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**Consultants Breakfast:  
Tuesday, May 18<sup>th</sup>**

**T**he Greater Cincinnati Compensation & Benefits Association is pleased to announce the program for our annual Consultant's Breakfast scheduled for Tuesday, May 18, 2004. The format of our Consultant's Breakfast features regional consultants recognized as experts in their fields. We will hear one benefits focused presentation – Health Savings Accounts and one compensation focused presentation – Sales Compensation. Please tell your professional associates about this educational opportunity and plan to join us for this informative session.

**Health Savings Accounts – Is This the Escape from Runaway Healthcare Costs?**

John Sinclair, MHA, CEBS is a Principal and the Leader of the Healthcare and Group Benefits practice for the Cincinnati office of Mercer Human Resource Consulting. He provides consulting services to employers, providers and managed care organizations, primarily in the development of healthcare market strategies, managed care approaches and effective human resource management. John has over 20 years of experience in the employee benefits and healthcare field. John will discuss Health Savings Accounts. Is this the escape from runaway healthcare costs? John will provide information about the basics of Health Savings Accounts, who can have them, how they are established and what are the rules.

May 2004						
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30	31					

**Aligning your Sales Compensation Plan and Your Business Strategy**

Joseph Keller is a Manager with The Alexander Group, Inc., a management consulting organization providing Fortune 1000 companies with advanced sales growth solutions. With over eight years of management consulting experience, John has worked with clients across a variety of critical sales and marketing issues. John has been instrumental in leading the development of the Firm's quantitative models of sales effectiveness. The session is designed to provide insight and guidelines on how to ensure alignment between your sales compensation plan and your strategy. Mr. Keller will describe: Elements of a complete sales compensation program, Contemporary practices in sales compensation plan design, How to articulate sales strategy (tools to assess consistency of sales compensation plans with sales strategy), and Next steps... actions to tune up your sales compensation program.

For reservations, please complete the form below and mail with your check payable to GCCBA by May 12, 2004. Mail to: Ms. Vicki Tettenhorst, Sr. Manager, Compensation, Convergys Corporation, 201 East Fourth Street, Cincinnati, OH 45202 Phone: 513-723-6846.

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

Location: Embassy Suites Hotel  
10 East River Center Blvd.  
Covington, KY

Time: 8:00 a.m. – 8:30 a.m. Registration & Full Breakfast  
8:30 a.m. – 11:00 a.m. Announcements & Program

Cost: GCCBA Members \$25.00  
Non-Members \$50.00



## BOARD MEMBERS

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513/721-6611

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513/369-5610

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859/655-6893

### PUBLIC RELATIONS

Dan Parker  
513/333-2167

# Message from the President



**Lisa Wade**  
President

**T**he Consultant's Breakfast Meeting we are holding next week, on May 18, is the last major meeting for the 2003-2004 program year at GCCBA. It has been a great year for our association!

You have made that possible through your membership support of GCCBA. Board members and others working behind the scenes in planning, coordination and event logistics have also made a vital contribution. Thanks to all GCCBA members for your continued support and involvement. Here are some of the things we've been able to accomplish this year because of it:

- Membership has grown to 99 members this year - a 36% increase since Spring 2003!
- Four Membership Meetings held on a variety of topics
  - o September 2003: Proposed FLSA Changes
  - o January 2004: Communicating Compensation Programs
  - o March 2004: Strategic Rewards
  - o May 2004: 1) Health Savings Accounts; 2) Sales Compensation
- GCCBA sponsored 3 WorldatWork Certification Courses, held locally:
  - o B3: Health Care and Insurance Plans Design (October 2003)
  - o C11: Performance Management Strategy, Design and Implementation (May 2004)
  - o T4: Strategic Communication in Total Rewards (May 2004)
- Three Roundtable Meetings on a range of topics, including:
  - o HIPPA (Fall 2003)
  - o Consumer Driven Health Programs (February 2004)
  - o Salary Survey Participation (April 2004)

In the next few months we will be selecting the Board of Trustees for the 2004-2005 program year, planning for all next year's meetings and events, and conducting our Membership Drive. There are many, many ways you can continue to help GCCBA thrive, by renewing your membership, encouraging other colleagues to join, attending meetings and getting involved at the board level. We've appreciated your support and involvement this year and look forward to another successful year in 2004-2005!

