



## BVHRMA Newsletter

January 2009  
Chapter #0330



### Articles

➔ Monthly Program and Luncheon

➔ 2009 Officers & Committee Chairs

➔ BVHRMA 2009 Calendar of Events

➔ SHRM & Other Events

## Monthly Program & Luncheon

**TOPIC:** Four Generations in the Workplace: Challenges to Understanding One Another

**WHEN & TIME:** Thurs., January 8; 11:30am – 1:00pm

**WHERE:** General Services Complex, Assembly Room B/C, Building #1800, 750, Agronomy Road, College Station, TX The GSC is located at the corner of Agronomy and F&B Road.  
<http://campusmaps.tamu.edu/?mi=199&zoom=16&view=hybrid>

**COST:** \$10/member & first time guest, \$15/non-RSVP guest

**SPEAKER:** Kelli Peck Parrott, Ph.D.

**DESCRIPTION:** For perhaps the first time in US history, there are four vibrant, active generations in the workplace, both among our colleagues and among the clients we serve. However, according to Howe and Strauss (1991), these generations view the world and the workplace very differently. This discussion will briefly introduce the theory that helps to understand the differences, as well as explore the concrete challenges and opportunities created by these fascinating generations.

### DIRECTIONS & PARKING INFORMATION:

#### *IF YOU DO NOT HAVE A TAMU PARKING HANG-TAG*

➔ You will need to park in the visitor parking area and pay the required fees at the fee machine (\$2 for 1 hour or \$4 for 2 hours). You need to place the printed receipt on your dash before coming to the meeting.

➔ Any parking fees paid will be deducted from your meeting payment. For example: If you are a BVASTD or BVHRMA member and you pay \$4 for parking, you will only pay \$6 for your meal and program instead of the regular \$10 charge.

**RSVP:** [LGalvan1984@gmail.com](mailto:LGalvan1984@gmail.com) by noon on Monday, January 5, 2009

## *BVHRMA 2009 Officers*

President	Joyce Thornton	<a href="mailto:jkthorn@tamu.edu">jkthorn@tamu.edu</a>
President Elect	Open	
Vice President - Programs	Liz Galvan, PHR	<a href="mailto:LGalvan1984@gmail.com">LGalvan1984@gmail.com</a>
Vice President - Membership	Priscilla Johnson	<a href="mailto:pjohnson@vpfn.tamu.edu">pjohnson@vpfn.tamu.edu</a>
Treasurer	Krystal Broussard	<a href="mailto:krystal@boydreadymix.com">krystal@boydreadymix.com</a>
Secretary	Stephanie Jones	<a href="mailto:sjones@oico.com">sjones@oico.com</a>
Past President	Sarah Tobola, PHR, GBA	<a href="mailto:s-tobola@tamu.edu">s-tobola@tamu.edu</a>

## *BVHRMA 2009 Committee Chairs*

Certification	Dwayne Walters, SPHR	<a href="mailto:dwalters@cstx.gov">dwalters@cstx.gov</a>
Diversity	Jennifer Humphries, PHR	<a href="mailto:jmhumphries@ag.tamu.edu">jmhumphries@ag.tamu.edu</a>
Legislation	Mike Roth	<a href="mailto:mrothe@hospicebrazosvalley.org">mrothe@hospicebrazosvalley.org</a>
Newsletter	Jennifer Beran	<a href="mailto:jberan@AggieCareers.com">jberan@AggieCareers.com</a>
Public Relations	Amy Moore	<a href="mailto:amy-moore@tamu.edu">amy-moore@tamu.edu</a>
School-to-Work	Kama Willems	<a href="mailto:k-willems@tamu.edu">k-willems@tamu.edu</a>
SHRM Foundation Rep.	Thom Holt, SPHR	<a href="mailto:fairwindshrsolutions@verizon.net">fairwindshrsolutions@verizon.net</a>
Student Liaison	Stacy A. Overby	<a href="mailto:soverby@tfs.tamu.edu">soverby@tfs.tamu.edu</a>
Website	Bob Hensz	<a href="mailto:rhensz@ag.tamu.edu">rhensz@ag.tamu.edu</a>
Business Seminar Professional HR Trng	Cheryl Young	<a href="mailto:Cheryl.Young@bwaycorp.com">Cheryl.Young@bwaycorp.com</a>
Business Seminar Supervisor Trng	Candice Woodard, SPHR	<a href="mailto:cwoodard@bvcaa.org">cwoodard@bvcaa.org</a>

# BVHRMA 2009 Calendar of Events



***BVHRMA Monthly Meetings & Luncheons are held the first Thursday of every month (unless otherwise noted) at the College Station Conference Center (unless otherwise noted). Networking begins at 11:30AM.; Lunch served at 12 Noon; close by 1:00PM.***

