

What's *Our* Story – Part V III

One Member's Story

Vicki Boroff of Chief Super Markets

This year, we've been celebrating the 60th Anniversary of The Employers' Association (EA) through a series of articles titled "What's *Our* Story?" Vicki Boroff, of member company Chief Super Market, was interviewed by Barb Rains, Membership Coordinator, to talk about her experiences as a member. Vicki is currently the Manager of HR & Development, and has been an active EA member since 2005.

Barb: Why do you believe The EA has been able to serve the companies of Northwest Ohio and Southeast Michigan successfully for 60 years?

Vicki: I believe the success of The Employers' Association is due to the friendliness, professionalism, and politeness of the staff. The exceptional customer service provided by The Employers' Association is the reason they are successful. The EA provides great services, including the Wage & Salary Surveys, as well as the free webinar to help explain how it can be understood and used. The EA is a "go-to" for resources, which is very helpful with a small HR staff.

Barb: What service of The EA has been your personal favorite over the years?

Vicki: My favorite is the Human Resource and Benefits Roundtable. The topic always varies. There is always a relevant topic being discussed, whether it is relevant to our business now or in the future. The great networking I get by attending is always helpful as well.

Barb: What changes in The Employers' Association have you seen over the years?

Vicki: The newest change that I have seen is having Jennifer Kiernan on staff as the Wellness Champion. She has done a great job putting wellness programs together and she also had a great presentation.

Barb: Do you have a memorable experience with The EA you could share?

Vicki: Back in April, The EA brought in Ben Goff to speak about the Health Care Reform. This was by far the most beneficial and most reliable presentation I have seen on this topic. Ben has been a great resource and he has continued to be a great resource.

Barb: What do you think is the most important thing The EA can do to be successful for 60 more years?

Vicki: Continue to do what you are doing and continue to grow! Also continuing to ask during roundtables what information we need. The EA does a great job at listening and we always get topics that we ask for.

Barb: Is there anything you would like to add?

Vicki: Everyone at The EA is so friendly and it is hard to find a company where everyone is nice and has a positive attitude. You would not know when anyone at The EA is having a bad day!