



MM SHRM RESOURCE

Advance the Profession—Serve the Professional

Summer 2020

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PAST PRESIDENT'S MESSAGE

Looking back to June last year, it's hard to imagine the direction the world would move in. It certainly has been a unique and defining time in our lives to put things lightly. It has been a transformative year full of challenges. Through all the challenges that have come our way, it has been amazing to see how much the leaders and the MMSHRM organization have accomplished. Let's take a moment to reflect on the chapter accomplishments this year, and to set our sights toward the exciting year ahead.



Sheree Yates

This year we have:

- Introduced personal development programs that strength HR knowledge and expertise but also help to develop well rounded business professionals.
- Grown our pinnacle award winning "Executive Insights Round Table" program to include a second executive group and new executive talent group.
- Strengthened our college chapter relations thru joint events with the UW-Milwaukee chapter this year, showing students and recent graduates the importance of professional networks as they emerge into their professions. They will be the future of our organization.
- Strengthened our community by taking steps to support diversity hiring goals associated with the Region of Choice initiative. Demonstrating to Milwaukee-area businesses and the community at large that we stand by them as they grow leadership opportunities for underrepresented minority populations.
- Connected with each other in new ways, by expanding our use of technology – including videos, webinars, and social media platforms to ensure we stay connected and provide relevant and engaging content.
- Created opportunities for members to engage both in person and at a distance through happy hour networking events.

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- Grown our community relationships with partners like ASIS, Milwaukee Bucks, Junior Achievement, and National Association of African Americans in Human Resources (NAAHR). Events like this demonstrate our chapter's commitment to the larger business community as well as expanding our professional reach.
- Continued to enhance our certification program offering by introducing remote facilitation in addition to in person sessions, allowing for a greater reach in developing our members.
- Continued to provide outstanding programs to our members. We've been nimble in adopting to virtual programming to ensure that we continue to meet members needs during isolation.
- Defined the strategic goals of our chapter and have designed a structure that will help us to accomplish these initiatives.

We have a lot to be proud of, and there is a lot to look forward to as well. Here's a small glance of what to expect in the months ahead...

- New programs! 2021 will bring new topics, new formats, and new interactive sessions to amplify the voice of HR in our businesses.
- The Ambassador Program will help new members acclimate to MMSHRM by providing a connection within the chapter.
- Further technology enhancements will be made to improve the member and leader experience. Knowledge management tools and website offerings will position us well for improved information retention and communication.
- The new leadership design will position the chapter to achieve its strategic goals while allowing member volunteers the chance to engage in ways most meaningful and time appropriate to them.

I look forward to seeing our continued growth in 2021! Your new president, Kristy Kintop, has the passion and know-how to drive the chapter forward. While welcoming Kristy into her well-deserved role of President, we will said goodbye to our past President Bob Von Der Lin. Bob's given so much to the chapter over the years, his thoughtful and welcoming presence will be missed.

I am grateful for having been given the opportunity to work with some outstanding professionals in the field of HR and to serve as the President of this organization. Thank you for allowing me to play my part in serving the professional and advancing the profession. Thank you to the MMSHRM Board of Directors for your outstanding work this year. Without your time and efforts none of this would have been possible. Thank you to the co-chair leaders for your hard work in providing our members relevant programs that will drive the HR profession forward.

Sheree Yates,
MM SHRM Past President

Thank You!

Thank you to Bob Von Der Linn whose term of service as a Director on the MM SHRM Board of Directors ended on June 30. Bob served as President in 2018/2019. Also leaving us were Sarah Fastner and Mindy Necci. Sarah worked on our social media and communications initiatives for several years and Mindy was instrumental in the transition in our programming model that is in place for the coming year.

President's Message

Let me start by thanking a few people....

First, my thanks to Sheree Yates for her leadership as MMSHRM president this past year. Until you've worked with her, it's hard to imagine her level of commitment to our chapter. But it's more than that. She's involved in the Racine-Kenosha Chapter as well, and the State Council (WISHRM), serving as our area Director now and as the Certification Director before that.



Kristy Kintop

As an Officer of MMSHRM, there are monthly and sometimes weekly meetings to plan and discuss the many things that affect our chapter. I don't know that anyone could have anticipated something like a global pandemic and how it would undo so much of what we'd planned.