Topic	Speaker	Date
Joint program with BVASTD Mastering the Art of Multi-tasking	Lon Roberts, Ph.D. Principal Partner and Sr. Consultant Roberts & Roberts Associates	February 5, 2009
Stress Management	Tom Marrs, Ph.D. Licensed Psychologist Texas A&M University Human Resources Dept., EAP	March 5, 2009
Your Fiduciary Responsibilities Under ERISA	Karla Bounds UBS Financial Services Inc.	April 2, 2009
123s of 125 Plans	Monica Toth J.D. Director of Compliance for Gallagher Benefit Services, Inc.	May 7, 2009
TBD	TBD	June 4, 2009
AggieCareers.com & Group discussion on what YOUR Organization does for recruiting & retention	Jennifer Beran	July 2, 2009
Risk Management	Cindy Kirk Director of Risk Management City of Bryan	August 6, 2009
Harassment and EEO Laws	Joe Bontke Outreach Manager U.S. EEOC	September 3, 2009
SHRM	Dorothy Granfor Director - District Fifteen, TSC Leadership	October 1, 2009
TBD	TBD	November 5, 2009
Annual Holiday Luncheon & Food Drive		December 3, 2009 (Location TBD)

**Contact Information: *Liz Galvan* [LGalvan1984@gmail.com](mailto:LGalvan1984@gmail.com) [www.BVHRMA.org](http://www.BVHRMA.org)**

## SHRM & Other Events

*Please visit the web address listed below for more information about these events.*

### **2009 Texas State Council - Global HR Conference** ***Discover the Treasures of Global HR***

[www.tscglobalconference.org](http://www.tscglobalconference.org)

Wednesday, January 7, 2009

Marriott Conference Center

The Woodlands, TX

### **2009 SHRM®**

#### ***Employment Law and Legislative Conference***

<http://shrm.org/conferences/leg/>

March 9-11, 2009

Capitol Hilton

Washington, D.C.

### **2009 SHRM®**

#### ***Staffing Management Conference***

<http://shrm.org/conferences/staffingmanagement/>

April 28 - 30, 2009

Las Vegas Hilton

Las Vegas, NV

### **2009 SHRM®**

#### ***Annual Conference & Exposition***

<http://shrm.org/conferences/annual/>

June 28 – July 1, 2009

New Orleans, LA

### **HR Southwest**

#### ***HR Rocks!***

<http://www.hrsouthwest.com/>

October 13 – 16, 2009

Fort Worth Convention Center

Fort Worth, TX

## “HR Confronts the Downturn” Economic Stimulus Prize Your Chance to Win \$1,000

SHRM knows that our members are feeling the effects of the current financial crisis. We also know you're developing innovative strategies to help your organizations and employees weather these tough economic times.

SHRM wants to celebrate your efforts to confront the economic downturn. And we want to reward you with an “economic stimulus” prize of your own. We're offering \$1,000 to each of the 10 SHRM members who send us the best examples of programs or strategies they and their HR departments are implementing in response to the current economic conditions.

All SHRM professional members are eligible to compete. Entries will be accepted from **December 15, 2008 – January 20, 2009** via our online website at: <http://apps2.shrm.org/Awards/EconomicStimulus/>

SHRM representatives will select the 10 winners, who will be announced in early February, 2009. The 10 winning best examples will be publicized and included in a compilation of the most valuable entries.

We will consider only one case study per company/organization. The program or strategy you submit must have been developed in response to this year's economic downturn, but it does not have to be a completely new program nor does it have to be completed in 2008. In the meantime, we are interested in hearing about any initial and/or anticipated benefits from your program or strategy.

Some of the types of examples we are looking for could involve the following:

- ▶ **Business Acumen**: Programs designed to help your HR department better understand the economic forces challenging your business and the areas in which your department can maximize its bottom-line contribution
- ▶ **Workforce Planning**: Strategic planning to determine your workforce needs over the next 2 - 5 years based on different economic scenarios
- ▶ **Succession Planning**: Analysis of your critical positions and internal candidates to fill them to ensure your organization survives and prospers after the recovery
- ▶ **Recruitment**: Targeted recruitment to take advantage of top-notch talent that becomes available as a result of the downturn
- ▶ **Retention**: A retention strategy that provides the necessary incentives to motivate your high performers to stay on board

- ▶ Older Workers: Programs to recruit, develop, and retain older employees who may want to work beyond normal retirement age because of the economic downturn
- ▶ Leadership Development: Meaningful leadership development programs that promote retention and motivate your employees to be more creative and productive
- ▶ Communications: Confidence-building internal communications from senior management to your employees, assuring them of their value to your organization
- ▶ Meetings: Special sessions with key employee groups to underscore your company's commitment to them
- ▶ Career Development: Programs that assess, counsel, and retrain displaced employees for work in other unit
- ▶ Layoff Strategies: Strategies that aim to avoid sudden large layoffs and minimize the effects of job reductions on employee morale
- ▶ Cost Reduction: Programs that generate efficiencies, greater productivity, and cost reductions

We look forward to receiving your submission. You may address any questions to Fred Emmert at [fred.emmert@shrm.org](mailto:fred.emmert@shrm.org).

