



McKinney Consulting Group

# Proposal

in response to:

## **Town of Upper Marlboro Government Human Resources Firm RFP # UM 2023-01**

**Submitted to:**

**The Town of Upper Marlboro  
info@uppermarlboromd.gov**

**Submission Date**

**April 3, 2023  
5:00 p.m. EST**

**McKinney Consulting Group, LLC  
2735 Pinebrook Rd.  
Hyattsville, MD 20785**

**Phone: 301-969-2771**

**Email: mckinneyconsultinggroup@gmail.com**

**Primary Contact & Authorized Negotiator: Shinaia McKinney, CEO**

## Table of Contents

Table of Contents	2
A. Town of Upper Marlboro and McKinney Consulting	2
B. Level of Experience	3
C. Ability to Perform Scope of Work	5
D. Suggested Work Plan and Cost Quote	7
E. References	8

## A. Town of Upper Marlboro and McKinney Consulting

Established in 2017, McKinney Consulting Group (MCG) is a Prince George's County-based, woman-owned small business offering Human Resources and Human Capital Management Services across Maryland, Virginia, Washington, D.C., and New Jersey. MCG is led by Shinavia McKinney, a Professional of Human Resources-certified HR Director with 15 years of experience providing Human Resources solutions to companies from 8 employees to over 500 employees. Ms. McKinney was born and raised in Prince George's County and as a current resident, she still serves businesses, local government, and non-profit organizations throughout Maryland. The Town of Upper Marlboro would be served by Ms. McKinney to satisfy its need for a Human Resources Firm.



McKinney Consulting Group

The Town of Upper Marlboro would be best served by a business and community member familiar with Upper Marlboro, as well as an HR Director who works diligently to vet HR solutions to choose the best, most trusted, and most cost-effective options for the Town. MCG uses evidence-based practices that are recommended by the Society for Human Resource Management (SHRM) as well as Organizational Behavior Modification (OBM) practices. MCG believes in a spirit of transparency and openness, helping employees understand their payroll and benefit options, and will be available to answer employee questions year round. In addition, MCG regularly surveys employees to gauge the quality and satisfaction of benefit choices to shape future HR strategies.

*MCG's firm of HR professionals is led by Shinavia McKinney, an HR Director with 15 years of experience providing Human Resources solutions to companies from 8 employees to over 500 employees.*

**How will MCG work best with the Town?** MCG understands that HR inquiries can be time and life-sensitive, and aims to foster a sense of community through friendly employee service, and answering employee questions in a timely fashion, usually in less than 12 hours. MCG will collaborate with the Town through a variety of methods, including:

- Weekly Meetings
- Monthly Touchpoints
- Monthly Town Hall
- Phone
- Email
- The Town's Instant Messaging or Chat System

### McKinney Consulting Group Clients



Collins Publishing, LLC



## B. Level of Experience

McKinney Consulting Group's level of experience required by the Town is displayed in the table below:

Level of Experience
<p>Experience working with local government.</p> <p>Experience working in Maryland, and legal ability to work in the State.</p>
<p>Ms. McKinney and her team have over 15 years experience working with local District of Columbia, New Jersey, and Maryland agencies, and legal ability to work in the State including:</p> <ul style="list-style-type: none"> <li>• Maryland-National Capital Park and Planning Commission (MNCPPC) in Upper Marlboro, MD. Ms. McKinney provided consulting services to the PR team to guide employment and recruiting strategy.</li> </ul>

- First Impressions, a woman-owned non-profit in Upper Marlboro, MD. MCG provided management of HR personnel and general HR support as needed.
- CK Family Dental, a member of the Maryland State Dental Association, in which MCG ensured policy adherence to Maryland State Dental Regulations.
- Foreign Affairs Recreation Association through the U.S. Department of State - Ms. McKinney managed FARA's recruitment and onboarding process as well as other office duties.
- Washington, DC government through the Department of Behavioral Health, on behalf of a healthcare management firm, Innovative Life Healthcare. Ms. McKinney and her team managed ILH's payroll and benefits system, including medical, dental, life, and retirement planning. She and her team also designed the onboarding, recruitment, and periodic training system to adhere to Maryland, DC, and New Jersey state guidelines.

#### Employ certified and qualified HR personnel.

MCG's leader, Shinavia McKinney, received her Professional of Human Resources (PHR) certification from the HR Certification Institute in 2010. Ms. McKinney and her team have over 10 years experience employing certified and qualified HR personnel, adhering to HR Certification Institute certification standards.



