



SHRM-Memphis Members,

I am not sure I can really describe the renewed sense of energy that I have at the beginning of this momentous and powerful year for SHRM-Memphis! I am just honored to be on the ride as your President, because you have some incredible volunteer leaders who are ready to make some major things happen this coming year.

We are one of the largest associations in the Memphis metropolitan area! How cool is that? We think it is just great, and furthermore; see a huge opportunity to marshal our resources toward some amazing things for you and for our community! In January we held a Board Vision retreat and I wish you could have been there to experience the passion that our volunteers have for helping you succeed in HR. That is why we are all here right; to succeed in our profession, to be among friends, who have the same goal and of course to have a great time doing it.

This year we are setting out on a new course to do three things. First, we want to reconnect to you! This year is about thanking you for your service and membership. We want to celebrate your professional successes and even provide an outlet to work on your greatest challenges. We work every day as volunteers to serve you the member and to advance the profession of HR. We want you to be engaged in SHRM-Memphis in a powerfully authentic way. After all, this is your professional home base and you are among friends.

The second thing we want to do is to help make the ground in which we farm more fruitful. That is the community that we live in and our talent pool from which we recruit. Does this seem like a tall order? I don't think it is considering that we are probably the largest metropolitan organization in existence and we have the support of many organizations that we will be partnering with us going forward. This goal will require data, strategy, patience, vision and passion and we are up to the challenge. In 2011 and beyond we are poised to make substantive changes in the community. We can help our community be better; after all we do this for our own organizations! Why can't we do it for a metropolitan area?

The third major goal is to position SHRM-Memphis as the voice of HR in Memphis! That starts with you speaking out and us listening, but it also comes from us amplifying your voice. You have the mic at SHRM Memphis and we want you to speak out. Speak out about state and national legislation that affects our workplaces, speak out about how we can improve the community that we live and work, and speak out about HR's future role in organizations and where we are headed as a profession. We are forming key alliances with both Mayor Wharton and Mayor Luttrell's offices as well as the Chambers and many other very important organizations. Through SHRM-Memphis you have a "seat at the table" and these organizations have a ready ear to help us move HR in Memphis forward.

We are bringing you more meetings, better speakers, more socials, really cool community building opportunities and a fun environment to make it happen. So what are you waiting for? Get connected and attend an event so that you can be a part of something great today!

Sincerely,

A handwritten signature in black ink, appearing to read "Austin Baker". The signature is stylized with a large initial "A" and a long horizontal stroke extending to the right.

Austin Baker
SHRM-Memphis
2011 President