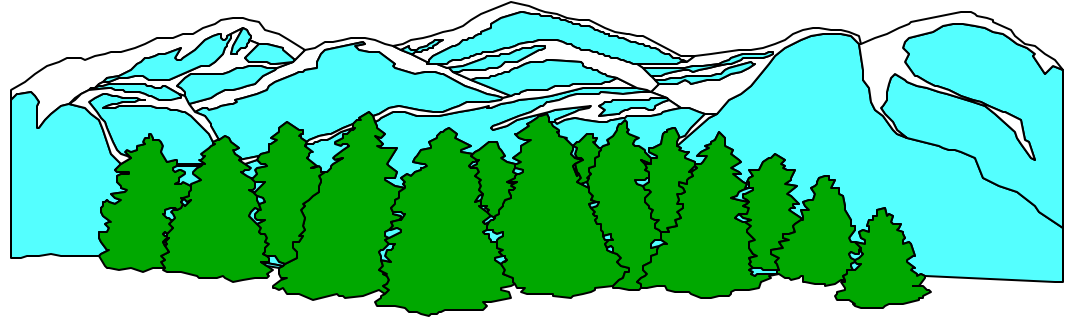


AUGUST 5, 2004

# VALLEY CHAPTER

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AFFILIATE OF



SOCIETY FOR  
HUMAN  
RESOURCE  
MANAGEMENT

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## Greetings From The President



We have only 5 months left of this year! If you are in Human Resources, time flies by, filled with a million things to do, goals to meet, events to plan, and work to complete. We have had some great programs so far, and look forward to those coming up. Many thanks to Jonathan Ward of the Global Effectiveness Group, and International Director for the Virginia SHRM State Council, for a great program on outsourcing and offshoring. The program was approved for recertification credit, so if you attended the meeting and would like a certificate for your recertification folder, just contact me.

This month at our regular chapter meeting, Rick Groesbeck and Eileen VanEiken from Virginia Tech Industrial Engineering will present "Measuring Customer Satisfaction". You won't want to miss it: Thursday, August 19, 7:30 a.m. at the Hampton Inn.

We will also have Raquel Becerra and Peggy Dunn coming to talk to us about how we can help in the workforce readiness area through our new program **NRV SHRM Community Connections**. Think about volunteering an hour or so of your time to participate in workforce readiness training---Raquel and Peggy will get you fired up to participate! This is a chance for our Chapter to really shine by sharing our expertise with our communities in a meaningful way.

Last but not least, plan to come to the Second Annual Bob Griffin Golf Outing on August 27. Even if you don't golf, come out for lunch and a chance to relax and visit with members of our Chapter, and the Roanoke Chapter. The details are here in the newsletter.

Be on the look-out for a possible change in the Chapter meeting place, time, and date for September. In an effort to be accessible to those members who find the early morning meeting time difficult or impossible, we are working on the possibility of a lunch hour meeting. We'll keep you posted!

I look forward to seeing you at the meeting. Have a great month!

Best wishes,  
Lorraine Wachsmann

## **General Assembly Reinstates Exemptions to Virginia's Day of Rest Law**

By John M. Barr, Esq. LeClair Ryan Flippin Densmore – Attorneys at Law

Long ignored due to exemptions that sharply restricted its applicability, Virginia's Day of Rest Law had a brief moment in the national spotlight last month when the business community became aware that the Virginia legislature had inadvertently repealed those exemptions, effective July 1. In the absence of the exemptions, the vast majority of employees were entitled to at least one day of rest each week, and most non-managerial employees were entitled to choose Sunday as their day of rest, or Saturday if they honored it as their Sabbath.

Called to an emergency special session by the Governor, the legislature quickly reinstated the exemptions applicable to the Day of Rest law, putting it back into effect as it had been on June 30, 2004. Thus, if your business was exempt before July 1, it is exempt again. The list of industries or businesses exempted from application of the Day of Rest law is as follows:

