

## REGION 4

- Alabama
- Florida
- Georgia
- Mississippi
- Puerto Rico
- South Carolina
- Tennessee

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# ASHHRA REGION 4 NEWS

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## News from Region 4:

I recently had the privilege of attending the Florida Society of Healthcare Human Resources Association's annual conference held at the Gaylord Palms in Orlando, Florida. Chip Madera opened the conference with a presentation that was truly a "Wow" moment. He's also presenting at the ASHHRA conference in Phoenix in September, so please don't miss this awesome experience. I met a lot of great people, acquired valuable information from their educational presentations and had a fantastic time. Thanks to all the folks from Florida and keep up the good work!

I look forward to attending the Tennessee and South Carolina conferences in April and will give an update in the June newsletter.

**Reminder:**  
Be sure to use the ASHHRA website for all your HR resource needs:  
[www.ashhra.org](http://www.ashhra.org)



We had our first Region 4 conference call on February 23rd, which was attended by Joey Boyce from South Carolina and Cathy Roberts from the West Central Florida Chapter. I encourage the chapter presidents or designee to participate in the calls so that I will have information about your chapter to add to the newsletter. The dates for future calls are May 25th, August 24th, and November 16th. I have sent dial in information to the chapter presidents and will forward again prior to the dates.

### Region 4 Consultant

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Please feel free to call or email me if you have any questions, ideas, comments, or suggestions.

### UPCOMING REGIONAL EVENTS

**April 14-16, 2011** Tennessee Society for Healthcare Human Resources Association (TSHHRA)  
Doubletree, Memphis, TN

**April 17-19, 2011** South Carolina Healthcare Human Resources Association (SCHHRA)  
Westin, Hilton Head, SC

**June 22-24, 2011** Georgia Society for Healthcare Human Resources Association (GSHHRA)  
Ritz Carlton Lodge, Lake Oconee, GA

## ASHHRA Update:

I want to remind you of some important upcoming dates.

The “Outstanding Chapter Achievement” and “Outstanding Chapter Officer” awards need to be submitted to ASH-HRA by May 6th. Please upload the submissions at ASH-HRA’s website under “Awards.” Nominees will be recognized at the Region 4 breakfast in Phoenix in September.

There are still two \$2500.00 scholarships available through the Gary Willis Leadership Award, which recognizes mid-level managers and directors who have made outstanding leadership and operations’ contributions to their organization. The deadline for the award has been extended to April 1st. To nominate someone or apply, please visit [http://www.ashhra.org/awards/gary\\_willis\\_leadership.shtml](http://www.ashhra.org/awards/gary_willis_leadership.shtml).

The ASH-HRA and Integrated Healthcare Strategies 2011 National Healthcare Staff Compensation Survey is open for participation until April. This is a comprehensive survey that I participate in every year. Participants purchase results at a significantly lower price than non-participants. To participate, please visit the ASH-HRA website at [http://www.ashhra.org/publications/compensation\\_survey.shtml](http://www.ashhra.org/publications/compensation_survey.shtml).

## ASHHRA’s 2011 President and Vice President

### PRESIDENT



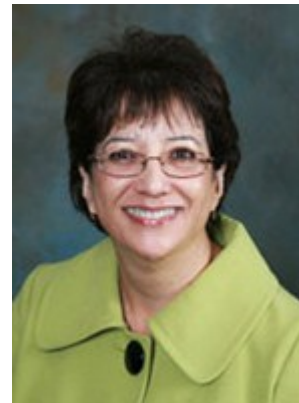
**Robert Walters, SPHR**

Corporate Director, HR Operations  
Health First, Inc.  
3550 North Harbor City Blvd.  
Melbourne, FL 32932-0069

[bob.walters@health-first.org](mailto:bob.walters@health-first.org)

*(Will become Immediate Past President in  
2012)*

### VICE PRESIDENT



**Irma Babiak Pye, SPHR**

Senior Vice President & CHRO  
Valley Baptist Health System  
P.O. Drawer 2588  
Harlingen, TX 78551-2588