Similarly, I want to thank Bob Von Der Linn, who recently completed his term as a Director and Immediate Past President. Bob is similarly dedicated as are our other officers, Stella Terry and Amy Spahr, and all of our Directors. It's a great group to work with.

During my years as an Officer, we have been slowly rebuilding our organizational structure. We started, I should note, the same year that we won a Pinnacle Award from SHRM National recognizing us as an outstanding chapter. There was no resting on our laurels....

First, we needed to restructure our Board. In doing that, we realigned our Board positions with the strategic work that needed to be done. Previously, we had linked Board positions to our Special Interest Groups, with Directors serving as liaisons. Under this new structure, the pool of potential Directors expanding from "promoting" a Special Interest Group chair or co-chair to the universe of Metro Milwaukee SHRM members. We were looking for people with specific talents and relationships to serve on our Board. That one shift meant that every member of Metro Milwaukee SHRM willing to serve could be considered for Board service, regardless of their previous service to the chapter.

We've added several new members to our Board since the switch and they're focusing on areas rich with potential - Member Engagement, Personal Development, and Professional Development most recently, and Social Media, Conference Planning, and Community Outreach before that. Some positions – Membership, Certification, Diversity & Inclusion, for instance – have the same names, but the work is different and is enhanced because of the individuals in those roles.

We've learned along the way. And in 2020, we've learned to adapt....

As we look forward to the year ahead, our initiatives on programming – personal and professional development – are front and center. We've moved to virtual for the balance of the year, but that was never our intention. Still, we've provided more programming than ever before this Summer, most of it without a charge for members. We look forward to being together again, but undoubtedly, virtual will remain one of the tools we will use to provide more programming than ever before, coordinated at a high level, and utilizing the input that you provide us.

In the end, I know this won't be the year that I anticipated when I decided to go through the various officer positions. Still, I'm so encouraged by the changes we've made, the direction we're headed, the work of the past several months. Our mission is to serve the professional and advance the profession, and we've done just that.

Still, we know that your decision to be a member probably has less to do with the lofty goals of our mission and more to do with the value you receive for your dues investment. It's there that we are focused. Whether there by necessity or by choice, doing things in new ways is good for our growth, whether as individuals and as organizations.

So, this may not be the year I anticipated. If we work together, it might be better....

Kristy Kintop,
MMSHRM President

Want to Know More About Our Accomplishments Last Year and Our Plans for 2020/2021?

On Monday, August 24, Metro Milwaukee SHRM held a member update and HR Happy Hour. Officers and Directors presented updates regarding the chapter as a whole and each of the areas of responsibility for our Directors.

We encourage you to familiarize yourself with everything that Metro Milwaukee SHRM is doing and to engage with us as a volunteer. As you review the presentation, the Board contact for each area is listed. Give them a call and find out how you can help? Have an idea for a program or initiative, let us know!

And if you don't know where to start, contact Shay Sherfinski, our Member Engagement Director. Shay can discuss your interests and connect you with the right person/people!

Thank you for supporting our mission to serve the professional and advance the profession!

WATCH THE RECORDING

VIEW THE HANDOUTS



Executive Insights

Kelly Renz
kellyrenz@thenovogroup.com
414.758.0269

Executive Insights Overview

- Purpose: Elevate and engage HR executives in MM SHRM through meaningful content and connection
- In FY20 we launched two new executive roundtables. We now have three with 55 members total: Two CHRO/HR Leader roundtables and one Talent Acquisition/Talent Management roundtable
- Hosted special sessions for COVID response networking and sharing
- Committee has been established – six members focused on programming, roundtable facilitation and HR executive engagement

Plans for 2021

- Continued roundtable growth – add two more in FY 2021
- Develop Corporate Membership program in collaboration with the Membership Committee
- Host the third bi-annual Executive Insights panel event in 2021
- Engagement of roundtable members in speaking engagements and professional development of members

MMSHRM Leadership Positions

Executive Committee

 President-Kristy Kintop	 Secretary/Treasurer-Amy Spahr
 Communication Director-Claire Evans	 Membership Director-Amy Spahr

Volunteer Benefits

Networking

Professional Development

Leadership Experience

Rewarding

METRO MILWAUKEE SHRM

Communication/Social Media

Claire Evans
cevans@badgermeter.com
920.418.1119

Area Overview

- I am new to the Communication Director role.
- Focus on awareness through multiple mediums and social media outlets to share MM SHRM events, updates and group information.

