Celebrating 25 years of growth and success

2009
ANNUAL
REPORT
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Communicating Success

Two-thousand and nine marked a significant year in the growth of our profession; not only did we accept the largest number of new members, we celebrated a milestone anniversary, and we were successful in taking the first steps towards implementing the long-awaited Collaborative Exchange initiative. After years of discussions, negotiations, extensive travel and many meetings, we began taking steps forward together for the first time.

In our 25th anniversary year, the need for qualified people in the profession of human resources has never been greater. In examining other established professions, you will see common elements among them all:

1. A common education and assessment standard;
2. A Code of Ethics and/or Rules of Professional Conduct;
3. A commitment to adherence to the highest professional standards;
4. Acceptance of accountability to both your peers and society; and
5. A desire for fellowship or community with like-minded individuals.

A profession is defined by Merriam-Webster as “a calling requiring specialized knowledge and often long and intensive academic preparation”. In the past 25 years, we have seen personnel administration evolve into human resources management, and human resources management evolve into the profession of human resources. Our profession is one that meets a rigorous certification standard, adheres to a national Code of Ethics, and accepts a commitment to lifelong learning in our discipline in order to protect the interests of society through managing the intricate employer-employee relationship.

2009 presented some difficult challenges for our profession. With the downturn in the economy, our strategic priorities changed and we needed to help our organizations become more nimble in adapting to change. We rose to the challenge by providing leadership, enhanced communication, supporting and navigating our organizations through tough decisions, while preserving the respect and dignity of employees.

As professionals, we are expected to hold to the highest standard, to exercise independence in our judgment, and to provide professional opinions without bias. In all our history, there has never been a more important time or greater need for human resources professionals.

On behalf of our Board of Directors, I thank you for your continued support to the Association and commitment to the profession of human resources.

Charlotte Bouchard, MBA, CHRP
President 2009-10
At the end of 2009, the board participated in a strategic planning session to revisit the HRIA vision and mission statements, establish values for the organization for the first time and set out our strategic objectives for the next five years.

After careful thought and extensive discussion, the following statements were adopted to represent the future for our association and our role in the human resources profession.

**Vision**
The source for human resources leadership and expertise

**Mission**
To strengthen and promote the profession of human resources

**Values**
Leadership, Accountability, Integrity, Excellence and Growth
During a comprehensive strategic planning session last year, the Board of Directors determined top key objectives for the coming years and they are as follows:

1. Completing collaboration implementation in 2010

2. Enhancing member services through increased professional development offerings and improved communications

3. Repositioning the board as a governance board overseeing the association operations through the Executive Director

4. Enhancing the profession of human resources and the CHRP

5. Building on strong provincial and national relations
Implementing Collaboration

With the positive support of the majority of regional associations in Alberta, we have been moving forward together to implement the Collaboration partnership.

The respective memberships of each participating regional association conducted a vote in June 2009; the resulting decision showed unanimous support for Collaboration. This decision was a critical turning point and Collaboration began.

In the fall of 2009, the Collaboration Implementation Team came together to work through the finer details of making this collaboration a reality. Many thanks to the implementation team members for their time and commitment in bringing this project to life:

Amber Armstrong, Peace Region Human Resources Management Association
Allan Friesen, CHRP, Human Resources Management Association of Lethbridge
Ken McInnis, Human Resources Management Association of Lethbridge
Nora Molina, Executive Director, Human Resources Institute of Alberta
Angéle Mullins, CHRP, Human Resources Institute of Alberta
Chuck Smith, CHRP, Wood Buffalo Human Resources Management Association
Kristy Svoboda, CHRP, Central Alberta Human Resources Management Association
Shawna Yam, CHRP, Human Resources Management Association of Edmonton

Our thanks also go out to the many many volunteers over the years who have contributed to getting us to this stage. The implementation of this initiative is a significant stepping stone in advancing the profession of human resources in Alberta.

The implementation of this initiative is a significant stepping stone in advancing the profession of human resources in Alberta.
Managing the Business

Since the opening of our Calgary office in August 2005, our membership has nearly doubled – from 2,204 to 4,028 - that’s a growth rate of 83% in just four years!

In order to support this growing membership, our staff numbers have grown as well. With the addition of our Executive Director, Nora Molina, in May 2009 we have begun to deliver on a number of projects, including collaboration implementation and new marketing initiatives. Nora brings considerable experience in professional association management and will be overseeing the office operations and leading the implementation of many of our strategic initiatives.

