

## Upcoming Events

Save the date:  
September 22 – 25,  
2012  
ASHHRA Annual  
Conference  
Denver, Colorado

### WHY SHOULD YOU ATTEND THE ASHHRA CONFERENCE?

#### Educational Programs

- Enhance your health care business knowledge
- Advance your leadership capabilities
- Strengthen your role as a change agent
- Gain knowledge of the hottest trends in health care HR
- Network with your peers

#### Valuable Resources

- A variety of take-away tools, best practices and policies
- Networking opportunities with other HR practitioners nationally and regionally
- Exposure to more than 150 suppliers helping to advance health care HR products and services

#### Hottest Products & Services

- More than 150 exhibitors showcasing products that can help you solve problems within your organization
- Networking and knowledge sharing on state-of-the-art services in health care HR

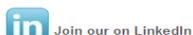
#### Smart Investment

- Take-away tools and resources in health care HR
- Focused learning on leadership and strategic business knowledge
- Sessions designed around five leadership competencies
- Partnership opportunities with top health care HR leaders



#### Social Networks

Connect with the ASHHRA community anytime through these social networks!



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### Chapter Leadership Workshop

The Chapter Leadership Workshop is designed exclusively for ASHHRA affiliated chapter leaders. At this event, you will learn, network, and exchange information and seek direction on health care HR issues you face at the local level. Chapter leaders will glean a plethora of information on chapter operations, governance, membership recruiting, and general HR tools and resources.

#### Time & Place

Saturday, September 22, 2012

Time: TBD (Agenda to be posted soon)

Colorado Convention Center - Denver, Colorado

#### Learning Objectives

- Understand how to run a chapter
- Learn from colleagues – get new ideas from your chapter
- Have an understanding of chapter operations
- Know how to make performance improvements on your job
- Comprehend how to motivate volunteers

#### Benefits to you

- Waved registration for the chapter presidents
- A meeting venue
- Meals during conference hours
- One night's hotel stay of room and tax
- Opportunity to network with colleagues and ASHHRA board members

#### Learning Session Topics

- Breakout sessions for networking
- Chapter operations
- You'll have an opportunity to learn what other chapters and regions are working on and the issues they face
- You'll be given access to a plethora of tools and resources to assist you with managing your chapter

#### How to Register

ASHHRA affiliated chapters are invited to attend the CLW. Registration for the 2012 workshop is through the ASHHRA 48th Annual Conference & Exposition [registration system](#).



## ASHHRA 48th Annual Conference & Exposition

DENVER, COLORADO • September 22-25, 2012



Leading PEOPLE  
Through CHANGE

### OPENING CEREMONY



#### **Tom Flick**

*Former NFL Quarterback, Success Coach and Change Management Specialist*

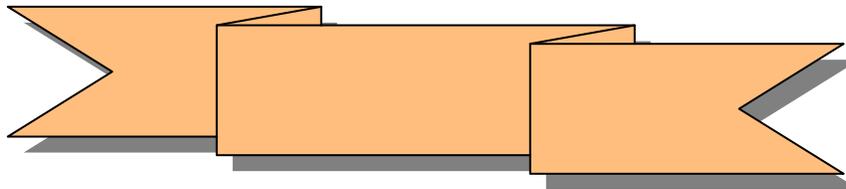
Tom Flick is a former Rose Bowl Champion, Pac-10 Conference "Player of the Year" and successful NFL quarterback for seven seasons. Today he is a dynamic, highly sought after speaker who has delivered over 3000 presentations, to a who's-who list of clients that includes Microsoft, Starbucks, Marriott, Hallmark Cards, Boeing, American Express, NASA Ritz-Carlton Hotels and the US Army Rangers to name just a few.

Tom's exceptional ability to communicate clear business solutions with humor, wit and razor-sharp insight is why he is in such high demand. Personally, Tom addresses over 100,000 men and women each year on high performance strategies for leadership, teamwork, change, and personal growth. His passion for raising more effective leaders is achieved by his unique gift to connect with the listener's heart as well as their head.

