

April 2009

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Scheduled Meeting Dates

- June 11th 2009
- August 13th 2009
- October 8th 2009

SHRM Links

National SHRM website

www.shrm.org

MN State SHRM website

www.mn-shrm.org

SHRA website

www.shra-mn.org

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A Word from the President

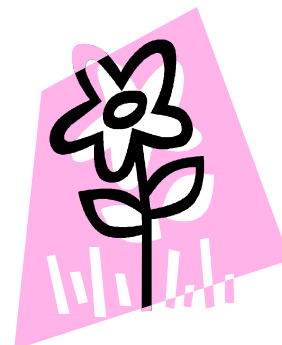
Happy Spring SHRA Members!

At our last Board Meeting we reviewed the feedback from the Annual Conference attendees. Overall, the feedback was positive from both programs. Many participants wished that the Employment Law portion would have been longer. Discussion has already begun about possibly holding another conference in the fall with that conference bring dedicated to Employment Law. Watch for more details to be coming soon!

Thank you to those who attended the SHRA Conference and for your feedback. We will be working to provide you with an even better conference next year. Please don't hesitate to contact me if you have any ideas for topics and/or speakers.

I hope that you are all having a great Spring and we look forward to seeing you at our Annual Picnic on June 11th. Watch for more information about the picnic to be coming soon!

Sonya Kayser
SHRA President



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Calendar of Events

- Friday, April 17, 2009
Steve Gilliland—Adventures in Leadership—Management 2009, Managing Generations and Leading Change
9:00 am - 3:00 pm - Jackpot Junction Convention Center, Morton, MN
Registration Fee: \$89.00



**If you know of an upcoming event you would like the membership to be made aware of please forward it on to Rachel Wolff at rwolff@good-sam.com and it will be put in the upcoming newsletter.

Do you have a Gen-X blind spot?

There have always been different generations in the workplace and there always will be. But the issue of generational diversity is receiving much more attention now than at any time in the past. This is for good reason. If one considers the dramatically larger number of baby-boomers in the workplace today compared to the other generations and factors in the significant changes occurring in the employee-employer relationship and how work is being done, it appears that a workforce revolution is occurring.

The US workforce is approaching an unprecedented generational transition that will have many implications for our organizations and communities. A great deal of consideration has been given to the nature and impact of the baby-boomers exit from the workforce. In addition, numerous books and magazine articles have been published on the values, priorities, communication style, family relationships, idiosyncrasies and even dress of Generation Y (those in your workforce under 29 years old).

These two generational cohorts are clearly significant components of this generational transition. But one very critical and potentially disruptive cohort seems to be getting overlooked: Generation X. Gen X is the smallest generation in the workforce today and arguably the most unique. Our Gen X employees should be positioned to be our next generation of leaders.

As the baby-boomers begin to retire from the workforce in large number, Gen X should be the group leading the

State and National Events

National Events

- **SHRM Staffing Management Conference & Exposition**
April 28 - April 30, 2009
Las Vegas Hilton
Las Vegas, Nevada
- **SHRM Annual Conference & Exposition**
June 28 - July 1, 2009
Morial Convention Center
New Orleans, Louisiana
- **SHRM Strategy Conference**
October 6 -8 2009
Phoenix, AZ

State Events

- **SHRM Minnesota State Conference**
October 12 - 13, 2009
Mayo Convention Center
Rochester, Minnesota

transition. Many companies are relying heavily on this group to play critical roles in their succession plans in the future. However, despite their importance to our organizations, it seems that we have a tendency to overlook Gen X. Perhaps this is due to their natural skepticism or willingness to challenge the rules. Perhaps we overlook or avoid Gen X because we are afraid of what they might say. This is a mistake.

An organization's ability to successfully navigate this generational transition during the next ten years is not going to be based solely on whether it can meet the demands of Generation Y, but in how it can fully engage and integrate employees of all generations in the workplace.

- Baby-boomers have a great deal of organizational and industry experience. Enlisting their help in capturing and sharing their wisdom is critical. Baby-boomers have great value not only in leading our organizations today, but also in mentoring Generation X and Y to lead in the future.
- Generation Y brings to our organizations great energy, confidence and optimism for the future. Their technology savvy should be embraced and utilized. Smart organizations are utilizing reverse mentoring relationships where Gen Y employees mentor a baby-boomer leader on new and emerging technologies like online social networks.
- Generation X is being prepared to take on leadership roles vacated by retiring baby-boomers. However, the need of this group to blaze its own trail may cause them to abandon the company when they are most needed. It will be important for organizations to recognize that the transition to Generation X leadership will come with expectations that the organization must change to suit their needs which are very different from their baby-boomer predecessors.

The key for managers and HR professionals to solve the issue of generational diversity is flexibility. It is important to understand the unique characteristics of each of the generations in your workforce, but there is no silver bullet. Flexibility when approaching leadership, decision making and policy development is critical. Collaboration and transparency within our companies will allow us to better appreciate the unique needs and talents of all employees, regardless of their age. If all else fails, talk to your employees. Ask them what they need to be more loyal and engaged to their work. Then listen and make changes.

Today's leaders must accept that to successfully attract, engage and retain the workforce needed to succeed, they must do far more accommodating of employee demands than

Headlines

New Link Connection: To read these and other headlines, go to <http://moss07.shrm.org/Publications/HRNews/Pages/default.aspx> Some articles require a national SHRM membership. Articles created by other news sources are accessible to all.

IRS Clarifies COBRA Subsidy Rules

The Internal Revenue Service has addressed a range of significant issues arising from the new COBRA subsidy rules, which were introduced by the American Recovery and Reinvestment Act of 2009.

In Hard Times, Employees Place More Value on Benefits

As the economy struggles, most U.S. employees report that they appreciate their workplace benefits more than ever. Still, gaps remain between what employers think employees value and what employees themselves say.

Overtime Decisions Challenged Under ADA

Americans are using the Americans with Disabilities Act (ADA) to challenge a growing number of decisions by employers to bar employees with medical restrictions from working overtime.

Study Links Productivity Loss to Health Risk Factors

Workplace health management/wellness programs have been shown to reduce health care costs, but a new study attempts to quantify more generally the impact of a healthy lifestyle on an employer's bottom line.

in the past. This represents an opportunity for us to be better leaders and stewards of the human resources of our organizations, including Gen X. By being flexible to accommodate the needs of all generations, our organizations will become healthy, stable and prepared to succeed in the future.

Scholarships for HR Professionals

Are you a SHRM member pursuing a college degree (HR, business, psychology, etc.) or professional certification? If so, the SHRM Foundation Scholarship Program can help! 40 academic scholarships (\$1,375 each) will be awarded-- both part-time and full-time students are eligible. 60 certification scholarships (\$750 each) will be awarded to members pursuing PHR, SPHR, GPHR or Ca. certification. With generous underwriting from the J.J. Keller Foundation, Inc., the program will award \$100,000 in scholarships in 2009. The scholarships are allocated equally among the five SHRM geographic regions, which means you are competing only with applicants in your own part of the country. Application deadline: July 15, 2009. For more information, choose "Scholarships and Awards" on the SHRM Foundation website (www.shrm.org/foundation).

Welcome New Members

If you know of an individual who would like to join SHRA or would like to see what it is about, please feel free to invite them to a meeting or suggest that they check out the SHRA website. We welcome new members.



Reminder

Please remember to check the SHRA website for updates on upcoming meetings and information.
www.shra-mn.org

