



Identity Theft: Be Prepared. Be Proactive. Speaker: Bill Walker

Mr. Walker carries the National Certified Theft Risk Management designate, and is considered one of the foremost authorities on Identity Theft. He has been very instrumental in the development and implementation of "The Employer Protection Program." He currently advises over 200 companies on employee security.

Tuesday, 5/15/2018
11:30am—1pm
2nd Street Station



Free for NESD SHRM Plus Members
\$10 for NESD SHRM Basic Members
\$20 for Non-NESD SHRM Members

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How Employers Can Lawfully Attract Millennial Job Applicants



September 21, 2017—Employers want to attract Millennials, who will make up half the U.S. workforce by 2020, without violating the Age Discrimination in Employment Act (ADEA), which prohibits discrimination against people who are 40 and older. By emphasizing certain workplace benefits and practices in recruiting messages, instead of focusing on age, organizations can lawfully acquire the talent they need.

Defining Characteristics

Millennials were born between 1978 and 2000. The first wave of Millennials—born 1978 to 1989—were children of the peace and prosperity of the 1990s, said Bruce Tulgan, founder of RainmakerThinking Inc., a management consulting firm in New Haven, Conn. The second wave was born from 1990 to 2000, and these individuals grew up during the time of the wars in Afghanistan and Iraq and the Great Recession in the first decade of the 2000s. But the two waves still have similar workplace preferences.

"Millennials want to make a difference, and quickly, which means they want to have an immediate impact in their job—an ideal attitude for new hires," said Jeffrey Beemer, an attorney with Dickinson Wright in Nashville, Tenn.

Updating Recruiting Methods

Kimberly Hodges, an attorney with Ogletree Deakins in Memphis, Tenn., noted that "employers naturally have to make sure their recruiting efforts are reaching the needs of Millennials, since they make up such a large portion of the workforce." She added that "savvy employers seeking top talent are quickly realizing their traditional methods of recruiting and retaining employees might not be as competitive with this generation as with prior generations."

Millennials are most interested in short-term opportunities and rewards. "If you want to speak to them in a way that separates your job offer from the others right now, you have to talk about right now," Tulgan said. "You have to talk about what you have to offer them today, tomorrow, next week, this month, the first six months and the first year."

Employers might want to consider featuring the recruiting messages highlighted in the sidebar above, instead of age, in job posts and recruiting messages.

"Don't promise them these things if you can't offer them," though, Tulgan said. "Overselling the job to Millennials is a big mistake" and could convince them to turn the job into a waystation for another position. *(continued on next page)*

How Employers Can Lawfully Attract Millennial Job Applicants (continued from previous page)

"Millennials don't look at a large, established organization and think, 'I wonder where I'll fit in your complex picture,' " he said. "Rather, they look at an employer and think, 'I wonder where you will fit in my life story.' "

They have high expectations for themselves and their employers—and particularly for their immediate bosses. The managers, Tulgan said, should "spell out the rules of their workplace in vivid detail so Millennials can play that job like a video game: If you want A, you have to do B. If you want C, you have to do D, and so on."

Lisa Finkelstein, a professor in the social-industrial organizational psychology area of Northern Illinois University's Department of Psychology in DeKalb, Ill., is skeptical, however, of lumping Millennials together in terms of their workplace preferences. "So much has been written with tips about attracting Millennials and what they want," she said. "Generalizing to what all Millennials want in a job ignores all the differences among Millennials in their talents, values, cultural backgrounds [and] desires. Not all members of a generation are the same, despite the headlines."

Don't Discourage Older Applicants

Even as they seek to recruit Millennials, employers should ensure that they don't discourage older applicants, Hodges said.

For example, recruiting materials that feature only pictures of younger workers, using the term "Millennial" or saying "recent college graduates wanted" may reflect an intent to discourage older workers from applying, which would violate the ADEA, she noted.

Job ads that specify a maximum number of years of experience also constitute unlawful age discrimination, noted Jacquelyn James, Ph.D., co-director of the Boston College Center on Aging & Work.

"Focus recruitment efforts on the type of worker that is desired—what skills, talents, characteristics [and] unique qualities are you looking for?" Finkelstein said. "That person may be from any generation—don't limit yourself."

Recruiting efforts should be directed at multiple outlets simultaneously to avoid reaching only younger applicants.

"Employers should remember that the end goal is to attract, recruit and hire the best-qualified candidates, no matter what age," Hodges said.

