



HRATT

Human Resources Association of the Twin Tiers

August 2018
Twin Tiers
HR Times

2018 HRATT Current members:	106
SHRM members:	48 (45%)
Certified members:	28 (26%)

President's Report

Fall is just around the corner! I hope everyone is having a great summer and preparing for the return to school and the fall season ahead.

We had great attendance at the June and July events, thank you to all those who attended and for the great training sessions. In September 2018, Dan Mori will be presenting on recruiting using Facebook and other social media tools. October will be our diversity panel discussion, led by our Diversity Chair, Meredith Dessoie. November will be a workforce readiness program. December will be our membership appreciation lunch, celebrating our 35th anniversary.

Continue to watch for evolving legislation related to the New York State Sexual Harassment requirements, as this will impact employers throughout the state.

As a reminder, the New York State SHRM Conference will be held at the Albany Capital Center, September 23-25. The theme for the conference this year is, HR: Innovate, Integrate, Motivate. I look forward to seeing everyone at the state conference this year, the speaker lineup will be great. Continue to watch for additional information on the SHRM website regarding the 2019 conference and scholarship information.

I look forward to seeing all of you at the remaining HRATT events we have scheduled in 2018 and in early 2019. We are currently planning a sip and paint fundraiser for the SHRM Foundation in late November 2018.

Matthew W. Burr

HRATT President

Special SHRM membership offer for HRATT members:

Save \$15 on a new or renewal SHRM membership by 9/30 with promo code State18Q and get access to the HR tools and resources to help you be confident, compliant and current on all things HR.

<https://membership.shrm.org/?>

[PRODUCT_DISCOUNT_ID=STATE18Q&utm_campaign=membership_Ret.](https://membership.shrm.org/?PRODUCT_DISCOUNT_ID=STATE18Q&utm_campaign=membership_Ret.)

SHRM
EXCEL
2017

Recruiting with Facebook

Presented by: *Daniel Mori, Employment Solutions*

Facebook is the largest social networking site with more than 10 times the number of users than the most commonly thought of recruiting site, LinkedIn. While Facebook has a larger audience that spends over 2 hours per day using the site, and demographically represents more industries, most people still consider LinkedIn as the preferred recruiting site. This is because LinkedIn is laid out nicely to tap into the community of users, and Facebook is not quite as user friendly....unless you know what professional recruiters know. This workshop will cover exactly how to unlock the recruiting power of Facebook and connect with candidates that you would not find otherwise.

Attendees will learn:

- how to leverage groups and pages to find candidates
- how to find candidates based on specific search criteria
- best practices on engaging potential candidates

Dan Mori is the president of Employment Solutions, a national recruiting firm, with headquarters in Elmira, NY. Dan has been an entrepreneur and recruiting expert since 2006. He has more than a decade of experience in organizational leadership, recruiting, and business development. Under Dan's leadership, Employment Solutions has expanded operations to 28 states. Recognized as a leader in recruiting and organizational development, Dan delivers keynotes and workshops nationally, as well as consults with senior leadership teams, and he has helped hundreds of companies from small businesses to Fortune 500 organizations improve their recruiting, hiring, engagement, and retention of great employees. In addition to his US ARMY service, Dan has received professional training in sales, management, leadership, OSHA, LEAN, and earned Six Sigma Green Belt.

RSVP by September 13, 2018 to Megan.Fewkes@emhartglass.com

Approved credits – SHRM & HRCI – 1.5 general

Thursday – September 20, 2018

Tag's Restaurant ~ Route 352, Big Flats, NY

**\$25 HRATT Members \$30 Non-Members/Guests
\$15 Students**

Registration: 11:45 am – 12:00 pm

Lunch/Networking: 12:00 pm – 12:30 pm

Program: 12:30 pm – 2:00 pm



DEFINE YOURSELF AS AN HR LEADER WITH SHRM CERTIFICATION



Elmira College's SHRM Certification Exam Prep Course is truly a virtual classroom with synchronous (real-time) lectures and interactions for all participants in the course. You'll work together with your instructor and classmates through a live Canvas Conference while you're at home, the office, a coffee shop...anywhere but a classroom! Miss a session, no problem. All classes are recorded for you to review at your convenience. With a 93% passing rate on the SHRM exam from students who have taken this class, we're confident you'll find it a great investment in your future.

Next Course Begins September, 13, 2018!

Tuesdays & Thursdays, starting September, 13 - November 20, 2018 | 5:30 - 7:30 p.m.
Your home. Your office. The neighborhood coffee shop or wherever you have a good internet connection.