The HRIA Staff work closely with a variety of volunteer committees that have been tasked with specific operational functions. Staff representatives support each of these committees in meeting their objectives and operational outcomes. These committees are vital to ensuring that Staff are connected with members and able to draw on the advice and expertise of our membership to deliver valued and relevant services to all.

Timeline 1984 - 2009

1984
Eldon Emerson, CHRP of Edmonton leads a joint committee formed to examine the issue of professionalism as it relates to the broad range of specialties encompassed by the occupational field known as “Human Resources Management”

1985
The Government of Alberta passes the “Professionals and Occupations Association Registration Act” which sets out requirements for a group to be registered as a professional association. The joint committee structures its recommendation so that the requirements of this act can be met and the professional status of Human Resources practitioners can be attained under provincial legislation through the HRIA

1986
The inaugural meeting of HRIA includes representatives of the four founding associations

1989
National standards are solidified for the CHRP designation

1990
June 30, HRIA begins accepting applications for membership within three categories: certified, associate and student

Eldon Emerson is awarded HRIA “Certificate #1” when he achieves his Certified Human Resources Professional designation

1992
HRIA is one of the founding members of the Canadian Council of Human Resources (CCHRA)

1993
Eldon Emerson, CHRP, is awarded the first honorary lifetime membership with HRIA

1994
The 4th Annual General Meeting is held in Red Deer at the Black Knight Inn with 35 members in attendance

1995
A Code of Ethics drafted by a CCHRA national committee is ratified by HRIA and other member associations across Canada

1996
Brian Foster, CHRP, is appointed first Canadian president of the North American Human Resources Management Association

1997
HRIA hosts first annual Alberta HR Conference at the Calgary TELUS Convention Centre, achieving sell out attendance with more than 400 delegates

1998
Eldon Emerson is awarded HRIA “Certificate #1” when he achieves his Certified Human Resources Professional designation

1999
National standards are solidified for the CHRP designation

2000
August 3, after years of being headquartered in outsourced offices and members’ basements, the ribbon is proudly cut on HRIA’s first staffed office in Calgary

2003
National standards are solidified for the CHRP designation

2004
A Code of Ethics drafted by a CCHRA national committee is ratified by HRIA and other member associations across Canada

2005
Collaboration is approved by HRIA members and participating regional associations

2006
HRIA hosts first annual Alberta HR Conference at the Calgary TELUS Convention Centre, achieving sell out attendance with more than 420 delegates

2009
Collaboration is approved by HRIA members and participating regional associations
The phenomenal success of our Association is a reflection of the ever-increasing dedication and enthusiasm of members who have chosen to give of their time to support our Association in so many ways. These committees allow members to participate in running their association and contribute a wealth of experience and valuable perspective to guide the future direction of the HRIA. Volunteer opportunities provide members with valuable experience, fantastic networking opportunities and they earn valuable CHRP renewal credits.

We would like to take this opportunity to recognize the efforts of our volunteers' outstanding work in 2009. Thank you to all of our dedicated volunteers.

**Award Selection Committee**
Phil Wong, CHRP, Chair  
Meagan Beattie, CHRP  
Brenda Jones, CHRP  
Pat Maloney, CHRP  
Micheline Howard, CHRP  
Bill Oakes, CHRP  
Esther Kim, HRIA Staff

**Board – Governance Committee**
Angéle Mullins, CHRP, Chair  
Charlotte Bouchard, CHRP  
Shannon Friesen, CHRP  
Connie Scott, CHRP  
Claudia Verburgh, CHRP

**Board – Finance & Audit Committee**
Don Lipsett, CHRP, Chair  
Lisa Henderson, CHRP  
Myles Morris, CHRP  
David Westcott, CHRP

**Complaints, Investigation & Discipline Committee**
Al McCalder, CHRP, Chair  
Tom Diamond, CHRP  
Jill Symonds, CHRP  
Vicki Giles, LLB  
Nora Molina, HRIA Staff

**Editorial Committee**
Linda Karlson, CHRP, Chair  
Gail Dunn, CHRP  
Murray Whitby, CHRP  
Cheryl Lush, CHRP  
Nuruddin Jassa  
Ed Kamps, CHRP  
Cory Tymchuk  
Norman Poon, CHRP  
Carrie Stransky, CHRP  
Susan Marshall-Scorgie, CHRP  
Esther Kim, HRIA Staff

**Recertification Audit Committee**
Karen Delaronde, CHRP, Chair  
Sanjay Champaneria, CHRP  
Christian Cook, CHRP  
Jack Hooson, CHRP  
Janet Wannop, CHRP  
Rodica Zamfir, HRIA Staff

**Speaker Selection Committee**
Brent Gordon, CHRP, Chair  
Joanne Robertson, CHRP  
Christine Heumann, CHRP  
Brian Cosier, CHRP  
Alisa Stevenson, CHRP  
Jenny Chapman, HRIA Staff
Another milestone year - the continued growth of our Association continues to demonstrate the demand for the CHRP designation from both candidates pursuing the designation and employers choosing to hire human resources professionals to lead and staff their HR teams.

