

# Columbus Compensation Association



P.O. Box 164022 – Columbus, OH 43216 - 4022

[www.columbuscomp.org](http://www.columbuscomp.org)

January 2005 Newsletter

## Letter from the President

It's a new year and I want to welcome our new members and also welcome back our returning members. This year is going to be another exciting year! We have some great programs lined up including our next meeting on January 20<sup>th</sup> where two speakers from Schuster-Zingheim and Associates, Inc will be presenting *Designing Rewards for the Economic Rebound*. This meeting will be followed by a half day workshop which will go into detail about how to create these types of reward programs. Similar to last year, we are also planning for someone from William M Mercer to present the results of the Metropolitan Benchmark Survey including a special cut for the Columbus area. Last November's meeting was a great success with over 70 members in attendance.

There will be six WorldatWork courses offered again this year. We are offering a new course that we have not offered in the past titled *Outsourcing and Managing HR Service Partners (T12)*. We have also coordinated with other local associations in and around Ohio to offer WorldatWork courses that compliment each other to help you work towards your certification or earn CEU credits.

This year, we will be making significant improvements to the Association website which was designed a few years ago. Look forward to a more user friendly site with additional functionality.

We have increased and will continue to increase the number of volunteers needed to help out with the Association. If you would like to help out or would like to find out more about the opportunities, please feel free to contact any Board member. Also, please give the Board members your feedback on programs you attended, future programs you would like to see or any ideas that you have that may improve the Association.

I am looking forward to spending another great year with you and look forward to seeing you on January 20, 2005.

Sincerely,

*Amanda Linard*

## Columbus Compensation Association 2005 Board Members

President: Amanda Linard Compensation Manager Cardinal Health, Inc. 7000 Cardinal Place Dublin, OH 43017 614-757-5314 amanda.linard@cardinal.com	Immediate Past President: Ron Guisinger Dir of Global Comp & Benefits Sterling Commerce, Inc. 4600 Lakehurst Ct. Dublin, OH 43016 614-793-7477 ron_guisinger@stercomm.com
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Vice President: Mary Ellis President Mary Ellis Associates, LLC 4744 Brittonhurst Drive Hilliard, Ohio 43026 614-529-8803 mellis@columbus.rr.com	Secretary: Julie Hurley HR Representative Wendy's International, Inc. 4288 W. Dublin-Granville Rd Dublin, OH 43017 614-764-3231 julie_hurley@wendys.com
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Treasurer: Michael Kalan Compensation Analyst Wendy's International, Inc. 1 Dave Thomas Blvd. Dublin, OH 43017 614-764-3275 michael.kalan@wendys.com	Communications: Sarah K. Skala Compensation Analyst Limited Brands 3 Limited Pkwy Columbus, OH 43230 614.415.8198 sskala@limitedbrands.com
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Membership: Karen Hudson Compensation Manager City of Columbus HR Suite 311 90 W. Broad St. Columbus, OH 43215 614-645-0293 kjhudson@columbus.gov	Programs (Speakers): David Giesman Relationship Manager Compensation & Benefits Nationwide Insurance One Nationwide Plaza 1-26-10 Columbus, OH 43215 614-249-3445 giesmad@nationwide.com
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Professional Development: Don Adams President Compensation Consultants of Dublin 5713 Grantham Lane Dublin, OH 43016 614-792-0240 donadams@rroho.com	Programs (Facilities): Sally Warshaw Compensation Manager The Scotts Company 14111 Scottslawn Road Marysville, OH 43041 937-644-7186 sally.warshaw@scotts.com
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### Upcoming Events

#### January 20 - Breakfast Presentation

*Total Rewards: Designing Rewards for the Economic Rebound*

#### January 20 - Workshop

*Considering New or Revamping Existing Incentives? How to Build a Practical Incentive Plan*

# January Meeting & Workshop Announcement

Thursday, January 20, 2005 • The Fawcett Center • 2400 Olentangy River Road, Columbus, OH

Patricia K. Zingheim and Jay R. Schuster  
Schuster-Zingheim and Associates, Inc.