Source: Allen Smith, J.D., via SHRM.org (online article)



Hire for Diversity, You Know, Like Prince

Chief executives say inclusion initiatives reduce turnover, help recruitment efforts

April 27, 2018—Want to improve your company's bottom line by hiring more diverse talent?

Be more like Prince.

"Prince is a prime example of inclusion," said Margaret Groves, CEO of Engineered Process Improvement, of the deceased singer.

One of his last backing bands, 3rdEyeGirl, "was mainly women. That didn't happen accidentally," said Groves, who runs a consultancy for technology startups in Seattle and deliberately hires diverse talent. "He made a point of finding the best bass player, guitar player and percussionist—and he made a point of finding the best women for the job."

Not only should more companies be like Prince and hire the best employees—no matter their race, ethnicity, sexual orientation, age or gender, savvy CEOs should realize that working with HR to integrate diversity and inclusion in the hiring and training process is a proven driver of business success.

Chief executives tell *SHRM Online* that their diversity and inclusion efforts have saved them money by reducing turnover. It also helped recruitment efforts.

Hiring for diversity and inclusion—which also includes white males—should no longer be a warm and fuzzy checkbox for companies to fill just to avoid lawsuits. It can also mean the difference between improving the bottom line and destroying it.

For example, the recent incident in which two black men were asked to leave a Starbucks "is an example of how unconscious bias can affect a company's [profits]," said Susan Gordon, CEO of Inclusion Excellence LLC, a Washington, D.C.-based diversity and inclusion consulting and training firm. A similar incident happened days later at an LA Fitness in Secaucus, N.J. Thousands took to social media calling for a boycott of the coffee chain, "potentially affecting Starbucks' profitability and their ability to attract the best and the brightest talent."

Which is likely why Starbucks CEO Kevin Johnson swiftly announced that the chain was closing 8,000 stores for racial-bias training on May 29 and why the company tapped big names to help create the new curriculum for employees.

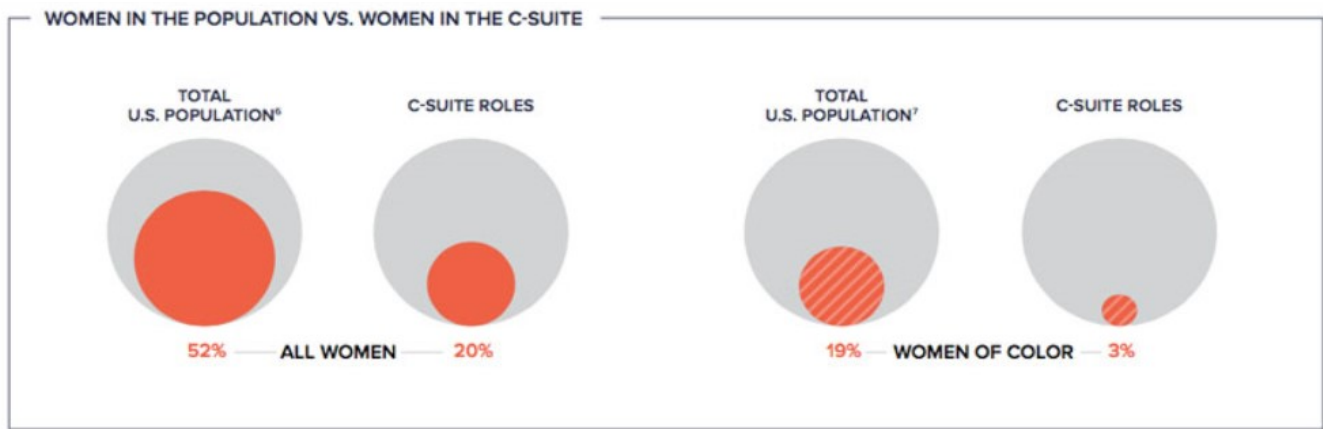
Although experts, research and media reports now reveal that employing diverse individuals makes sound economic sense, diversity and inclusion at most companies is still lagging due to ageism, unconscious bias and racism.

"People need to hire other people that don't look like them, and it just doesn't happen" often enough, Groves said.

Census data reveals that, by 2045, "due to shifting demographics, [racial] minorities will be the majority in the United States," Gordon pointed out. "As a result, many diversity and inclusion best practice organizations are currently and proactively preparing for this shift in demographics to utilize it as a competitive advantage."