## Getting to Know Your GCCBA Board Members

**M**aryann Powell has worked in the Human Resource field for 15 years, primarily in the area of compensation. She is currently employed as a Compensation Consultant for Convergys Corporation where she is responsible for compensation program design and development, project management and sales compensation areas. Maryann earned her B.B.A. degree from Temple University in Philadelphia, PA. Maryann is a CCP, and is currently pursuing her GRP designation through WorldatWork (with only 2 exams to go!).

As a recent addition to the GCCBA board, Maryann serves on the Program Committee. Contact Maryann with your ideas for future GCCBA programs.

Maryann lives in Liberty Township with her husband, John, and their 2 sons. She enjoys tennis and reading and is actively involved in both cub scouts and watching her sons athletic events.

**Data collection  
in process -  
Sign up now!!!**

## 2004 Greater Cincinnati Regional Compensation & Benefits Survey Sponsored by GCCBA

### Discounts offered to GCCBA members!

GCCBA is once again sponsoring the Greater Cincinnati Regional Compensation & Benefits Survey. The survey is a valuable reference tool used by Human Resource professionals, compensation personnel, business owners, prospective employers and area Chambers of Commerce to assess prevailing wage rates in the Greater Cincinnati area.

Be a participant and **save nearly 70%** on the regular purchase price of survey results!

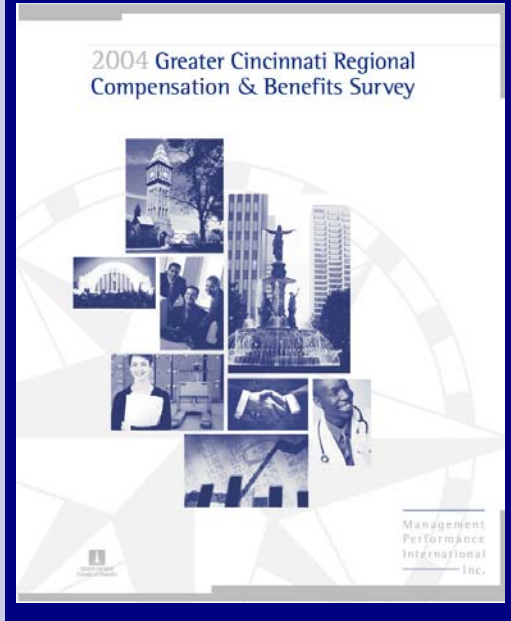
As a GCCBA member, save an additional 10 - 20%.

Over 150 positions surveyed

Web-based questionnaire

Submission ends **June 14, 2004**, and results available **August/Sept. 2004**.

For more information please visit our website at  
[www.managementperformance.com/surveycb/mpj/](http://www.managementperformance.com/surveycb/mpj/)



## GCCBA Happenings

### The March GCCBA Meeting was a Success!

**T**he March GCCBA Program on Strategic Rewards featured Terry Satterfield of EC2 Consulting. Terry focused on Strategic Rewards: how do we attract, retain and motivate our employees in order to meet our corporate strategy. Terry emphasized the importance of paying with purpose. He summarized his discussion by saying that base pay and benefits are "To Play" and that variable pay and recognition are "To Win."

Terry included the Ohio Casualty Insurance Company's "Way to Go" program, presented by Lynn Schoel and Deb Hounshell, as an example of a recognition and reward program. The goal of the "Way to Go" Program is to help employees feel valued - whether through recognizing others or being recognized.

Thirty-two HR professionals attended the presentation at the Sharonville Convention Center and the feedback was very positive.

### Mark Your Calendar!

**T**he GCCBA will be sponsoring the Fall WorldatWork certification course, T11 - Fundamentals of Equity Based Rewards, September 15 - 17, 2004 (location TBD). Remember, as a member of GCCBA, you can receive preferred pricing at these events. Contact Debbie Dunn at 859/283-6493 or [ddunn@aristechacrylics.com](mailto:ddunn@aristechacrylics.com) for further information.

September 2004						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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## Participating in Salary Surveys *Findings from Roundtable Discussion April 28, 2004*

**W**e had a lively discussion about salary surveys during our roundtable. There were certain national surveys that we all use and others that were perhaps more specific to our industries. We each learned of at least one new survey that might help us with specific market pricing data.