***Breakfast Presentation: Total Rewards: Designing Rewards for the Economic Rebound  
and  
Workshop: Considering New or Revamping Existing Incentives? How to Build a Practical Incentive  
Plan***

## Breakfast Presentation: Total Rewards: Designing Rewards for the Economic Rebound

Reward leaders must keep their eyes on the ball as business improves. While we are in what some call a jobless recovery, organizations need attractive total rewards for their must-keep talent. This session provides concrete answers about how your organization can move to total rewards and balance a pay-and-reward solution with a sound return on investment. The breakfast briefing builds on Pat and Jay's best-selling reward book, *Pay People Right! Breakthrough Reward Strategies to Create Great Companies*.

The take-aways for you and your organization include:

- The economy is improving. How can you tune pay and rewards to get maximum mileage from scarce dollars?
- What are the most important actions your organization should take in 2005 to accelerate top performance?
- What are total rewards, and how can you put a practical and straightforward program in place?
- What can you do with existing programs such as base salary, incentives, equity, recognition and celebration, and others to make them more successful?
- What are the next great things in compensation and rewards, and should you consider them?
- How can you get the scarce talent you need and still keep rewards attractive to everyone?

This briefing gives you some quick answers that will reap benefits for your organization in 2005. Here's the chance to gain a strong total rewards foundation, get your questions answered, and have some fun.

## Workshop: Considering New or Revamping Existing Incentives? How to Build a Practical Incentive Plan - A How-To Seminar for Reward Leaders

This how-to workshop session starts where the ***Total Rewards: Designing Rewards for the Economic Rebound*** early-morning briefing stops. Research on employee incentives shows that well-designed incentive plans return almost four times what they cost. Even "average" plans double their ROI (return on investment). This seminar will provide you with the newest thinking on incentive plan design. Does your CEO want a practical and workable incentive plan? Is your current plan providing questionable value? Do you need to get a better return on pay costs? Do you need to prove incentives work?

Here are the “how-to-do-it” answers you will get:

- How do you design, implement, and communicate a straightforward incentive plan that gets performance results?
- What are the possible designs to consider, and where do they work best?
- What are the criteria for successful incentive plans, and how do you avoid pitfalls?
- Where do measures and goals come from, and how should goals be set?
- How do you develop incentive formulas so that employees win and the organization gets a ROI?
- What’s the best way to communicate and implement an incentive plan that works the first time?
- How do you evaluate the effectiveness your existing incentive plan? Is it time for a “tune up,” or is it smooth sailing?
- How do you fix your existing incentive plan and make it work better?

Get some examples of incentive plans, ask questions, and receive suggestions on incentive design issues that concern your organization right now. Be ready to talk about your organization’s incentive plan if you want some feedback. It’s a great time to put your compensation program on track for 2005.

**Patricia K. Zingheim Ph.D. and Jay R. Schuster Ph.D.**

Pat and Jay are partners in Schuster-Zingheim and Associates, Inc., a globally recognized pay and rewards consulting firm located in Los Angeles and founded in 1985. They consult with a wide range of companies throughout the world on the development of total rewards, incentives, base pay structures and increase methodologies, performance management, executive compensation, sales compensation, recognition, and other pay solutions. Pat and Jay were selected as pay and motivation gurus in *The Guru Guide*. They are authors two best-selling rewards books, *Pay People Right! Breakthrough Reward Strategies to Create Great Companies* (Jossey-Bass, 2000) and *The New Pay: Linking Employee and Organizational Performance* (Jossey-Bass Publishers, 1996). They are authors of over 200 articles in business magazines on the subjects of rewards and organizational effectiveness. Both are contributors to publications such as *Fortune*, *Across the Board*, *Wall Street Journal*, *Working Woman*, and *Business Week*. They have appeared on many television, cable, and radio programs including CNBC, CNNfn, NBC, and CBS. They speak throughout the world to leadership audiences interested in creating a high-performance workplace through people. Their website is [www.paypeopleright.com](http://www.paypeopleright.com).

