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## President's Message

by Debbie Terry

Whatever happened to the days of working because you love the work, love the job, or love the people you work with?

Instead those ideas have been replaced with questions like: What type of incentive do I get? What benefits do I get? How much do I get paid? What type of desk do I have? What education will you pay for? How many vacation days do I get? When can I take a vacation?

Maybe I am dating myself, but I remember a time when the only thing you really worried about was if the hours worked with the other things you had going on in your life, school, sports, and family. It was certainly a time with less stress, less conflicts, and less lawsuits.

Now in our more complicated world, compensation, benefits, and rewards are a big part of the total package. Additionally, it is a large part, if not the largest part of the budget in our organizations. But what will it really take to attract, retain, and motivate the best workforce for your company?

These are the types of issues David Cichelli will be presenting to us at our upcoming meeting on October 17th. His presentation will not only bring you up to speed on the latest trends in incentive plan design, but he'll also discuss what types of programs will work and won't work for your company. He will also entertain you with his awesome sense of humor. I am looking forward to learning more from David on October 17th and having a little fun at the same time. See you there!!!

## 2007 BOARD OF DIRECTORS

### PRESIDENT:

**Debbie Terry**  
BECU  
(206) 439-5997  
[dterry@becu.org](mailto:dterry@becu.org)

### PAST PRESIDENT:

**Glenn Bonci**  
The Adobe Group  
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[glenn.bonci@adobegroup.com](mailto:glenn.bonci@adobegroup.com)

### MEMBERSHIP:

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### TRAINING:

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### TREASURER:

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### WEBSITE & JOB BANK:

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(206) 621-0498  
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### PROGRAMS & SPONSORSHIP:

**Sara Charhon**  
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(206) 439-5791  
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### NEWSLETTER:

**Catherine Fechtner, MBA, CCP**  
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## NCRF Quarterly Meeting October 17, 2007

### Management Compass – Selecting the Right Incentive Plans For Your Company

With more pressure than ever on companies to perform, organizations and compensation professionals need to take a fresh look at their variable compensation plans that provide cash to employees. Incentive compensation is a powerful management device. There are many such programs: management bonus plans, employee gainsharing, scorecards, sales incentives and others. Leading companies select and deploy the right variable compensation plans to improve employee performance. However, not all incentive plans are appropriate for all companies. Some will succeed at your company but others will fail.

In this presentation, David Cichelli of The Alexander Group, will discuss how your company's management model determines which incentive plans work and which will not. Discover how to select the right plans, measures and practices to improve employee performance.

### About David



David has been with The Alexander Group for over 20 years. His previous experience includes field sales support for an industrial chemical company and a sales compensation practice manager for a large human resources consulting firm.

David is a national expert in sales compensation and is The Alexander Group's sales compensation practice manager. He helps his clients develop field incentive plans that ensure alignment between corporate sales objectives and sales resources. David is a frequent speaker on sales effectiveness and sales compensation issues. He is author of WorldatWork's one-day class on sales compensation. He is author of "Compensating The Sales Force," McGraw-Hill 2004. David is also a contributing author to Sales and Marketing Magazine.

## TRAINING OPPORTUNITIES

### WorldatWork Certification Classes offered by NCRF

The following is the 2007 WorldatWork course schedule. Please note, all courses will be held at a new location - The Red Lion Inn – Bellevue (see below for address).

<b>2007 Schedule of Courses</b>		
<b>Date</b>	<b>Course</b>	<b>Description</b>
September 26 – 28	T2	Accounting and Finance for the HR Professional
October 24 – 26	C2	Job Analysis, Documentation and Education
November 7 – 9	C17	Market Pricing – Conducting a Competitive Pay Analysis

Cost: \$885 for NCRF and Northwest GPN Members!  
 \$1,020 for all other WorldatWork Members  
 \$1,585 for non-members of WorldatWork or NCRF  
**NCRF members: *Not only do you save \$135, but you also get to stay in town!***

**Location for WorldatWork courses:**

Red Lion Inn - Bellevue  
 1121 Main Street  
 Bellevue, WA 98004

**Sign up by calling WorldatWork Customer Relations: (877) 951-9191**

Email: [customerrelations@worldatwork.org](mailto:customerrelations@worldatwork.org)

To facilitate your planning for next year, please find below the 2008 WorldatWork course schedule. Courses will continue to be held at The Red Lion Inn in Bellevue. And to benefit you, our member prices will remain unchanged.

<b>2008 Schedule of Courses</b>		
<b>Date of Event</b>	<b>Course</b>	<b>Description</b>
February 20 - 22	T3	Quantitative Methods
March 12 - 14	C1	Regulatory Environments for Comp Programs
April 23 - 25	T1	Total Rewards Management
June 9	ASC	Sales Compensation Design for Complex Sales Models <i>(one-day seminar)</i>
July 23 - 25	C2	Job Analysis, Documentation and Education
August 20 - 22	C11	Performance Management
September 24 - 26	T4	Strategic Communication
October 22 - 24	T11	Fundamentals of Equity Based Rewards
November 5 - 7	T6	Mergers & Acquisitions: Benefits, Compensation and other HR

## Recap of the July Meeting

Our speaker for our July quarterly meeting was John Rubino, president of Rubino Consulting Services. John's message revolved around the idea that base merit increases are not effective; in order to address this problem, we have to better align performance and rewards successfully.

A company should make the distinction between paying for a job or for a value-added employee. If you're in a team environment, how can a company do pay per performance when you're essentially comparing one employee to all other employees? It's not fair and it causes managers to force rank employees. So how do you resolve this? Through shoring up base salaries and effective management training.