Updates for this year

- We will be adding a committee to this area to assist in supporting MM SHRM

Please follow MM SHRM on Facebook and LinkedIn!

- <https://www.facebook.com/mmshrm/>
- <https://www.facebook.com/groups/MMSHRMmembers/>
- <https://www.linkedin.com/groups/110679/>

METRO MILWAUKEE SHRM

Programming – Adding More Value to Your Membership

At its July meeting, the Board of Directors of Metro Milwaukee SHRM agreed to convert all programming through the end of the year to virtual. That includes our Annual Conference, which had been rescheduled from earlier of this year, just weeks into the health emergency.

It took a couple of weeks to let the shock of March and April work their way through our system, but by May, we were actively presenting programming virtually. In fact, compared to typical years, when we would relax our programming during the Summer months, this year we have moved forward with an aggressive schedule and the great news is that our numbers are exceeding attendance at our face-to-face meetings held over the past couple of years!

As an added bonus, many of our programs are now available for viewing, even if you can't join us when they are presented live. That means you have more access to more programs than ever before!

All of that programming has been presented free to members and with a modest cost to non-members. And while we can't make every program free-of-charge to members, it's our objective to include as many as possible with your \$100.00 annual membership. In other words, there's more programming than ever and almost all of it is included in your membership, making Metro Milwaukee SHRM a better value than ever before.

For non-members, registering for just three or four professional or personal development programs in a year makes membership the more economical choice, and that's without considering and of the other benefits we offer.

For larger HR departments, right now is the time to consider a corporate membership, providing access to all of our programming to your staff at a reduced membership rate and allowing you to stretch your HR training and development dollars while continuing to invest in your team.

2021 Programming

While we will be virtual for the rest of 2020, we are moving forward with plans – while remaining flexible – for 2021. The Annual Conference will be back in April 2021 along with the Fall Forum in November. On either end and in between these events will be a full slate of professional development programs, personal development programs, and networking events.

And while we anticipate a return to face-to-face programming, there are undeniable benefits to virtual meetings and we anticipate that they won't go away, even if face-to-face is an option again. We see virtual meetings as a new addition to the mix of programming that we will be offering members in the coming year.

Out of today's challenges there are a lot of opportunity and Metro Milwaukee SHRM, like its members, is ready for today and tomorrow and whatever each may bring.

Check out these Upcoming Events

[Diversity and Inclusion in Milwaukee:](#)

[Where Are We Now and Where Are We Going?](#)

Jointly presented by MMSHRM and NAAAHR

Date: Wednesday, September 9, 2020

Time: 8:00 am—9:30 am

[Election Preparation:](#)

[Managing Politics in the Workplace in a Volatile Election Year](#)

Date: Wednesday, September 16, 2020

Time: 12:00 pm—1:30 pm

[Let it Out!](#)

Date: Wednesday, September 23, 2020

Time: 12:00 pm - 1:15 pm

[Book Club Series](#)

[Talent, Transformation, and the Triple Bottom Line: How Companies Can Leverage Human Resources to Achieve Sustainable Growth](#)

Dates: Mondays Sept 28 | Oct 5 | Oct 19 | Nov 2

Time: 5:15 pm—6:00 pm

[The Outward Mindset: Driving Success by](#)

[Looking Beyond Yourself](#)

Date: Tuesday, October 6, 2020

Time: 12:00 pm—1:00 pm

Conference Updates

Our Annual Conference, scheduled for November 5, will now be presented virtually. In addition, we will hold our Legislative Conference separately, in early December.

One of the advantages of a shift to virtual is that we are now able to offer conference programming over the course of several days and make online access available for all registrants, this allowing you to “attend” all of the sessions rather than choosing among the different breakout sessions.

So, here’s the lineup for the now-virtual conference:

Wednesday, November 5
Annual Conference - Day 1
8:30 a.m. – 11:30 a.m.

Thursday, November 6
Annual Conference – Day 2
8:30 a.m. – 11:30 a.m.

