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Human resources association sets up shop

By STEVE MacNAULL
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The labour shortage and booming economy has prompted the B.C. Human Resources Management Association to open an Interior office in Kelowna.

"There's always been a chapter of the association here with members and volunteers running some networking events and seminars," said Tim Reid, the staff manager of the Kelowna office.

"But it's now been formalized with an office being set up here (at 1789 Harvey Ave., above Andre's Car Audio) and putting me in place as the staff member relation manager."

With the economy vibrant, the Okanagan is virtually at full employment.

"That means labour shortage," said Reid.

"In the past, companies had people lined up to work and the human resources function was mainly an administrative one. Now that no one is lined up to work,

firms have to proactively attract and retain staff, which makes human resources a key function of any business."

With the higher profile human resources managers are getting, the B.C. Human Resources Management Association is also being more proactive in promoting itself and human resources management as a career.

"Our membership ranges from the senior human resources director of a large organization, human resources managers, officers and administrators to human resources consultants and business students who are going into the human resources field," said Reid.

"We even have members who have another job title at work, but because it's a smaller business, part of their duties is human resources."

Reid's coverage area is quite large - covering the entire interior.

The Okanagan-Kootenay region has 200 members; Central (Kamloops) has 80 members, North (Prince George) has 120 members; and the Fraser Valley has

400 members.

Total Interior membership is 800 human resources professionals.

Province-wide membership is 3,400 with most in the Vancouver and Victoria.

Forty per cent of the membership has the nationally recognized certified human resources professional designation.

Reid was previously manager of the Kelowna-based Interior office for the B.C. Restaurant and Foodservice Association, so he has experience running a branch office of a provincial organization.

He also has an honours degree in management studies, marketing speciality, from Lancaster University in England.

His replacement at the Interior office of the B.C. Restaurant and Foodservice Association is Sheryl Saint-Galloway.

■ *Tim Reid at the Kelowna-based Interior office of the B.C. Human Resources Management Association office can be reached at 763-3199.*



Contributed

Tim Reid is manager of the new Kelowna-based Interior office of the B.C. Human Resources Management Association.