The ultimate goal of a performance management system is improved organization performance. Performance management works to achieve consensus, cultivate continuous improvement, support relationships and ensure that the entire organization is focused on achieving the desired results. Whatever a company uses for a reward mechanism has to be credible—it has to be linked to a mechanism that makes sense.

Not everyone can be successful in every company but whatever those success behaviors are, make sure you articulate them to other employees. By understanding what it takes to be successful, you can then develop appropriate training for managers.

An employee should be adding value every day – if they aren't, they are not going to get rewarded. In order to create a successful reward plan, John outlined the following 10 guidelines:

- 1) Ensure alignment with organizational culture/values
- 2) Make sure it is fair to employees
- 3) Make sure it is fair to the organization
- 4) Link rewards to total compensation
- 5) Connect goals to financial returns to employees
- 6) Connect goals to financial returns to the company
- 7) Involve employees and managers in the design
- 8) Use internal and external data to create the plan
- 9) Set clear performance goals
- 10) Achieve clarity through effective communication

## NEW MEMBERS

Amanda Swan  
3Guppies, Inc.

Stacey Smith  
Compensation Analyst  
Alaska Airlines

Julia Clement  
Director, Global Compensation  
Expedia, Inc.

Vicki Burr-Chellin  
Family Services of King County

Kristine Choquette  
Comp & Benefits Specialist  
Good Samaritan Healthcare

Allyson Thomas  
Director, Human Resources  
Sagem Morpho, Inc.

Priscilla Cook  
Symetra Financial

Lori Mortensen  
Benefits Coordinator  
Univar USA

Jerry Aguirre  
Sr. Rewards Analyst  
Washington Mutual

**Aquantive, Inc.**  
Jessica Callahan

Janet Welbon  
Compensation Manager

**Mercer Human Resource Consulting**  
Tracy Bean  
Principal

Halvard Berg  
Associate

Julie Bingham  
Sr. Associate-Consultant

Nicky Colraine  
Associate

Jim Smith  
Sr. Associate-Consultant

Karin Young  
Associate

**Perkins Coie**  
Judy Cordell  
Sr. HR Manager

Darrin Emerick  
Chief Personnel Officer

Nancy MacDonald  
Compensation Analyst

Bob Sitts  
Sr. Compensation Analyst

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## MEMBERSHIP INFORMATION

### Renewal Reminder

Membership is on a calendar-year basis. Don't forget to renew. We want to keep you on board!

We have established three tiers of membership:

- \* Students - \$10
- \* Individual - \$50
- \* Corporate - \$150 for organization/corporate (unlimited membership for one fee; please include a list of all members)

If you have any questions regarding membership, please contact Elaine Williams at [elawil@comcast.net](mailto:elawil@comcast.net).

## OCTOBER MEETING

Wednesday, October 17, 2007  
MCCORMICK & SCHMICK'S  
LAKE UNION

\$35 FOR MEMBERS; \$50 PER GUEST

*MasterCard, VISA or checks accepted. Reminder, once you reserve a space, you must pay even if you do not attend.*

Register online at: <http://www.nwcompforum.org>, or send an e-mail to Leisl Hill at [lhill@zango.com](mailto:lhill@zango.com).

11:00 a.m. Registration & Networking  
11:30 a.m. Announcements  
11:45 a.m. Buffet Lunch  
12:30 p.m. Presentation

## PAY FOR YOUR NEXT MEETING WITH PAYPAL

Want to maximize your networking time at the NCRF meetings? Breeze through the meeting registration by pre-paying your registration fee via PayPal.

Recent changes to PayPal now allow anyone who wishes to pre-pay for the NCRF monthly meetings to do so without having a PayPal account. Simply click on the PayPal link on our registration page, enter the credit card number you wish to have charged onto the secured web site and your fee is paid. All you have to do is show up for the meeting and network away! It's as simple as that!

To learn of other events, please contact the following organizations directly:

**WORLDATWORK**, [www.worldatwork.org](http://www.worldatwork.org)

### Regional Group Partners:

Columbia-Willamette Compensation Group  
[www.cwcg.org](http://www.cwcg.org)

Spokane Area Compensation and Benefits Group  
[www.spokanecomp.com](http://www.spokanecomp.com)

Intermountain Compensation & Benefits Association  
[www.icbautah.org](http://www.icbautah.org)

Employee Benefits Planning Association  
[www.ebpa.org](http://www.ebpa.org)

Southern Idaho Compensation & Benefits Association  
[www.sicba-aca.org](http://www.sicba-aca.org)

Alaska Association of Compensation Professionals  
(907) 333-9705

## NCRF JOB BANK

We invite our members to take advantage of the NCRF'S JOB BANK located on our web page: [www.nwcompforum.org](http://www.nwcompforum.org). If you would like to post a job, please contact Linda Rider at [lrider@seattlejobsinit.com](mailto:lrider@seattlejobsinit.com).

## QUESTIONS

If you have any questions regarding membership, events or other topics, please email the NCRF at: [info@nwcompforum.org](mailto:info@nwcompforum.org).

## NCRF SPONSORSHIP

We invite our members to take advantage of the marketing potential our organization provides by sponsoring a meeting. Please contact Sara Charhon at [scharhon@becu.org](mailto:scharhon@becu.org) for information.

## NCRF Membership Eligibility

The Northwest Compensation and Rewards Forum was founded to provide a forum for the exchange of information, a voice in legislative activities and to offer educational and networking opportunities for compensation professionals. Membership is open to benefits, compensation, and total rewards professionals.

NCRF meets quarterly and maintains a membership of over 200 professionals and is a member of the WorldatWork Group Partnership Network.

WorldatWork national membership is available separately. Contact WorldatWork at (480) 922-2020 or via links from the NCRF web page: [www.nwcompforum.org](http://www.nwcompforum.org).