



# Minnesota Professionals for Psychology Applied to Work

## Upcoming Speaker

By Katie Olson, VP Programs

### TUESDAY, FEBRUARY 17: Recession, Restructuring and Reselection

**Fred Fishback**  
President, JavelinHR Solutions



These are tumultuous times. Unemployment has reached a 24 year high and continues to climb. High profile bankruptcies, massive layoffs, shutdowns, and bailouts dominate the news cycle. Survival of many businesses is at stake in this unprecedented economic downturn. Business executives are facing some of the most critical and challenging decisions of their entire careers, the likes of which they have never faced.

HR costs continue to be the place to cut, as employee wages continue to represent the largest single expense for many companies. Yet, there are smart and not-so-smart ways to trim the workforce. In his presentation, Fred Fishback will discuss ways to face this daunting task and not only get through these difficult times but to take advantage of opportunities they present. He will also discuss implications for the currently employed as well as displaced workers.

Fred Fishback is a summa cum laude graduate from the Florida State University Honors College where he studied psychology and computer programming. He holds a graduate degree in Applied Behavioral Science – a multi disciplinary degree in industrial psychology and engineering – from Virginia Tech. His academic focus involved integrating computers and information processing technology with selection and assessment systems. While at the university he presented numerous papers at professional conferences and national symposiums on employee selection related issues.

In his career, Mr. Fishback has directed the design & validation of large-scale selection, assessment and staffing programs for leading corporations including ALCOA, Glaxo-SmithKline, American Express, & Matsushita. Numerous companies across a variety of industries have relied on his expertise, including hospitals, banks, & manufacturing companies. Projects include: 1) a computer-based, nationwide field testing & supervisory assessment center program for a sales force of >5000 pharmaceutical representatives; 2) the cable industry's most advanced & thorough staffing process for sales, customer service & technical personnel; and 3) a computerized testing & data management system that tests candidates nationwide & automatically tracks the data of >500,000 appli-

cants for financial planners & mutual fund sales personnel. He also provided management assessment services for contractors of America's Space Shuttle program at the Kennedy Space Center. Further, as part of an EEO consent decree settlement, ITT hired Mr. Fishback to revamp its management selection procedures to bring its practices into strict compliance. The State Attorney's office in Miami retained Mr. Fishback's services while Janet Reno, former U.S. Attorney General, was in charge. He has also been involved in leading-edge research with Glaxo-SmithKline in the emerging field of pharmacoeconomics, using computer-aided testing techniques to assess the economic impact of drug therapy. Other achievements include development of the first commercially available PC computer-based testing system, & his company was the first to introduce tablet PC technology to HR. He is currently involved in cutting-edge research on the application of computerized neural networking techniques to enhance the validity of assessment processes. He remains at the forefront of the interface between computer technology and industrial psychology.

Mr. Fishback has served on the adjunct faculties & taught industrial psychology, personnel management & business management at several universities, including the University of Richmond, the University of Evansville & Indiana State University. He speaks & lectures around the country on testing & assessment issues. He is routinely consulted or cited on workplace & human resource issues in publications from around the world, including the Wall Street Journal, Forbes Magazine, Human Resources International, Human Resources Executive, the Chicago Tribune, the Orlando Sentinel, the Swedish Daily Press and others.

He is currently president of JavelinHR Solutions, a 25 year-old company which offers a range of HR services including leadership assessment from first level through mid level management assignments, workforce optimization, restructuring and reselection strategies and the development of technology driven selection systems with a special emphasis on fully integrating all aspects of the staffing process into a unified system, including recruitment, testing, validation, simulations, interviewing, data management/tracking and business analytics.



## MPPAW Update

By Cheryl Paullin, President

As I write this, the temperature is -11° F, perfect weather for the St. Paul Winter Carnival! I hope you've been able to enjoy some outdoor activities this winter. At least we have enough snow this year for activities that require it.

Another way to enjoy winter is to attend a nice, warm indoor activity on February 17 – the monthly MPPAW meeting! Fred Fishback, founder and owner of Javelin HR Solutions (formerly

ePsychometrics and Applied Psychometrics), will be our presenter. Dr. Fishback is a dynamic speaker with a wealth of experience to share in the areas of HR consulting and analytics. I'm sure you'll find his presentation informative and engaging.

This is also the time of year when graduate students start thinking about summer internships. Historically, several organizations in the region have offered applied psychology internships, and it is time for those of us who hire summer interns to think about what we'll need this summer. So, consider "networking with a purpose" at the February and March MPPAW meetings. You might find an ideal (a) intern or (b) internship opportunity!

## Member Profile

By Megan Brogger, Co-Secretary

The Spotlight is on...