1. Transportation by whatever means and supporting facilities;
2. Public services and utilities, manufacturing, processing and plant operation of all types;
3. Publishing, including the distribution and sale of the products thereof;
4. Servicing, fueling and repair of motor vehicles, boats and aircraft, and the selling of parts and supplies therefore;
5. Operation of motion picture theaters and the production of radio and television programs;
6. Medical services; and other services on an emergency basis;
7. Sports, athletic events and the operation of historic, entertainment and recreational facilities, and the sale or rental of boats, and swimming, fishing and boating equipment;
8. Agriculture, including the operation of nurseries and florist establishments;
9. Preparation and sale of prescription and nonprescription drugs and the sale of medical and hygienic supplies and baby supplies;
10. Wholesale food warehouses and ship chandleries;
11. Restaurants and delicatessens;
12. Janitorial, custodial and like services;
13. Operation of hotels and motels and funeral homes and cemeteries;
14. Mining and supporting
15. Sale of tobacco and related products;
16. A drugstore, a majority of the sales receipts of which consist of prescription and nonprescription drugs, health and beauty aids;

17. Sale of novelties, cameras, photographic supplies (including film and flash bulbs), antiques, pictures, paintings, art supplies, souvenirs, animals as pets, including tropical fish, and pet supplies; and

18. Sale or leasing of noncommercial real property, mobile homes, and the sale of residential modular, panelized or other prefabricated houses, notwithstanding that such houses are not then erected or constructed on a site.

The Legislature's action reinstating the exemptions probably means that your company is no longer governed by the Day of Rest law. Be aware, however, that the General Assembly's action does not eliminate all employer obligations in this area. Many employers may still have a duty to provide employees with a day off each week for religious observances. Under Title VII of the Civil Rights Act of 1964, applicable to employers with 15 or more employees, you are required to reasonably accommodate an employee's religious observances or practices unless doing so would constitute an undue hardship on the conduct of the business.

The duty to provide the day off upon request is certainly not absolute under Title VII. If an employee requests that he or she be given Sunday, or another day, off for religious observances, you must engage in a "reasonable accommodation" analysis. Evaluate the difficulty of accommodating the request, exploring ways in which it could be accommodated without undue disruption of the business. As in evaluating requests for accommodations under the Americans with Disabilities Act, an employer needs to consider the request, and the disruption it might cause, on a case-by-case basis.

John Barr may be contacted at [jbarr@leclairryan.com](mailto:jbarr@leclairryan.com). A longer version of this article first appeared in Virginia Employment Law Letter ([www.hrhero.com](http://www.hrhero.com) or 800-274-6774), which is edited by LeClair Ryan's Employment & Labor team.

## ANNOUNCEMENTS

### GOLF OUTING



The 2<sup>nd</sup> annual Griffin Memorial Golf Tournament will be held at Hanging Rock Golf Club in Salem on August 27, and we'll be partnering with the Roanoke Chapter for this event as well. Lunch and registration will be at 12:30 p.m., tee off at 1:30 p.m. Fill out and return the attached registration form if you are planning to participate in the Golf Tournament

### nrvshrm.com JOB DATA BANK

The chapter now has a new job posting area on the web site. Members may begin placing job postings immediately. The data bank can be found under the "Position Postings" link on the web site. Please use the following guidelines when submitting a posting:

#### **Guidelines to Post Vacancies**

1. All postings should be submitted by e-mail via the website to Kathy Janosko, Web Site Administrator ([kathy@ali-inc.com](mailto:kathy@ali-inc.com))
2. 30 day posting limit unless notified to remove sooner.
3. We accept HR related postings only.
4. NRV-SHRM is not responsible for editing the job posting. We reserve the right to determine appropriateness. NRV-SHRM does not endorse any advertiser/submission.
5. There is no charge to members of NRV-SHRM.

### ARTICLES FOR SHRM NEWSLETTER

Articles for each month's newsletter are due on the last Tuesday of the previous month. For the **September** newsletter, the deadline would be **August 31st**. They may be sent to the Chapter's secretary, Teresa Harless, at [tharless@blacksburg.gov](mailto:tharless@blacksburg.gov). Teresa's telephone number is 540-558-0721.

### CHAPTER FINANCIAL REPORT

The July financial information will be included in the September newsletter

## **BOARD MEETING MINUTES**

Minutes – July 13, 2004, 5:15 pm, Warm Hearth Kroontje Health Care Center

Attending: Cindy Hale, Mary Alice Whisenant, Karen Edmonds, Lorraine Wachsman, Brenda Farmer, John Yearwick, Kathy Janosko

Lorraine Wachsman reported:

- The Chapter will donate \$150 in gift certificates for the State Council Conference that was held on July 23, 2004
- The Chapter agreed to co-sponsor the annual Wytheville Chapter seminar.
- Community involvement project – have people commit to a one hour time frame to hold a mock interview or speak on an area that will assist people who are searching for employment.
- Carol Dudding resigned from the Board. The Board will begin looking for someone to fill this opening

Membership:

Brenda Farmer reported that we have a total of 112 members and that 53% are National SHRM members

Web Page:

The NRV SHRM Chapter will charge \$50 for any non-members that would like to place job advertisements on the website.

