



President's Message

As I begin my term as WilcoHR's President, I am both thrilled and humbled to lead this amazing association for the coming year. 2023 is certainly going to be a big year for me personally and professionally. This year, I celebrate being a member of the Society for Human Resource Management (SHRM) for ten (10) years. I am truly grateful that a former colleague introduced me to SHRM and the local chapter, San Diego SHRM. I have learned so much and even became SHRM-SCP certified in 2018. Now, here I am leading WilcoHR.

I am excited for the changes we are making in our association! We recently updated to a new logo and motto and began updating our website all in order to be of more service to you. Our volunteers took on these tasks and while it's taken a little longer than expected, we are making great strides. Make sure to follow and subscribe to all of our channels for the latest information.

Over the past few years, we've had to transform and transition. In 2022, labor demands outweighed supply and drove up wages for talent. We also saw inflation soar, the stock market flounder and layoffs hit many parts of our workforce. It is still an employee's market. Employers are having to step up to meet employee demands for higher wages, flexibility in the workplace, provide additional safety precautions, and enhance benefits. Employees continue to depart their organizations for better opportunities. Our chapter members have shared the same challenges of recruiting skilled labor, retaining top talent, and layoffs with uncertain market conditions.

It's time to re-examine, redefine, and reimagine our lives, our careers, and our future. Dr. Martin Luther King Jr. once said, "Our very survival depends on our ability to stay awake, to adjust to new ideas, to remain vigilant and to face the challenge of change." This means HR Professionals will have plenty of opportunities to demonstrate subject matter expertise and operational abilities in our organizations. WilcoHR is here to help! My desire is that our association will serve as a valuable and strategic partner for all of our members, their employees, organizations, and our Williamson County communities.

During the year, WilcoHR will continue to bring engaging and educational monthly speakers (with HRCI and SHRM recertification credits) and provide new informal member networking and SHRM Foundation fundraising events and other outreach opportunities in our communities. Through our goal setting process, we plan to introduce new campaigns to benefit WilcoHR members and will continuously update our website and social media with the latest information. It is my goal for WilcoHR to connect with our community and to make a positive difference in the lives of others. I am overjoyed to work with our dedicated Board of Directors for this coming year, and after our first board meeting, I know they are as ready as I am to give back to the HR profession and members of our Williamson County communities. We welcome you into your growing and diverse association where you are a person, and YOU MATTER. We hope to see you virtually and in-person in 2023.

Carla N. Dykstra, SHRM-SCP
President