



News and Information

# Northwest Compensation Forum

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## NEWSLETTER

Summer 2006

Volume 5 – Issue 2

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## President's Message

by Glenn Bonci

Who is Gen X? What do they want? Are they a threat? Or are they just like the rest of us? Or at least the rest of us who aren't Gen X?

Well, let's face it. Every new generation that comes down the pike has a unique set of experiences and expectations.

Sure, it's easy to think you understand a new generation, even those a few removed from your own. But you don't. Events conspire to give each generation a unique point of view, values and even culture. You need to keep an open mind and recognize that the more you know about your fellow colleagues, the more you can figure out what it takes to engage them and draw them into your web of reception (note: not *deception*).

The Boomers start turning 60 in 2006, and you know what that means: They're leaving the workforce in droves. These former hippies and Vietnam war protestors finally joined the system and then defined it. Now GenX is already replacing them, taking leadership roles in organizations everywhere. So let's put them under the microscope and see what makes 'em click (note: not *tick*).

We need to welcome all. And that means understanding all. So take pleasure in our summer program The NeXt Revolution. You'll hear from a genuine Gen Xer who has dedicated herself to understanding her peers.

### **Notes on membership: Join, join, join**

We have doubled our membership due to the excellent analysis and efforts of Elaine Williams, our membership director. And we want to continue to grow.

Corporate membership is now just \$150 for unlimited members: Sign up as many of your colleagues in the HR, compensation and benefits world at your organization as you would like at no extra cost. This gives us the opportunity then to communicate with them directly about our meetings, course offerings and other important notices.

I hope to see you at our lunch meeting on July 19. Details on page 2.

Thank you.

## 2006 BOARD OF DIRECTORS

### PRESIDENT:

**Glenn Bonci**  
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### MEMBERSHIP:

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### TRAINING:

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**Tresa Hoang**  
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NextComp  
(877) 703-7386  
[matt@nextcomp.net](mailto:matt@nextcomp.net)

## NWCRF Quarterly Meeting July 19, 2006

### The NeXt Revolution

As 77 million Boomers march toward retirement, recruiters and managers are anxiously asking: "Who will sit at the Boomers' desks?" With only 44 million of the neXt generation, Generation X, a serious labor crisis is looming. Embedded in this crisis is both challenge and opportunity—opportunity for increased appreciation of the recruiting role; but enormous challenge in finding skilled employees in a generation that is not only small, but disillusioned and increasingly disengaged.

Laura Shelton, co-author of "The NeXt Revolution, What Gen X Women Want from Work and How Their Boomer Bosses Can Help Them Get It," will be on hand to discuss some of her findings, which include:

- The values and needs of Generation X and how these differ from Boomers.
- The societal origins of these generational differences.
- Recent survey results from 1,200 Gen Xers showing the cause of their disengagement.
- Ways to halt the "Opt-Out Revolution" and re-engage this generation.
- Examples of X-friendly workplaces.
- What employers need to know to turn challenge into opportunity.

#### Participant Take-Aways:

- Find out what 1,200 Gen X men and women say they really want from work and the surprising results of what they don't care about at all.
- Plus, explore the gender gap ... do male and female Gen X employees really have different wants and needs?
- Learn how to motivate your younger employees in what's becoming a very competitive talent market.
- Take a virtual visit to organizations that have clued in to Xers' desires and have become employers of choice.
- Discover concrete, practical and inexpensive strategies to create X-friendly organizations that will retain rather than repel the next generation.

#### About Laura:

Laura Shelton, a proud member of Generation X, holds a B.A. degree in Broadcast Journalism and a M.A. in Communications. Since graduating, she has worked for NBC, CBS, and Fox affiliates as a producer, anchor, and award-winning reporter. After 10 years in the news business, Laura switched career paths to focus on generational issues in the workplace. Along with her Baby Boomer mother Charlotte Shelton, Laura wrote the book "The NeXt Revolution, What Gen X Women Want from Work and How Their Boomer Bosses Can Help Them Get It." Together they have written a number of articles on recruiting and retaining young employees. She is also a frequent conference speaker and has taken the message of X-friendly workplaces to international audiences.

# TRAINING OPPORTUNITIES

## WorldatWork Certification Classes offered by NWCRF

The following is the 2006 WorldatWork Course Schedule. Please note, all courses will be held at McCormick & Schmick's on Lake Union (see below for address).

Date	Course	Description
July 12 – 14	C11	Performance Management
August 16 – 18	T2	Principles of Accounting and Finance*
October 11 – 13	T3	Quantitative Methods
November 8 – 10	B1	Fundamentals of Employee Benefits Programs

Cost: \$885 for NCRF and Northwest GPN Members!  
 \$985 for all other WorldatWork Members  
 \$1,485 for non-members of WorldatWork or NCRF  
 \*Add \$30 for BA II calculator  
**NCRF members: *Not only do you save \$100, but you also get to stay in town!***

**Location for WorldatWork courses:**

McCormick & Schmick's  
 Harborside on Lake Union  
 1200 Westlake Avenue North  
 Seattle, WA 98109

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

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

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Are you ALMOST done with your CCP or CBP certification, but you just need one or two select classes? Are you interested in seeing certain WorldatWork classes offered in the Seattle area...at a discount for NCRF members?!