*REGISTRATION FORM AT THE END OF THIS NEWSLETTER*

<b>Time</b>	<b>Topic</b>
8:00 am	Registration
8:15 am	Buffet Breakfast
8:30 – 9:30 am	<b><i>Presentation: Total Rewards: Designing Rewards for the Economic Rebound</i></b>
9:30 – 9:45 am	Break
9:45 am	<b><i>Workshop: Considering New or Revamping Existing Incentives? How to Build a Practical Incentive Plan</i></b>
9:45 – 10:15 am	Incentive design: what works and what doesn’t; incentive strategy and the business case for incentives, matching incentive design to organizational need
10:15 – 11:00 am	Measures and goals, formulas, integration with base pay, upside opportunity, competitive practice
11:00 – 11:30 am	Communications and implementation
11:30 – 12:00 noon	Evaluating your plan; questions and answers; discussing your organization’s existing incentive plan or the one you need to design

## In the News

- Almost two-thirds of companies support a new international accounting standard requiring them to expense employee share options in their financial statements, according to a Mercer Human Resource Consulting survey. (source: World at Work)
- The Fair Labor Standards Act (FLSA) does not define full-time employment or part-time employment. This is a matter generally to be determined by the employer. Whether an employee is considered full-time or part-time does not change the application of the FLSA. (source: US Department of Labor)
- Part-time workers who do not meet \$455 per week minimum may not be classified as exempt and will be entitled to overtime payments if they work more than 40 hours in a workweek. (source: SHRM)
- Effective January 1, 2005 several state minimum wage requirements will increase. They include:
  - Illinois \$6.50
  - Oregon \$7.25
  - Vermont \$7.00
  - New York \$6.00
  - Washington \$7.35 and
  - The District of Columbia \$6.60

**Please Note:** *This material is provided as general information and is not a substitute for legal or other professional advice.*

*Columbus Compensation Association has revised the bylaws. They are posted on the CCA website at [www.columbuscomp.org](http://www.columbuscomp.org) for your review.*

**REMEMBER** to keep your contact information current by emailing any changes to [info@columbuscomp.org](mailto:info@columbuscomp.org).

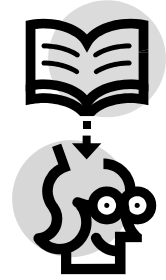
The CCA website has information on programming, as well as numerous compensation **job postings**. Your organization may post openings, *free of charge*, on the CCA website. Send information to [info@columbuscomp.org](mailto:info@columbuscomp.org).

**Don't forget to renew your membership for 2005!**

## January Book Review

**MoneyBall by Michael Lewis**

By Gina Ross  
Director of Compensation  
Limited Brands



Having a lifelong passion for baseball, and a more recent passion for compensation, I was excited to find a book where I could learn more about both. I was surprised to realize baseball paralleled business more than I initially thought. In the business world I have experienced situations where we "buy" talent - paying top dollar for a heavy "hitter" who the company hopes will come in and turn the "team" around. That is what many of the baseball clubs are doing today. Most of us are familiar with the NY Yankees expensive payroll roster and their winning streak. There is a focus on payroll dollars - but what about the love of the game - the pure passion of playing baseball just to play baseball? Wouldn't it be great to staff teams at work with people who come to work for the pure joy of it, rather than the paycheck they get at the end of the week? At some point baseball ceases to be an athletic competition and becomes a financial one - is that not true of some companies? It may not be the company with the best reputation, the most sought after product, but the one that can afford to pay a candidate the most money that wins the talent. How can we influence someone to come to our company, when we may not be able to afford the highest wages? The book asks a series of questions valuable in our own organizations, revolving around rethinking the game: how it is managed, how it is played, who is best suited to play it and why? All are important questions to ask yourself as you are looking for your company's next heavy hitter, and the answers may also make you rethink the game of baseball.

