

NW COMPENSATION & REWARDS FORUM



2017 Q2 NEWSLETTER

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PRESIDENT’S MESSAGE

Hello NCRF Members!

Spring is finally here! Hopefully, the sunshine is not too far behind. We have a lot of activity happening this season. Our quarterly luncheon is just a few days away, there are some exciting WorldAtWork courses happening in May, and we have a special seminar later this month presented by our luncheon speaker, Reese Bacon! Details on each of these events are available in this newsletter.

I wanted to highlight one other exciting event – the WorldAtWork 2017 Total Rewards Conference in Washington D.C. from May 7th through the 10th. As you know, WorldAtWork membership provides several great benefits (and if you didn’t, we’ve got a special announcement just for you towards the end of the newsletter), and the agenda for this year’s conference is just as outstanding.

You can learn more about the conference via the following link: <https://www.worldatwork.org/totalrewards2017/attendee/index-attendee.jsp>. A handful of NCRF board members, including myself, will be in attendance, and we’d love to see some more familiar faces while we’re there!

- Ann Fosburgh, CEO/Owner of Compensation Works

2017 QUARTERLY LUNCHEON – SPRING EDITION (APRIL 12TH, BELLEVUE)

Our April 12th luncheon speaker is Reese Bacon, Director with the Brevet Group. Reese consults with a variety of global and bay area technology, healthcare and life sciences, insurance and general industry companies. The topic this month will be “Rewards and Incentives: When is enough, enough and have we gone too far?”

It’s been nearly a quarter century since author Alfie Kohn published “Why Incentive Plans Cannot Work”. Likewise, more recently author Daniel Pink in his book DRIVE, argues that “Money can’t buy you performance”. Yet according to a recent survey incentives continue to grow in prevalence. If you’ve even wondered if your company’s incentive plans are delivering their intended outcomes, join us for this provocative discussion. The format of this meeting will be small group discussion related to this topic. Please come prepared to share your personal and professional experiences with incentives among meeting participants. We’ll be summarizing results from each discussion group and then sharing with the broader audience to extend learning for everyone.

To register, please go to the [Events tab](#) on the NCRF website. The event will be held at the Bellevue Club. Check in will run from 11:00am to 11:30am. The buffet lunch will start at 11:15am, and the program and NCRF announcements will run from 11:50am to 1:00pm.

COMPENSATION TRAINING SEMINAR: VIEWING SALES COMPENSATION FROM A SALES MANAGER’S PERSPECTIVE (APRIL 27TH, SEATTLE)

Are you reflecting on what changes you may need to make to your 2017 sales compensation plans? Have you considered all the things you need to know first before designing and implementing any changes? On April 27th, please join your colleagues in an interactive discussion to explore the aspects of the business framework underlying successful sales compensation design and implementation. This full day seminar, located at the Russell Investment Center in downtown Seattle, is intended to broaden your view of sales compensation from a sales manager's perspective and to see it within the framework of sales strategy. Topics we will investigate in this that impact the successful design and implementation of sales compensation plans include:

- How companies segment their customer base and the various channels used to sell into those segments
- The importance of your company’s unique value proposition in the sales process
- Which sales strategies to consider for each client or prospect
- What unique sales roles are required for each segment or channel
- The various choices available by which to organize the sales function
- How the assignment of territories or accounts affects goal setting
- How to apply competitive benchmarks in the design of the plans

The session will be led by Reese Bacon, a Director with The Brevet Group which specializes in sales training and sales enablement consulting and Scott Barton, Associate Partner and leader of Radford’s Sales Compensation Practice – Radford is an Aon/Hewitt company. Reese will be sharing examples of tools and methodologies used during a typical sales enablement engagement and ways by which Compensation Professionals can add even more value in their working relationships with sales leadership. Scott has over twenty years’ experience advising HR, finance, operations, and sales leadership in pursuit of competitive and performance-driven sales compensation programs. Scott focuses on technology and life sciences companies, and in the course of his work helps leadership address the challenges of managing a global sales force, through organizational design, talent management and rewards. For more information, visit the NCRF website: <http://www.ncrf.memberlodge.org/event-2482436>. **Those attending the quarterly luncheon on April 12th will be entered into a drawing to receive complimentary admission to this training!**



