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## THE FUTURE

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BC HRMA members enjoy a networking opportunity.

# THE HUB OF HUMAN RESOURCES

THE BC HRMA IS THE CORE OF EDUCATION AND NETWORKING OPPORTUNITIES FOR TODAY'S HUMAN RESOURCES PROFESSIONALS

**Y**OU MIGHT THINK THAT THE BUZZ in the air near their waterfront office comes from Coal Harbour's many floatplanes. Or maybe it's from the crane-filled construction site for the fast-rising new convention centre next door. But standing in their aptly named Room with a View, with its stunning panorama of forest, mountains, ocean, and bustling harbour, you'll find the true source of this figurative hum: the powerful drive of a non-profit organization with a bold business model, vision and on-the-go mission. >



**Clockwise (from left): *PeopleTalk* is BC HRMA's dynamic editorial voice; Simon Evans, CEO and Les Waldie, president of BC HRMA; BC HRMA staff present a cheque to Muscular Dystrophy Canada.**



Beyond its 11th-floor vista at the foot of Thurlow Street, the B.C. Human Resources Management Association (BC HRMA) has established itself as the province's hub of educational and networking opportunities for today's busy human resources professionals. With 16 staff and regional offices in Victoria and Kelowna, the Association provides responsive, regional service to a hugely diverse membership, from human resources consultants in the north to organizations of all sizes in the Interior to public- and private-sector managers and executives in the Lower Mainland.

Whether a member is a generalist or specialist, CEO or emerging practitioner, BC HRMA offers leading-edge professional development seminars; the highly esteemed Certified Human Resources Professional (CHRP) designation; social events; thematic roundtables; and valuable volunteering and mentoring services across British Columbia.

"The organization provides an exceptional resource to businesses who want to understand how to maximize productivity," says Clint Mahlman, vice-president of retail operations and distribution at London Drugs, and a former BC HRMA board member. "BC HRMA can especially help small and medium-sized businesses with knowledge and networking to understand and adopt modern best practices – best practices that result in bottom-line results."

## B.C. HUMAN RESOURCES MANAGEMENT ASSOCIATION

The Association's membership has shot up dramatically in the last two years, from about 2,800 to over 3,500 and during the same period its gross revenues swelled from \$1.8 million to \$3 million. And since 2004, its number of corporate sponsors, both regional and national, has increased by 156 per cent.

"We're here to serve," says Simon Evans, the Association's affable CEO. "We know that our members are facing tremendous challenges with labour shortages, hiring and recruitment, and the never-ending changes in the human resources industry as a whole. That's why we're responding to their requests with results-oriented business solutions that offer skills and information on what they want and need." He adds: "This process is an exciting growth opportunity for us all."

Evans draws on considerable expertise in the private and non-profit sectors; he previously served as CEO of the BC Restaurant and Foodservices Association for almost six years and before that, he spent about 18

years as human resources vice-president at 7-Eleven. Today, Evans and his dedicated team have worked hard to revitalize the Association's mission "to advance professional people practices that enhance organizational performance." When he came on board in September 2004, Evans brought a strong vision of how to use business-driven governance to transform the then-flagging organization. Internally, he and his 13-member board of directors introduced a restructuring plan, boosted staff from seven to 16 FTEs, and brought accounting and finance in-house with new efficiencies.

Externally, Evans and his proactive staff have generated a 54-per-cent increase in business sponsorships in the last year with significantly more community involvement; introduced five symposia across the province on the hottest human resources topics; re-branded the Association; launched a new website and e-newsletter *HRVoice* ([www.brvoice.org](http://www.brvoice.org)); and expanded its quarterly magazine *PeopleTalk*, published by Canada Wide Media Limited.