Would you like to be our next Book Reviewer? E-mail [info@columbuscomp.org](mailto:info@columbuscomp.org) if interested!

# **WORLdatWORK**

CCA will sponsor six WorldatWork certification courses in 2005. This includes a Benefits course!

## **March 7-9, 2005 at Embassy Suites Hotel, Dublin, OH**

### **B1: Fundamentals of Employee Benefits Programs**

This basic-level, two-day course provides an examination of employee benefits programs in private-sector settings. Closely attuned to today's benefits issues and challenges, the course is an excellent preparation for achievement in this field. You'll gain a solid foundation in all aspects of employee benefits, including both health and welfare benefits as well as retirement benefits. You'll explore case studies designed to model real-life situations encountered by HR professionals. On the third morning, an optional certification exam covers the content of this course. This course is designed for HR professionals new to the employee benefits field, as well as those who want an overview of benefits as part of a total rewards strategy. Employees, employers, HR managers and emerging professionals alike will find the material offered in this seminar valuable.

## **March 7-9, 2005 at Embassy Suites Hotel, Dublin, OH**

### **T12: Outsourcing and Managing HR Service Partners**

This new, two-day seminar will lead you through the stages involved in establishing and maintaining a relationship with an HR outsource partner. In this intermediate-level course, you'll learn how to select a service partner, negotiate the contract, then how to transition responsibilities to them and manage the partnership. You'll have an opportunity to discuss issues that arise when deciding whether outsourcing functions are right for your organization, which type of service provider you should choose, what performance expectations are appropriate and how you will know if their resources and expertise are appropriate for your organization's needs. On the third morning, an optional certification exam covers the content of this course. This course is intended for middle- to senior-level HR professionals that outsource and manage HR service partner relationships with third-party administrators, consultants and claims processors.

## **July 11-13, 2005 at Columbus Marriott Northwest, Dublin, OH**

### **C1: Regulatory Environments for Compensation Programs**

This basic-level, two-day course presents an overview of the regulatory requirements for compensation programs. You'll cover the major federal statutes that affect compensation design and practice. On the third morning, an optional certification exam covers the content of this course. This course is designed specifically for compensation professionals who are new to the compensation field as well as for generalists with limited exposure to the compensation function.

## **July 11-13, 2005 at Columbus Marriott Northwest, Dublin, OH**

### **T6: Mergers & Acquisitions - Benefits, Compensation and Other HR Issues**

This intermediate-level, two-day course gives you practical guidelines for addressing opportunities and pitfalls in mergers, acquisitions and similar transactions. You'll examine detailed methods for effective due diligence in the human resources area, including benefits plan design and costs, compensation and cultural integration. On the third morning, an optional certification exam covers the content of this course. This

course is designed for human resources and finance professionals who seek detailed knowledge of the human resource implications in M&A transactions involving companies with existing benefits, compensation and human resources programs. You should have a basic understanding of the various types of benefit and compensation plans and their corresponding designs. A basic knowledge of financial and accounting implications in transactions is helpful.

### **October 10-12, 2005 at Embassy Suites Hotel, Dublin, OH**

#### **T3: Quantitative Methods**

This intermediate-level, two-day course is one of the CCP/CBP common core courses offered by WorldatWork. It focuses on general quantitative concepts, basic statistical tools, the mathematics of total rewards design and administration, mathematical modeling, and regression analysis. Participants learn to consider data from numerous sources, with an emphasis on problem solving and decision-making. On the third morning, an optional certification exam covers the content of this course. This course is intended for those individuals who are relatively new to the field as well as experienced practitioners who seek a basic treatment for applying statistics in total rewards management. Participants will benefit most from this course if they are proficient in the concepts covered in course T1. It is assumed that participants have had no formal exposure to statistics, but have had a basic algebra course.

