

# CTCBA

# News

## What are the major issues facing HR management today?

Compare your thoughts to these trends and solutions identified by the editors of Workforce in their January 2002 issue.

### **Trend #1: Significant HR issues are intertwined with the current economic climate**

- Despite the current, but temporary economic cycle there is an ongoing labor shortage
- This labor shortage will affect businesses' ability to compete

### **Trend #2: Tough times require continued cost-cutting beyond layoffs**

- 9/11 events may have delayed the country's economic recovery
- Many companies will continue to look for ways to cut costs
- In 2001, layoffs targeted less-skilled and marginal performers, many organizations only retained key employees
- Companies cannot over estimate the continuing need to retain the best and the brightest

### **Trend #3: "Re-engineering" will become an important way to cut costs**

- Companies and HR departments will have to re-engineer their processes in order to be faster, cheaper, and smarter
- HR will have to become more efficient, more cost effective, and provide a greater contribution to bottom-line stability

### **Trend #4: The pending economic recovery will lag unless there are qualified employees in place to make it happen.**

- Sustained economic recovery is in the hands of an organization's remaining employees
- HR is responsible for maintaining those employee's commitment, well being, skill sets and continued employment

The official newsletter of the  
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Number 2, 2002

### **Luncheon Meeting...**

**When:** Thursday, March 21, 2002  
11:30 a.m. - 1:30 p.m.

**Where:** Radisson Hotel on Town Lake  
Austin, Texas

**Topic:** Severance & Separation Benefits:  
Bridges for Employees in Transition

This Research Study is Lee Hecht Harrison's newest study, which contains the latest data about U.S. severance and separation benefits by industry and company size, as well as sections on CEO severance and global practices.

**Presenter:** Laura Strausberg, M.Ed  
Vice President, Business Development,  
Lee Hecht Harrison, Austin, Texas

**Cost:** \$20/members; \$25/non-members

**RSVP:** Email your reservation to [dtucker@ctcba.org](mailto:dtucker@ctcba.org) or call 512/763-1700 to reserve your place. An electronic reply must be received in order for your email reservation to be considered confirmed. Reservations should be received three days before the meeting to guarantee a place. No refund for cancellations within three days of the luncheon. Payment should be made at the door. Parking at the Radisson is available at the special rate of \$4/event.

## *From the President...*

LaTonya Olivier and I will be representing CTCBA at the WorldatWork GPN Conference in mid-March. This is an opportunity for us to tell them about any concerns and issues CTCBA has as an affiliate of WorldatWork and for us to convey your personal issues to them for resolution. Please let either LaTonya or I know about anything you wish us to bring up with WorldatWork.

We know that CTCBA offers us an opportunity to network. Constance Mullen, your membership committee chair, will be contacting you for inclusion in the new CTCBA membership directory. You'll soon be able to look up an old friend and arrange to meet them at one of the luncheons. I can personally vouch for the benefits of networking within CTCBA - I know of several of our members who've been able to progress in their careers through contacts made within our group.

Our success as professionals in the compensation and benefits fields are totally dependent upon keeping up with changes in our profession. CTCBA helps you meet your information needs by our bi-monthly luncheon topics and our extensive course offerings. You could bring someone from your staff to one of the luncheons and both expose them to some new information and introduce them to some new friends.

We are in turn dependent upon our membership to attend our functions in order to make ourselves self-sufficient. We'll be contacting you in the near future to ask your opinion about several issues - among them, what are your desires for training opportunities and speaker topics. Your response is crucially important to us meeting your needs. As your professional association we want to provide the tools to help make your job easier.

Frank Wagner, Jr., CTCBA President

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## **Don't Miss This!**

**Thursday, May 23, 2002**

**Educational Luncheon Meeting hosted jointly with the Austin Human Resource Management Association (AHRMA)**

## **Mark your calendars for an event as BIG as TEXAS!**

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### **Texas 2002 Compensation and Benefits Conference**

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**Dallas/  
Fort Worth  
September 26-27**

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**Hosted by:  
North Texas Comp Assn**

***More info coming soon!***

## **Job Postings**

The CTCBA web site currently has job openings listed in the compensation field. Check out the CTCBA site at [www.ctcba.org](http://www.ctcba.org) for complete job descriptions, knowledge requirements and application information. If your company is interested in posting an open position, email the posting information to [dtucker@ctcba.org](mailto:dtucker@ctcba.org). There is no charge for CTCBA member companies to post positions.