As of December 31, 2009, we welcomed 865 new members to the association bringing our total membership to 4,028 – an 18% increase over the prior year. In addition, certified members now number 2,274 - making up 56% of our total membership.

The most significant factor in our growth in recent year has been the number of individuals pursuing the CHRP designation in advance of the coming degree requirement for January 2011. As we approach this date, we expect that the number of associate applications will level out in 2010 and beyond.
The Certified Human Resources Professional (CHRP) designation is a nationally recognized level of achievement within the field of human resources in Canada. It reflects a conviction that the professional practice of human resources management safeguards the interests of employers, employees and the business community.

The CHRP designation is a symbol of professionalism and the critical role of people management in today’s workplace. Through the national certification examinations, candidates must demonstrate capabilities and professional judgment in a wide range of human resources situations and functions as well as skills in strategic thinking, business insight, change management and problem resolution.

Through national certification, the HR profession continues to evolve as a critical function linking business strategies to people management, and securing the position of HR professionals as equal business partners at the senior management table.

In 2009, the HRIA facilitated examinations for 1,163 individuals pursuing the CHRP designation – a 74% increase over the 667 who wrote the exams in 2008.

National Knowledge Exam™ (NKE) = 753
National Professional Practice Assessment™ (NPPA) = 410

**National Exam Registrations**

![Graph showing the increase in national exam registrations from 2005 to 2009]
The HRIA is the designating body for human resources professionals in Alberta. One aspect of commitment to being a professional is accepting the responsibility of lifelong education as a fundamental building block. To assist our members in meeting this professional obligation, HRIA offers numerous professional development opportunities throughout the year and supports a variety of industry events.

Alberta HR Conference

The Alberta HR Conference is the premier professional development and networking event offered by the HRIA. The conference is an annual event offering a distinguished line-up of keynote speakers, concurrent speakers and a trade show exhibiting innovative HR products and services. HRIA members enjoy discounted conference registration fees.

In early 2009, HRIA began celebrating its 25th anniversary with the “Fueling Change” conference in Edmonton. Our largest conference ever, even in the midst of economic uncertainty, clearly demonstrates that year after year, HRIA continues to grow and evolve to meet the needs of members and others in the HR community.

The success of our conferences would not have been possible without the generous support of sponsors and exhibitors, the hard work of the conference planning committee and all the volunteers who make the event a success. Thank you to everyone involved in making this event an overwhelming success year after year.

Webinars

In the 2008 member survey on professional development, the number one preferred method of receiving professional development was via the web. To meet this need, we continue to build on learning options that allow you access to the information you need in a convenient manner. Our partnerships with CCH, Payscale and HR Downloads are initiatives that are fulfilling this demand. We hope you find continued benefits in these services.

Breakfast Seminars

One example of these seminars - our partnership with the Wynford Group on the annual compensation trends is quickly becoming a tradition in Calgary and Edmonton. We are pleased to be partnering with Wynford on this valuable event.
Supporting Future Professionals

One aspect of our responsibility as a profession is to ensure that our discipline continues to grow and evolve and to support new individuals entering the profession. The HRIA supports various educational institutions through sponsoring HR student groups and speaking at schools about the HR profession and the CHRP designation.

We continue to support teams from the University of Alberta and the University of Calgary to participate in the National Excalibur competition, a Canadian University Tournament in Human Resources. This tournament teaches students how to solve real-life work situations and compete in a fascinating event.

In the past year, HRIA participated in a variety of post-secondary activities:

• Sponsored and provided judges for the JDC West competition that was hosted in Lethbridge.
• The 4th annual Student HR Conference that was hosted by the University of Alberta Human Resources Student Association (HRSA).
• Hosted events with the University of Calgary HRSA and the Mount Royal University HR program.
• Provided guest speakers to several institutions.