After the discussion of which surveys we used, we talked about how we use the surveys. Some of us use national data and then apply geographic differentials for our various locations. Others rely on local data. Some rely heavily upon one survey, while others use a blend of many surveys.

The most interesting topic was how you find credible data for “unique” jobs. These are jobs that are not typical, but we need to find some way to validate a reasonable pay range. Based on our discussion, we came up with the following six techniques. Perhaps you’ll find one that will work for your company.

1. **80/20 rule** states that if a survey job and your job match about 80% of the content, then it is ok to use this match. This goes back to the idea that there are few matches that are 100% perfect.
2. **Majority rules** is used when a job is a blend of two or more positions. You look at the percent of time spent on each of the separate roles and then use market data for the role that is the majority of the time. An example might be an administrative assistant who also handles accounting at a clerical level. If the administrative assistant portion of the job is 40% and the accounting clerk portion is 60%, then you would price it as an accounting clerk.
3. **Majority rules plus a premium** is similar to method two above, however a premium is then added for the extra responsibilities. In the example above, you might price the job as an accounting clerk and then add 10% for the administrative assistant duties.

4. **Pay at the highest skill level** is where you would price all the individual jobs and then use the one with the highest market value. An example would be a technology job that includes LAN administration, PC maintenance and telecommunications. You would price each role separately and then set the blended job at the market value that is the highest. The reasoning behind this is that if the employee can do the job with the highest market value, you are at risk for losing that employee if you don’t pay for that particular skill.

5. **Internal comparisons** is where you compare the job to others within your organization and make adjustments (apply a premium or a discount of 5% – 20%) based on several factors such as levels, size of budget or number of direct reports. This is probably more common with manager level positions where you are trying to differentiate between two managers with different sized departments and the survey data does not provide that fine tuning.

6. **Career paths** is where you look at the positions above the position you are trying to price and the ones below it in terms of internal hierarchy, and then you simply place the job where it makes sense. For example, suppose you have a senior financial reporting analyst and no market data for this position. You know it is below the financial manager in grade 9 and above the financial analyst in grade 6. That means you should place the job in grade 7 or 8. If you have jobs in other departments that might be considered a peer to this one, it might help you narrow it down even further by looking at which grade those jobs are in.

There is no one correct way to deal with these difficult pricings and you may find that you have to look at each situation separately. Hopefully these ideas will at least give you something to start with.

# Conferences/Seminar Calendar



## **WorldatWork Conference** (visit [www.worldatwork.org](http://www.worldatwork.org) for more information)

- Boston, MA: May 23 - 26, 2004 - 49th Annual Conference and Exposition

## **WorldatWork Seminars** (visit [www.worldatwork.org](http://www.worldatwork.org) for more information)

### • Chicago , IL

- June 14-16, 2004 C1 Regulatory Environments for Compensation Programs
- June 14-16, 2004 C11 Performance Management - Strategy, Design and Implementation
- June 14-16, 2004 C12 Variable Pay - Incentives, Recognition and Bonuses
- June 14-16, 2004 T2 Accounting and Finance for the Human Resources Professional
- July 1 , 2004 ASC Sales Compensation for Complex Selling Models
- July 14-16, 2004 B4 Strategic Benefits Planning
- July 14-16, 2004 C2 Job Analysis, Documentation and Evaluation
- July 14-16, 2004 C6 Principles of Executive Rewards
- July 14-16, 2004 T1 Total Rewards Management

### • Cincinnati, OH (Sponsored by The Greater Cincinnati Compensation and Benefits Association)

- Sept 15-17, 2004 T11 Fundamentals of Equity-Based Rewards

### • Columbus, OH (Sponsored by the Columbus Compensation Association)

- Jul 19-21, 2004 C12 Variable Pay - Incentives, Recognition and Bonuses
- July 19-21, 2004 C4 Base Pay Management

### • Indianapolis, IN (Sponsored by Comp & Benefits Professionals of Indiana)

- June 16-18, 2004 B5 Managing Flexible Benefits
- June 16-18, 2004 T11 Fundamentals of Equity-Based Rewards