Wednesday, December 2:
Legislative Conference
1:30 p.m. – 4:30 p.m.



Looking to prepare for your examination? Soon, we’ll be announcing our plans for our Spring Certification Study Group! Our first-time success rate for those attending our Study Group is well above 90 percent and has the added benefit of developing mentor and peer relationships that can last your entire career!

For more information: www.mmshrm.org/professional-development/certification/

HR Happy Hours Continue - Virtually

Some programs were a little bit easier to continue virtually, but we’re looking forward to the time when we can all be together again too! We’ve held two virtual Happy Hours in the past few weeks, with a great dialogue during each. Networking may not be happening the way it used to, but it’s still happening and there is still plenty to learn from conversation with your fellow members!



Annual Conference

WI SHRM announced the cancellation of its 2020 Annual Conference recently. We know that this was a difficult decision for everyone involved, including several Metro Milwaukee SHRM members who had already contributed many hours toward the planning of the event. WISHRM will return to the Kalahari Resort in Wisconsin Dells for the 2021 conference.



If you are interested in volunteering to assist with the 2021 conference, follow this link to make your interest known:

<https://www.wishrm.org/State-Conference-Nominations>.

Day on the Hill

Planning continues and registration will open soon for the 7th Annual WI SHRM Day on the Hill event, scheduled for Thursday, February 18, 2021!

Day on the Hill provides you with the unique opportunity to travel to Madison for a day of education, advocacy, and networking opportunities with your HR colleagues and legislators.



The day will feature an updated format which will include an employment law update presented by employment relations attorney Bob Gregg, discussion on how to prepare for an advocacy meeting with elected officials (or their staff member), an optional State Capitol Tour, and several educational presentations. Sessions will be submitted for preapproval of recertification credits. A light breakfast and a networking lunch will be included.

WI SHRM Leadership Conference

Nearly 200 people participated in all or part of the WI SHRM Leadership Conference in early August, an event that moved from in-person to virtual and saw attendance go up!

Included in the group was almost all of your Metro Milwaukee SHRM Board of Directors. We had the chance to hear from two keynotes: Jessica Rector, on *Fire Up, Heroes, So You Don't Burnout* and Annie Meehan on *H-Helper | E-Encourager | R-Real Relationships | O-Open To Honest Struggles and Emotion*.

Breakout sessions were held on various topics, including membership, programming, sponsorship, finances and more, allowing all of our Directors to share relevant ideas and network with their peers from around the State. To enhance networking further, a closing "reception" was held, with attendees battling each other in a game of HR, SHRM, and superhero trivia.

WI SHRM 2021 State Council Nominations

Every year the WI State Council seeks dynamic, successful HR professionals to fill key positions on our State Council. The council would not be possible without the dedication and support of these volunteer leaders. Might this be you or a colleague? If you are interested or if you know an HR professional who might be, please consider an opportunity to become a volunteer leader - to help serve WI HR professionals, and advance the HR profession in our great state of Wisconsin.

Apply today for open 2021 council positions!

Applications will be accepted from June 1 - September 13, 2020. The Council Nominations Committee will review all applications for 2021 and contact all applicants by the end of September 2020. Approved members of the WI SHRM State Council for the upcoming year will be announced in October.

[Click here](#) to read about the open positions, descriptions and nomination links.

Board Roles for 2020/2021

Here are your Directors and Board responsibilities for 2020/2021. Newly-elected Directors are shown in italics:

Executive Committee/President	Kristy Kintop
Executive Committee/President-Elect	Stella Terry
Executive Committee/Secretary & Treasurer	Amy Spahr
Executive Committee/Past President	Sheree Yates
Executive Committee/Executive Director	Jeff Beiriger
Certification Director	<i>Ben Ferati</i>
College Relations Director	Melissa Engaldo
Communications/Social Media Director	Claire Evans
Conference Director	Erica Hornburg
Diversity & Inclusion Director	Darlene Austin
HR Executive Outreach Director	Kelly Renz
Legislative Director	Angela Novotney
Membership Director	Greg Bachrach
Member Engagement Director	Shay Sherfinski
Personal Development Director	<i>Heather LaPorte</i>
Programming Director	<i>Kristin Strunk</i>

Engagement Survey

Many thanks to all our members who completed the Member Engagement survey earlier this Summer. The results of the survey have been reviewed and discussed by the Membership Committee and their analysis was presented to the Board in July.