We are currently setting the training schedule for 2007 so if you have any suggestions on future WorldatWork courses you would like to see offered in the Seattle area, please email Karen Cummings at [kacumming@starbucks.com](mailto:kacumming@starbucks.com).

## TOPICS OF INTEREST

### EFFECTS OF INCREASING GAS COSTS ON TRANSPORTATION BENEFITS

As of June 12, 2006, the average unleaded gas price in Washington state was \$3.136; a \$0.833 or 36% increase in just one year, according to AAA's website. While we are all very familiar with increasing gas prices, many employers are now looking for new ways to assist employees with their rising commute costs. In a recent online survey conducted by the Society for Human Resource Management during the week of April 25, 2006, employers noted that they are indeed changing their transportation assistance programs to include some of the following benefits:

- Providing shuttles from train stations to offices
- Providing free bus passes
- Recognizing employees positive performance by giving away gas cards as spot awards
- Negotiating lower parking rates or providing discount parking
- Granting mileage reimbursements for employees with responsibilities requiring travel
- Providing an additional cost-of-living increase
- Changing work schedules to four 10-hour days per week

## Recap of the April Meeting

Anne C. Ruddy, CCP, CPCU, President of WorldatWork and leader for Work-Life Progress (AWLP) and WorldatWork Society of Certified Professionals, gave an enlightening presentation on how to refine our thinking and practices around total rewards at our April 19, 2006 meeting.

WorldatWork recently introduced a new Total Rewards model to help HR Professionals be better strategic partners. In the last few years the concept of total rewards has advanced as practitioners have experienced the power of leveraging total rewards to attract, motivate and retain talent. High-performing companies are also realizing how total rewards programs allow them to excel.

The 2006 WorldatWork Total Rewards Model shows that by integrating the strategies of compensation, benefits, work-life, performance and recognition, and development and career opportunities, employees become more engaged and satisfied, while companies see improved performance and results.

In a recent Towers Perrin study, the number of workers in the workforce will drop by 15% in the next 10 years. Within 9 years, workers will have changed positions 4 times. More women will be in the workplace. And more countries will be competing for talent. Therefore a company's total rewards strategy will become increasingly important in order to attract and retain the right people to make them more competitive in their markets.

Anne Ruddy's advice: "Think like great companies think, don't do what great companies do." This signifies the importance of not only adopting a total rewards strategy, but embracing it and making it part of your company's culture, regardless of where you are located.

If you wish to use WorldatWork's total rewards model for educational purposes, you can download it from their website at [www.worldatwork.org/aboutus/totalrewards](http://www.worldatwork.org/aboutus/totalrewards). Please credit it appropriately to WorldatWork. If you wish to use the model as part of a public presentation, please contact WorldatWork in advance for permission.

## New Members

**Stephanie Beeck, Senior Compensation Analyst**  
Group Health

**Debbie Bomar, Rewards Analyst**  
Group Health

**Jennifer Bunzel, Compensation Analyst**  
Swedish Health Systems

**Dale DeWhitt, Manager, Corporate HR Programs**  
Fluke Corporation

**Carol Evans, Director of Compensation**  
Safeco

**Jodi Hess, Leave of Absence Coordinator**  
Swedish Health Systems

**Ann Marie Hitchcock, HR Manager**  
Fisher Communications, Inc.

**Thomas Hunt, Director of Compensation & Benefits**  
Puget Sound Energy

**Christine Lufkin, Senior Compensation Analyst**  
Swedish Health Systems

**Mike Mikelsen, Compensation/HRIS Analyst**  
Puget Sound Energy

**Thurmond Olina, Vice President of Human Resources**  
Viking Community Bank

**Brandi Pederson, Senior Instructional Designer**  
WorldatWork

**Sandy Porter, Senior Compensation Analyst**  
Swedish Health Systems

**Jan Prachar, HR Manager**  
Aerojet

**Kathryn Reniewicki, HR Manager**  
Experience Learning Community EMP/SFM

**Megan Rhoads, Senior Compensation Analyst**  
Group Health

**Beth Salaguinto, HR Manager**  
Smiths Aerospace

**Mike Shea, Director, Compensation & Benefits**  
Swedish Health Systems

**Janis Smith, Senior Compensation Analyst**  
Group Health

**Peter Williams, Director, Compensation**  
Expedia, Inc.

## JULY MEETING

Wednesday, July 19, 2006  
MCCORMICK & SCHMICK'S  
LAKE UNION

\$35 PER MEMBER; \$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 Tresa Hoang, [tresaHoang@comcast.net](mailto:tresaHoang@comcast.net).

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

## 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 individual members)

If you have any questions regarding membership, please contact Elaine Williams at [elaine.williams@seattlechildrens.org](mailto:elaine.williams@seattlechildrens.org).

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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

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## 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 have a job you would like to post, please contact Linda Rider at [lrider@seattlejobsinit.com](mailto:lrider@seattlejobsinit.com)

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## QUESTIONS

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

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## NCRF SPONSORSHIP

We invite our members to take advantage of the marketing potential our organization provides by sponsoring a meeting. Please contact Debbie Terry at [Dterry@becu.org](mailto:Dterry@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 and compensation professionals.

NCRF meets quarterly and maintains a membership of over 100 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).