#### Experience working with a growing entity.

The MCG Team has 15 years of experience working with growing entities, as demonstrated below:

- MCG managed the HR payroll, benefits, training, and employee growth of Innovative Life Healthcare in Silver Spring, MD. Ms. McKinney's team helped grow the healthcare services company from 14 employees to over 500 since 2008.
- MCG managed the HR onboarding, hiring, training, and orientation process for a growing Maryland entity, Perfect Office, helping grow the real estate services firm from 1 location with less than 3 employees to 18 locations with 50 employees across Maryland and DC.

#### Ability to manage multiple issues and priorities on deadlines.

Ms. McKinney and her team have over 15 years experience managing multiple issues and priorities on deadline using a task tracking database and application to help prioritize and address issues by way of regular notifications and a well-organized workflow.

## C. Ability to Perform Scope of Work

McKinney Consulting Group demonstrates the ability to perform the scope of work through the examples below:

Ability to Perform Scope of Work
Perform annual audits of the Town's HR practices, employee benefits, payroll, and benefits.
For 15 years, the MCG Team has provided HR benefits and payroll support, including performing annual audits of a human healthcare agency of more than 600 employees, a dental practice of 8 employees, a salon and day spa of 50 employees, and a small Maryland non-profit. (Included in Work Plan and Cost Quote)
Assist with the review and updates of personnel files, job descriptions, and job classification.
For 15 years, the MCG Team has managed and assisted with the review and updates of personnel files, job descriptions, and job classification. MCG has performed review and updates of personnel files, job descriptions, and job classification using several HR management systems (including ADP Resource, Paylocity, etc.) from clerical and administrative personnel to chief executive officers and presidents. (Included in Work Plan and Cost Quote)
Ensure Town staff has required training and assist with the scheduling of in-person biannual staff training.
For 15 years, the MCG Team has developed training curriculum and resources to address team building, diversity and inclusion, productivity, time management, communication, and necessary technology to perform job functions. MCG conducted orientations, in-person staff training, post-training surveys and reviews, etc. (Included in Work Plan and Cost Quote)
Assist with recruitment and onboarding of new staff.
<p>For 15 years, the MCG Team has managed the recruitment and onboarding of new staff, including, but not limited to these tasks:</p> <ul style="list-style-type: none"> <li>• Creating job postings</li> <li>• scheduling and conducting interviews</li> <li>• conducting new hire orientations</li> <li>• Coordinated new hire onboarding</li> <li>• Performed employee evaluations</li> <li>• Performed as human resource point of contact for all employee issues and questions</li> </ul> <p>(Included in Work Plan and Cost Quote)</p>

Coordinate with the Town's Health Insurance Broker to ensure Town employees have uninterrupted and proper health insurance coverage.

MCG will collaborate with the town to oversee, from start to finish, the benefit renewal process by engaging with the broker to shop benefit plans and work with leadership to select the best option for the upcoming renewal year. Once the plan has been selected, MCG will work with the staff to coordinate an information session for employees to learn about the benefit offerings for the new plan year, then ensure all employees who are interested are properly enrolled and active during open enrollment. (Included in Work Plan and Cost Quote)

Serve as the Town's primary contact and retirement coordinator for the Maryland State Retirement System.

MCG will coordinate with the Town's representative to gain access to the system and serve as the primary contact and coordinator for the retirement system. (Included in Work Plan and Cost Quote)

Manage and oversee the Town's Life Insurance Policy & any supplemental retirement programs.

MCG will manage and oversee the Town's Life Insurance Policy and any supplemental retirement programs just as they have at Innovative Life Healthcare (500 employees) and Eclips Salon and Spa (15 employees).

Manage the Town's payroll system and ensure employee profiles are updated.

MCG will manage the Town's payroll system to ensure all employee profiles are updated within a timely manner, just as they have at Innovative Life Healthcare (500 employees) and Eclips Salon and Spa (15 employees). (Included in Work Plan and Cost Quote)

Have a certified Human Resources specialist regularly scheduled to be on-site at Town Hall for at least 4 hrs per month available to speak to staff with their questions and concerns.

MCG's leader, Shinaia McKinney, received her Professional of Human Resources (PHR) certification from the HR Certification Institute in 2010, and will staff a certified HR specialist to be regularly scheduled on-site at Town of Upper Marlboro Town Halls for at least 4 hours per month to speak to staff with their questions and concerns. (Included in Work Plan and Cost Quote)



General Human Resources support as needed

MCG understands the general support and assistance needs of employees and will provide technical assistance as needed to employees using a variety of communication methods as approved by The Town. (Included in Work Plan and Cost Quote)

## D. Suggested Work Plan and Cost Quote

Below includes a table consisting of a sample suggested 90-day work plan and cost quote, outlining the assessment and implementation activities to take place in the first 90 days of the contract, with implementation activities to continue throughout the life of the contract.

