



MEDIA RELEASE

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HONOURING THE BEST OF HR PROFESSION *HRMA Presents Rising Star, HR Professional of the Year and First Ever CEO Award*

Vancouver, BC (April 27, 2016): Highlighting the strategic evolution of HR, the Human Resources Management Association (HRMA) has announced the winners of its two annual awards—the Rising Star Award and the Award of Excellence: HR Professional of the Year—as well as the inaugural Keeping People First CEO Award.

Presented at a special luncheon as part of HRMA's Annual Conference + Tradeshow in Vancouver, full information on each of the winners and their awards is available online at hrma.ca. More than 1,000 HR professionals and business leaders from British Columbia and Yukon attend this conference each year.

Rising Star Award **Christine Seargeant, HR business partner, Workday**

Sponsored by LoganHR, the **2016 Rising Star Award** was presented to **Christine Seargeant, HR business partner for Workday**. Created to recognize and publicly honours an HRMA member who is 'lighting the HR community on fire,' our young HR trailblazers hold the future of the HR profession in their hands and are the lifeblood of many HRMA volunteer committees.

It with a love of technology which kindled Seargeant's passion for HR when she went to work at MediaCore, a finance and HR software start-up over three years ago. Moving swiftly from an administrative assistant to operations manager role within six months, she immediately noted a need to identify and implement HR policies and procedures to better serve the company's growth.

Seargeant single-handedly built the entire HR program at MediaCore, including HR systems, recruiting processes, on-boarding, a health and wellness program, and training manuals. Completing this foundational work quickly was critical for a venture start-up and had a large impact on the company's growth of revenues from 50,000 in 2012 to \$2 million in 2014. Her efforts continued play a vital role during the subsequent acquisition by WorkDay in 2015.

Acclaim for Seargeant's impact on the organizational culture of MediaCore arrived in the form of receiving the 2015 Employer of the Year Award from the Victoria Innovation, Advanced Technology and Entrepreneurship Council—which recognizes a company that has demonstrated commitment to its staff and provides a pleasant workplace.

**Award of Excellence: HR Professional of the Year
Barbara Meens Thistle, Vice-President of HR, ICBC**

Sponsored by the *Vancouver Sun* and *The Province*, the **2016 Award of Excellence HR Professional of the Year** award was presented to **Barbara Meens Thistle, VP of HR, ICBC**. Given to a HRMA member who contributes by improving their organization's bottom-line, achieving business results, and demonstrating leadership and who serves as a personal and professional role model, Meens Thistle met and surpassed that benchmark with her efforts.

Throughout a career spanning from coast to coast, Thistle has assessed, aligned and delivered on the promise of better people practices, elevating executive perception of HR in the process—and emerging as a role model for women aspiring to be senior leaders and HR professionals overall. As an ambassador for HR, she has crafted the career of a strategic business partner, committed to enabling business success through people.

Joining ICBC as the VP of HR nearly two years ago, Thistle's role quickly evolved to become VP of Corporate Services, leading more than 200 staff, and she took the lead in developing a new organizational model—a significant challenge considering the somewhat anchored culture of a 40-year-old crown corporation. She led a multi-phased approach, collaborating with executive and senior leaders to establish a company-operated model, with clearer accountabilities for leadership roles to increase capacity and so lead by example.

What has emerged is Thistle's creation, a community of leaders speaking a common language of people and service—and a very quantifiable cut of \$1.8 million in costs. Accompanied by a significant streamlining of the organization, the combined impact will contribute to a record dividend. This in turn will open the gates for technology upgrades, as well as investment to allow employees to grow their careers and develop leading-edge skill sets.

**Keeping People First: CEO Award
Chris Catliff, president and CEO, Blueshore Financial**

Marking the rise of calibre people practice in business leaders, HRMA also presented Chris Catliff, president and CEO of Blueshore Financial with his first-ever Keeping People First: CEO Award. The new distinction was created to recognize a CEO for outstanding leadership in people practices and supporting innovative HR. Catliff's efforts in guiding the brand transition to BlueShore Financial exemplifies the core value of this award—keeping people first in his strategic vision, leadership and corporate performance to drive business success.

Catliff's hands-on style and action-oriented vision are the driving forces behind BlueShore Financial's growth and success. A veteran of the financial services industry, he has devoted his career to building better credit unions through customer relationship technology and knowledge management. Since joining BlueShore Financial in 2000, he has led a successful rebranding, technological innovation and strong organic growth, including a quintupling of Assets Under Administration.

Moreover, Catliff's experience in leading and developing financial institutions has been grounded in an emphasis on innovative service, engaged employees and premium client service. Previously, he held executive positions at Vancity and Citizens Bank where his responsibilities included corporate affairs, credit, treasury, technology, branches and strategy. Holding a Master's degree from UBC, the ICD.D designation from the Institute of Corporate Directors and Director qualifications from the Canadian Securities Institute, Catliff has served on over 30 boards, and continues to lead by example.

The Human Resources Management Association (HRMA) is a non-profit organization dedicated to advancing the HR profession through advocacy, awareness and professional development opportunities, and provides leadership to more than 5,700 members across BC and the Yukon. Established in 1942, HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia and Yukon. www.hrma.ca.

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