

MAY  
2017



## *President's Message*

Hello!

### CVSHRM Receives Prestigious SHRM Award for Advancing the HR Profession

I'm very and proud and excited to share that national SHRM recently awarded our chapter its prestigious EXCEL Platinum Award for accomplishments in 2016.



The award aligns individual chapters and state councils' activities with SHRM's aspirations for the HR profession. The award recognizes accomplishments and strategic activities and initiatives that enhance the human resources profession.

"Advancing the human resources profession is a daily mission at SHRM and this chapter's outstanding work this year contributed significantly to that goal," said Henry G. (Hank) Jackson, president and CEO of SHRM. "Recipients of this prestigious award are those who show a strong commitment to advancing the HR profession through service to the community, local networking, and professional development activities."

The EXCEL award can be earned at four levels: bronze, silver, gold and platinum, and each level has a prescribed set of requirements and accomplishments that must be met.

### **Other chapter updates:**

- This month we welcomed two new members to the CVSHRM board. Jayme De Yot will be joining the board as the College Relations Coordinator for UW Stout, and Staci Hotujec will be our Networking Group Coordinator.
- On May 5th, we hosted a simulcast of one of the largest leadership events in the world – Leadercast. Attendees were pumped up and motivated to go back to their workplaces Powered by Purpose. Did you miss out? Save the date for next year's Leadercast, which will be held on May 4, 2018.

- Our upcoming June event is one you won't want to miss! We'll be partnering with the Western Wisconsin Safety Council to discuss "When HR & Safety Intersect". We'll see you there!

*Karla Dickson*  
*CVSHRM President*

## Hiring for Great Guest Service

*By: Brooke Richartz*

The cherry on top of any retail experience is great service. In the Chippewa Valley, we have many businesses that treat their guests well. How do they do it? It's bred into their culture and it's in the people they hire.

There are many different ways to hire someone for guest service, but in this article I'm going to discuss the three theories I use when trying to decide if someone will be great at serving others.

### Hire for character, train for skill

Are they a good person? Will they do the right thing? We all want to know that we can trust the people we work with. Nobody wants someone that is a great money handler, but has a negative attitude or will steal from the company. Asking questions in the interview about how they would make a positive impact on your guests may showcase something they have done in the past to display their good character. Once they have told you what they would do, ask for examples of what they have done at previous jobs.

Take a good look at the jobs in your company - can you provide key training so you don't need someone that has done the exact same job previously? While it's nice to have someone that can "hit the ground running", in the long term it may be more beneficial to have a more solid training program to be able to hire and teach those new skills to employees that have great character. These high character employees will be able to contribute more to your culture and take care of your guests.

### Saying "Hi" is a basic requirement

Where I work, we like to say if you can't say, "Hi", you can't work here. When we say that greeting someone is a basic requirement, we truly mean that. It's the smallest ask and can open the doors to so many great conversations with the guests whether you are at work or elsewhere. Believe it or not - some people don't like to say "hi" and would rather keep their head down and not talk to anyone. Those types of people may be better suited for jobs where they truly don't need to talk to anyone if that is their comfort zone. I interviewed someone who wanted to be a cashier, but then they disclosed that they were really not a people person and didn't like to talk to people. Then I asked point blank if they could say "hi" to every guest and they floundered a bit. Sorry, but if you can't or won't push yourself to do a simple thing like saying "hi", it's not a great fit. I can respect that and wish them the best in finding something that is more suited to their personality.

This trait can come out prior to the interview as well - are they chatting up the receptionist or guests while they are waiting? Are they able to say "hello" to you when you greet them? These can definitely be indicators from the start if they are going to be able to grow from saying "hi" to engaging your guests and giving great service.

Love people, it's not hard

Does this person want to genuinely help others? This is a subtle one because you want people to share when they've done good deeds, but oftentimes those that do good deeds don't do it for the glory so they don't always remember! "What was your last random act of kindness?" can be a good conversation starter or to ask them what they would do in a specific situation. If you empower your employees to make things right for a guest, they may amaze you with what they can come up with.

We all want to feel good in our jobs and allowing employees to showcase helping others is a great way to allow employees to succeed. The interview is a great way to introduce them to your company's philosophy on doing the right thing for your guests. That way, they know from the start where you stand and can get them excited about the opportunity to help others.

It can be hard to decide if someone is going to be great at serving your guests. Some people just know how to interview well and then turn into a different person upon hire. Continue working on your gut instinct when it comes to hiring and give employees a chance to showcase what they've got. It could be they've never had a chance to shine by giving great service - your company could be just that platform for them to start a wonderful career serving others.

Brooke Richartz works at Festival Foods - a great place to shop and work! She is the Director of Public Relations and Marketing for Chippewa Valley Society for Human Resources.



## *Monthly Member Highlight*

**Name and Job Title:** Mindy Dale, Labor and Employment Law Attorney

**Company and Industry:** Weld Riley, S.C., law firm

**What are some of your major job functions?** Advise and represent employers in labor and employment matters, including, but not limited to: union negotiations, discrimination complaints, wage and hour compliance, ADA and FMLA issues, handbook development and review, and disciplinary matters.

**How long have you been a member of CVSHRM?** 14+ years

**Are you a member of National SHRM? How long?** Yes, for 14+ years.

**How long have you been practicing HR?** I worked in HR before I went to law school, so I've been at this for 35+ years.

**What is your favorite part of working in HR?** It's hard to pick one area. I love to do training sessions (and miss doing the annual CVSHRM legal and legislative update!). It's rewarding to work with HR directors to analyze difficult issues and find resolution.

**What do you see as some benefits of your CVSHRM membership?** Networking and education. We learn so much, not only from the formal presentations, but also from each other.

**What are some of your hobbies/interests outside of work?** Hiking, biking and taking road trips in our little RV. My husband has set a goal to visit all 59 National Parks and as many of the 129 National Monuments as possible.

## *Are you ready for an aging workforce?*

Do you have a plan in place? CVSHRM is partnering with the SHRM Foundation to education our chapter on the Aging Workforce issues that your company will be dealing with in the near future. Please see check out the link below for some very helpful resources that the SHRM Foundation has to offer.

More Information:

[The Business Case for Hiring and Retaining Older Workers](#)

## *Other Upcoming Events:*

- Thursday, June 8, 7:00 - 9:30am: Table Topic Talk - When HR & Safety Intersect, Clarion Hotel - Register via CVSHRM's website
- Tuesday, July 18, 6:00 - 8:00pm: Socialize & Paint at Cheers Pablo

Register by visiting [Cheers Pablo's website](#)

- Register early! Spots are limited! Cost: \$30

- Optional pre-painting happy hour (cash bar) at Taverna before putting brush to canvas (4:45 - 5:45pm).

**Painting will be selected via Facebook vote. Visit the Chippewa Valley SHRM Facebook page to vote!**



## Contact

**Chippewa Valley SHRM**  
PO Box 2188  
Eau Claire, WI 54702

[chippewavalley.shrm@gmail.com](mailto:chippewavalley.shrm@gmail.com)

.....

Stay Connected