Scholarships

The HRIA sponsors scholarships for HR students at universities across Alberta. Criteria for awards include academic achievement, demonstrated leadership through community and/or student involvement and financial need. Congratulations to the recipients of the 2009 scholarships:

Athabasca University – Constance Cook
Grant MacEwan University – Shaenna Bohnet
Mount Royal University - Diana Olowa
University of Alberta – Anwar Fayad
University of Calgary – Theresa Hirata
University of Lethbridge – Andrea Rowbottom
The HRIA is pleased to offer a variety of member benefits under our Advantage Program. Discounts and special offers are available to members from a variety of organizations including home and auto insurance, group banking, hotels, car rentals, continuing education courses and more in Alberta and across Canada.

The HRIA website lists the details of the benefits that have been negotiated on behalf of members, so be sure to check out this area to learn more. We continue to seek out more opportunities that will benefit members. Watch the website for further progress in this area.

As a member of the Canadian Council of Human Resources Associations, the HRIA also offers members the benefits of the Access Advantages program. This program includes access to an online bookstore with a wide selection of human resource management literature, posters, white papers and other benefits. Check out www.cchra.ca for more information.
Promoting the Brand

To recognize significant accomplishments of members and acknowledge the contributions of volunteers, HRIA selectively places advertisements in major newspapers. These recognition ads help generate awareness of HRIA and the CHRP designation throughout the province.

- Each Spring and Fall, we recognized new CHRPs and top scorers in the NKE and NPPA exams with advertisements in the Edmonton Journal and Calgary Herald.
- In November, we recognized the contribution of HRIA’s volunteer Board of Directors with ads in Fort McMurray Today, Peace River Record-Gazette, Edmonton Journal, Red Deer Advocate, Calgary Herald, Lethbridge Herald and Medicine Hat News.

HRIA also works to promote the brand in the post-secondary community at a wide variety of events and speaking engagements.

Throughout 2008 and 2009, CCHRA conducted lengthy marketing and branding research across the country in partnership with the provincial associations through the National Marketing Committee. All of this work came together in late 2009, with the launch of a new CHRP marketing campaign. CCHRA introduced new branding for promoting Certified Human Resources Professionals which included the launch of a new website www.chrp.ca and a new look for the CHRP logo.
Managing the Bottom Line

From a financial perspective, the economic downturn of 2009 presented a year of fluctuations. With the decline in the economy we saw considerable decrease in forecasted revenue from job postings which resulted in tightening up on expenses mid-year. By year end, we saw an increase in revenue from increased memberships and national examinations resulting in an overall surplus of $135,913.

The Association continues to maintain conservative financial management and investment practices in order to safeguard the future growth of the Association.

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<td>Revenue</td>
<td>$ 2,079,432</td>
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<tr>
<td>Expenditures</td>
<td>$ 1,943,519</td>
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<td>Excess of revenue over expenditures</td>
<td>$ 135,913</td>
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<th>2009 Balance Sheet Summary</th>
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<tr>
<td>Assets</td>
<td>$ 1,602,112</td>
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<tr>
<td>Liabilities</td>
<td>$ 323,576</td>
</tr>
<tr>
<td>Net Assets</td>
<td>$ 1,278,536</td>
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The complete 2009 Financial Statements are available at www.hria.ca, under About HRIA.
As the professional voice of human resources practitioners in Alberta, the HRIA offers a variety of ways for members to learn about emerging topics affecting human resources, important news and HR related events.

**HRIA E-Source Monthly Newsletter**

The E-Source is designed to provide members with timely news and event announcements. Each issue of the E-Source focuses on one of the Functional Dimensions of the profession of human resources by including articles, task summaries and other resources. These functional dimensions are outlined in the CHRP Body of Knowledge which is the foundation of the HR profession in Canada.

**Network Magazine**

Network magazine is the official quarterly publication of the HRIA. The publication is positioned to create awareness and address issues in the human resources field. We have made several editorial changes to the magazine in 2009 in order to increase the number of relevant articles that we bring to you. An archive of past issues is available in the members-only section of the website as a resource for members.

**In the News**

In 2009, we were pleased to announce the launch of In the News - the online place for members to find the latest news affecting HR professionals. Links of important HR articles featured in the news are posted on our website every month. Our goal is to continue to provide members with up to date HR news from across Alberta, Canada and around the world.
Human resources professionals across Alberta are accomplishing amazing work in a challenging workplace environment. To recognize exceptional HR leaders, the Human Resources Institute of Alberta launched the Celebrating Excellence Awards Program allowing members to nominate and recognize the outstanding work of their peers.

