



## **Human Resources Professional of the Year 2009 Award Winner**

**Timothy R. Taylor, SPHR- CA**  
*Director of Human Resource Policy and Benefits  
Hendrick Automotive Group*

The HR Professional of the Year award recognizes a member of the Charlotte Area SHRM chapter who has shown outstanding leadership not only in the HR community - CASHRM, the NC State Council and other organizations - but who has also exemplified service to the HR profession, leadership in the business community and service to the local community.

It is with great pleasure that we announce the recipient of the 2009 award – **Tim Taylor, SPHR-CA.**

Tim received his undergraduate degree in Personnel and Employee Relations management from Miami University in Oxford, Ohio. After college he served four years in the U.S. Army, 82<sup>nd</sup> Airborne, as Sergeant/Squad Leader for a nine man infantry squad in a Rapid deployment Force Unit in Desert Storm. While in the military, he received the Senior Parachutist Badge, Expert Infantry Badge and Jungle Expert Badge.

After his military service, Tim joined Public Service Company of North Carolina, Inc. as a Senior Human Resources Representative. During his 11 years with the company he moved up to Manager – Employee Relations, then Director - Compensation and Staffing, and finally to Manager – Human Resources. During these years, Tim was involved in the design and administration of drug testing programs, EAP Programs, EEOC compliance and investigations, compensation and variable pay systems, job analysis, payroll, labor relations and union negotiations, benefit administration and other related functions. While at PSNC, he continued his formal education by receiving an MBA degree from the McColl School of Business at Queens College in Charlotte, NC. He obtained the SPAR designation in 1991 and the SPHR-CA (California) certification in 2007.

He joined Hendrick Automotive Group in 2001 as Director of Human Resources where he is responsible for managing Human Resources function. The department supports all Hendrick entities including Hendrick Automotive Group, JLH Management, Hendrick Motorsports and other affiliated entities on employment-related matters by providing direct support to dealership managers and employees on a wide variety of personnel issues. Members of the HR team regularly interact with employees, managers and executive leadership as well as representatives of government agencies, attorneys and outside vendors.

The Hendrick Automotive Group is the second largest privately held retail automotive business in the US with over 6,000 team members in 60 dealerships in 12 states. And the Motor Sports Group is the Premier NASCAR racing organization supporting drivers like Jeff Gordon, Jimmie Johnson, Mark Martin and Dale Earnhardt, Jr. plus 500 other team members.

### **HR Team Accomplishments**

- Initiated customer-oriented focus for delivery of HR services by ensuring high-level of HR team competency with limited reliance on outside resources. Department's goal is that most HR issues can be addressed during the initial contact.

- Implemented comprehensive HR Audit program to ensure dealership compliance with employment-related laws and regulations and sharing of HR best practices among the dealerships.
- Implemented HR Administrator training process to ensure dealership personnel receive proper training on employment laws and internal HR procedures.
- Developed dedicated HR team for Hendrick Motorsports, an organization that never had any professional HR staff.
- Developed and implemented formal management training programs on key HR topics including hiring processes, performance management and employment law compliance.
- Developed and implemented HR intranet which provides dealerships with greater capability to manage leaves of absence, report employee information and manage compensation. All development was done by HR staff.
- Developed standardized Buy-Sell process to ensure rapid and effective start-up or acquisition of new dealerships.
- Team members actively involved with employment law legislative process both through letter writing and participation in annual Capitol Hill visits with SHRM Legislative Affairs.
- Implemented mandatory certification requirement for professional HR staff. All full-time professional staff obtained SPHR certification.

## **Results**

- Significantly improved the overall value and increased the role of the HR function within the Hendrick organization.
- Reduced overall employee turnover to lowest levels among the 10 largest public and private automotive retailers.
- Effectively handled 19 dealership start-ups, acquisitions and sales.
- Significantly improved overall compliance with employment related laws and regulations.
- Significantly reduced number of employment issues that resulted in EEO charges and employment litigation.
- Greatly increased emphasis of HR issues related to overall business operations.
- Increased role of HR in working with executive leadership team.
- Increased capability of dealership management teams to handle routine HR matters while limiting potential liability.
- Over the past 7 years, at least one representative from the Hendrick HR team has participated in annual Capitol Hill visits as part of SHRM's Legislative Affairs program.
- Reduced HR department operating budget by over 50%.
- Hendrick Motorsports has won the Sprint Cup series each year since a dedicated HR team was put in place in that organization!

Tim is an active member in SHRM since 1989 and CASHRM since 1997 and served as a panel member on the CASHRM 2009 annual Executive HR Panel breakfast.

He served on the CASHRM Board in various capacities from 2000 until 2004, serving as Chapter President in 2003. As the 2003, President of CASHRM, Tim actively participated on the NC SHRM State Council and represented the chapter at each quarterly meeting, highlighting CASHM achievements. Tim remains

an active national SHRM member – attending the Legislative Conference each year in DC and persistently writing those letters to congressman regarding HR-related legislation.

During Tim's tenure as President, there were some structural changes in the national SHRM organization including the elimination of the Special Interest Groups. Charlotte was one of the few cities in the Southeast that had both affiliations and Tim attend numerous conference calls and in-person meetings to learn about this change. Tim skillfully negotiated the transition of the Charlotte EMA group to become a part of CASHRM which continues its relationship today but as SMA™ Charlotte.

As for Community involvement – he has used his joy of cycling to help with fundraising for charities such as The Leukemia and Lymphoma Society, The National Multiple Sclerosis Society and The Lance Armstrong Foundation by participating in various charity bike rides (multi-day rides and 24 hours rides) and triathlons.