Est. 90-Day Period	Service/Activity	Hours	Cost
May - July	<u><b>Assessment</b></u> <b>Kickoff</b> to gather information and meet personnel and POC, gain access to HR systems, required approvals, determine benefit renewals, create meeting schedules with The Town, etc. <b>Initial Assessment</b> including collection of documents and current payroll and benefit data, reviewing of systems, interviewing staff, reviewing existing policies and procedures, training, and benefit plans. <b>Develop and Present Strategic HR Plan</b>	60	\$7,200
	<u><b>Implementation</b></u> <b>Attend Monthly Town Halls</b> <b>Manage Employee Inquiries</b> <b>Coordinate with Town's Insurance Broker</b> <b>Manage Payroll System</b> <b>Weekly HR Meeting with staff and/or appointed Town stakeholder</b> <b>Assists with recruitment and onboarding of new staff, as well as ensuring required training</b>		
<b>*Annual Fixed Price Quote</b>		<b>250 hrs</b>	<b>\$30,000</b>

### \*Assumptions

1. MCG includes all travel and accommodation fees in this annual price quote.
2. Cost quote is based on MCG's hourly \$120 rate.
3. Time quote is based on 15 years of experience performing excellent HR Management.
4. All MCG professionals are U.S. citizens, allowed to legally work in the U.S. and State of Maryland.

## E. References

---

### [Innovative Life Healthcare](#)

Performed as HR Director and Chief Operating Officer  
Chad McKinney, Director of Operations, (240) 441-7448

### [Perfect Office Solutions](#)

Performed as ad hoc HR Director, responsible for onboarding, recruitment and training  
Chiko Abengowe, CEO, (240) 601-3636

### [Eclips Salon and Day Spa](#)

Performed as ad hoc HR Manager  
Cindy Dean, Assistant Manager, (703) 963-0973

### [First Impressions Enterprises, Inc.](#)

Performed as ad hoc HR Manager  
Sabrina Hayden, CEO, (202) 255-1754

### [CK Family Dental](#)

Performed as an as-needed HR Director  
Dr. Candice Kwakye, CEO, (301) 236-9000



# Human Resources Firm Proposal MARCH 2023

Dr. Maxine Mendez-Williams, Ph.D.

**Millennial**  
Business Solutions



Dr. Maxine Mendez-Williams, Ph.D.  
5926 Upper Lake Drive  
Humble, TX. 77346

**March 28, 2023**

Mr. Kyle Snyder  
the Town Administrator  
301-627-6905  
ksnyder@UpperMarlboroMD.gov

**Reference: Human Resources Firm Proposal**

Dear Mr. Snyder:

Millennial Business Solutions is pleased to submit our proposals for Human Resources Management. We offer Subject Matter Experts (SME) with the requisite experience and expertise that will provide professional and technical services to The Town of Upper Marlboro Government.

**INTRODUCTION**

Millennial Business Solutions are well positioned to provide this service due to our exceptional background providing over 20 years of comprehensive experience and expertise within City, State and Federal Government. We believe we can bring value to The Town of Upper Marlboro Government by leveraging our comprehensive experience and our valuable expertise with a combination of our firm's deep experience and our cost-efficient processes, we believe our submission demonstrates Millennial Business Solutions capability to support the best value in the marketplace.

We hope our quote of \$16,500.00 conveys our enthusiastic commitment to provide distinctive client service and highly specialized talent to this project. Our submission consists of an executive summary which includes the key elements as required. Should you have any questions about our proposal, please contact me at (832) 484-0177 or [drmaxinemendezwilliams@gmail.com](mailto:drmaxinemendezwilliams@gmail.com).

Thank you for your consideration. We look forward to further discussions with you on this important engagement.

Sincerely,



*Dr. Maxine Mendez-Williams, Ph.D.*



## **Executive Summary**

The Town of Upper Marlboro is growing, economically, and in community outreach. This past year the Town successfully completed phase 1 of its annexation plan which grew the Town's landmass for the first time in its over 300-year history. The Town's continued growth through annexation plays an important role in influencing the economic growth, environmental protection, quality of life, and municipal fiscal well-being of the Upper Marlboro community. The Town is also working to revitalize its historic downtown Main Street through streetscape initiatives, upgrades to its parking infrastructure, and attracting new small businesses to fill any commercial storefront vacancies. The Town also maintains a strong social media and web presence to stay engaged with its residents.

The Town is governed by five elected Town Commissioners, one of which serves as the President/Mayor who are elected every two years. The Town government maintains a Police Department, Public Works Department, and Town Administration Department, along with several volunteer committees. The total staff for the Town is 15 full-time, 2 part-time employees. The Town offers its employees Blue Cross Medical, Dental, and Vision insurance. Though the Town's resident population is around 700, the Town's downtown historic Main Street is home to one of the largest Courthouses in the State, which attracts over 1.5 million visitors per year.