Some organizations, like HP, Sodexo, SAP, Freddie Mac, Accenture, Salesforce, Microsoft and others, understand and value differences and are "integrating inclusion into their hiring, retention,

(continued on next page)



Excerpt of: 11 Stats From Sheryl Sandberg’s Gender Diversity Report That You Need to See
 To see the remaining 10 stats, google 11 stats, Sheryl Sandberg. Great read!

Source: Samantha McLaren via LinkedIn Talent Blog (online), 10/30/2017

Hire for Diversity, You Know, Like Prince (continued from previous page)

[training], development and other talent management processes so that inclusion is a way of life in their organizations," Gordon told *SHRM Online*. Yet many organizations have yet to make inclusion a priority, she said.

This can be to their detriment.

Diverse Companies Are More Profitable

In *Delivering Through Diversity*, a study released in January by researchers at McKinsey & Company, "companies in the top-quartile for gender diversity on executive teams were 21 percent more likely to outperform on profitability and 27 percent more likely to have superior value creation," the study reported.

"The highest-performing companies on both profitability and diversity had more women in roles that generated revenue than in staff roles on their executive teams," according to the study.

But being diverse means more than just paying attention to gender.

"Companies in the top-quartile for ethnic and cultural diversity on executive teams were 33 percent more likely to have industry-leading profitability," the study authors wrote.

As McKinsey points out, "the myriad ways in which diversity exists beyond gender—for example [LGBTQ], generational, international experience—can be a key differentiator among companies."

Just as diverse companies see their bottom lines increase, those that refuse to embrace diversity see a decline in profits.

"Overall, companies in the bottom quartile for both gender and ethnic and cultural diversity were 29 percent less likely to achieve above-average profitability than were all other companies in our data set," McKinsey reported. "In short, not only were they not leading, they were lagging."

To read the full article, visit SHRM.org and search for Prince.

Source: Aliah D. Wright via SHRM.org (online article)

MAY DAY FOOD DRIVE

When: May 4, 2018 / 8 a.m - 10 a.m

Where: Watertown Radio
921 9th Ave SE (HWY 212)

Donations Requested:
Peanut Butter (16 Oz),
Tuna, Macaroni and Cheese,
Spagettios, Canned Vegetables,
Granola Bars

100% of the proceeds go to the local
PACH Program. Sponsored in part by
the Watertown Area Chamber of

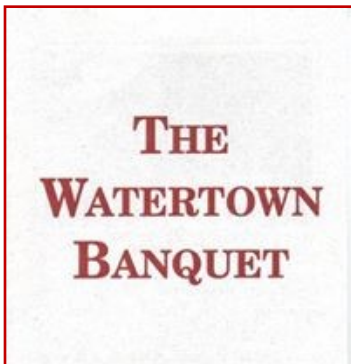
People
Against
Child
Hunger

Commerce


The Chamber



Monday, 3/12/2018—Our Annual People Against Child Hunger (PACH) packing party took place at the Watertown Mall, and this crew packed 597 food sacks for the cause. Pictured above from NESD SHRM: Becky Joseph, Halley Larson, Tammy Kindvall, Tammy Davis, Amber Dahl, Cameron Bohl, Cindy Barse and Laurie Gates. Not pictured: Sheila Mennenga.



What's up next: Serving the Watertown Banquet!

Monday, 5/21/2018

Grace Lutheran Church

The Watertown Banquet is a non-profit organization that serves a no-cost meal to about 170 people each Monday night in a "banquet" style setting. Our Chapter will furnish most of the food for the event, and we are asking for volunteers to help serve, clean or donate cookies/bars. If you would like to be involved with this fun and meaningful event, please email Laurie Gates at lgates@escomfg.com.

Preparing the meal: 3:30pm—5pm
Set-up: 4pm—5pm
Serving the meal: 5pm—6pm
Clean-up: 6pm—7pm

Or, you can donate 2 dozen cookies or bars if you're interested but unavailable to help.

Thank you in advance for your help and generosity; it is greatly appreciated!

UPCOMING EVENTS



2018 SoDak SHRM State Conference

#SoDakSHRM18

Solving the HR Puzzle

Dates: Wednesday, 5/9/2018—Friday, 5/11/2018

Location: The Lodge at Deadwood, Deadwood, SD 57732

About the Event: Experience the largest talent conference in the state. As a conference attendee you will benefit from the insight and knowledge shared by breakout speakers while having several opportunities to network and interact with colleagues, exhibitors, and sponsors. Black Hills SHRM is pleased to host this year's state conference in historic Deadwood, SD. Join us to hear from speakers, talk with vendors, and network with fellow talent professionals from across the state. Visit www.sodakshrm.org to register!



