DC office, he works with clients to design and implement strategies to enhance the value of their Human Resources programs. He has particular expertise in evidence-based health improvement programs, strategies to motivate behavior change and employer issues related to the Affordable Care Act (ACA). He is also an Adjunct Faculty at Towson University, where he teaches in the Masters in Human Resource Development program.

Leveraging Your Team to Attract, Engage and Retain Customers

Wednesday, March 18, 2015

7:00am to 9:30am

THIS IS A BREAKFAST MEETING

As leaders in organizations, we understand the importance of employee engagement, and ensuring the whole team delivers an outstanding customer experience at every point in the customer journey. We certainly recognize the impact customer loyalty has on the company's bottom line. As HR professionals, we have a critical role to play in working with "internal customers" to develop high functioning teams that are well positioned to deliver that outstanding customer experience.

Simple enough to understand in theory, but mobilizing your entire team to strengthen customer relationships and help your executive team drive new business can be far more complicated in practice. Join us for an interactive discussion around:

Helping employees fully understand the "why" -why customer loyalty should matter to them, and why it matters to your organization

Leveraging team strengths to improve customer experience and engage customers in different ways – understanding "how" small internal innovations translate into significant loyalty results

Questioning and listening – "what" team members can do to better understand customer needs (internal and external customers), and not only retain the existing business but attract new opportunities.

Location: Hidden Creek Country Club
1711 Hidden Clubhouse Road
Reston, Virginia 20190

Price: \$35 Member, \$55 Non-Member, \$25 Member in Transition

[Register Now!](#)



This program has been approved for 1.0 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. The use of this seal is not an endorsement by the HR Certification Institute of the quality of the activity. It means that this activity has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

About Our Speaker: Lesley Boucher, Managing Director, Pensare Group

Ms. Boucher is the Managing Director of the Pensare Group, a management consulting firm that works with motivated business leaders to improve performance, attract and retain loyal customers, and drive results. She brings more than 25 years of experience as a senior executive working internationally to her present position. Ms. Boucher has been an "executive on loan" to the World Bank, senior policy advisor to the Prime Minister's office in Canada, and Vice President of Operations of Galt Associates (a drug safety software development firm). Ms. Boucher is proud to have served as the Chairman of the Board for Success in the City, a networking organization for senior women leaders and executives, is an avid supporter of NAWBO – the National Association of Women Business



Education Workshop

Changing Dynamics of the HR Profession

Friday, March 6th, 2015 7:30 a.m.- 12:30 p.m.

Cost: \$50, includes breakfast and snack break

Crowne Plaza Tysons Corner

1960 Chain Bridge Road - McLean, VA 22102

Keynote:

- Colin McLethie, President, Five Ways Forward

Session Topics and Speakers:

- Workforce Planning: Pamela Green, Private management consultant, keynote speaker, and published author **AND** The Honorable Katherine McCary, President, C5 Consulting, LLC
- Executive Presence: Tujuana Williams, Vice President, Chief Diversity & Inclusion Officer, Fannie Mae
- Crucial Conversations: Tory Ruttenberg, Principal, Ruttenberg Consulting

REGISTER:

<http://hrleadership.org/education-workshop>

This program is pending HRCI approval for recertification credit hours.

Application Deadline is March 15, 2015

Nominate Someone or Submit Your Own Application Today!



The HRLA win has been important to me because it is a visual and public recognition for the values that I have as a leader. While in no way did I expect an award, it certainly has provided an opportunity for those outside my immediate organization to get to know me as a leader. My company did several press releases internally as well as leverage social media allowing my peers/friends/relatives outside of work recognize me well.

- Michele Neiman,
Northrop Grumman
2013 Mentoring Award

WWW.HRLEADERSHIP.ORG/NOMINATE

Top 10 Reasons Why You Should Want to be Nominated and WIN a HR Leadership Award:

1. Gain exposure as a nominee/company in HRLA collateral, on the website, at the VIP Reception and Gala, and be listed at least twice in Capital Business, a weekly publication of The Washington Post.
2. Gain exposure as a winner in all of the above **PLUS** press releases, promotion through HRLA partners, highlighted in the HRLA pullout section of Capital Business in June and more!
3. Attend the exclusive VIP Reception in May where they have an opportunity to network with other past winners, their nominators, executives, and sponsors.
4. Leverage our networks for connections and introductions, sharing ideas, gaining further promotional opportunities.
5. Collaborate and share best practices with the best of the best!
6. Enjoy exclusive opportunities to demonstrate thought leadership through publishing, presenting, and participating in alumni-only events!
7. Promote your award on your website with an HRLA Winner Badge.
8. Add to your professional resume.
9. Be part of an independent Human Resource community truly seeking to advance the HR industry and eager to promote you and your achievements with no membership fees.
10. Attend the Awards Gala for free!