**Bill Handschin, PhD, LP**  
President, Talent Management Consulting, Inc.



This month's profile spotlights Dr. Bill Handschin, President of Talent Management Consulting, Inc. in St. Paul, Minnesota. After getting a Bachelors degree in Zoology and Chemistry, a Masters in Biology and Biochemistry, and spending a dozen or so years in biochemical research, Dr. Handschin realized he needed more credentials to move ahead. He began searching for something that involved working with, training, or collaborating with others – something beyond the "purely intellectual aspects of bench chemistry". Bill explored a PhD in biochemistry as well as medical school, but landed on the Counseling Psychology training program in the Psychology Department at the University of Minnesota.

This training offered him opportunities to apply his quantitative skills and science background in a different way. He interned at the Vocational Assessment Program, at the U of M and then at MDA Consulting Group. These opportunities helped him realize consulting was a good match for his interests and energy level! After 18 years with MDA, Bill was ready to "try some of my own ideas". In 2005, he started Talent Management Consulting, Inc. <http://talentmci.com/> His firm specializes in "the evaluation, selection, and integration of executive and managerial talent into client organizations, the development of talent potential through coaching and retention of talent, and succession planning for future talent needs".

An accomplished author, Bill is published in two fields – biochemistry and psychology. A few titles include, *Reinventing Yourself: Life Planning After 50 Using the Strong and the MBTI* (1998), *Mastering the Transition from Technician to Technical Manager* (2007), and *Navigate the Baby Boomer Exodus with a Talent Management Program* (2007). In his current work, Dr. Handschin takes pride in the possibility of having a "positive impact on the people with whom I work and the organizations to which they belong. When that happens, and I've been able to help a worthy individual or organization function at a level closer to their capacity, it's a great feeling".

Dr. Handschin is an adjunct assistant professor at the University of Minnesota and Saint Mary's University and is involved in many professional organizations. He also actively engages in ongoing professional development and presents on various

topics to professional and non-professional audiences throughout Minnesota.

On a more personal note, Bill is influenced by his wife who he credits with keeping him honest and his colleagues who "share ideas about how things could be better and then encourage me to strive to move things in that direction". In his spare time, he enjoys taking and collecting photographs of the various "concrete animals that seem to have proliferated in the Midwest" and restringing his guitar in hopes of "rebuilding the classical guitar repertoire I used to enjoy so much". Bill also enjoys railroading, having once worked for the railroad, and stays involved through *pro bono* work with the general manager and board of a railroad history museum. However, Dr. Handschin reports that his favorite hobby "is a quiet dinner with my wife, family members, and/or close friends".

## January Presentation Recap

Summary Prepared by Sherine Kurian, Member

### Eden Campus, Karatara, South Africa: Lessons Learned

**Carol Lynn Courtney, Ph.D.**, Courtney Consulting Group  
**Scott Fee, Ph.D.**, Minnesota State University at Mankato  
**Ashley Johnson**, Minnesota State University at Mankato  
**Bulelani Magxaka**, Minnesota State University at Mankato  
**Dick Olson, Ph.D.**, Olson Consulting Group  
**Dan Sachau, Ph.D.**, Minnesota State University at Mankato  
**Nick Zarns**, Minnesota State University at Mankato

At the January 20<sup>th</sup> MPPAW meeting, a panel comprised of several students and faculty from Minnesota State University, Mankato and consulting professionals from Minneapolis presented their thoughts and experiences from visiting Eden Campus in South Africa. Dr. Carol Lynn Courtney was the first of the panel to speak. She described how she was one of the 30 individuals who left Minnesota for Karatara, South Africa in the summer of 2008. The purpose of the trip was to help Eden Campus and provide an opportunity for the black and coloured (technical term in South Africa) students to work with white students. Dr. Courtney explained that they walked in on the science-practitioner model used at the program. They worked on defining the target market and how to go about selecting students, staff, and faculty. There was also the defining of roles and team development for staff. Then, there was qualitative follow-up of whether the students were reaching their goals.

Dr. Scott Fee spoke of the history behind Eden Campus and the reason for its formation. Dr. Fee described how the same energy for change in the U.S., with the election of Barack Obama, was mirrored in South Africa in 1994 with Nelson Mandela. Eden Campus is a result of that change. Dr. Fee's colleague, Steve Carver, discovered that the changes in urban areas of South Africa were not occurring in rural areas. Eden Campus was created to resolve that. For two years, students are given an opportunity to learn what an enterprise is and how to start one. The students are picked by community leaders for admission based on their commitment to the community, not by GPA or similar factors. The campus, which does not charge tuition, began in 2006. Students who have completed the two-year program have attended universities, received jobs, or started companies.