**Fresh Perspectives ▪ Comprehensive Learning
Extraordinary Networking ▪ Endless Solutions**

Why should you attend? Visit <https://annual.shrm.org/attend> to see why!

Conference Venue: McCormick Place, Chicago, IL



Special SHRM Membership offer for NESD SHRM Members: Save \$15 on a new or renewal SHRM membership by Saturday, 6/30/2018, with **promo code: State18Q**. You will get access to the HR Tools and Resources to help you be confident, compliant and current on all things HR. Visit the site below to take advantage of this offer.

The NESD SHRM Chapter number is 0511.

https://membership.shrm.org/?PRODUCT_DISCOUNT_ID=STATE18Q&utm_campaign=membership_Ret



S.D. Safety & Health

SUMMIT 2018

Join us for the
3rd Annual Summit!

Wednesday, 8/8 - Thursday, 8/9

Ramkota Hotel & Convention Center

Pierre, S.D. 57501

The 2017 Summit in
Watertown was a huge
success! Please join us
for another great event!

SPONSORED BY

NESD SHRM – Central SD SHRM- SoDak SHRM

SDSU Engineering Extension OSHA Consultation

SD Department of Labor & Regulation - Avera Health Plans

Sanford Health Plans – Orion Workforce Surety

The Weston Group – Glacial Lakes Energy





2018 S.D. Safety & Health Summit

Wednesday, 8/8 noon – Thursday, 8/9 noon
Ramkota Hotel & Convention Center
920 W. Sioux Ave., Pierre, SD



➤ Human Resource Professionals, Safety Directors, and Safety Team members:

No matter your organization's size or industry, if you are responsible for workplace safety or health, you need to keep current on a broad range of issues. Please join us! You'll find the timely, effective tools that you need to do your job better at the 3rd annual S.D. Safety & Health Summit!

- **Hotel Rooms** - A block of rooms is reserved at the conference rate of \$90.00 per night for Wednesday, 8/8/18 and/or Thursday, 8/9/18. Guests may call directly to make reservations at 605-224-6877, and should specify that they are with "SHRM NESD" to get the special group rate. All reservations must be received by 7/9/18. The block rate is not available on websites.
- **Health Fair** - Take advantage of FREE confidential screenings provided by Avera Health Plans during registration on Wednesday, 8/8 from 11:30 am to 1:00 pm. Screenings to include blood pressure, BMI, etc.

PRESENTING SPONSORS



Engineering Extension
OSHA Consultation



S.D. Safety & Health
SUMMIT

CONFERENCE AGENDA

WEDNESDAY, August 8th

11:30 a.m. - 1:00 p.m.	Registration	Health Fair (Blood Pressure Checks, BMI, etc.), Box Lunch (optional)
1:00 p.m. - 2:30 p.m.	Opening Remarks & Introductions	Welcome - Laurie Gates, SoDak SHRM Diversity Director Scott Berg, OSHA Consultation Advisory Board Chair
		OSHA Consultation Update - Greg DeRynck, OSHA Consultation
		S.D. Injury Trends - Sheila Stanley, OSHA Enforcement
2:30 p.m. - 3:00 p.m.	Break - Exhibit Booth Visits	
3:00 p.m. - 4:00 p.m.	Breakout Session 1	A. Worker's Comp. Update - Tom Hart, Deputy Secretary, DOL, Pierre, SD
		B. Reducing Hand Injuries- Doug Bohl, Ringers Gloves, Houston, TX
		C. Risk and Hazard Analysis -Terry Lively, Marsh & McLennan, Sioux Falls, SD
4:00 p.m. - 5:00 p.m.	Breakout Session 2	A., Identity Theft Prevention: – Bill Walker, ID Shield, Sioux Falls, SD
		B. Active Shooter Training - Terry Lively, Marsh & McLennan, Sioux Falls, SD
		C. Reasonable Suspicion -Jan Kornmann, KorManagement, Watertown, SD
5:00 p.m. - 7:00 p.m.	Social	Hors d' oeuvres, Cash Bar, Vendor Games/Prizes