The result? The Board continues to discuss your insights as to what we're doing well and how we can improve. In addition, you offered us a whole lot of ideas about new and enhanced ways to provide programs/services that can make our chapter even more valuable.

Welcome to our New Members

Tina Albrecht
Elizabeth Baldwin
Leigh Ann Bruhn
Molly Carlos
Pamela Coley
Matt Feinberg
Calvin Fermin
Shaynira Gonzalez

Avery Goodman
Johanna Gross
Kendee Hickman
Kayla Kiefer
Donna Landon
Jamie Lehner
Shaprece Nabors
Donald Pangburn

Molly Schissler
Clarke Sinclair
Daniel Stewart
Cindy Szymanski
Scott Wade
Lisa Wittbrot
Sara Zwiefelhofer

Meet Your MM SHRM Board of Directors

Kristin Strunk, Professional Development Programming Director

Did you grow up around here? Where do you live now? And what can you tell us about your family?

I grew up in Wauwatosa and went to college at Marquette both my undergraduate and graduate programs. My husband and I live in Fox Point currently.

Who do you work for?

I currently work for Harley-Davidson and UW-Milwaukee.

How long have you been a member of MMSHRM and why did you first join?

I joined MMSHRM in 1996 as an undergraduate student - I even won a scholarship from MMSHRM my senior year. Some of the contacts I made in the 1990's are still part of my professional network!

What's your position on the MMSHRM Board of Directors?

I am the Professional Development Programming Chair - we schedule programs that relate to the SHRM Body of Knowledge and can mostly qualify for recertification credits.

What's the best thing you've gotten out of your membership?

So many contacts! And I used the study group to pass my SPHR (before SHRM-SCP) and was a volunteer facilitator for that program for a number of years. I also have used the recertification credits to maintain my certification. My first "professional" speaking engagement was with MMSHRM. MMSHRM gave me the opportunity in 2019 to present in a breakout session! I was so nervous, but seeing so many familiar faces helped me get through it!

What's the best thing about being a volunteer leader? Why did you decide to step into your leadership role?

I love the contacts and the ah-ha moments - I love the opportunity to present people with lightbulb moments - I stepped into the leadership role because I was asked. I believe in this profession and the contribution that we can make to business and people's lives.

Did you major in HR? If not, what did you study and how did you make your way into this field?

I did major in HR - but I didn't start in HR - I started in psychology. I read my course catalogue cover to cover and highlighted all of the things that sounded interesting - and I ended up in HR.

How long have you been doing HR?
25 years.

What's your favorite part about being in HR?

Getting people to think about things differently.

What was your first job?

Internship at ASQ as their very first HR intern!

What book are you reading right now?

Pivot by Jenny Blake

Favorite band?

Right now - Imagine Dragons and Mumford and Sons.

Favorite movie?

His Girl Friday

What's the most exciting/adventurous thing you've ever done?

Moved to TN by myself for my very first job.

What's the best career advice you've ever gotten?

Don't get into HR because you "like people." You will see people at their worst. Get into HR because you think you can do it better

People would be surprised to know that...

My second major was Operations Management (Manufacturing Management).



Meet Your MM SHRM Board of Directors

Ben Ferati, Certification Director



Did you grow up around here?

I have lived in two different places in Europe and that is where I grew up.

Who do you work for?

Goodwill Industries of Southeastern WI.

How long have you been a member of MMSHRM and why did you first join?

Since 2015. I love the opportunities to connect and network with many HR professionals. I also enjoy the various professional development programs to learn, grow and continue to get credits for my recertification. I also took the MMSHRM Certification Class which helped me prepare for the SHRM-CP exam.

What's the best thing you've gotten out of your membership?

Networking.

What's the best thing about being a volunteer leader? Why did you decide to step into your leadership role?

I choose to become a volunteer leader because of the desire and the opportunity to help others learn, grow and develop. In this role, I also get the opportunity enhance the certification program with a learner in mind. I do volunteer work for something I am passion about—SHRM certification is constantly growing. I have the chance to make an impact on others to become certified.

How long have you been doing HR?