Best wishes,

Pam

Pamela J. Green, SPHR  
Chief Membership Officer  
SHRM

*"It is amazing what you can accomplish if you do not care who gets the credit."*

*— Harry S. Truman*



## DIVERSITY

January 2009

Submitted by Jennifer Humphries

- 1 - Emancipation Day (African-American, United States)
- 1 - Feast of St. Basil (Christian, Orthodox)
- 1 - Japanese New Year (Japan)
- 1 - [New Year's Day](#) (United States)
- 5 - Guru Gobind Singh's Birthday (Sikh)
- 6 - [Epiphany](#) or Twelfth Day (Christian)
- 6 - Three Kings' Day (Puerto Rico, Dominican Republic)
- 7 - Ashura (Islamic, Muslim)
- 7 - [The Nativity of Jesus Christ](#) (Christian, Orthodox)
- 13 - Lohri (Buddhist, Hindu, Sikh)
- 16 - Religious Freedom Day
- 19 - [Martin Luther King, Jr.'s birthday - Observed](#) (United States)
- 20 - [World Religion Day](#) (Baha'i)
- 26 - [Chinese Lunar New Year](#) (China, Korea, Taiwan, Vietnam)
- 26 - India Republic Day
- 26 - [Tet Nguyen Dan](#) (Vietnam) "Year of the Buffalo"

The SHRM White Paper, ***Ethics and Generational Differences: Interplay Between Values and Ethical Business Decisions***, by Elizabeth Guss, M.A., and Mary C. Miller, J.D., SPHR, provides an excellent look at effective ways for companies to communicate their ethics and values to employees while taking into account the different lenses through which employees of different generations receive information.

For purposes of this article, the generations are defined as follows:

### **Who's Who in the Generations**

Many books, papers and articles have been written about the four different generations currently in the workplace over the past few years. Different forces and events shaped each generation and left imprints that express themselves in these generations' approaches to work. Here is an overview of the terminology for the purposes of this paper. Please keep in mind that, obviously, not everyone fits one definition exactly.

#### *Traditionalists*

Sometimes called Radio Babies<sup>5</sup> or Matures, these workers were born before 1946 and number 75 million. Shaped by the Great Depression and World War, these people tend to be conservative with an approach that work and duty come before play and pleasure. They have a tremendous respect for authority, following rules without questioning the reasons behind them. Loyalty and patriotism run deeply in this group.

The Traditionalists prefer face-to-face communication, although a surprising number use technology to communicate with grandchildren (Gen Xers), great-grandchildren (Gen Yers) and others. These workers came up through the school of hard knocks, many with limited formal education.

Some interesting perspectives on Traditionalists: The structure of DNA had not yet been discovered; big names in sports were Shoeless Joe Jackson and Joe DiMaggio; the automobile was a luxury item that only few possessed; telephones were rare; they may not have had indoor plumbing as children.

### Baby Boomers

Approximately 78 million boomers exist, born between 1946 and 1964 and sometimes referred to the "Me Generation" because of their intense focus on themselves. They lived through the Vietnam War, the Civil Rights movement and Watergate. "Never trust anyone over 30" sums up their original, youthful attitude toward authority. Boomers tend to be work hard/play hard people driven to achieve even in the face of great obstacles.

Generally, boomers had a good education that included college. They want inclusive, participative workplace communications that allow everyone to be heard; interestingly, they are highly sensitive to political correctness, and this can act as a barrier to clear communication. Technology can be a double-edged sword for this generation. The Internet, cell phones and other devices allow them to communicate more, which they love, and at the same time fuel their driven personalities, skewing their work/life balance to more and more work.

Boomers grew up with "all the modern conveniences" other than computers. Telephones and cars were a birthright. Sports "superstars"—before the concept really existed—included "Broadway" Joe Namath and Mohammed Ali. Man landed on the Moon. President Kennedy and Martin Luther King were both assassinated during the boomers' formative years.

