

# Columbus Compensation Association



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

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

**November 2006 Newsletter**

## *Upcoming Breakfast Presentation*

Wednesday, November 15, 2006 Breakfast

### *The Next Generation of Healthcare: Design and Implementation Strategies for a Full Replacement CDHP and HSA*

Presenter: Lynn A. Bauman, Director, Employee Benefits  
Wendy's International, Inc.

Healthcare has become a major concern for everyone, from individuals to corporations, with double digit increases since 2000. Cost Shifting is no longer sufficient. The focus must be on providing competitive plan offerings designed to improve the overall health of the population and promote/incent consumerism principles. Participants must take ownership of their healthcare and become engaged in their healthcare decisions.

Learn the process Wendy's International, Inc experienced on their way to designing and implementing a full replacement Consumer Directed Health Plan (CDHP) with Health Savings Accounts (HSA's). We will review the strategies that were developed to meet the challenges presented from plan design to communications to administration to implementation. With the results in for the first year, the future looks bright.

#### **Location:**

The Fawcett Center, 2400 Olentangy River Rd.

#### **To Register:**

Go to [www.columbuscomp.org](http://www.columbuscomp.org) and complete the online reservation form. You may print the reservation form and mail it in with your payment, or you may pay at the door but **please register online** so we can reserve you a seat. Please note that CCA accepts only checks and cash at this time.

#### Schedule

|              |                  |
|--------------|------------------|
| Registration | 7:45 - 8:00 a.m. |
| Breakfast    | 8:00 - 8:30 a.m. |
| Presentation | 8:30 - 9:30 a.m. |

| <u>Costs</u> | <u>Member</u> | <u>Non-Member</u> |
|--------------|---------------|-------------------|
| Meeting      | \$30*         | \$40              |

\*No meeting cost for those who prepaid membership and meeting package for 2006.

**Registration Due Date:**  
**November 10, 2006**

*Please note that those who have registered and do not attend will be billed. If you need to cancel your reservation, please do so via email as soon as you are able. Your understanding is appreciated. Thank you.*

## *About the Speaker*

### **Lynn A. Bauman**

Director, Employee Benefits, Wendy's International, Inc.

Lynn has over 35 years as a professional in the Human Resources arena with experience in customer focused environments and manufacturing. He joined Wendy's International, Inc. in 1993 as Director, Employee Benefits responsible for all Enterprise (domestic and international) Health & Welfare and Retirement programs, including all ancillary benefits. His responsibility also includes strategic planning, development and implementation of Enterprise Benefit programs.

Prior to Wendy's, Lynn was Benefits and Compensation Manager for Sherex Chemical Company (1985 - 1993), a manufacturer of surfactant chemicals used in laundry and soap products and personal home care shampoos. In this position, he was responsible for all Benefit and Compensation programs for both union and non-union manufacturing facilities.

From 1980 - 1984, he was Personnel Manager for Wyandot, Inc., a popcorn-based snack food manufacturer and raw popcorn processor. As a Personnel Generalist, he was responsible for all Benefits, Compensation, Training, Recruitment and Hiring, Workers Compensation and Labor/Employee Relations for both union and non-union plants.

Lynn began his career in 1970. From then until 1980 he was a Personnel Officer for two different Banking organizations with responsibility for all Personnel Generalist activities. Primary focus at the first organization was to develop, implement and, in essence, start a Personnel Department for a bank that did not have such a discipline.

Lynn holds a B.S. in Business Administration with a major in Personnel Management from The Ohio State University in Columbus, Ohio.

