

To say that social media has had an impact on the Human Resource professional's job may be the understatement of the decade. The good news is that impact is being transformed, and social media is changing from a potential HR nightmare to a powerful HR tool. Savvy HR professionals have gone beyond recruiting to find new ways to use social media to their company's advantage.

Use of social media in the workplace shows the company embraces new technology and is committed to building relationships with employees. The visibility provided by social media gives people at all levels of the company the ability to have their

contributions recognized and ultimately makes it easier for HR professionals to promote employee engagement through a more open, collaborative and innovative workplace environment.

A few ideas to get started:

Sharing policies & information:

Create podcasts of open enrollment meetings or employee orientation. Develop a Facebook page for wellness events and encourage families to join. Use videocasts to demonstrate new processes or procedures.

Employee recognition:

Calling out exceptional employee contributions on your company blog, Facebook, LinkedIn or Twitter account builds morale and inspires performance.

Remote team building: Private Facebook groups, wiki sites and blogs all enable off-site team members or staff at multiple offices to collaborate.

Knowledge sharing: Encourage employees to share ideas and information on a wiki or social network – anything from tips for using fitness and wellness incentives to product and service improvement suggestions.

As long as you develop a clear social media strategy, keep tactics aligned with that strategy, and follow common-sense guidelines, social media can be a valuable HR tool.



StoudtAdvisors and Yuasa Battery Inc.:

Not just brokers - partners

In a business climate where cutting costs has become top priority, even longstanding relationships can seem precarious. But the partnership between StoudtAdvisors and Yuasa Battery, Inc. is proof that with smart thinking, service and mutual trust, business relationships can be secure and successful.

Human Resources Manager Karen Fell, who handles HR duties for all 220 Yuasa employees in the US, makes it clear that the relationship is not just about client and vendor. "They are more partner than broker to me," she says.

The value of ideas

From day one, StoudtAdvisors made a point to be more than an ordinary insurance broker and come to Yuasa with fresh ideas. This included recommending Best Doctors, a service that gives patients anywhere access to Ivy League-educated doctors. Yuasa employees can have the nation's top specialists review their cases and work with their doctors to provide a second opinion on a diagnosis or confirm they are following the best course of treatment.

And the new ideas keep coming. Karen is continually impressed with StoudtAdvisors initiative. "They don't just let you go for years with the same providers just because it's comfortable," she explains. "They are always looking for new ways to provide greater value for the same dollar spent."

The value of thinking ahead

Karen's number one compliment for StoudtAdvisors is that they are so proactive. They put Yuasa in contact with other consulting groups, helped them keep up to date on compliance issues involving OSHA or Medicare, and managed the timeline for annual renewals. Karen knows she can count on her Account Executive Marilyn Gehring to stay on top of things.

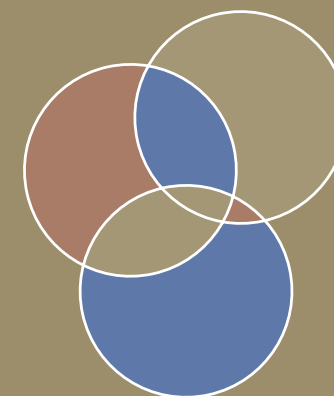
"We have an excellent relationship," Karen says. "Service-wise, I couldn't ask for better people. If I ever have a problem, all I have to do is call Marilyn, or even just copy her on an email, and I know she'll follow up on it."

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Employees at Yuasa's Laureldale facility build high performance motorcycle batteries.

280 Granite Run Drive, Suite 250
Lancaster, PA 17601



Not just brokers - partners

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The value of trust

In the end, it comes down to trust. Yuasa knows they can rely on StoudtAdvisors to negotiate for them, bring them new ideas, and give reliable advice on HR issues as well as health insurance resources. And because they continue to act as a true partner, StoudtAdvisors can trust Yuasa.

“I get a lot of phone calls from brokers telling me they can do everything better than my current broker,” Karen relates. “I tell them that I am not interested. We’re happy with StoudtAdvisors.”

For more information on how the team at StoudtAdvisors can help you support your employees, call 717.581.8382 or visit www.stoudtadvisors.com.



Vital Statistics

- US factory located in Laureldale, PA
- Owned by GSYuasa, Japan
- 220 full-time employees
- Founded in 1979
- StoudtAdvisors client since 2007
- Services employed: Medical insurance and all voluntary benefits, HR and legal consulting

Yuasa Battery, Inc. has been manufacturing motorcycle batteries in its Laureldale, PA factory since 1979. They are the largest American manufacturer and the largest distributor of batteries for motorcycles, snowmobiles, scooters, all-terrain vehicles and personal watercraft.



Community Spotlight

Water Street Ministries



In 1905, a Lancaster optometrist and his wife opened a mission on Coral Street. A dozen years and two moves later, the Water Street Rescue Mission was chartered. Now, more than 100 years later, that little store front mission serves hundreds of individuals living in homelessness and poverty in Southeastern and South-Central Pennsylvania.

Water Street Ministries, as the organization has been known since 2009, now consists of five divisions, each with a distinct role in the group’s purpose of advancing the kingdom of God through the gospel of Jesus Christ and doing missionary, relief, and rescue work of all kinds.

- **Lydia Center:** residential recovery program for women
- **Water Street Mission:** year-round emergency shelter and support for the homeless
- **Teen Haven:** programs for urban youth
- **Water Street Health Services:** for those without access to health care
- **Wonder Club Early Learning Centers:** faith-based kindergarten and pre-k education

It takes more than 100 employees to carry out this purpose. Human Resources Administrator Miriam Flores handles their benefits and other issues with help from StoudtAdvisors.

StoudtAdvisors and Water Street Ministries have worked together for more than 15 years. Before StoudtAdvisors came along, Water Street Ministries used to handle insurance and HR issues all on their own. Now, Miriam says she doesn’t know how they ever got along without StoudtAdvisors.

Miriam is particularly happy with their Account Executive, Marilyn Gehringer. “Marilyn is in the right place,” she explains. “She is very knowledgeable about her job. We trust her 100%.”

In addition to major medical, FSA, HSA, and COBRA management services, Water Street Ministries also takes advantage of StoudtAdvisors Human Resources and legal expertise, including HR training sessions with Becky McClure.

Miriam especially appreciates the way StoudtAdvisors acts as an advocate for them. “Marilyn has been a great support,” she reports. “She keeps tabs on everything. When I email her with a problem, she’s on it – and doesn’t let go until it’s resolved.”

StoudtAdvisors not only helps support the mission of Water Street Ministries through their professional expertise, but also by sponsoring a hole at the annual golf tournament, a major fundraiser held every June at Tanglewood Manor. They are proud to be part of this thriving local organization that is working to change the world one life at a time.

StoudtAdvisors is proud to support Water Street Ministries. For information or to get involved, visit waterstreetministries.org.



Kuhns Hall on Prince Street includes Lancaster County’s only year-round emergency shelter.