



2019 SHRM

**PINNACLE AWARDS**



**OVERVIEW:** The SHRM Pinnacle Award Program is an annual recognition program honoring the highest achievements in affiliate development and contributions that serve HR professionals, advance the HR profession and enhance the SHRM community. SHRM chapters and state councils are encouraged to apply for a Pinnacle Award for innovative projects created and implemented by your SHRM affiliate. For more information and to get involved, please visit our website: <https://shrm.co/PinnacleAwards2019>.

This year, we saw our affiliates commit to creating better workplaces for a better world, in a variety of ways. From repairing broken families in Arkansas to empowering inmates in Wyoming, HR professionals across the country worked together to help their respective communities. We encourage all HR professionals to follow in their footsteps as we move forward.

## 2019 WINNERS: "SERVING THE PROFESSIONAL"

### Small Category:

Lower Columbia Human Resources Management Association — "A 'Crucial' Training Series"

Facing no local, affordable versions of highly sought-after national programs such as Vi-talSmarts or FranklinCovey, the Association created a custom training program for its mostly rural community at an affordable price. Offering the program for only \$395, members were able to reinvest the profits into chapter expansion to another region of Oregon, serving even more HR professionals across the state.

Lower Columbia Human Resources Management Association

### Medium and Large Category:

Association for Human Resource Management (AHRM) — "HR for Small Business and Non-Profits"

AHRM set out to change the greater business community's perception of its HR expertise and the available resources across a wide variety of knowledge areas. Members specifically taught small business owners—previously an underserved community—HR best practices, becoming the go-to resource for all small business owners and nonprofit leaders in West Michigan.



### Mega and Super Mega Category:

Chesapeake Human Resources Association (CHRA) — "A More Focused Approach ... With Roundtables!"

With over 1,100 members, CHRA is the largest SHRM chapter in Maryland, creating a need for more focused content. That's why it launched an HR Executive Roundtable in 2016, and the HR Department of One Table earlier this year, bringing together hundreds of HR professionals for thought leadership dialogue, knowledge sharing, and networking.



### State Council Category:

Colorado SHRM (COSHRM) — "Diversity and Workforce Webinar Series"

For the second year running, COSHRM has offered quarterly webinars on topics of interest to HR professionals as a method to educate members and encourage monetary support of the SHRM Foundation. Webinar topics recently expanded into Workforce Readiness, Military Veteran Talent, Unconscious Bias, and other topics, raising more than \$1,700 for the SHRM Foundation to date.



## 2019 WINNERS: “ADVANCING THE HR PROFESSION”



### SMALL CATEGORY:

South Central MN SHRM — “Operation Employment: Building A Community One Hero at a Time”  
Coming to fruition after the 2017 VLS, Operation Employment helped shine a light on es-sential leadership “soft” skills that are extremely valuable for service members and their families in today’s tight labor market. During the two-year project, the chapter learned about the shifting expectations for American soldiers since 9/11 and how they relate to the workplace.



### MEDIUM AND LARGE CATEGORY:

Western Arkansas Human Resource Association — “Restore Hope: 100 Families”

To address some of the highest broken family rates in the country, the Association is active-ly engaged in the effort to move 100 families from crisis to stability, and ultimately to growth. “Restore Hope” exceeded its original goal by welcoming an additional 74 families into the program, moving them one step closer to self-sufficiency.



### MEGA AND SUPER MEGA CATEGORY:

Human Resource Association of the Midlands (HRAM) — “Address-ing Domestic/Sexual Violence in the Heartland”

In collaboration with the Women’s Fund of Omaha, HRAM has provided toolkits to employ-ees across the Omaha metro area with resources on identifying domestic and sexual vio-lence—and staying safe in the workplace. These toolkits are empowering conversations at the local level for the Omaha community.



### STATE COUNCIL CATEGORY:

Wyoming State Council — “WDOC ReEntry Partnership”

Partnering with the Wyoming Department of Corrections, the Council has engaged with inmates who are within one year of release from prison, preparing them to re-enter the workforce. The Council attended Resource Fairs at four WDOC prisons and talked to over 300 inmates. To further this partnership, there will be an educational offering at the annual state conference, including a panel discussion with employers who have hired offenders and helped them successfully transition into the workplace.

## 2019 WINNERS: “ENHANCING THE SHRM COMMUNITY”



### SMALL CATEGORY:

Bay County SHRM — “Hurricane Michael Outreach and Recovery Efforts”

In the aftermath of Hurricane Michael, the chapter developed a hurricane response plan, which included the distribution of hurricane supplies, organization of a Hurricane Recovery Meeting, and hosting of a Mental Health First Aid Certification Course. The rapid coordina-tion was successful in meeting membership’s immediate needs at a time of crisis.



### MEDIUM AND LARGE CATEGORY:

Southern Indiana SHRM — “SISHRM Remote Access”

In 2018, the chapter adopted a new electronic form of delivering monthly chapter meeting content, giving HR profession-als in the 19 surrounding counties greater access to recerti-fication credits and the ability to be part of a chapter remotely. The “Remote Access” initia-tive led to the formation of small-group HR meetings in towns and cities—thus creating a rise in membership.



### MEGA AND SUPER MEGA CATEGORY:

Cleveland SHRM — “Women’s Leadership Conference of Northeast Ohio”

Cleveland SHRM has established the pre-eminent business-focused women’s conference in Northeast Ohio, connecting the HR and broader business communities in a way that no other local conference has done. This conference created a space where women can learn about negotiations, finances, branding, and other applicable tools for the workplace.



### STATE COUNCIL CATEGORY:

SHRM New Mexico — “SHRM New Mexico and Indian Country: Kindred HR Spirits”

The Council focused its Diversity efforts on connecting and supporting the underserved HR population within the Navajo Nation—the largest Native American tribe in the North Amer-ica. Members encouraged and endorsed the creation of a new local SHRM chapter within New Mexico, with the acronym SNAC (SHRM Native American Chapter)—the first of its kind in the United States.