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*(Three-year commitment to become President in  
2012 & Immediate Past President in 2013)*

## Why You SHOULD Attend the 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 on health care
- 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 and 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



### **Reminder:**

**The Chapter Leadership Conference will be held on Saturday, September 10, 2011 in Phoenix, AZ in conjunction with the annual conference.**

**ASHHRA will still honor the payment for the one night stay of your chapter president or chapter appointed leader to attend, and one Chapter Leadership Program Registration Fee for all affiliated chapters.**

**Please forward me any topics that you would find helpful in managing your chapter and I will forward those to ASHHRA. Thanks.**

You are now able to make your hotel reservations upon registering for the annual conference. The ASHHRA room rates are good for three days prior and three days following the conference if you would like to make plans to visit Phoenix and its surroundings a little longer!

Register for the annual conference:  
<http://www.ashhra.org/conference/2011/registration.shtml>

## ASHHRA Advocacy Committee Update:

### ASHHRA Labor Activity - Reference IRI Report on ASHHRA Website

- Unions won 71% of all NLRB elections in the health care industry
- Among nurses and other professional and technical health care employees, 15% are represented by unions
- Among health care support occupations, 9.2% are represented by unions
- The number of RC health care elections have increased over 2009, RC petitions filed have decreased
- Trends in health care (71%) and non-health care (67%) union elections have remained flat over 2009
- SEIU filed 44% of health care petitions
- Respondents said bargaining units targeted:
  - RNs – 75%
  - Service/Non-Professional – 45%
  - Technical – 40%
  - Skilled – 35%
- Vulnerabilities encouraging union representation
  - Wages – 24%
  - Leadership – 19%
  - Benefits/Local Activity – 9%
  - Financial Challenges/Organizational Change – 7%
- NNU Update
  - 74 days on strike in 2010, 34,070 workers affected, over 115,000 workdays lost
  - Trend is toward shorter strikes involving more employees
- SEIU Elections at CHP in Ohio
  - 44 units of professional and non-professional employees, with nearly 6,600 eligible voters
  - SEIU wins four and loses 39 units, with one unit still to be determined
  - CHP and SEIU agreed not to campaign against each other
- Union Strategies
  - Leveraging regulatory agencies
  - NLRB decisions
  - Increasing frequency and intensity of corporate campaigns
  - Neutrality and fair election agreements
  - Legislation - pushing for staffing ratios

### Hearing on Emerging Trends at the National Labor Relations Board

*Roger King, our very own ASHHRA member, testified before the Hearing on Emerging Trends at the National Labor Relations Board House Education and the Workforce Committee's subcommittee on Health, Employment, Labor and Pension. Below is, in part, the conclusion of his testimony. You can view his entire remarks at <http://www.ashhra.org/advocacy/index.shtml>.*

"In conclusion, I have not meant to overstate the concerns of employers regarding the above matters. Perhaps when the *Roundy's*, *Specialty healthcare*, and other pending important decisions before the Board are decided, concerns of dramatic reversals of precedent and inappropriate rulemaking will be proven to be unfounded,. I hope that this is the outcome regarding such matters. The Board, however, has put these issues in play particularly by proceeding with only two confirmed Board Members and over the strong dissent of the lone Republican Board Member. Further, the exceptionally accelerated manner in which the Board is proceeding, and in certain instances bypassing the procedural safeguards of the APA, raise serious questions. Hopefully, the Board will properly utilize its resources, including being totally transparent regarding its intentions with respect to off-site electronic voting. Finally, hopefully the Board also will embrace the objectives and desired outcomes of President Obama's January 18, 2011 Executive Order and not only curtail certain of its initiatives but also reexamine all of its rules and regulations."