Millennial Business Solutions will provide the following task as outlined in the proposal:

- Provide two years of professional and technical Human Resources (HR) Consulting Services.
- Perform Annual Audits of the Town's HR Practices, employee benefits, payroll, and benefits.
- Assist with the review and updates of personnel files, job descriptions, and job classification.
- Assist with scheduling of in-person, bi-annual staff training.
- Develop Staff Training schedule.
- Assist with Recruitment.
- Onboarding of new staff.
- Coordinate with Health Insurance Broker
- Serve as the Primary Contact and Retirement Coordinator for the Retirement System
- Manage and oversee the Insurance Police and Supplemental Retirement Programs.
- Manage the Payroll System and Employee Profiles.
- Coordinate HR regularly on-site visit 4 hours monthly
- Subject Matter Experts (SME) employed with HR Generalist Experience required
- Over 20 plus years of City Government, State Government and Federal Government Experience



## **Millennial Business Solutions Level of Experience**

- Subject Matter Experts (SME) employed have 20+ year of City Government, State Government and Federal Government Experience.
- Millennial Business Solutions has employees who have experience working in Washington, DC, and legal ability to work in the State of Maryland and the United States of America.
- All employees working with Millennial Business Solutions are qualified Human Resources personnel.
- All employees working with Millennial Business Solutions are experience working with growing entity.
- All employees working with Millennial Business Solutions can manage multiple issues and priorities on deadlines.



Mr. Kyle Snyder  
the Town Administrator  
301-627-6905  
ksnyder@UpperMarlboroMD.gov

**Reference: Human Resources Firm Proposal**

Dear Mr. Snyder:

Dr. Maxine Mendez-Williams currently holds a Ph.D. in Organization and Management Leadership, a Master of Art Degree in Health Care Administration, and a Bachelor of Arts Degree in Management with a minor in Human Resources Management. She is highly motivated and results-driven human resources business partner with demonstrated global expertise in employee relations, performance management, talent management, project management, recruitment and retention, succession planning, compensation, HRIS implementation, HR legislation, immigration, and remote staff administration.

She utilizes excellent interpersonal communication skills to coordinate with operations staff on large global teams and interface with senior leadership. Implements effective and forward-thinking HR strategies to increase retention, improve employee performance, streamline processes, and achieve cost effective savings.

Dr. Maxine Mendez-Williams is a SME in the following areas:

- HR Compliance Audit (7 years)
- Compensation and Classification (10 years)
- Reviewing, assessing, and providing maintenance of Human Resources Policies, Procedures and Practices. (15 years)
- Managing the recruitment process (20 years)
- Employee Relations and Development (20 years)
- Payroll and Benefits (10 years)
- Training and Organizational Development (20 years)
- Performance Management (20 years)
- HRIS (7 years)
- Succession Planning (10 years)
- Employment Law including Title VII, Leave Laws, FLSA, ADA, EEOC (20 years)
- Labor Relations Support (7 years)

Should you have any questions about our proposal, please contact me at (832) 484-0177 or drmaxinemendezwilliams@gmail.com.



Thank you for your consideration. We look forward to further discussions with you on this important engagement.

Sincerely,

*Dr. Maxine Mendez-Williams, Ph.D.*



## **Name(s) of Individual Assigned**

**Dr. Maxine Mendez-Williams**  
**(Point of Contact)**

**Lead Consultant**

Dr. Maxine Mendez-Williams earned a PhD in Organization and Management Leadership, MA in Health Care Administration, experience Skilled Human Resources Professional with strong background offering 20+ years of experience with the development and implementation of change management and strategic plans. Result driven human resources business partner with demonstrated global expertise. Known for conducting audits driving tens of thousands of dollars in cost savings for several organizations.

Subject Matter Expert (SME) in the Areas of: Benefits Administration, Payroll, Performance Management, Recruitment and Staffing, Human Resources Consulting, HR Classification, Training & Development, Leadership Development, Succession Planning, Workforce Planning, Organizational Development, Immigration, Employee Relations and Development, Employee Engagement, Employee Training, Employment Law including ADA, FMLA, HIPPA, etc., Talent Acquisition. Articulate, organize, and highly motivated. Quick learner with good computer abilities.

**Teisha Murray-Deans**

**HR Specialist (Generalist)**

Teisha Murray-Deans has over 15 plus years of Human Resources experience in the areas of Classification and Compensation and a highly motivated compensation, staff administration, classification and training and organization development. Utilizes excellent interpersonal communication skills to coordinate with operations staff on large global teams and interface with senior leadership. Implements effective and forward-thinking HR strategies to increase retention, improve employee performance, streamline processes, and achieve financial savings.