Seven years.

Did you major in HR? If not, what did you study and how did you make your way into this field?

Yes, my associate and undergraduate degree are in HR. I also hold an MBA with concentration in HR. I was hired as an HR Administrator as my first role, three weeks after I completed my undergraduate degree.

What is your favorite part about being in HR?

People, leadership, relationships, and the ability to impact employee life with positive change. Gray areas of HR, ever changing environment from employment law to employment practices and so much more.

What's the most exciting/adventurous thing you've ever done?

Travel the world. It is a lifetime adventure.

What's the best career advice you've ever gotten?

Be yourself, authentic and who you are.

People would be surprised to know that...

I speak three languages, I have traveled to a dozen countries and have seen over half of the United States, and I do not cook.

Social Media

We invite you to connect with us online and to get involved in our social media community!



Facebook Page



Facebook Group
(Members only)



LinkedIn Group
(Members Only)

Dues Renewals & Membership

Thank you to those who have renewed your membership for 2020/2021.

Getting the Most from Your Membership

Consider a two-year renewal to save money!

Participate in one of the dozens of free-to-member programs we will be presenting this year.

Attend one of our conferences/events at a deep discount.

Join us for one of our HR Member Networking Events and expand the breadth and depth of your peer network.

Get the discount on job postings to fill your HR positions using our job board.

Sign up for our certification study group and save!



Membership Merchandise

Want to show your pride in your profession and your professional association? Consider purchasing one of the many MMSHRM logo-identified items available through our merchandise portal!

The items in the catalog are embroidered or printed to include the Metro Milwaukee SHRM logo. You can find the complete catalog of available products online by clicking [HERE](#).

Not a member? Find out more by clicking [HERE](#).

Corporate Sponsorship

We pride ourselves on the amount of educational programming that is available to our members but also recognize that not every great idea comes from one of our session leaders. At our various programs and events, in this newsletter and on the website, we welcome the participation of various sponsors who are looking to promote their products and services. Certainly, sponsorships help us support our programs and events, but the end-game of sponsorship is to help connect our members with new ideas – ones that can save time and money and solve problems. Whether the problem is pressing or not, just knowing a resource is critical when the time for action comes.

Corporate Sponsors receive...

- Membership
- Web site Listing
- Listing and Ads in E-Newsletter
- Recognition at Annual Events
- Tabletop Displays Opportunities
- Access to Mailing Labels
- And MORE!

Click here to
Become a
Sponsor



Our thanks to our Annual Corporate Sponsors and all of our program and event sponsors throughout the year!

Metro Milwaukee SHRM is proud to sponsor the following SHRM Student Chapters in our area:



As part of our commitment to Student Chapters, we provide discounted rates to our programs/events, provide financial support, provide outreach to each group, support teams attending the WI SHRM HR Games each year, and make available scholarship opportunities for chapter members. We also like to connect students with internship opportunities, and we encourage you to contact the Metro Milwaukee SHRM office or College Relations Director Melissa Engaldo if you have an internship opportunity you'd like to share.

Student Chapter members are the future of our profession and our association, and their support is perfectly aligned with our mission to advance the profession and serve the professional.

Gold Sponsors



THE PAYROLL COMPANY





Metro Milwaukee SHRM's Job Bank is for employers and HR professionals alike. This service seeks to connect HR professionals with outstanding job opportunities.

The content of the advertisements posted are submitted by employers and are not drafted or otherwise independently verified by Metro Milwaukee SHRM staff. We believe in transparency to our members; therefore, we will not post confidential positions.

If you are an employer looking to reach Metro Milwaukee SHRM's extensive network of talented HR professionals, visit our [Post A Position](#) page for more information. If you are an HR professional looking for a position, visit our [Find A Job](#) page. Or, if you are a student looking for an internship in this area, visit our [Find An Internship](#) page.

If you have a posting that would benefit from statewide exposure, you may want to consider listing your job with the [WI SHRM Job Bank](#) as well.

Metro Milwaukee SHRM currently has a members-only Linked-In page and a members-only Facebook Group. We also have a Facebook page for members and non-members.

We invite you to connect with us online and to get involved in our social media community!



Contact Information

Please note that some of the contact information for Metro Milwaukee SHRM has been updated!

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