



Middle Market Special Interest Group

January 2008

HROA Middle Market : General Purpose

- General Purpose. The HRO Middle Market Special Interest Group has been founded as a global interest group of the HROA. The HRO focuses solely on human resource outsourcing as a subcomponent of multi-tower business process outsourcing (BPO).
- The HRO Middle Market Special Interest Group believes that middle market outsourcing is a cost effective strategic business initiative, which grants access to industry best practices and specialized expertise while improving service quality through enhanced HR capabilities and technology.
- **Middle market HRO is defined as leveraging three or more HR functions with an employee market generally ranging between 2,000 to 15,000.**

HROA Middle Market : Specific Purpose

- Specific Purposes. The HRO Middle Market Special Interest Group objective is to provide a platform for consumers, providers, and other stakeholders to contribute research, data, and tools to make informed decisions related to the evaluation, purchase, implementation and management of HR process outsourcing. The purpose is to establish, evolve and continuously improve the industry standards and practices for the middle market HRO.

HROA Middle Market: Board Leadership

- **Executive Committee**
 - Chairperson- Lisa Knutson (E.W. Scripps)
 - Vice Chairperson- Mike Hogan (ADP)
 - Treasurer- Jeff Bizzack (Accenture)
 - Secretary – Sam Borgese (Catalina Restaurant Group)
 - Member-at-large- Elliott Clark (HRO Today)
- **Members-at-large**
 - Buyers
 - Advisors
 - Providers
 - Other Stakeholders

HROA Middle Market : Members-at-Large

■ Consumers/Buyers:

- ▶ Lisa Knutson -E.W. Scripps
- ▶ Sam Borgese (Catalina Restaurant Group)
- ▶ Mike Kriner-Teradata

■ Advisors:

- ▶ Equa Terra- Mark Trepanier
- ▶ TPI-Rosemary Collins

■ Providers:

- ▶ Accenture –Jeff Bizzack
- ▶ ADP –Mike Hogan
- ▶ Ceridian –Will Manuel/Stefanie Adams
- ▶ Fidelity – Bob Donahue
- ▶ Trinet – Nov Omana

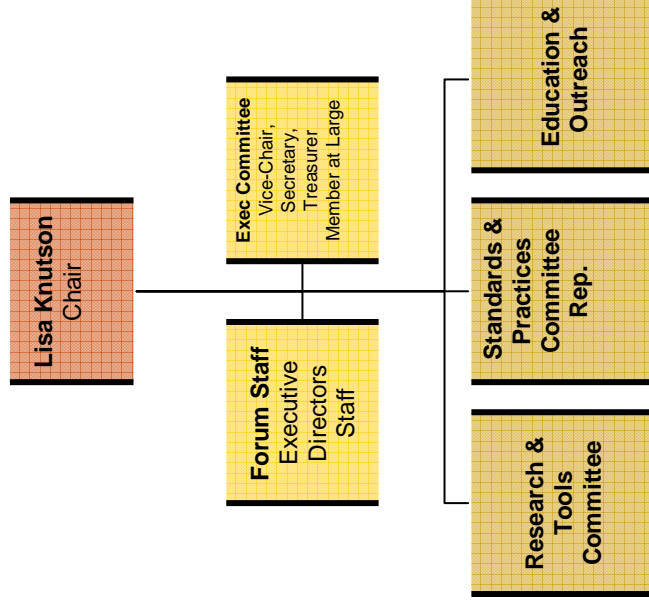
*Reflects paid memberships only



HROA Middle Market: Membership Guidelines

- **Board Participation**
 - Tenure- two years
 - Active participation in the following:
 - ▶ Annual business meeting of the membership
 - ▶ Regularly scheduled conference calls
 - ▶ Quarterly Board meetings
 - ▶ Committee leadership and involvement

- **Industry Philanthropy**
 - Actively work to improve the professional practice of HR outsourcing
 - Act as an ambassador and spokesperson for the HROA
 - Actively recruit additional members for the HROA, as well as the HRO Middle Market Advisory Board



HROA Middle Market: Events Calendar

November	December	January	February	March
<ul style="list-style-type: none"> ❖ RPO Summit 11/6 ❖ HRO World Europe 11/27-11/29 ❖ HROA Board Meeting 11/27 		<ul style="list-style-type: none"> ❖ Launch HROA Middle Market SIG ❖ HROA Board Meeting 1/14 	<ul style="list-style-type: none"> ❖ HROA Board Meeting 2/11 	<ul style="list-style-type: none"> ❖ HROA Board Meeting 3/10
April	May	June	July	3-4Q 2008
<ul style="list-style-type: none"> ❖ HRO World NY 4/15-4/17 ❖ HROA Board Meeting 4/15 ❖ HROA Board Meeting 	<ul style="list-style-type: none"> ❖ HROA Board Meeting 5/12 	<ul style="list-style-type: none"> ❖ HROA Board Meeting 6/16 	<ul style="list-style-type: none"> ❖ HROA Board Meeting 7/14 	<ul style="list-style-type: none"> ❖ HROA Symposium-Chicago (September/October)



HROA Middle Market: Marketing Information

- **January - Press Release – Launch of Mid Market Special Interest Group.**
- **January website – HROA to work with committee members to aggregate and promote relevant content**
- **February - MM Sales Kit for new members – Education/Outreach Committee to provide by Feb mtg.**
- **February – Webinar – Firm up date with Everest for first call**
- **February – Front Cover HRO (Lisa) –Finalizing with Elliot Clark**
- **April – HRO World - host a launch party in New York**
- **September – MM Symposium in Chicago. Education and Outreach committee to work with HROA**