Mar 29, 2023

Kyle Snyder  
Town Administrator  
Town Of Upper Marlboro  
14211 School Lane  
Upper Marlboro MD 20772

Dear Mr. Snyder

On behalf of Insuraty Inc., we would like to first thank you for the opportunity to serve as your current Human Resources, Benefits Administration and Risk Management partner. This past contract period has been a great experience for us and has provided a better understanding of the ongoing and unique needs of your organization.

We would like to emphasize a few areas that we feel have and will continue to make an ongoing day to day difference in the organization.

- Implemented an HRIS system (EASE) for employee onboarding and access to personnel documents
- Online Benefits enrollment and administration
- Policy Handbook consultation, update and approval
- Employee Job Descriptions review and approval
- Multiple positions postings, recruitment and hires
- Personnel Trainings including Sexual Harassment and Customer Service
- Employee Benefits review among staff
- 457 B Retirement Plan consultation and Summary Plan Description development and launch
- Voluntary Benefits consultation and implementation preparation
- Special Project request completions as required
- Employee Satisfaction Survey consultation and implementation

We're also invested in the ongoing growth and development of the Town of Upper Marlboro and realize more personnel will be expected thereby changing the complexity and needs of the organization. Insuraty is more than prepared to address the ever changing needs of the Town of Upper Marlboro and has key experience at addressing any levels of Human Resources and Personnel Management.

Please accept our existing and modified proposal for the next contract term for Human Resources management. We have paired two of our most experienced HR Generalist/Manager combined with our existing Benefits Advisor to oversee the day to day workflow for the Town of Upper Marlboro. We believe that you will immediately see and appreciate the impact that this team can and will continue to make on the organization moving forward. Once again, we look forward to servicing you.

Sincerely  
Chris Lawson  
CEO, Principal Broker & HR Consultant



Mar 29, 2023

Kyle Snyder  
Town Administrator  
Town Of Upper Marlboro  
14211 School Lane  
Upper Marlboro MD 20772

Dear Mr. Snyder

On behalf of Insuraty Inc., we would like to first thank you for the opportunity to serve as your current Human Resources, Benefits Administration and Risk Management partner. This past contract period has been a great experience for us and has provided a better understanding of the ongoing and unique needs of your organization.

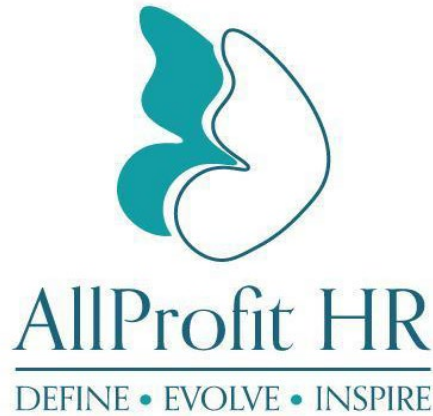
We would like to emphasize a few areas that we feel have and will continue to make an ongoing day to day difference in the organization.

- Implemented an HRIS system (EASE) for employee onboarding and access to personnel documents
- Online Benefits enrollment and administration
- Policy Handbook consultation, update and approval
- Employee Job Descriptions review and approval
- Multiple positions postings, recruitment and hires
- Personnel Trainings including Sexual Harassment and Customer Service
- Employee Benefits review among staff
- 457 B Retirement Plan consultation and Summary Plan Description development and launch
- Voluntary Benefits consultation and implementation preparation
- Special Project request completions as required
- Employee Satisfaction Survey consultation and implementation

We're also invested in the ongoing growth and development of the Town of Upper Marlboro and realize more personnel will be expected thereby changing the complexity and needs of the organization. Insuraty is more than prepared to address the ever changing needs of the Town of Upper Marlboro and has key experience at addressing any levels of Human Resources and Personnel Management.

Please accept our existing and modified proposal for the next contract term for Human Resources management. We have paired two of our most experienced HR Generalist/Manager combined with our existing Benefits Advisor to oversee the day to day workflow for the Town of Upper Marlboro. We believe that you will immediately see and appreciate the impact that this team can and will continue to make on the organization moving forward. Once again, we look forward to servicing you.