**Left to right: BC HRMA members take a break during the annual conference; The event team sets up the annual golf tournament.**



The results? A fresh new organization that gives members optimum value and addresses today's forward-thinking business leaders – the ones who believe that talent matters, who care about employee engagement, and yearn to attract and retain the right people. Nothing reflects the Association's organizational aims better than the content of *Building Business Results: The People Equation*, BC HRMA's 2007 Conference & Showcase.

This dynamic 45th annual event, to be held this year from May 9 to 11 at the Vancouver Convention and Exhibition Centre, offers nine exceptional international keynote speakers and more than 40 compelling sessions.

Take the conference's motivational speaker Curt Coffman, for example. This former Gallup Organization researcher has co-authored, with Marcus Buckingham, one of the best-selling management books of all time: *First, Break All the Rules: What the World's Greatest Managers Do Differently*. He'll offer tips on how to create a positive, customer-oriented job environment, based on his work with Fortune 500 companies. Dan Hilbert, winner of Workforce Management's 2006 Award for Innovation, will share recruitment secrets from his tremendous success at Texas-based Valero Energy Corporation. For tech-savvy generation Xers, Joel "Cheezhead" Cheesman will reveal why he's one of the world's most widely read bloggers on emerging recruitment issues.

"We are proud to present some of the industry's most inspiring thinkers whose innovative programs at top companies have produced phenomenal success," says BC HRMA president Les Waldie.

This year's conference seeks to provide over 1,000 attendees with inspirational leadership and how-to tips in six thematic tracks, from HR for Small Business to Public Sector Solutions. Last year's sellout event in Victoria attracted more than 830 attendees – a substantial increase from previous years. (For more information, or to register at an excellent early-bird rate, visit [www.bchrma.org](http://www.bchrma.org).)

"BC HRMA has an admirable passion for advancing the Human Resources profession," says Judy Shuttleworth, executive vice-president of human resources at Telus. "Through effective awareness, recognition, education and designation programs, I believe they are truly making a positive difference for our profession and for the clients, which HR professionals strive to optimally support."

## B.C. HUMAN RESOURCES MANAGEMENT ASSOCIATION

Overall, BC HRMA has played a leadership role in ensuring that the skills and training of human resources professionals in British Columbia keep in step with the ever-evolving industry. In B.C.'s competitive marketplace, today's practitioners need strategic business sense to ensure organizational success and to gain a decision-making role in the executive boardroom. As a primary part of this vision, the Association is the exclusive certifying body in the province for the highest accreditation for human resources achievement in Canada: Certified Human Resources Professional (CHRP) designation.

Based on Canada-wide standards, this prestigious accreditation is a recognized symbol of industry excellence; it represents the ethical criteria, body of knowledge and level of expertise sought by today's employers. Hence, the CHRP is fast becoming a requirement in hiring mid-level and senior HR managers and provides an unquestionable advantage in career development and mobility. "My organization considers the CHRP designation as critical professional credentials for all of our HR professionals," says WorkSafe president and CEO Dave Anderson, a CHRP holder and longtime member of BC HRMA.

To help human resources practitioners receive their designation, BC HRMA offers two national exams each year, combined with thorough preparatory courses, and much-needed resource information. All CHRP candidates must demonstrate capabilities in a demanding range of human resources functions as well as skills from strategic thinking to change management. To integrate and enhance its members' learning, the Association ties its professional development calendar and conference content to eight core capability areas required to achieve the CHRP designation. (BC HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA), which oversees key policies that govern the national designation. The CCHRA represents more than 35,000 human resources professionals with more than 16,000 CHRPs across the country.)



**Laura Williams, Kevin Jeffrey and Simon Evans (CEO), BC HRMA board members.**

**"We know that our members are facing tremendous challenges...that's why we're responding to their requests with results-oriented business solutions..."**

*— Simon Evans, CEO*

"BC HRMA has played a significant role in the development of HR professionals in British Columbia," says Anderson, "promoting their role as important strategic and business partners in today's organizations."