### Generation X

Also called "Xers," these workers were born between 1965 and 1980 (different writers give differing end dates). Numbering about 45 million, these children witnessed the fall of Communism, played in the first wave of widespread personal computers and often lived as "latch-keys" while their boomer parents worked long hours and the divorce rate in the country climbed to a new high of 50 percent.<sup>6</sup>

This group, also called "Slackers," views education as a means to an end and often finds work to be an unpleasant necessary challenge.<sup>7</sup> They tend to be very self-sufficient, pragmatic, skeptical, flexible and entrepreneurial. They want achievement, yet fear being labeled as "strivers." They do not do well with rigid structures.<sup>8</sup>

Xers are more comfortable with computers and a cell phone than a landline. Michael Jordan was the man of the hour for them in sports. Television gave birth to MTV while Punk rock and grunge music grew up.

## Gen Y

Born after 1980, these children of boomers or young Xer parents came of age in a fully computerized society, including the World Wide Web. They also go by two other names, "Millennials" or "Nexters." They grew up steeped in school shootings and AIDS awareness programs, repeated corporate and governmental scandals and the first taste of international terrorism on U.S. soil.

The 80 million or so Millennials tend to be very well educated, often having graduate degrees. They are confident and tolerant and cannot imagine living in a world without civil rights laws. They tend to be socially and politically conscious at a young age. Communication by instant messaging or text messaging is the norm. However, they can also have unrealistic ideas about their "worth" in the marketplace; on more than one occasion, one of the authors of this paper has personally heard goals such as "company president by age 26" in a company which they do not own. A very salient point to remember about Gen Y: They can multitask and need multiple stimuli even while working.

This group also wants balance in their lives—they expect to achieve and still leave work at 5 p.m. Saturated in a wide range of media influences from birth, their newscasters are Jon Stewart and Stephen Colbert on Comedy Central. Forget MTV, they get their own personalized music selections on their Apple iPod. They live in the true "15 minutes of fame" YouTube and MySpace world. Wealthy individuals travel in space with their private funds. Sports superstars for this group include Tiger Woods and Lance Armstrong, both of whom do far more than just play sports.

The article lists the implications for HR and ethical business management as:

- Begin a conscious, internal campaign to position ethics as the #1 value and consideration for the organization and its employees.
- Above all, do not pigeonhole your employees by the demographics noted above. They are provided as a touchstone. Manage people respectfully, taking the time to understand individual motivations and ask them for input regarding how they work best. Insist on respectful behaviors at work—not just because the law demands it but more so because company success requires an environment that lets all people do their best.
- Identify clearly the priorities of the company, department and/or organization and link these to individuals' work. Ensure that stated priorities and values cohere with the implicit priorities and values in executed business decisions. Take time to clarify for all employees the critical need to support these priorities and values in the business decisions they make. Whenever reasonable, learn the motivations and values of employees—focus on the congruence between individual and organizational goals.
- Focus on the business results you seek and not on the operational methodology, provided that it is ethical. Both the ends and the means need to stand the ethical test. These groups all want to achieve, they just go about it differently—look for commonality among employees and remember that many dimensions deserve to be respected (age, innovation, technological savvy, alternative work experiences and more).

- Consider creating parameters for the definition of what it means to make an ethical business decision and include examples; invite input from a wide range of staff on different language and methods of promulgating these expectations. Publicize the process and the results. Establish ongoing training and support sessions to make the ethical guidelines real and relevant to all.
- Remember that while boomers were steeped in the civil rights movements and its resultant federal and state legislation, younger employees view these laws differently. Given the media climate of their youth, they have different boundaries about what is and is not acceptable behavior in the workplace. Be aware that this can cut both ways, and every right carries with it a responsibility.
- Although perhaps obvious to some, embracing diversity of opinion and methodology; supporting flexibility in policies and cultivating an open mind to new ideas can be quite helpful in getting the best performance out of a person.
- Err on the side of more communication using more types of media: face-to-face meetings for Traditionalists and boomers, e-mail blasts for the younger set, etc. Be creative.
- Look for ways to build relationships among people of different generations. Can you pair a Traditionalist with a Gen Yer on a project? They share some traits. Both have a sense of duty beyond themselves and a strong need for social interactions. Plus, the business benefits from knowledge transfer between an employee with a desire to mentor and pass along information and an employee with a desire to learn more and achieve quickly.

*If you would like to submit an article for the newsletter, please contact Jennifer Beran, newsletter chair, at [JBeran@AggieCareers.com](mailto:JBeran@AggieCareers.com)*

*Please remember to RSVP for the January program by noon on 01/05/2009*

**Congratulations!**

Cheryl Young of BWAY Corporation recently earned certification as a Professional in Human Resources (PHR).