Achieving long term results and exceeding client expectations have allowed him to serve leading companies in financial, health, technology, manufacturing, and service fields. Tom's expertise is helping an organization define their vision, lead change more effectively, develop leaders and leadership teams and increase teamwork and communication skills.

As President of Tom Flick Communications and The Legacy Coaches, Inc, Tom understands that people, not programs, help organizations change and grow. Meeting the challenges of today's business environment requires a committed workforce and providing actionable solutions that allow people to become peak performers both personally and professionally increases success and impacts the bottom line.

Happily married since 1985, Tom Flick and his wife, Molly, have two children. An avid fly-fisherman, mountain biker and reader, Tom is most proud of his role as husband and father.



### CLOSING CEREMONY



#### **Carson Kressley**

*Renowned Stylist and Television Star*

Accomplished stylist, television star, equestrian, best-selling author and fashion designer, Carson Kressley is out to make over the world. Honing his signature flair for transforming lives with style and humor, Kressley will host the new make-over show Carson-Nation and co-host Your OWN Show: Oprah's Search for the Next TV Star for Oprah Winfrey's new OWN Network. In Carson-Nation, Kressley travels to small towns throughout the U.S., making viewers' lives better one person at a time. As a fashion and beauty industry expert, Kressley teaches women of all shapes and sizes to go from self-loathing to self-loving without resorting to interventions like extreme dieting or cosmetic surgery. "It's easy to change your outfit and easy to change your hairstyle. What's really hard—and what makes for an amazing transformation—is changing how you feel about yourself," says Kressley.

Kressley burst on the scene as one of the stars of the hit Emmy award winning series *Queer Eye For The Straight Guy*, where his sharp wit and undeniable sense of style resonated with audiences internationally. Also a renowned fashion designer, Kressley launched a collection of men's and women's wear exclusive to the QVC network, *Perfect by Carson Kressley*. As a fashion industry veteran, Kressley is known for his modern and sophisticated approach to fashion: "classics with a twist."

His New York Times best-seller *Off the Cuff* is an essential style guide for men and for the women who love them, and his illustrated children's book *You're Different and That's Super* builds confidence at an early age. Kressley has been a judge on *The CW's Crowned: The Mother of All Pageants*, a reality series about mothers and daughters competing together in beauty pageants, and his film credits include *The Perfect Man* and *The Year without a Santa Claus*.

Kressley is an avid philanthropist, championing a wide array of charities and nonprofit organizations from gay rights activism to mental health causes. He is an active voice on behalf of the Human Rights Campaign Federal Club, the 2004 AIDS Walk in New York City, The Gay and Lesbian Association Against Defamation (GLAAD), Heritage of Pride, Inc., The Trevor Project and Gay, Lesbian, Straight Education Network (GLSEN). Kressley hosted the 2008 True Colors Tour to raise public awareness about the issues that face the lesbian, gay, bisexual and transgender (LGBT) community. "I shared the stage with people I've idolized like Cyndi Lauper and the B-52s—it was a perfect blend of celebration and activism."

Kressley is also an active member of the Lay Advisory Board for the NYU Medical Center's Mental Illness Prevention Center. As a strong advocate of medical interests and mental health causes, he has worked with Katie Couric's annual fund raiser for The Jay Monahan Center for Gastrointestinal Health and donated his time as a style expert for the Dream Foundation, enhancing the quality of life for those battling terminal illnesses by granting dreams and wishes. Kressley was a major donor in establishing the first college scholarship program for gay youth in his hometown of Allentown, Penn.

At the podium, Kressley's impact as a fashion guru transcends style tips and fashion trends. His signature "wit with a heart" approach inspires audiences to embrace their individuality and look inward without fear. With a deep understanding of self-image issues and an empathetic approach to building confidence, Kressley's enlightening perspective resonates with men and women alike. His charming wit and positive outlook offers insight into how to become a better person, from the inside out.