Sincerely  
Chris Lawson  
CEO, Principal Broker & HR Consultant



# Proposal - Technical

THE TOWN OF UPPER MARLBORO

P.O. BOX 280 | UPPER MARLBORO | MARYLAND | 20773

REQUEST FOR PROPOSAL # UM 2023-01 | HUMAN RESOURCES CONSULTING

Due Date: 4/3/2023, Time: 5:00 PM

## Contents

<b>Transmittal Letter .....</b>	<b>2</b>
<b>Organizational Information .....</b>	<b>4</b>
<b>Company Profile .....</b>	<b>4</b>
<b>Why Choose AllProfit HR.....</b>	<b>5</b>
<b>AllProfit HR Technical Approach &amp; Experience .....</b>	<b>5</b>
<b>AllProfit HR Founder &amp; CEO Biography.....</b>	<b>1</b>
<b>AllProfit HR Team Biography.....</b>	<b>3</b>
<b>Scope of Work .....</b>	<b>4</b>
<b>Engagement Timeline .....</b>	<b>4</b>
<b>Acknowledgement of Review of Contract Statement .....</b>	<b>7</b>
<b>Appendix:.....</b>	<b>8</b>
<b>References .....</b>	<b>9</b>
<b>Testimonials.....</b>	<b>11</b>

<b>MBE Certification.....</b>	<b>13</b>
<b>Insurance COI.....</b>	<b>16</b>
<b>Resume &amp; Credentials.....</b>	<b>17</b>
<b>Price Proposal.....</b>	<b>21</b>



## Transmittal Letter

April 3, 2023

Kyle Snyder  
Administrator  
The Town of Upper Marlboro  
P.O. Box 280  
Upper Marlboro, MD 20773

Dear Kyle Snyder:

As a resident and local minority business enterprise within Prince George's County, Maryland, AllProfit HR is excited to support the Town of Upper Marlboro, an organization with longstanding history and recognition as an excellent place to work. We are thrilled to have the opportunity to be a part of your story and partner with you to provide transformational human resources consulting services for your most valuable resources - your staff.

Our attached proposal shares all the details; however, if you need additional information as you consider your options, please let me know. If you would like another perspective, I would be happy to connect you with some of our clients, including the one referenced below.

My team and I are enthusiastic about working with The Town of Upper Marlboro to re-envision human resources consulting services that support a culture of belonging for all.

Thank you for your time and consideration of AllProfit HR.

Regards,

Michelle Nicholson, MA, PHR, SHRM-CP, CDE, CDP  
Founder & CEO, AllProfit HR, LLC

## Executive Summary

AllProfit HR LLC is pleased to submit our proposal to The Town of Upper Marlboro (herein referred to as the “Organization”) to provide human resource (HR) consulting services for the Organization.

AllProfit HR is prepared to deliver the services below over the course of 24-months, as stated in the RFP.

- Perform annual audits of the Town’s HR practices, employee benefits, payroll, and benefits.
- Assist with the review and updates of personnel files, job descriptions, and job classification.
- Ensure Town staff have required training and assist with the scheduling of in-person biannual staff training.
- Assist with recruitment and onboarding of new staff.
- Coordinate with the Town’s Health Insurance Broker to ensure Town employees have uninterrupted and proper health insurance coverage.
- Serve as the Town’s primary contact and retirement coordinator for the Maryland State Retirement System.
- Manage and oversee the Town’s Life Insurance Policy & any supplemental retirement programs.
- Manage the Town’s payroll system and ensure employee profiles are updated.
- Have a certified Human Resources specialist regularly scheduled to be on-site at Town Hall for at least four (4) hours per month available to speak to staff with their questions and concerns.
- General Human Resources support as needed.

AllProfit HR LLC has prepared the following proposal to set forth the systematic steps and project details we would undertake over this engagement. Our transformational human resources service delivery is designed to ensure that the Organization achieves an externally competitive, internally equitable, and easy-to-administer process, allowing it to continually attract, retain, and motivate top talent.

## Organizational Information

<b>Firm Name</b> AllProfit HR, LLC	<b>Address</b> 9134 Piscataway Road, #609 Clinton, MD 20735	<b>Company Founded</b> 2018
<b>RFP Contact</b> Sparkle Webster VP of Administration, AllProfit HR	<b>Telephone Number</b> 301-200-2096	<b>Email</b> info@allprofithr.com
<b>Authorized Executive Sponsor</b> Michelle Nicholson	<b>Title</b> Founder & CEO AllProfit HR, LLC	<b>Federal Employer Identification Number</b> 82-4800315

## Company Profile

### AllProfit HR Vision

To build a sustainable and stellar culture of belonging for all.

### AllProfit HR Mission

We are dedicated to transforming organizations while engaging employees to achieve greater impact both internally and externally.

## Why Choose AllProfit HR

Human Resources is more than meeting mandated regulations. It is also about defining and sustaining an organization's culture, allowing them to retain and attract high-quality talent. AllProfit HR recognizes the importance of inclusion and engagement in creating an impactful environment where employees grow and thrive. AllProfit HR has been operating since 2018, offering comprehensive Human Resources services focusing on integrating Justice, Diversity, Equity & Inclusion principles.

