

Association tags Read for new position

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CAPITAL NEWS CONTRIBUTOR

The B.C. Human Resources Management Association has opened up a new office in Kelowna.

The BCHRMA is a not-for-profit, member-driven organization of human resource professionals.

Tim Read has been retained as member relations manager, to head up the association's Southern Interior region, to provide support and programs to HR workers in companies in the Thompson, Okanagan and Kootenays.

Read was formerly the Interior member services manager for the B.C. Foodservices and Restaurant Association, based out of Kelowna.

Read enters the association at a time of rapid growth.

Human resources is at the top of many companies' list of areas they need to focus on.

The competition for the



Tim Read

best people is fierce and the BCHRMA trains and supports human resource personnel and managers in the best ways to recruit, train and retain staff.

BCHRMA membership includes human resources managers for both large and mid-size companies and for much smaller companies as well.

"There are owner-oper-

ators who come looking for help because finding, hiring and training people takes up such a huge part of their time," explains Read.

"Very often small, mid-size business people are seeing that human resources is more complicated and more important than ever before."

"There are challenges to our local labour pool," says Read.

"This area is competing against huge demand from Alberta and a growing demand in Vancouver."

The demand for workers hasn't always been so high in the past, he acknowledges.

That level of competition has seen a shift in business priorities, he says.

"Businesses now know that human capital is more important in many ways than physical or financial capital," he says.

The BCHRMA's goal is to keep a company's human

resource team up to date on the latest recruiting and retention tools.

Read points to the support and resource structure of the association. "There are creative compensation packages that can be used to bring people to the region, benefit structures a company might not have thought of to make an employee more affordable. The goal is to help find solutions."

These solutions are presented in workshops, seminars and networking opportunities.

The BCHRMA also is the granter and administrator of the human resource profession designation the Certified Human Resource Practitioner.

"There is an increase in the professionalism recognition of human resource professionals," says Read, noting that about 40 per cent of the membership is certified.