THURSDAY, August 9th

7:30 a.m. - 8:00 a.m.	Registration	Light Breakfast (coffee and rolls) - Exhibit Booth visits
8:00 a.m. - 9:00 a.m.	Breakout Session 3	A. Behavior Based Management - Tom Slattery, Raven Ind., Sioux Falls, SD
		B. Self-Inspections- Why & How- Doug Kirkus, Safety Benefits, Sioux Falls, SD
		C. Electrical Safety/LOTO- Greg DeRynck, OSHA Consultation, Brookings, SD
9:00 a.m. - 10:00 a.m.	Breakout Session 4	A. ADA/FMLA/Work Comp. - Trish Dougherty, Weston Group, Sioux Falls, SD
		B. Root Cause Analysis - Tom Slattery, Raven Ind., Sioux Falls, SD
		C. How's Your Safety Attitude? - Doug Kirkus, Safety Benefits, Sioux Falls, SD
10:00 a.m.-10:30 a.m.	Break - Exhibit Booth Visits	
10:30 a.m. - 11:30 am	Closing	Generational Diversity - Trish Dougherty, The Weston Group, Sioux Falls, SD
11:30 a.m.- 12 noon	Wrap Up	Door prizes and evaluations

S.D. Safety & Health SUMMIT

CONFERENCE REGISTRATION

To register online for the conference, go to <https://www.sodakshrm.org/events> or see below for manual registration and payment instructions. Please be prepared to select break out sessions for yourself and for any additional attendees from your organization that you are registering prior to completing registration page.

CONFERENCE REGISTRATION FEES

	<u>BY 7/6</u>	<u>AFTER 7/6</u>	<u>AMOUNT</u>
Full Registration	\$75	\$95	_____
Wednesday, 8/8 only	\$50	\$75	_____
Thursday, 8/9 only	\$50	\$75	_____
Wednesday Evening Social	_____ Yes	_____ No	Included in Registration

Attendee Name	Indicate option A, B, or C for each session				8/8 Lunch?	
	Session 1	Session 2	Session 3	Session 4	If yes -Add \$10	Amount \$

Total: _____

PAYMENT INFORMATION

_____ Check _____ VISA _____ Mastercard _____ American Express

Card# _____

Name _____

Signature _____

Expiration Date _____ Security Code _____

Make checks out to NESD SHRM. Mail payment, if applicable to: Laurie Gates, PO Box 1237, Watertown, SD 57201. Cancellations received before 7/27 will be refunded. Questions? Call Laurie Gates, 605-753-8215.

Door Prize Drawings 11:30 am Thursday, 8/9 – Register at these booths and more!

NESD SHRM

Central SD SHRM

SD Department of Labor

The Weston Group

SDSU Engineering Extension OSHA Consultation

Grainger

Avera Health Plans

Sanford Health

Orien Workforce Surety

KorManagement



Contact Us

We are a network of HR Professionals. If you have a question, concern or inquiry, please reach out to one or all of us. We are here to help and teach each other!

Tammy Davis: Tammy.Davis@we-online.com • Laurie Gates: lgates@escomfg.com

Lindsay Frederick: Lindsay.Frederick@sparton.com • Kristi Melmer: kristi@moffattproducts.com

Melanie Schroeder: Melanie.Schroeder@we-online.com • Steve Hauck: haucks@lakeareatech.edu

Sheila Mennenga: smennenga@watertownmu.com • Stacey Goar: Staceyg@dakotabodies.com

Paige Sullivan: Psullivan@watertownbox.com • Sarah Hansen: Shansen@personasigns.com

Becky Joseph: Bjoseph@techord.net

Our last-minute tidbits and events:

- ▶ **Upcoming Monthly Meetings:** Roundtable Discussion (June) and Chris Schilken from Watertown Development Co. (July). More details to come!
- ▶ Plus, we are starting to think about our **Holiday Social** for later this year. If you have any ideas or recommendations, please pass them along to Sarah Hansen at shansen@personasigns.com.
- ▶ **2017 NESD SHRM Wage Survey:** copies are available to be purchased. Please contact Laurie Gates at 605-753-8215 or lgates@escomfg.com to inquire about how to snag your copy!
- ▶ Are you looking to get **HRCI or SHRM certified** soon? Are you looking for a local study group to help you? If so, contact Tammy Davis at tammy.davis@we-online.com for more information.

HR HUMOR: only HR will fully appreciate these comics!



HR Tip #003

"Sometimes it's not what you say;
it's how you say it."

HR-Shield.com

HR Tip #007

"Not everyone is going to love you."

HR-Shield.com

HR Tip #010

"Approach every investigation in a non-judgmental manner"

HR-Shield.com