Kressley began his career as an independent stylist which led to a long tenure with Polo Ralph Lauren. Kressley worked on the design team of the men's sportswear division, then moved to the corporate advertising group. He has worked extensively styling catalogs, editorial and film shoots for Saks Fifth Avenue, Neiman Marcus, and

Bloomingdale's. Kressley graduated Magna Cum Laude and Phi Beta Kappa from Gettysburg College with degrees in Finance and Fine Art. He is also an avid nationally ranked equestrian and a former member of the U.S. World Cup Equestrian Team. He resides in New York City.

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**The 2012 ASHHRA Chapter Management Awards Program (CMAP) is now open.**

Here is the link to access the online application, <https://aha.box.com/s/pflrr46dc1naeu4yqmqq>. Please provide Sharon Allen with the name and email address of the person in your chapter that will be uploading your application and attachments and she will provide him/her with access to your respective chapter folder.

Also, please mark your calendar for **May 4, 2012**. **This is the deadline to submit your individual award nominations and your chapter submissions to the box.net folder.** If you have questions, please email or call me at the number below.

## ***NEWS FROM REGION 3!***



***Save the date***

*Maryland Healthcare Human  
Resources Association  
(MHHRA)*

***Annual Spring Conference***

**April 25, 2011**

**Linthicum, Maryland (close to BWI airport)**

***To confirm your attendance,  
please send it with your check by April 15, 2012.***

Make Check Payable to “**MHHRA**” and forward with copy of Registration Form to:

**Louisa Hollman  
3401 Cummings Lane  
Chevy Chase, Maryland 20815**

All Region 3 chapters are cordially invited to this all day event!





## North Carolina Healthcare Human Resources Association 2012 Conference & Membership Meeting May 2-4, 2012

### *About the Conference*

#### Important Date!

April 10

Registration deadline  
for lowest fee!

Room deadline for  
conference rate!

Deadline for refunds!

The 2012 NCHHRA officers are delighted to present preliminary conference information. As you can see by the speaker highlights on the next page, while our agenda is still being tweaked, we have a great starting lineup!

As always, our annual meeting offers timely topics, compelling speakers, and unparalleled networking opportunities — all for a very low fee. These offerings would not be possible without the support of our Business Partners whose generosity keeps registration fees affordable.

We encourage you to share this information with interested colleagues and encourage them to join us.

Don't miss this premiere opportunity to mix business and pleasure. Earn CEUs, renew old friendships, foster new professional relationships and hone your skills in this beautiful beachfront setting! Additional updates are coming soon. In the meantime, please contact us if you have questions or suggestions. We look forward to seeing you this spring!

### *Registration and Accommodations*



You now have three ways to register! (1) Mail the attached form with your check or credit card information; (2) fax the attached form with your credit card information to our secure fax; or (3) you may register online and pay by credit card by visiting [www.kingevents.org](http://www.kingevents.org). Confirmations will be sent to all who register.

Requests for refunds must be received in writing by April 10 (*no phone cancellations accepted*). No refunds will be given after that date regardless of the cause.

Registrants who are unable to attend the conference may send an alternate if we are notified in writing. If the alternate is not a member, the difference between the member and the non-member fee will be required.

Rooms are available at the Myrtle Beach Marriott Resort & Spa, 8400 Costa Verde Drive, beginning Tuesday, May 1 at the conference rate of \$169. To reserve your room, call 800-228-9290 and reference NC Healthcare Human Resources Association, or use the following link to reserve online: <http://www.marriott.com/hotels/travel/mvrgd?groupCode=nchncha&app=resvlink&fromDate=5/1/12&toDate=5/6/12>

In case you want to treat yourself to a spa visit during your stay, mention that you are with NCHHRA and receive a 20% discount!