The Award of Excellence, Distinguished Career Award and Rising Star Award demonstrate the value and appreciation the HR community and HRIA have for our fellow practitioners. These awards are contributing to HRIA’s vision of being the source for human resources leadership and expertise.

Congratulations to the following 2009 award recipients:

- **Award of Excellence**
  Strathcona County Leadership Team  
  People and Talent Development Program

- **Distinguished Career Award**
  Allan McCalder, CHRP  
  HR Manager, Strathcona County

- **Rising Star Award**
  Mason Meyers, CHRP Candidate  
  HR Director, Globex Foreign Exchange Corporation
HRIA is a founding member of the Canadian Council of Human Resources Association (CCHRA), representing more than 21,000 CHRPs and 41,000 members across Canada. Through CCHRA, HRIA is affiliated with the North American Human Resources Management Association (NAHRMA) and the World Federation of Personnel Management Associations (WFPMA), representing more than 400,000 people management professionals.

In 2009, HRIA members were asked by the Boston Consulting Group to share your thoughts and opinions on the profession. Giving your voice to a global perspective on human resources matters is an important responsibility in your role as an HR professional. The survey was lead by the WFPMA and results will be shared with you when they are available in 2010.

Alberta continues to be recognized as a leading member of the Canadian Council of Human Resources Associations. Claudia Verburgh, CHRP and David Knudson, CHRP, served on the CCHRA Board of Directors in 2009 to oversee national initiatives and contribute to raising the level of professionalism in human resources.

Thank you to the following individuals for serving on CCHRA National Committees in 2009:

- David Knudson, CHRP, Chair, Professional Standards Committee
- Christine Chater, CHRP, Alberta Representative, Professional Standards Committee
- Al McCalder, CHRP, Complaints, Investigation and Discipline Task Force
- Susan Borrows, CHRP, National Recertification Committee
- Kristy Svoboda, CHRP - National Marketing Committee
Providing Leadership

The Human Resources Institute of Alberta is managed by a volunteer Board of Directors that works collaboratively to deliver value to members across the province. A special thank you goes out to the following directors for their time and dedication – their significant contributions will be valued for years to come.

Charlotte Bouchard, CHRP – President, Representative to CCHRA Board of Directors
Claudia Verburgh, CHRP – Past-President
Myles Morris, CHRP – Treasurer
Angèle Mullins, CHRP – Secretary
Pat Cobbledick, CHRP – Director representing WBHRMA
Allan Friesen, CHRP – Director representing HRMAL
Shannon Friesen, CHRP – Director
Lisa Henderson, CHRP – Director representing CAHRMA
Don Lipsett, CHRP – Director
Connie Scott, CHRP – Director representing HRMAE
David Westcott, CHRP – Director representing PRHRMA
Heather Yewchuk, CHRP – Director

HRIA 2009/2010 Board of Directors

Back row (left to right): Charlotte Bouchard, CHRP, President, Angèle Mullins, CHRP, Don Lipsett, CHRP, David Westcott, CHRP, Allan Friesen, CHRP, Myles Morris, CHRP, Claudia Verburgh, CHRP, Nora Molina, Executive Director, Middle row (left to right): Lisa Henderson, CHRP, Connie Scott, CHRP, Pat Cobbledick, CHRP; Front row (left to right): Heather Yewchuk, CHRP, Shannon Friesen, CHRP.
HRIA Staff

Nora Molina, MBA
Executive Director

Erica Blain, BA
Member Services Assistant

Lise Dumont
Office Coordinator/Receptionist

Jenny Chapman
Manager, Events & Sponsorship

Ioana Giurca, BComm
Manager, Accounting

Esther Kim
Manager, Member Relations

Jolene Varndell, BA
Manager, Marketing & Communications

Gomathi Venkataswamy, BComm
Accounting Assistant

Rodica Zamfir, BComm
Manager, Certification & Membership
Building on the foundation created in our first 25 years, you will see us move forward to fulfill our mission – To strengthen and promote the profession of human resources - and our new vision to position HRIA as - The source for human resources leadership and expertise.

This will involve finalizing the implementation of Collaboration in 2010, enhancing member services, introducing initiatives to promote the value of the designation in the business community, highlighting the need and demand for the CHRP designation and the recognition of the human resources profession.

We will also continue to add value to your membership, to focus our efforts on what we do best and ensure that we safeguard the trust of our membership and the resources of our Association. 
You can be assured that we will go forward demonstrating leadership, assuring accountability and integrity, striving for excellence and encouraging growth in our association, our membership and the profession.