Upcoming Events





2015 Virginia SHRM State Conference

Sunday, March 08, 2015 - Wednesday, March 11, 2015

Williamsburg Lodge
310 S. England St.
Williamsburg, Virginia 23187
United States
800.261.9530

[Click Here to Register](#)



Conference Registration Rate -- \$995 ends July 7, 2014

<https://shrmstore.shrm.org/annual>





PROMOTE EXCELLENCE.
CONNECT THOUGHT LEADERS.
ADVANCE HR PROFESSIONALS.

The Human Resource Leadership Awards
presents up to THREE

\$4,000 scholarships
annually

to students pursuing careers in the HR field.

Eligibility Requirements:

- Current students pursuing either an undergraduate or graduate degree in Human Resources
- Must reside in the greater Washington, DC area
- Must be registered in an HR program that is part of a regionally accredited university
- Must provide evidence of acceptance or enrollment in a Human Resources program of study
- Must demonstrate satisfactory academic performance, GPA equivalent to "B" average

Important Dates:

- March 13, 2015:** Complete applications must be postmarked
- April 13, 2015:** Scholarship winners will be announced
- May 5, 2015:** VIP Reception– scholarship winners will be honored
- June 9, 2015:** Scholarship will be presented at the HRLA Annual Gala

EXECUTIVE DIRECTOR
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WWW.HRLEADERSHIP.ORG/SCHOLARSHIPS





2nd Annual Co-Sponsored HiRe Expo

Tuesday, April 28th, 2015, 9:00am – 3:00pm, Sheraton Premier, Tyson's Corner

Are you ready to find your niche? Are you excited to uncover your passion?

HiRe EXPO is an exciting annual event for our Human Resource Community, exclusively for both prospective candidates and employers. The EXPO will include many of the VA/MD/DC area's largest employers, including commercial companies, government contractors, non-profit organizations and employment agencies.

Meet Recruiters and Hiring Leaders from area companies that are seeking highly-qualified Human Resource Professionals.

This annual event is brought to you in partnership by Dulles, NOVA, Prince William SHRM Chapters and HR Girlfriends.

Job Seekers

We endeavor to provide you with as many companies, organizations and agencies, in one place, so you can shop around and look at all of the great career opportunities available in the area in which you live. Come talk to Recruiters and Hiring Leaders with small, medium and large companies seeking to hire qualified Human Resource candidates with your expertise. This is your opportunity to sell yourself and the skills and expertise you have to offer!

Need help with your resume? Want to find out about the latest interview styles and what employers are looking for? You can sign up to be a part of our Resume Writing Room and Interviewing Skills Room where you will work with an expert in that area to fine-tune your resume or interviewing skills!

Employer

Don't pass up a deal like this!! For only \$175 you can have a Booth at the Premier Human Resource HiRe EXPO in the VA/MD/DC area. In 2014, at our FIRST Annual HR Career Fair, we had over 200 attendees and a Resume Database of over 300 resumes.

Sign-up now and you will have access to both the candidates and the resume database! Don't miss out on getting in on the ground floor of an Annual EVENT, that will soon become the most popular and respected resource for finding "TOP Notch" and "Highly-Skilled" HR professionals in the DC Metro area!

Sponsors

Join us in getting your company's name out in the HR Community. We want you to be able to Market and Brand your company with HR Professionals and let the highly skilled and educated candidates in the VA/MD/DC area know that you have Human Resource tools, equipment and services available. Once they are hired in their Dream Job, you want them to have your company and name top of mind!! Make sure that you are promoting your company with all of the current and NEW Human Resource Professionals throughout the VA/MD/DC area.



New & Returning Members!

Mary Walter Arthur
Bridget Atkinson
Meron Bahta
Adam Calli
TraceAnn Green
Mary Harcharik
Janine Onorio
Janine O'Rourke
Steve Pace

**Thank you for making Dulles SHRM
*Your Chapter of Choice***

Congratulations to Our Education Winners!

Congratulations to Jennifer Shannon and Eryn Hood! Jennifer was our lucky winner for our monthly educational gift certificate drawing at our January Chapter meeting, and Eryn Hood was our recipient at this month's meeting on February 18. Both Jennifer and Eryn received a \$100 certificate good for HR-related training expenses—each certificate is valid for one year. Dulles SHRM awards an educational gift certificate at every meeting. All you need to do is drop your business card in the bowl when you arrive for the meeting. Perhaps you can be our lucky winner in March—as the saying goes, “May the odds be ever in your favor!”



Get Involved

Dulles SHRM continues supporting Embry Rucker Community Shelter in Reston

Each month, the chapter collects donations at our monthly meetings to help fund shelter activities at the 70-bed facility. Thanks to your generosity, we raised \$53 at our January meeting & \$37 at the February for Embry Rucker.

Thanks for your continuing support!!