*Note: NCHHRA is financially responsible for this block of rooms, so we are asking that all conference attendees stay at the host hotel. Thank you!*

Registrations and inquiries should be directed to:  
Meetings & Events • 2611 Cotton Planter Lane • Charlotte, NC 28270  
Phone: (704) 847-8229 • Fax: (704) 814-9264 • Email: [KingEvents@aol.com](mailto:KingEvents@aol.com)  
[www.kingevents.org](http://www.kingevents.org)



## VaSHHRA Spring Conference

“Leading with Excellence”

Thursday, April 12<sup>th</sup> & Friday, April 13<sup>th</sup>

Omni Hotel & Resort

Charlottesville, VA

For more information about the conference, please visit their website at

[www.vashhra.org](http://www.vashhra.org)

### Other news.....

VaSHHRA mailed salary survey packets in late February.  
If you have interest in participating in or purchasing this salary survey, please contact  
Terri Stevens, President-Elect and Salary Survey Chair

at

[TEStevens@carilionclinic.org](mailto:TEStevens@carilionclinic.org)



*Is it Spring yet????*



## Advocacy Update

Well, it's the New Year and the ASHHRA Advocacy Committee is already underway with our activities for the year. We are currently adding a few new members since some of last year's committee were unable to continue again this year.

With respect to what's going on in Washington, we will be monitoring the "quickie election" rules from the NLRB. Also, we are very concerned about budget talks as they relate to potential cuts in Medicare and the allowance for bad debt that may be potentially reduced. We will be monitoring these and other pertinent issues.

New this year, the ASHHRA Advocacy Committee will make a joint Hill visit with representatives from the AHA. We will be joining them at their annual conference May 6 & 7 and collectively make our visits over to the Hill on May 8.

In the meantime, I would be glad to attend your annual state conference, pending ASHHRA approval, to help promote Advocacy at the Chapter level.

Thanks and I look forward to serving the Region again this year!

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Henrico, VA. 23231

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[lbyrd@mahova.com](mailto:lbyrd@mahova.com)



## WELCOME NEW REGION 3 MEMBERS

First Name	Last Name	Organization	Title	City	State	Zip	Email
Sherman	Clipp	Director, HR Business Partnerships, NW Regions	Valley Health System	Winchester	VA	22601-3871	sclipp@valleyhealthlink.com
David	Dietly			Mclean	VA	22102-5858	ddietly@nish.org
Megan	Hackett	Director of Human Resources and Staff Development	Lakewood Manor	Richmond	VA	23238-3933	mhackett@vbh.org
Elizabeth	Parrish		Saint Agnes Hospital	Baltimore	MD	21228-4125	parrishbeth67@yahoo.com
Janet	Cauffiel	Vice President of Human Resources		Rockville	MD	20850-4317	jcauffiel@montgomeryhospital.org
Teresa	Cottrell	HR Strategic Partner	Commonwealth Health Corporation	Morgantown	KY	42261-9446	cotttl@chc.net
Brian	Gilbert			Wilmington	DE	19810-3201	bgilbert@skillsurvey.com
Larry	Gray	President and Chief Executive Officer	Baptist Regional Medical Center	Corbin	KY	40701-8420	lgray@bhsi.com
Norma	Oldfield			Matthews	NC	28105-2322	normaleeoldfield@hotmail.com
Teresa	Rascoe	Director HR	Owensboro Medical Health System	Owensboro	KY	42304-0007	Teresa.rascoe@omhs.org

### **Readiness for Change: New Directions for the Hospital Industry** *Towers Watson - ASHRA Talent, Rewards and Risk Survey*

More than 100 HR executives at U.S. hospitals and health care systems participated in the survey on the future of the hospital industry. Fifty-seven percent of respondents were from a hospital system and 31% were from a stand-alone hospital. The respondents represented a cross section of institutions, with 30% from large, 41% from medium and 29% from small organizations. The survey was fielded in June and July of 2011.