### How do these trends affect organizations?

- **Downward Pressure on Salaries**  
Raises, if they exist, are kept to a minimum. HR must help find ways to keep employees motivated and productive without large expenditures of cash.
- **Recognizing and Rewarding Performance is still critical**  
HR is looking for ways to recognize performance without creating new expectations or salary and bonus entitlements.
- **Awards Have Specific Benefits**  
Awards have a higher perceived value than cash, are more conspicuous than cash and have a wider circle of recognition when they are displayed, or worn. They also serve as a reminder of the event, receive attention from others, and reinforce the accomplishments, and praise.
- **New & More Frequent Awards Programs**  
HR must work to develop new applications for rewards and incentives. Recognition and awards can be presented more frequently than raises, acknowledge very specific performance, support short-term objectives and still recognize significant achievements.
- **Awards Are Tailored to Individuals**  
Smart HR professionals will survey employees on their specific preferences and offer a broad award selection of awards to meet personal lifestyle preferences.
- **Awards Provide a Cost-Effective Solution**  
Awards have a relatively low cost compared to their high value in helping to retain, motivate and inspire employees and can recognize individuals as well as teams.

*(This complete article is located at:  
[www.workforce.com/section/02/23/14/24.html](http://www.workforce.com/section/02/23/14/24.html))*

CTCBA offers opportunities to its members to  
"host" certification courses/ workshops  
and attend at no charge.

Call the CTCBA office (512/763-1700)  
for more details...

## CERTIFICATION CORNER

Recognized worldwide, the WorldaWork certification programs offer two options: the CCP (Certified Compensation Professional) and CBP (Certified Benefits Professional) designations. Ten certification seminars are being hosted by CTCBA in 2002. Locations for these courses may vary. Check out the CTCBA website at [www.ctcba.org](http://www.ctcba.org) for specific details and to register online. Cost is \$815 for CTCBA members...a savings over the regular WorldaWork member rate of \$855!

**T2** "Principles of Accounting and Finance"  
**June 10-12, 2002**

**T3** "Quantitative Methods"  
**October 7-9, 2002**

**T4** "Strategic Communication in  
Total Rewards"  
**June 10-12, 2002**

**T6** "Mergers & Acquisitions: Benefits,  
Compensation & Other HR Issues"  
**August 26-28, 2002**

**C1** "Regulatory Environments for  
Compensation Programs"  
**April 22-24, 2002**

**C2** "Job Analysis, Documentation and  
Evaluation"  
**August 26-28, 2002**

**C4** "Base Pay Management"  
**April 22-24, 2002**

**B1** "Fundamentals of Employee Benefits  
Programs"  
**October 7-9, 2002**

See the CTCBA website at [www.ctcba.org](http://www.ctcba.org) for a complete description of these courses or to register online to attend.

## 2002 Officers

### **President**

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Constance Mullen  
*Compensation & Organization  
Solutions, Inc.*

### **Immediate Past President**

LaTonya Olivier  
*JJ Companies*

### **Administrator**

Dana Tucker

### **CTCBA Office Phone:**

512/763-1700

### **CTCBA Office Fax:**

512/931-1166

**Web Site: [www.ctcba.org](http://www.ctcba.org)**

## What is CTCBA?

The Central Texas Compensation and Benefits Association (CTCBA) was founded in 1991 to promote and support compensation and benefits professionals from a wide variety of private and public organizations in Central Texas.

CTCBA was established with the guidance and assistance of *WorldatWork*, a global, not-for-profit association dedicated to knowledge leadership in compensation, benefits and total rewards disciplines. CTCBA is a participant in *WorldatWork's* Group Partnership Network and has become a top provider of *WorldatWork's* certification courses leading to the Certified Compensation Professional (CCP), Certified Benefits Professional (CBP) and Global Remuneration Professional (GRP) designations.

CTCBA is committed to promoting the professional practice of Total Compensation in support of management goals and objectives. Total Compensation embodies pay, benefits, rewards and recognition strategies, and related communications within the Human Resources profession.

If you are interested in more information about CTCBA for yourself or your colleagues, check out the CTCBA website at [www.ctcba.org](http://www.ctcba.org) or call the CTCBA office at 512/763-1700.