As part of its "V<sup>3</sup>" corporate vision (viability, value and voice), BC HRMA has set an admirable goal to measure value: 50 per cent of its total membership will have their CHRP designation by 2010. Currently, CHRPs and CHRP candidates (those awaiting their final exam results) comprise 41 per cent of membership – an increase of eight per cent in one year.



**“This award has been an inspiring and humbling experience and one that I will appreciate for years to come.”**

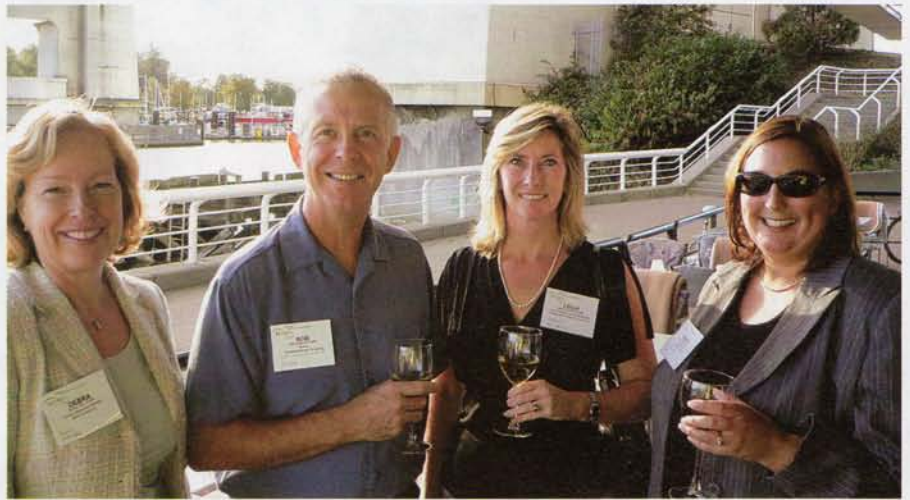
*– Shannon Joly,  
2006 Rising Star Award recipient.*

For its members, BC HRMA provides an outstanding opportunity for industry-wide recognition through its annual awards. The Award of Excellence honours “outstanding individuals, teams and organizations whose people practices reflect the leadership and innovation that deliver strategic advantage with sustainable results” and the Rising Star Award recognizes talented up-and-comers who “contribute significantly to B.C.’s HR community and demonstrate great promise as a future leader.”

“This award has been an inspiring and humbling experience and one that I will appreciate for years to come,” says Shannon Joly, 2006 Rising Star Award recipient and CHRP holder.

In general, BC HRMA offers its members many value-added benefits, including discounts on public events; academic courses; group insurance and executive education programs; exclusive website resources; weekly job postings; extensive avenues for networking and volunteering; student scholarships; opportunities for mentoring; and a new service model that increases member engagement and regional representation.

**From top: BC HRMA members gather at the annual September member event; BC HRMA members work in partnership.**



Strategically, the Association is striving to position itself as the public voice of the human resources professional in British Columbia. In that vein, it has forged important new partnerships, from University of B.C.'s Sauder School of Business and Simon Fraser University to WorkAble Solutions. The latter is an initiative of the Minister's Council on Employment for Persons with Disabilities, which links B.C. employers with job seekers with disabilities.

Clearly, BC HRMA has excelled far beyond its origins as the Industrial Relations Management Association in 1942. Back then, it mostly served the resource-extraction industries. Currently, the Association's membership spans every imaginable field, from high-tech and retail to government and small business. Its members reflect the rich, multicultural diversity of today's workforce. Just like the multi-faceted industry it represents, the B.C. Human Resources Management Association is poised to face any future workplace challenges with vigour and enthusiasm. ■

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*This promotional feature was prepared for B.C. Human Resources Management Association by BCBusiness magazine's Special Advertising Features Dept. Writer: Heather Conn. For information contact BCBusiness director of corporate features John Cochran at 604-299-7311. Email: jcochrane@canadawide.com*