## September Meeting Review By Pam Thompson, SPHR

On September 27, 2006, at the Fawcett Center, Fred Crandall, Senior Consultant at Watson Wyatt unveiled the results of Watson Wyatt's 2006/2007 Survey of Strategic Rewards survey. Conducted with WorldatWork during the summer of 2006, the study covered the topics of:

- Employer-Employee Relationship
- Attraction and Retention of Talent
- Why Demographics Matter
- Employee Retention
- Organizational Change and Employee Commitment
- Total Rewards
- Performance Management

What the survey revealed is that there are a number of issues that are converging and causing changes to the Employer-Employee Relationship. The result is the emergence of the "New Deal" company that realizes that you can't depend on the conventional wisdom of the 1990's to attract and retain high performing employees. The employer-employee relationship should be based on the linkage of company and individual goals – *line of sight* - to engage and retain employees and, ultimately to drive company success. To successfully achieve this, companies need an understanding of why employees are leaving and how to develop more strategies to attract and retain employees, particularly critical-skill and top performing employees. There is a growing gap between high- and low- performing companies in their ability to attract and retain key talent. There is also a growing employer-employee perception gap between how employers think they are treating employees and how employees think they are being treated.

While pay is still dominant, benefits such as health care and retirement plans do play a role in retaining top employees. This is especially true in the case of older employees for whom stress, healthcare benefits and retirement benefits play a more significant role as employees age. Change is inevitable, but needs to be linked to business objectives to reinforce employee commitment.

Although base pay is rising, merit increases are averaging at about 3.6%. This is significant because with the current rate of inflation, the majority of employees will not experience a real wage increase – only top-performing employees will achieve real wage increases. This is especially true in the case of high-performing firms which are putting more money into performance-based rewards and setting aside the funds needed to invest in career development, work/life balance and training.

Communication is the key, to committed and engaged employees. Successful feedback is critical. Performance management communications are the primary opportunity to discuss with the employee the linkage between everyday jobs and business strategy. The weak link, however, remains ongoing communication by line managers. As a result, employees have limited understanding of the reward systems. Thus, a successful communication program is needed to establish line-of-site for employees.

To establish the "New Deal", you need to first define it as it relates to your business strategy, then develop a total reward philosophy that reflects the "deal" and linkage to business strategy and objectives. Then develop clear and consistent messages through various channels to create alignment between employer-employee expectations.

Despite sharing a lot of information with us in a very short time, Fred Crandall was able to take a few questions from the audience. His presentation was a success – everyone was quite engaged and you could tell that the audience really appreciated the information.

**Tell Your Colleagues!**

**The Benefits of Columbus Compensation Association Membership:**

- Discounted WorldatWork Certification Courses
- Discounted Meeting & Seminar Fees
- Membership Directory
- Discounted Meeting & Seminar Fees at GPN Partner Associations in our region
- Excellent Networking Opportunities
- Member Newsletters
- Enhancement of Professional Knowledge & Skills
- Complimentary Job Postings on CCA Website
- Individual Membership that Transfers with the Member

**September Meeting Door Prize Winners**

**Carla Byrne from Hexion won the book** Headcount Solution, The: How to Cut Compensation Costs and Keep Your Best People  
By N. Frederic Crandall & Marc J. Wallace Jr.

**Donna Gibson from Safelite Group won the book** HR Scorecard: Linking People, Strategy and Performance  
**By Brian E. Becker, Mark A. Huselid, and Dave Ulrich.**

**Columbus Compensation Association  
2006 Board Members**

|   |  |
|---|--|
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| Membership:<br><b>Karen Hudson</b><br>Compensation Manager<br>City of Columbus<br>HR Suite 311<br>90 W. Broad St.<br>Columbus, OH 43215<br>614-645-0293<br>kjhudson@columbus.gov        | Programs (Speakers):<br><b>David Giesman, CCP, PHR</b><br>Director of People Services<br>Donatos Pizza<br>935 Taylor Station Road<br>Columbus, OH 43230<br>Office: 614-416-7829<br>Fax: 614-416-7706<br>dgiesman@Donatos.com |
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**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)**

Is there anything you'd like to see in our next newsletter?  
Please send feedback and ideas to [info@columbuscomp.org](mailto:info@columbuscomp.org).