The results of the *Talent, Rewards and Risk Survey*, conducted by [Towers Watson](#) and ASHRA, suggest that hospitals aren't adequately preparing for the sweeping changes health care reform will bring to the industry. Results indicate that many hospitals plan to use traditional approaches to remain competitive in the coming years, despite the

inevitability that reform will radically alter hospital staffing, the patient load, the payer mix, the physician/hospital relationship and the delivery of care.

**Key findings:**

- A majority of the surveyed hospital HR executives expect health care reform to adversely affect the industry.
- Very few respondents anticipate significantly more workforce shortages over the next three years.
- Hospitals expect customer service - measured via patient satisfaction surveys - to rise significantly on the list of top competitive differentiators over the next three years.
- Reward programs are still largely mired in the past, rather than being in sync with today's realities.
- Hospital HR executives place insufficient emphasis on traditional attraction factors, most notably pay, when assessing the strength of their employee value proposition.
- Taken as a whole, the survey results suggest that most hospital industry executives have a business-as-usual mindset that's markedly out of step with reality.

## ASHHRA Tidbits

### [38th Semi-Annual Labor Activity Report Now Available](#)

The 38th Semi-Annual ASHHRA/IRI Labor Activity in Health Care Report is now available for ASHHRA members to access. The report includes an analysis of national, regional, and state representation petitions and elections during 2011 as well as the Labor Law/Activity Update.

### [Mentoring Program Open for Mentors and Mentees](#)

ASHHRA invites mentors and mentees to participate in the 2012 Mentoring Program. The program is designed to create a mentorship community for health care HR professionals to enhance and grow knowledge, skills, and abilities to excel in their career.

### [HR Metrics Tool Survey 2012](#)

The ASHHRA/PwC Saratoga HR Metrics Tool Survey will open in January 2012. **Survey registration begins today.** Participate in the 2012 survey by submitting data from fiscal year 2011. [Register now to participate.](#)

### [Retirement Plan Trends Survey and Report](#)

Help celebrate our 10th Anniversary! The American Hospital Association (AHA) and Diversified have again teamed up to launch the annual [Retirement Plan Trends in Today's Healthcare Market—2012](#). Participate in this milestone edition of the only retirement plan benchmarking survey report dedicated solely to health care organizations.



The **ASHHRA eLearning Network** is your number one source for professional development in the health care human resource field. ASHHRA is committed to serving your needs and that is why we have developed a customized online learning platform that provides comprehensive health care HR knowledge in a self-paced format. Whether you are New-to-the-Profession, Mid-Level Professional, or at the Executive Level, you will find a program that will enhance your knowledge and assist in your professional path to excellence.



ASHHRA HR Concierge is a service that offers personal attention to the health care HR profession by providing custom tools and resources that are essential to the field.

**Ask the Expert**

A member benefit that provides you with custom resources to meet your individual health care HR needs.

- Provides project consulting to our members on a personal scale
- HR practitioner on-staff to address custom requests for research, resources, and other HR needs (Requested resources can be obtained within 48-72 hours)
- Focuses on providing custom HR research information in the areas of Benefits, Training and Development, Talent Management, and many other topics that reflect the ever-changing scope of health care HR.

**Resource Library**

An alignment of tools and resources that reflect the ever-changing landscape of health care HR

- White Papers -Talent Management, Benefits, etc.
- Toolkits - HR Leadership, Mentoring, and Health Care Reform
- Surveys - Compensation, HR Metrics, and Labor Relations
- Case Studies - Workplace Intimidation, Employee Engagement, and Culture of Health
- Custom Research Project Consultation (initial 2 hours free) - HR Practices, Performance Management, etc.

For more information, contact ASHHRA: [ashhra@aha.org](mailto:ashhra@aha.org) or at (312) 422-3720.