Visit www.elmira.edu/ce for course details, payment options and registration information.

Registration Deadline: September 3, 2018



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See sponsorship opportunities outlined below-

Level	Description	Sponsorship
Platinum	<p>Exclusive sponsorship of our most popular event – the membership recognition luncheon held in December. This sponsorship level entitles you to:</p> <p>Acknowledgement at the start of the meeting by HRATT Board Member.</p> <p>Five (5) minute engagement of membership audience.</p> <p>Distribution of materials to attendees (must be provided and approved in advance by HRATT)</p> <p>Logo recognition in email blasts to membership.</p> <p>A display table available to attendees.</p> <p>A half-page of space in our bi-monthly newsletter for three (3) consecutive publications.</p> <p>One free annual membership to HRATT.</p>	\$500
Gold	<p>A featured sponsor for a monthly meeting will receive:</p> <p>Acknowledgement at the start of the meeting by HRATT Board Member.</p> <p>Five (5) minute engagement of membership audience.</p> <p>Logo recognition in email blasts to membership.</p> <p>A display table available to attendees.</p> <p>50% off of one annual membership to HRATT.</p>	\$300
Silver	<p>Reach more members through newsletter and website sponsorship. This sponsorship level entitles you to:</p> <p>A half page of space in our bi-monthly newsletter for three (3) consecutive publications.</p> <p>Recognition of sponsorship (logo display) with link to sponsor's chosen web portal association website for six (6) months.</p> <p>25% off of one annual membership to HRATT.</p>	\$250
Bronze	<p>Sponsor a monthly meeting to increase exposure of your product or service to our membership. This sponsorship level will entitle you to:</p> <p>Acknowledgement at the start of the meeting by HRATT Board Member.</p> <p>A display table available to attendees.</p>	\$200

**The Human Resource
Association of the Twin Tiers**

**P.O. Box 904
Elmira, New York 14902**



**VISIT US ON THE WEB:
WWW.HRATT.ORG**

Annual Dues:

Membership Plus - \$215 -
Pay one price, attend meetings
all year.

Regular Membership - \$55

Retired Life Membership - \$50

**Full Time Student Member -
ship \$25**

Monthly Meeting Fees:

Members - \$25

Non-Members - \$30

Students - \$15

RSVP to:

Megan.Fewkes@adeconacona.com

*****No shows (without cancelling)
will be charged the monthly meet-
ing fee.**

2018 HRATT Officers

President	Matthew Burr	matthew@burrconsultingllc.com
President-Elect	Megan Cole	a.colemacx@gmail.com
Past President	Sharon Swartz	sswartz@ah.arnohealth.org
Membership Director	Sarah Hammer	shammer@elmira.edu
Treasurer	Pamela Burns	pburns@chemungcanal.com
Secretary/Newsletter	Sue Ann Kirkum	skirkum@lawny.org
Webmaster	Julie Fielding	jfielding@elmira.edu
Government Affairs Chair	Conrad Wolan	cwolan@saylesevans.com
Certification Chair	Catherine Murray	catherine.murray@macom.com
Marketing Director	Sean Lukasik	sean@laborlove.com
Diversity Director	Meredith Dessoie	mdessoie@travelers.com
WF Readiness Advocate	Susan Pawlak	supawlak@gstbores.org
Registration Chair	Megan Fewkes	megan.fewkes@adeconacona.com
SHRM Foundation Director	Rick Shay	rshay@stny.rr.com
College Relations	Laurel Eschbach	leschbach@marketstreettrust.com

The Association

The Human Resources Association of the Twin Tiers (HRATT) is an organization for human resource professionals from the private and public sectors who daily deal with personnel matters, wage and salary administration, labor relations and other aspects of human resource management.

HRATT serves the Twin Tiers including the counties of Chemung, Steuben and Schuyler in New York, and Bradford and Tioga counties in Pennsylvania.

HRATT meets on the 2nd Thursday of the month in the Elmira-Corning area. Meetings usually alternate between breakfast and lunch unless otherwise indicated, except July and August. On the months where a holiday is involved in the week, we move the meeting to the 3rd Thursday of the month.

Goals

1. Provide the members a means for exchange of information on area HR practices & challenges.
2. Further members' professional development and education.
3. Develop & publish a survey of wage/salary & HR practices in the area.
4. Enhance the area's labor relations image.

Benefits of HRATT Membership

- Monthly meetings dealing with local and national HR issues.
- Professional speakers covering current HR topics.
- HRATT Membership Directory.
- Networking with local HR professionals.
- Opportunities for professional and personal growth.

