

Association head to boost HR profile

Simon Evans rolls out plan to take message across the province

The British Columbia Human Resources Management Association has a new CEO dedicated to boosting membership across the province.

No stranger to either B.C. or to running a non-profit association, **Simon Evans** joined the BCHRMA as its CEO last summer. Evans came to BCHRMA from the BC Restaurant and Foodservices Association, where he served as CEO for the past five years.

Human resources issues have always been his passion, Evans said: "I've always felt that the resource of people is vital at the strategic level of an organization."

He plans to visit all regions of



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the province to explain to potential new members the benefits of joining the BCHRMA. Mentoring, education options and networking are three key reasons many new members join, he said.

Evans also plans to strengthen regional advisory councils by listening and working with them. When those councils are stronger, they will be an additional tool to get more people involved, he explained.

At the BCRFA, Evans was part of a team that developed a work safe initiative for restaurant workers. He was also chair of the board for Go2, a resource for tourism workers to learn about human resources issues. (www.go2hr.com).

Evans moved to the BCRFA from 7-Eleven Canada, where he had spent 17 years in marketing and human resources roles, eventually serving as vice-president of human resources.

Evans is also known for volunteer and community involvement in organizations such as the Muscular Dystrophy Association of Canada. ■