WORLDATWORK TRAINING

On May 3rd – 4th, the WorldatWork course C2/GR3: Job Analysis, Documentation and Evaluation will be held at the Stadium Silver Cloud Hotel in Seattle. This course examines the methods and processes that support job analysis, job documentation and job evaluation in order to attract and retain effective talent. You'll cover various methods of job evaluation including quantitative and market-based approaches. Exercises help you see how the methods outlined in the course can be put into practice in your organization. More information and online registration directions are available on the NCRF site:

<http://www.ncrf.memberlodge.org/event-2469381>.

For those closer to Portland, the WorldatWork course T1: Total Rewards Management will be held on May 11th – 12th. You can find out more about that course on the CWCG site: <https://cwcg.wildapricot.org/event-2386270>. Finally, check out the calendar for other courses happening in 2017.

2017 Upcoming Training Calendar

Training	Date	Location
Viewing Sales Compensation from a Sales Manager's Perspective	April 27	Seattle, WA (1301 2nd Avenue, Fl. 17 th)
C2 / GR3: Job Analysis, Documentation and Evaluation	May 3-4	Seattle, WA (Stadium Silver Cloud)
T1: Total Rewards Management	May 11-12	Portland, OR (Blount International)
C12 / GR6: Variable Pay — Improving Performance with Variable Pay	September 13-14	Seattle, WA (Stadium Silver Cloud)
C1: Regulatory Environments for Compensation Programs	September 21-22	Portland, OR
(ACE): Advanced Concepts in Executive Compensation	October 18-19	Seattle, WA (Stadium Silver Cloud)

If you're attending any of these courses, don't forget to log in to the members only tab on the NCRF website to get your member discount! You can also contact WorldatWork's Customer Relationship Services at 1-877-951-9191.

NCRF CORPORATE SPONSORSHIPS

Are you looking to give your organization increased visibility amongst a group of local compensation professionals? Consider a NCRF corporate sponsorship! We've recently consolidated our sponsorship offerings into one package. For \$500, your corporate sponsorship will give you:

- NCRF website promotion (company logo and weblink)
- Quarterly meeting promotion (five minute presentation and distribution of materials)

For more information, contact Karin Young, Director of Programs & Sponsorship, at kyoung@perkinscoie.com.



NCRF & WORLDATEWORK MEMBERSHIP

As you know, NCRF membership provides many benefits, such as connections to local compensation professionals, our quarterly luncheons and discounted WorldAtWork courses. If you need a quick refresher of NCRF benefits (or want to register for/renew your membership), you can do so here: <http://www.ncrf.memberlodge.org/page-1293969>

There are also many great benefits as a member of World@Work, such as:

- Save on career-building education led by top experts.
- Save on informative conferences and events.
- Gain free access to members-only webinars on trending topics and legislative updates.
- Receive free access to our annual "WorldatWork Salary Budget Survey" for participating members.
- Gain exclusive access to our invaluable tools and templates database.
- Gain exclusive access to the latest total rewards research.
- Receive free access to WorldatWork's award-winning workspan magazine and WorldatWork Journal.
- Save on WorldatWork Press publications.
- Visit the website for even more: <https://www.worldatwork.org/home/html/membership-join-renew.jsp>

Now, NCRF members can receive even more benefits by being a member of both organizations! For more information, please contact:

- Jay Bulson: hrjconsulting@comcast.net or 206-696-4273.
- Tina Rebsamen: info@nwcompforum.org or 206-623-8632

JOB POSTINGS

One of the many benefits of being an NCRF member is complimentary job postings on the NCRF website. If you'd like to advertise a job opening, contact our job bank administrator at info@nwcompforum.org. Non-members may also advertise on the site for three months at \$150/job posting.



NCRF 2017 BOARD OF DIRECTORS

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