### **October 10-12, 2005 at Embassy Suites Hotel, Dublin, OH**

#### **C6: Principles of Executive Rewards**

This intermediate-level course provides an overview of the executive rewards field. Topics include a review of executive compensation and benefits plans, how they operate, and tax and accounting treatments. This course is particularly valuable for professionals who are new or relatively new to the executive rewards function. This course presents the difference between the rewards of executives and other employees. It is recommended that participants be proficient with the content covered in WorldatWork course T2 or have at least two years of experience in the compensation function before taking this course.

*For information or to register, contact WorldatWork at (877) 951-9191 or fax (866) 816-2962 or by e-mail. Be sure to include the certification course number and the course location (Columbus, Ohio) in your e-mail. CCA members receive a discount on all WorldatWork courses held in Columbus, Ohio. The 2005 fee of \$800 includes the exam. Non-CCA members pay the current WorldatWork fee at the time of registration.*

#### **About Columbus Compensation Association**

A major purpose of the Columbus Compensation Association (CCA) is to enhance and promote the total compensation profession through the participation of members in seminars for their career growth and personal benefit. To serve this purpose, CCA is pleased to sponsor WorldatWork seminars. [www.columbuscomp.org](http://www.columbuscomp.org)

#### **About WorldatWork**

WorldatWork is the world's leading not-for-profit professional association dedicated to knowledge leadership in compensation, benefits and total rewards. Founded in 1955, WorldatWork focuses on disciplines associated with attracting and motivating employees. In addition to providing professional affiliation, WorldatWork offers highly acclaimed certification (CCP<sup>®</sup>, CBP<sup>™</sup>, and GRP<sup>®</sup>) and education programs, the monthly *workspan*<sup>®</sup> magazine, online information resources, surveys, publications, conferences, research and networking opportunities. [www.worldatwork.org](http://www.worldatwork.org)

# January 20, 2005 Meeting & Workshop Registration Form

## Total Rewards: Designing Rewards for the Economic Rebound and Considering New or Revamping Existing Incentives? How to Build a Practical Incentive Plan

(Attach business card or complete information below)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### **Event Costs:**

Presentation Only: \$20 member / \$25 non-member

Workshop Only: \$40 member / \$50 non-member

Both: \$50 member / \$60 non-member

Please make check payable to CCA and return with registration form by mail to:

Columbus Compensation Association  
PO Box 164022  
Columbus, OH 43216-4022

To ensure your reservation, please mail the completed form and payment so that it is received no later than January 11, 2005.

**Send RSVP, or questions, by email to CCA at [info@columbuscomp.org](mailto:info@columbuscomp.org).**

## 2005 Columbus Compensation Association Membership Application

<b>Member Name:</b>	
<b>Title:</b>	
<b>Company Name:</b>	
<b>Business Mailing Address:</b>	
<b>Business Phone:</b>	
<b>Business Fax:</b>	
<b>Business E-Mail:</b>	
<b>Industry Segment:</b>	

*Please Note:*

- *New member dues paid in the last quarter of the year will apply towards the next year's membership.*
- *Please feel free to attach a business card with the required information if that is more convenient.*

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Membership is on an individual basis. However, each company may designate one member to serve as their primary contact. Are you the primary contact for your company? \_\_\_\_\_

Are you a new CCA member? If yes, who referred you to the CCA? \_\_\_\_\_

Signature of applicant: \_\_\_\_\_ Date: \_\_\_\_\_

### Individual Annual Membership Dues: \$25.00

Please return both the membership form and check payable to CCA to:

Columbus Compensation Association  
CCA Membership Coordinator  
PO Box 164022  
Columbus, OH 43216-4022

*The Columbus Compensation Association Tax ID number is 31-1117241.*