ERCS is a 70-bed residential shelter that provides healthy, safe, emergency housing for families and single men and women. ERCS is open 24 hours a day, 365 days a year. Their 20 full-time staffers, part-time staff and over 400 volunteers are dedicated to helping shelter residents get back on their feet. ERCS is located at 11957 Bowman Towne Drive in Reston, VA, and is part of Cornerstones (formerly Reston Interfaith). Cornerstones is a nonprofit organization that promotes self-sufficiency by providing support and advocacy for those in need of food, shelter, affordable housing, quality childcare, and other human services.

Please donate to the Embry Rucker Community Shelter at all 2015 Dulles SHRM chapter meetings—help us make a difference!



Reston Interfaith has a new name. Our mission stays the same.

Cornerstones 
Hope for Tomorrow Today

Get Involved



Looking for a Great Place to Make A Tax-Deductible Contribution in 2015? Please Consider the SHRM Foundation!

Did you know that the SHRM Foundation is a 501(c)(3) nonprofit affiliate of SHRM? The Foundation is a legally separate organization, and is not funded by SHRM membership dues. Each month, Dulles SHRM raises funds for the SHRM Foundation with a 50-50 raffle. Tickets are \$1 each or 7 for \$5. The winner gets 50% of the total collected and the other 50% goes to help support the work of the Foundation.

At our February 2015 Chapter Meeting, we raised \$44—\$22 will go to the SHRM Foundation, and Doug Rogers was our lucky 50-50 raffle winner who went home with the additional \$22 for the evening—congratulations, Doug!

Not familiar with the SHRM Foundation? Here are some details on its mission and current activities

Mission & Vision

The SHRM Foundation is the globally recognized catalyst for shaping human resource thought leadership and research. The mission of the Foundation is to advance global human capital knowledge and practice by providing thought leadership and educational support, and sponsoring, funding and driving the adoption of cutting-edge, actionable, evidence-based research.

SHRM Foundation Mission

The SHRM Foundation advances global human capital knowledge and practice by providing thought leadership and educational support, and sponsoring, funding and driving the adoption of cutting-edge, actionable, evidence-based research.

The SHRM Foundation's work includes:

Strategic thought leadership initiative. The SHRM Foundation is conducting a multi-phase program to identify and analyze critical trends likely to impact the workplace in 5-10 years.

Innovative academic research grants. The SHRM Foundation is a **leading funder** of HR research. Over the past three years, the SHRM Foundation has awarded more than \$1.8 million in grants to fund rigorous, original academic research with practical implications for HR management practice.

Scholarships. The SHRM Foundation awards \$170,000 annually in **education and certification scholarships** to professional and student SHRM members, and doctoral students.

Educational resources. The SHRM Foundation's **Effective Practice Guidelines** series makes research findings easily accessible to HR practitioners. The Foundation has also created a series of educational **DVDs** for SHRM chapter programming, staff trainings, and executive education sessions.

Interested in learning more? Please visit the SHRM Foundation's website at www.shrm.org/about/foundation/pages/foundationhome.aspx and check out some of the great information available to you.



DULLES SHRM SPONSORSHIP OPPORTUNITIES AVAILABLE

Now is a great time to secure a sponsorship opportunity for one of our 2015 Monthly Chapter Meetings. Dulles SHRM is an affiliate chapter of the Society for Human Resource Management (SHRM). Members comprise over 300 of the top human resource professionals in the Dulles corridor and are a great local starting point for marketing, selling, networking, information, professional development and support of excellence in Human Resources.



We have immediate sponsorships opportunities for our May, June & July chapter meetings. We have limited sponsorship opportunities available –act now to secure your sponsorship!

The links below contain information about these sponsorship opportunities.

[2015 Monthly Meetings & Events](#)

Meetings are the third Wednesday of each month; all dinner meetings except March and August which are breakfast meetings.

[Sponsorship Cost & Details](#)

Note: Platinum Level Sponsorship is recommended for maximum possible exposure to membership.

Thanks to our March **GOLD** Sponsor



The DetoxForHealth Program is a holistic nutrition plan that empowers people to eat for nourishment and energy so they can perform at their optimal levels, in life and at work.

We provide structure, guidance and support to move those who are ready to improve their health from contemplation to action by utilizing our proprietary S.I.M.P.L.E. methodology to help them transition to healthy eating.

<http://www.detoxforhealth.com/>



Courtney Nicholson – President
Cindy Snyder, SPHR - Media Director

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Dulles SHRM's - Your Chapter of Choice Newsletter is the official newsletter of Dulles SHRM; Dulles SHRM's Newsletter is published monthly.

Email submission requests to dullesshrmedia@gmail.com. Dulles SHRM is an affiliate of the [Society for Human Resource Management \(SHRM\)](http://www.shrm.org).

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Thank you to our members...

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Learn more at <http://dulles.shrm.org/>*