



# SHRA

Sarasota-Manatee  
Human Resources Association

Volume 1  
Issue 1  
January 2006

## Annual Report 2005



### **Our SHRA Mission**

SHRA serves the needs of the Sarasota and Manatee County-based human resource management professional by:

- *Striving for the highest standards of professional performance.*
- *Endeavoring to improve professional standards and ethical conduct.*
- *Developing greater appreciation for the HR function.*
- *Promoting HR professional knowledge.*

***In short: to serve the HR professional and advance the HR profession.***

### **Our 2005 Accomplishments**

#### **Goal: Increased visibility**

- ✓ Achieved 2004 Superior Merit Award Chapter status — 3<sup>rd</sup> year in a row!
- ✓ Welcomed 48 new members and 23 new companies to SHRA.
- ✓ Operationalized new SHRA web site, presently averaging 2,400 hits daily.
- ✓ Created new SHRA newsletter format; sent press releases to local media.
- ✓ Participated in county job fairs, publicizing SHRA and providing support.
- ✓ Centralized board meetings at Webster University.
- ✓ Instituted member meeting and seminar registration on-line.
- ✓ Donated \$250 to Red Cross to benefit Katrina victims.
- ✓ Printed and marketed SHRA logo-embossed shirts.
- ✓ Recognized and rewarded SHRA volunteers for their involvement.
- ✓ Sent two board members to SHRM National Leadership Conference.
- ✓ Paid fees for six board members to attend HR Florida Conference.

#### **Goal: Involved membership**

- ✓ Achieved 16% member volunteer rate on committees.
- ✓ Achieved score of 4.3 out of 5.0 on member satisfaction survey.
- ✓ Achieved 60 member average attendance at SHRA meetings.
- ✓ Submitted proposed bylaws changes to Bylaws Committee for review.
- ✓ Provided Ambassador table at monthly meetings, hosted by J. Raskin.
- ✓ Hosted a SHRA "Network Nite."

#### **Goal: Enhanced member professional development**

- ✓ Partnered with Kunkel Miller & Hament PA and Kerkering Barbario, CPA to present federal employment law seminar for 6.5 credits.
- ✓ Hosted seminar on employee motivation for 1.0 credits.
- ✓ Hosted open-invitation evening seminar with Chip Madera for 1.5 credits.
- ✓ Hosted seminar on generational diversity for 2.0 credits.
- ✓ Held two certification prep study groups (24 sessions) with guest speakers.
- ✓ Listed various training and development opportunities in the newsletter.
- ✓ Utilized HR Florida resources for programs; M. Huttlinger from SHRM.
- ✓ Contributed \$250 to the SHRM Foundation.
- ✓ Awarded M. Perman with \$500 LeRoss Parker HR Scholarship for 2005.
- ✓ Awarded L. McKinney SHRA Member of the Year Award for 2005.

### Board of Directors

**President:**  
*Jennifer LaHurd, SPHR*  
*The Pines of Sarasota*

**Vice President:**  
*Heather Vogel, SPHR*  
*Vogel & Vogel, Inc.*

**Secretary:**  
*Joanne Terefinko, SPHR*  
*GE Security*

**Treasurer:**  
*Kay Houston, PHR*  
*Morgan Beaumont*

**Assistant Treasurer:**  
*Chris McKenna, SPHR*  
*Manatee Glens*

**Program Director:**  
*Adele Avolio, PHR*  
*The City of Bradenton*

**Data/Membership Director:**  
*Enid Jack, PHR*  
*Turner Tree and Landscape*

**Communications Director:**  
*Stacie Ross, PHR*  
*The City of Sarasota*

**Past President:**  
*Don Lazzaro, SPHR*  
*D&M Consulting*

### **2005 Member Satisfaction Survey Results**

Newsletter	4.5
Communication	4.5
Website	4.4
Study Groups	4.0
New Member	
Welcome	4.0
Programs	3.6
Member of the	
Year Award	3.0
LeRoss Parker	
HR Scholarship	2.6
Career Transition	2.0
<b>Overall</b>	<b>4.3</b>

Sarasota-Manatee  
Human Resources  
Association

SHRM Chapter #0139  
P.O. Box 49374  
Sarasota, FL 34230



## 2005 Financials

### Year-end Financials

#### Profit & Loss Statement

	2003 Actual	2004 Actual	2005 Actual	Variance
Revenue	\$29,166	\$19,855	\$31,956	\$22,645
Expenses	\$22,116	\$22,910	\$27,081	\$26,287
<b>NET GAIN / LOSS</b>	<b>\$7,050</b>	<b>(\$3,055)</b>	<b>\$4,875</b>	<b>\$880</b>

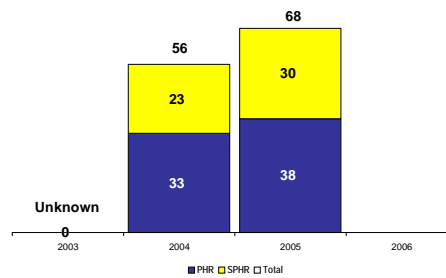
### Year-end Financials

#### Balance Sheet

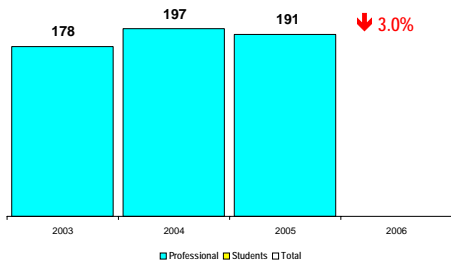
	2004	2005	Variance
Current Assets	7,484	7,977	493
Accounts Receivable	540	0	(540)
<b>TOTAL ASSETS</b>	<b>7,484</b>	<b>7,977</b>	<b>493</b>
Equity Fund Balance	8,429	3,121	(5,308)
Retained Earnings	2,110	4,856	2,746
Net Income	(3,055)	0	3,055
<b>TOTAL EQUITY</b>	<b>7,484</b>	<b>7,977</b>	<b>493</b>

## SHRA Key Trends

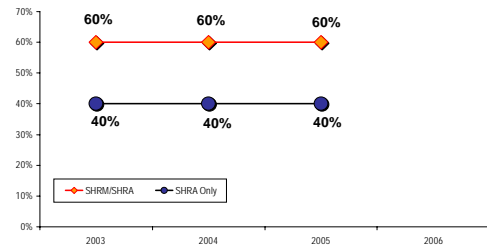
### PHR/SPHR 2003 - 2004



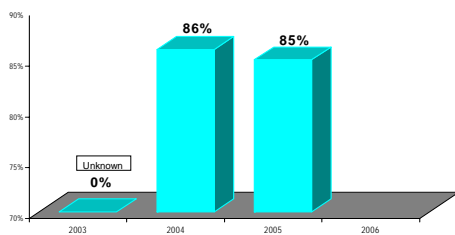
### SHRA Membership



### SHRM Membership



### Member Retention



### Meeting Attendance