### • Louisville, KY (Sponsored by The Louisville Compensation Association)

- Oct 6-8, 2004 C2 Job Analysis, Documentation and Evaluation

### • Philadelphia, PA (Sponsored by Penjerdel Employee Benefits and Compensation Association)

- May 12-14, 2004 B9 International Benefits
- May 12-14, 2004 C5 Elements of Sales Compensation
- June 7-9, 2004 C9 Elements of Expatriate Compensation
- June 7-9, 2004 T4 Strategic Communication in Total Rewards

### • Westlake, OH

- May 5-Jun 2, 2004 T1 Total Rewards Management
- May 5-Jun 2, 2004 T2 Accounting and Finance for the Human Resources Professional
- June 30-Jul 28, 2004 C1 Regulatory Environments for Compensation Programs

## **National SHRM Conferences** (visit [www.shrm.org](http://www.shrm.org) for more information)

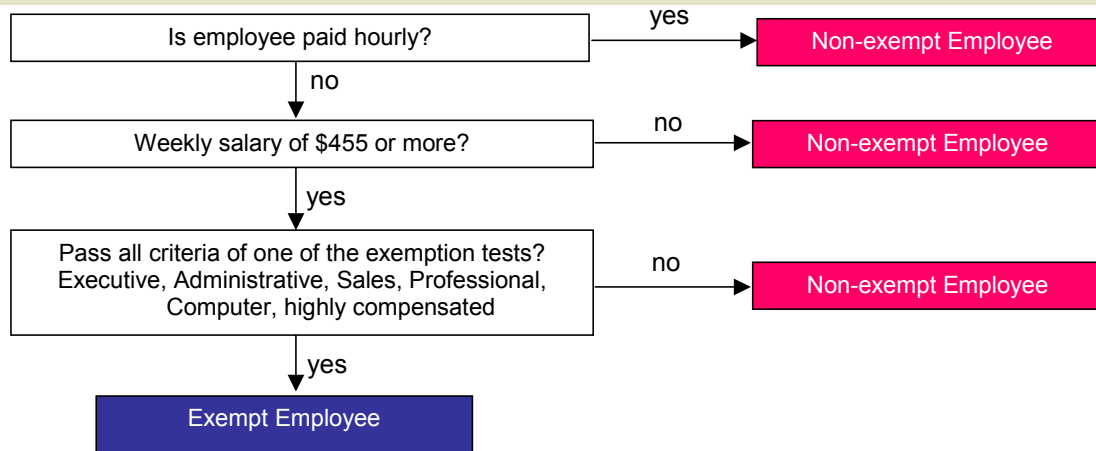
- New Orleans, LA: June 27 - 30, 2004 - 56th Annual Conference & Exposition

## **State SHRM Conference** (visit [www.shrm.org](http://www.shrm.org) for more information)

- Indianapolis, IN: August 24 - 26, 2004 - Indiana State Human Resources Convention
- Huron, Ohio: September 17 - 19, 2004 - Ohio Human Resource Conference
- Louisville, Kentucky: September 22 - 24, 2004 - Kentucky SHRM Conference

# New FLSA Flow Chart

On April 20, 2004, the U.S. Department of Labor, Wage and Hour Division, issued revised exemption rules under the Fair Labor Standards Act (FLSA). The purpose of the revision was to update the old rules which were complicated and confusing. The revisions include raising the minimum salary level for exemption, and streamlining the exemption tests. The following flow chart gives a very high level view of the revision. This law will be effective on August 21, 2004.



## Exemption Tests:

If the salary threshold is met, each position's job duties must then pass all of the criteria in one of the following exemption tests to be classified as overtime exempt:

- Executive
- Administrative
- Professional (Learned or Creative)
- Outside Sales
- Computer Employee
- Highly Compensated

## Docking Exempt Employees Pay:

- May dock full day's pay for violations to company safety rules, for disciplinary reasons or for excessive PTO use
- May deduct full day's pay for FMLA-eligible reasons

*Impact: No longer held to full-week increments for docking pay*

## Introducing the Compensation Compliance Library: Brought to you by Boyd & Greene, LLC

With considerable input from SHRM and WorldatWork members, Boyd & Greene, LLC located in Atlanta, Georgia, prepared a Compensation Compliance Library to provide advanced resources to compensation professionals. With the release of the new Overtime Exemption Regulations, many organizations are reviewing the exempt status of their positions under these new guidelines. Those compensation professionals need access to the published and unpublished authorities which dictate how jobs will be classified after August 23, 2004.