APA – Administrative Procedures Act

## ASHHRA E-Learning Update - Online Course

**Title:** The New Labor Relations Board: What the New Appointment Will Mean for Your Organization

**Description:** Understand how the recent changes to the NLRB may impact your health care institution. Be aware of these changes not only as a health care HR professional but also as an employer. While knowledgeable observers generally agree the Employers Free Choice Act (EFCA) has little chance of enactment in the near future, employers should not become complacent. Labor law reform is moving forward, with or without EFCA. The appointment of pro-labor attorneys Craig Becker and Mark Pearce to the National Labor Relations Board to cement a solid three-member pro-labor Board majority will result in rulemaking and decisional changes that undoubtedly will energize the labor movement.

**Learning Objectives:**

Review the recent and expected changes to federal labor law, Understand the impact of those changes and how this could affect your organization, and Develop pro-active strategies to respond to the changes.

**Faculty:**

Howard M. Bloom, Partner, Jackson Lewis LLP and Michael J. Lotito, Member of Jackson Lewis' Management Committee and Partner, Jackson Lewis LLP. [Click here to enroll.](#)

### Welcome, Region 4 New Members!

Name	Title	Organization	Address	Phone	Email Address
Gayla Beach	Dir. Employment & Recruitment	Shands Healthcare	Box 100337 1600 SW Archer Rd, Gainesville, FL 32610	352-265-0441	beachg@shands.ufl.edu
Chris Beck	Managing Director	First Transitions	4335 Alta Dr, Apt 3404, Suwanee, GA 30024	770-891-7866	cbeck@firsttransitions.com
William Bollinger	Executive Vice President	Innovation	2910 SE 28 Lane, Ocala, FL 34471	888-777-9435	bill@knowthefacts.com
Terri Casey	HR Director/ Corporate Counsel	Resurgens Orthopaedics	5671 Peachtree Dunwoody Rd, Atlanta, GA 30342	404-459-3715	caseytr@resurgens.com
Kinneil Coltman	Dir. Diversity & Language Services	Greenville Hospital System	701 Grove Road, Greenville, SC 29605	864-455-9828	kcoltman@ghs.org
Kathleen Coughlin	Retired	-	17094-1 Boca Club Blvd, Boca Raton, FL 33487	561-445-4220	kathycoughlin1@comcast.net
Carole Drain	Dir. Career Services	Concorde Career Colleges, Inc	3444 McCrory Pl, Orlando, FL 32803	407-812-3100	cdrain@concorde.edu
Richard Finnegan	CEO	Retention Institute	121 Stone Post Rd, Longwood, FL 32779	407-772-2710	dfinnegan@retentioninstitute.com
Fran Grossman	CEO	HealthJobs.mobi	4521 PGA Blvd PMB 359, Palm Beach Gardens, FL 33418	561-630-5201	jobs@healthjobs.mobi
Regina Jones	Manager, Compensation & Benefits	AmSurg	20 Burton Hills Blvd, Ste 500, Nashville, TN 37215	615-240-3789	rjones@amsurg.com
Thomas Nichols	Dir. Human Resources	Plaza Health Network	2821 SW 87th Ave #810, Fort Lauderdale, FL 33328	305-917-0417	tnichols@hebrewhomes.org
Edie Parker	Dir. Employee Relations	Shands Healthcare	Box 100337, 1600 SW Archer Rd, Gainesville, FL 32610	352-265-0495	paredi@shands.ufl.edu
John Peeples	VP & Chief Human Resources Officer	Indian River Medical Center	2035 Grey Falcon Circle SW, Vero Beach, FL 32962	772-567-4311	John.peeples@irmc.cc
Louise Truitt	Dir. Human Resources	Doctors Hospital of Columbus	2626 Capital Medical Blvd, Tallahassee, FL 32308	850-325-4003	Louise.truitt@hcahealthcare.com
Karen White	Campus Workforce Training & Bus Development	Concorde Career Colleges, Inc	3444 McCrory Pl, Orlando, FL 32803	407-812-3060	kwhite@concorde.edu