## **MEETING NOTICES**

### **CHAPTER INDUSTRIAL MEETING**

Be sure to mark your calendars to attend the next meeting that will be held on **Tuesday, August 10th** at Stone's Cafeteria in Christiansburg. This meeting is held on the second Tuesday of every month and meets at 7:00 a.m. Contact Bruce Jennings at (540) 674-7461 or [bruce.Jennings@volvo.com](mailto:bruce.Jennings@volvo.com) for more information on the Industrial Meeting.

### **BOARD OF DIRECTORS MEETING**

The monthly Board meeting will be held on **Tuesday, August 3th** at the Warm Hearth Kroontje Health Care Center. This meeting will begin at 5:15 p.m. Any Board member who cannot attend should contact Teresa Harless at 558-0721 or e-mail to [tharless@blacksburg.gov](mailto:tharless@blacksburg.gov)

### **2004 Calendar of Events & Annual Meeting Schedule**

<b>DATE</b>	<b>SPEAKER</b>	<b>TOPIC</b>
January 15, 2004	Charlotte Mason, Innovative Management Group	Coaching for Success
February 19, 2004	Victor Cardwell and Tom Winn with Woods, Rogers	Legislative Update
March 18, 2004	Eric Melniczek, Career Assessment Coord., Radford University	Experimental Learning and Career Development Center
April 15, 2004	Members of the Radford University Student SHRM Chapter	NRV SHRM Chapter Salary Survey
May 20, 2004	Camille Wright-Miller	Strategic Human Resources*
June 17, 2004	FMLA Legal Update Clint Morse, LeClair, Ryan, Flippin, Densmore, Morse, & Jessee	Legislative Update
July 15, 2004	Jonathan Ward International Director, SHRM Virginia State Council	Outsourcing Issues
August 19, 2004	Richard Groesbeck, PH.D., Research Assistant Professor with the Industrial and Systems Engineering at Va. Tech.	Panning For Gold In Your Customer And Employee Survey Data*

September 16, 2004	TBA	TBA
October 21, 2004	1) Todd Leeson, Gentry, Locke, Rakes & Moore 2) Round Table discussion: diversity & employee relations issues (tentative)	Legislative Update
November 18, 2004	TBA	TBA
December 2, 2004	Christmas Social	

**\*PANNING FOR GOLD IN YOUR CUSTOMER AND EMPLOYEE SURVEY DATA.**

Do you ever feel data rich but information poor? Many companies are now gathering data about customer satisfaction and loyalty as a result of their ISO registration. Others routinely survey their employees. This presentation will describe how you can find the golden nuggets of information in your data, not only describing your current performance level and trends, but determining what factors are associated with attitudes and how you should prioritize your improvement efforts. This type of information can help prepare and support recommendations made to management.

The presentation describes an actual example of designing a customer satisfaction survey to meet ISO requirements and studying the data gathered to find actionable information. The process described could also apply to studies of employee satisfaction. A few principles of effective survey design will be described. For example, there are ways to determine the required sample size for a survey. Then what was learned from the survey is described. For example, one can 1) cluster customers into categories so that we can learn which are satisfied and loyal, & which are at risk, 2) determine the factors which differentiate the loyal from "at risk" customers, 3) utilize a relatively new approach called "derived importance" to learn what's really driving customer decisions and 4) tie service levels to the bottom line results to get management's attention by speaking their language.

**All NRV-SHRM Breakfast Meetings will be held at the Hampton Inn, Christiansburg at 7:30 a.m. unless otherwise noted**

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 - PLEASE BE SURE TO REPLY TO THIS E-MAIL FROM TERESA HARLESS ([tharless@blacksburg.gov](mailto:tharless@blacksburg.gov)) BY -  
 - FRIDAY, AUGUST 19<sup>TH</sup> IF YOU ARE PLANNING TO ATTEND THE AUGUST MEETING. PLEASE -  
 - INDICATE IF YOU WILL BE BRINGING ANY GUESTS. IT IS IMPORTANT THAT WE GET AN -  
 - ACCURATE COUNT OF PEOPLE SO THAT FOOD AND HANDOUTS CAN BE PREPARED -  
 - ACCORDINGLY. THANK YOU -  
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