Boyd & Greene, LLC has developed a library which provides approximately 450 authorities which speak to the exempt status of specific positions. The Library includes critically important unpublished Department of Labor opinion letters and other interpretations.

In connection with presentations Boyd & Greene, LLC has made to WorldatWork affiliates, they have offered those groups the opportunity to link into the Compensation Compliance Library at no cost. Boyd & Greene, LLC provides the Compensation Compliance Library as a free resource for clients and for members of trade associations where they maintain relationships. Feel free to visit the Compensation Compliance Library at <http://www.boydgreene.com>, click on Library, and then go to the Compensation Compliance Library. The Library is updated on a weekly basis as developments unfold and self audit tools are developed. Compensation compliance has never received more visibility than today. If you have any questions regarding the Compensation Library, please contact Steven S. Greene, Boyd & Greene, LLC at 770.206.3371 or [sgreene@boydgreene.com](mailto:sgreene@boydgreene.com)



## 2004 GCCBA EVENT CALENDAR

### MAY

- May 5 - 7: Spring Cert Courses (T4: Strategic Comm. & C11: Performance Mgt.), Kingsgate Marriott Conference Hotel
- May 18: Quarterly Meeting (Consultants Breakfast)
- May 21: Board Meeting, 7:30 a.m.

### SEPTEMBER

- September 15 - 17: Fall Cert Course (T11: Fundamentals of Equity-Based Rewards)
- Quarterly Meeting: TBD

#### PLANNING AHEAD?

Bookmark the complete calendar at:

[www.gccba.com/calendar/](http://www.gccba.com/calendar/)

## New Members

Since we last reported to you in March, the GCCBA added 8 new members to its membership list. By joining the GCCBA, they have special member benefits including discounts on GCCBA sponsored Worldat-Work Certification Courses, Quarterly Meetings, Roundtable Discussions, and much more! **WE WELCOME THEM.**

Chris Sonneman, Luxottica Retail

Chrissy Hamann, Luxottica Retail

Evelyn Stephenson, Hamilton County Personnel Dept.

Hallam Sargeant, Luxottica Retail

Jennifer Brossenne, The Midland Company

Katherine Karshner, Luxottica Retail

Sara Holznecht, Luxottica Retail

Zola Rendell, Luxottica Retail

## Member Update



Are good things happening?? We want to know! Please forward your recent promotion, job change, company change, or certification to the newsletter staff at [newsletter@gccba.com](mailto:newsletter@gccba.com). We will publish your announcement in the next newsletter to keep everyone up to date!

## Employer Health Care Alliance (EHCA): Annual Meeting Announcement

**EHCA 2004 ANNUAL MEETING**


**A D.C. INSIDER'S VIEW OF HEALTH CARE**

**Thursday, May 27, 2004**

FREE for EHCA members  
\$25 for all others

7:30 a.m.: Registration and Continental Breakfast  
8 - 8:15 a.m.: Business Meeting  
8:15 - 9:30 a.m.: Program and Q&A

*Supported by an educational grant from Merck, in cooperation with Anthem Blue Cross and Blue Shield.*



Advance reservations required—by noon, Thursday, May 20, 2004.  
Call EHCA at 513/458-6730, or e-mail your reservation to [scimario@cmtehca.com](mailto:scimario@cmtehca.com).  
Substitutions may be made at any time. Reservations made and not cancelled by the May 20 deadline will be invoiced. No-shows will be invoiced.

**EHCA Mission Statement**  
*To actively initiate, support and influence actions to improve the quality and cost-effectiveness of health care services in the Tristate area.*

More than 176 million people in the United States receive health coverage through their workplace, representing 88% of all private health insurance. Health care is high on the public's agenda as the 2004 presidential election draws near.

- Where is national health care policy headed—toward consumerism or a single payer system?
- Will there be medical malpractice liability system reform?
- Is debate about the Medicare drug benefit healthy or disruptive?
- What is the role of employers in the nation's health care cost, quality and access dialogue?

*Keynote speaker Andrew Webber brings nearly 25 years of experience in health care policy to NBCH, which provides expertise, resources and a voice to its 90 member business coalitions, representing 7,000 employers and 34 million lives across the country.*