Dr. Dan Sachau spoke on the topic of service learning. He described how service learning is a hot topic in university settings. The idea behind service learning is incorporate community work

into students' coursework. Dr. Sachau pointed out that this is not an easy task. He described two potential extremes of service learning perspectives: one where the individual comes in with the mindset that they ordained to help others and tell them what to do; conversely, the individual takes the mindset that those who need assistance will tell the individual what to do. Dr. Sachau explained they discovered people do not want to be helped by individuals with the first mindset. Dr. Sachau advised that the difficulties they experienced were similar to those an external OD consultant faces at the beginning stages of an engagement. He concluded by suggesting those who choose to do such work should go in with the intention of developing friendships and not with the intention to help.

Dr. Dick Olson's topic, "The Visionary Entrepreneur," began with talking about Steve Carver, the individual who started Eden Campus. Dr. Olson described Steve as a visionary who was charismatic and persuasive. Dr. Olson explained how the characteristics of Eden Campus were similar to the entrepreneurship of other startup organizations in Minneapolis. Industrial and organizational skills were used to create infrastructure, select students, and various other aspects of the campus. Dr. Olson proceeded to talk about leadership. At Eden Campus, there was great leader who could not read and write. He was a quiet man who was able to stop the vandalism at the campus. Dr. Olson concluded by stressing the point to pay careful attention to culture wherever you may be and to understand cultural differences in leadership.

Two MSU graduate students, Nick Zarns and Ashley Johnson, provided observations from the township visits and commentary on the similarities and differences between Eden students and Minnesota State students.

Bulelani ("Lela") Magxaka, graduate of Eden Campus and first-year MSU student, spoke of his perspective on the experiences from the visit in 2008. He explained how the Eden stu-

dents were initially confused as to why students from American schools would want to visit Eden. They were also unsure as to what to do with the visitors once they had arrived. Mr. Magxaka explained that they could have taken the American students to movies and such, but came to learn that would not explain the way of life in rural South Africa. He concluded by thanking everyone for coming and how the visit changed his life.

The panel discussion was followed by a fundraiser for Eden Campus.

## Announcements

By Stephanie Klein, VP Communications

### MPPAW Membership Directory – This Month!

The 2008-2009 MPPAW Membership Directory will be distributed via email later this month. As a reminder, the directory is available only to current MPPAW members.

### Send in Announcements, Links, and Job Postings

MPPAW is your resource for distributing information of interest to the applied psychology community. If you would like to include an announcement in the MPPAW newsletter, or post a job opening, funding opportunity, event, or other information on the MPPAW website, please contact Stephanie Klein, MPPAW VP Communication ([sklein@previsor.com](mailto:sklein@previsor.com)).

### Continuing Education Credits

For Licensed Psychologists needing to meet the CEU requirements of the Minnesota Board of Psychology, attendance at each MPPAW event has been accredited at 1.5 hours of continuing education credit. Moreover, your membership fee covers all the expenses for the MPPAW year (fall to spring), up to 10.5 CEU credits. Documentation is provided upon attendance at the monthly meeting, and can be requested at the registration table.

## Format of Meetings

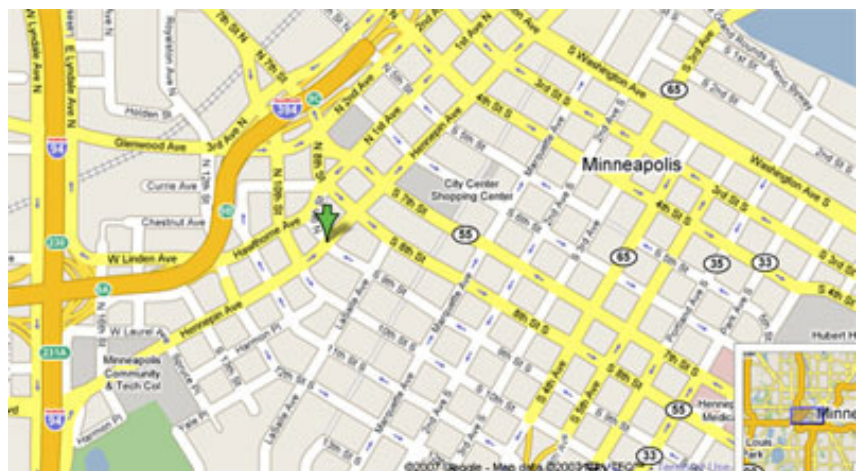
Meetings begin at 5:30 p.m. with a social hour, followed by the presentation at 6:20 p.m. The meeting will conclude at 7:45 p.m.

A fee of \$12.00 per MPPAW member and \$25.00 per non-member (\$6.00 and \$15.00 for students) covers food at the social hour, as well as helping with the costs associated with the presentation that evening.

## How to Get There...

Solera ([www.solera-restaurant.com](http://www.solera-restaurant.com)) is located at 900 Hennepin Ave. in downtown Minneapolis.

There is valet parking for \$6 or you can park in the Target Center garage directly behind Solera (and of course many other public lots around the 9th and Hennepin corner).



MPPAW Website: [www.mppaw.org](http://www.mppaw.org)

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