- We believe our delivery of human resources services is not solely based on stellar competency, but it is our divine purpose. We package these services with genuine care and consideration for your employees and other stakeholders. We will not just meet your needs but exceed them with platinum-level customer care.
- Our approach to human resources management and development considers employees the most valued asset to an organization and the primary resource for a competitive advantage. We partner with all stakeholders (internal and external) to direct human capital to surpass the organization's expectations and execute the vision of decision-makers.
- We provide access to subject-matter experts that can help the Organization become an employer of choice and train and retain skilled staff to propel the Organization forward.
- As innovative Human Resources Architects, we will move the human resources function from transactional to transformational.

## AllProfit HR Technical Approach & Experience

APHR is dedicated to transforming agencies and organizations while engaging employees to achieve a more significant impact internally and externally. Utilizing a systematic approach, AllProfit HR listens to our clients to understand their needs to efficiently plan, develop and facilitate human resources and organizational development services to sustain continuity and talent retention. Our firm's specialization in people and cultures expands beyond traditional human resources.

Since 2018, APHR has served seven organizations, providing virtual human resources support, workforce learning and development, compensation and benefit analysis, team building, talent search management, leadership coaching, and justice, equity, diversity, and inclusion (JEDI) training. The leader of this project, AllProfit HR CEO Michelle Nicholson, also has experience performing a myriad of human resources functions for her full-time employers. This information is listed in her biography to limit redundancy (see **Appendix**).



The specific companies for which AllProfit HR has provided service are listed below:

- **GDH Law Firm:** This legal law firm, located in Maryland, has seven employees. AllProfit HR has provided ongoing virtual, generalist human resources support.
- **Every Mind:** This mental wellness support organization in Rockville, MD, has 150 employees. AllProfit HR has provided ongoing leadership coaching and organizational development intervention activities.
- **Powerhouse Arts:** This manufacturing arts-based company in New York has 30 employees. AllProfit HR has provided diversity training, a compensation study, and firsthand workforce learning and development.
- **National Museum of Women's Arts:** This art museum, located in Washington, DC, has 70+ employees. AllProfit HR has provided diversity training, a compensation study, hands-on workforce performance management, learning, and development.
- **Metro Atlanta Urology and Pelvic Center:** This pelvic health and sexual wellness center, located in Atlanta, GA, has four employees. AllProfit HR has provided ongoing virtual, human resources consulting support to include talent acquisition services.
- **Housing UP:** This transitional housing support organization in Washington, DC, has four employees. AllProfit HR has provided strategic workforce development and talent search services.
- **Nonprofit Montgomery:** This organization is an alliance of leaders in Rockville, MD. AllProfit HR has provided strategic workforce development consultation services.

AllProfit HR employs a staff of four Human Resources & Organizational Development Architects. Collectively, AllProfit HR staff have the expertise, educational training, and educational achievement in:

- |   |   |
|---|---|
| ● Human Resources                             | ● Succession Planning & Development             |
| ● Curriculum Design                           | ● Change Management & Reengineering Development |
| ● Employment Law                              | ● Talent Performance Management                 |
| ● Justice, Equity, Diversity, and Inclusion   | ● Team Building                                 |
| ● Performance & Total Rewards Programs        | ● Adult Learning                                |
| ● Strategic Human Capital Planning            | ● Organizational Development                    |
| ● High Performing Talent Acquisition          | ● Leadership Development & Executive Coaching   |
| ● Diversity & Inclusion Strategy and Planning | ● Retreat Development & Event Planning          |

## AllProfit HR Founder & CEO Biography

Michelle Nicholson (she/her/hers) is an Afro-Latina with 18 years of experience in human resource policies, professional recruitment, employee engagement, benefits management, disciplinary measures, labor relations, cost analysis, decision making, justice, equity, diversity, inclusion, and executive coaching. She has worked for and provided human resources consultation support to multiple organizations within the Washington, DC, Atlanta, and New York City metropolitan areas. Her employment titles have ranged from Human Resources Specialist to Director and Chief People Officer. Through these experiences, Michelle has excelled as an innovative senior leader with a persuasive ability to motivate, engage, and develop a wide range of talent to drive business results. She maintains a high level of professional integrity and insightful strategy to build collaborative teams of various educational and experiential backgrounds that improve organizational efficiency and human interaction.

In her previous role with SagePoint Senior Living Center as the Human Resources Director, Michelle designed and delivered leadership, team building, change management, onboarding, new hire orientation, and client and behavioral assessment training programs, which increased engagement participation by 30% within six months. She partnered with departments and business units to identify gaps in employees' corporate competencies and recommended solutions to close learning gaps. Lastly, being a proactive human resources practitioner who believes in equalizing access to learning and development, she redesigned 10% of the instructor-led courses by transforming them into virtual training using Relias and other Learning Management Systems. This change, completed one year before the COVID-19 pandemic, enabled the organization to pivot quickly to virtual operations.

Recognizing the importance of human resources to organizational success, Michelle Nicholson founded AllProfit HR LLC in 2018. AllProfit HR LLC's mission is to cultivate transformational people and culture systems to create a culture of belonging. Michelle uses intent and purpose to aid in organizational development by helping organizations' most valuable resource, employees, expand beyond the traditional systems while continually delivering transformational human resources services. Michelle specializes in maximizing organizational success for her AllProfit HR clientele through guided advisory coaching, strategic human resources support, business development, compensation, auditing, employee talent search, onboarding, and engaging learning and development to cultivate employee awareness, productivity, and retention. In addition to serving as CEO of AllProfit HR, Michelle is also the Chief People Officer for Polaris Project, a national data-driven social justice organization with a global mission to eradicate human trafficking. Michelle strategically manages the organization's culture, talent, benefit, and operational initiatives for 137 employees. Although she has a rock star team, which she recruits, develops, and guides, Michelle leads by example and thrives when she can connect with the entire organization - specifically through the facilitation of individual and team coaching and engaging learning and development. Michelle regularly facilitates learning and development using various instructional methods and modalities that align with justice, equity,

diversity, and inclusion best practices to meet and exceed adult learning and organizational objectives.

Michelle earned her bachelor's degree in business administration from Bowie State University, and two master's degrees, in Human Resources Management and Human Resources Development, from Webster University. As a self-proclaimed "HR geek" and life-long learner, Michelle continues to advance her knowledge in the People and Culture field with passion. Michelle is proficient in Human Resources Information Systems (including Paylocity, Kronos Workforce, ADP Workforce Now, Deltek, Deltek-Vision, Preview-Payroll System, Time and Labor Online, Coresource, AppliTrak, AS400/iSeries).

Michelle holds leadership roles as Board Chair for the Tri-County Workforce Development Board and Not Just Spectators, LLC. Concurrently, she has professional membership within The Society for Diversity, Diversity Best Practice, the American Society for Healthcare Human Resources Administrators, the Society for Human Resources Management, and the International Foundation of Employee Benefits Plan. Michelle maintains multiple human resources, leadership, and diversity, equity, and inclusion certificates, including Society of Human Resources Certified Professional (SHRM-CP), Professional in Human Resources (PHR), Certified Diversity Professional (CDP), Certified Diversity Executive (CDE), and a Healthcare Corporate Compliance Certification. Additionally, Michelle is completing her certification as a Leadership and Relational Coach with CoActive. In combination with her education and years of experience, the intentional focus on certification and continuing development complement and highlights Michelle's competency to facilitate the outlined technical scope of this compensation and classification study.

## AllProfit HR Team Biography

### **Sparkle Webster, VP of Administration, Human Resources Business Partner**

Sparkle Webster (she/her) is a Human Resources Generalist. She has five years of experience with strategic human capital planning, talent acquisition and on-boarding, employee engagement, learning and development, total rewards, health, safety, and legal and administrative services. Sparkle holds an associate degree in business administration and a bachelor's degree in Human Resources Management. Sparkle has a broad range of experience, including working for a nursing home, a real estate firm, and an international non-profit. In her role at AllProfit, Sparkle oversees the firm's business functions as the administrator. She is the lead Human Resources Business Partner for virtual HR clients managing the Monday.com platform. Additionally, she owns her own event planning company - Our Gifted Hands.

Sparkle is a firm believer in putting herself in someone else's shoes, to make sure she is treating everyone she meets with value, integrity, and love. Her purpose in life is to be a blessing to others in whatever capacity that may be.

### **Johnika Dreher, VP of Business Development, Organizational Development Business Partner**

Johnika Dreher (she/her) is an Organizational Development Practitioner with 20 years of experience enhancing workplace continuity, creativity, and effectiveness. She has significant experience in Strategic Enrollment Management throughout her career working within multiple institutions ranging from a large flagship university to a small, independent, liberal art college and, most recently, an urban minority-serving community college. Johnika has expertise in organizational design, redevelopment, change management, business process engineering, strategic development, diversity and inclusion, leadership development, employee onboarding, engagement, learning, and improvement. To enhance workplace continuity, creativity, and effectiveness, Johnika works with organizations and individuals to deconstruct the work and personal systems that counteract wellbeing.

Johnika obtained a bachelor's degree in human resources from Temple University and a master's degree from Salisbury University in Adult Education. She is also a Certified Ice House Entrepreneurial Mindset Facilitator, Yoga & Meditation Guide, and licensed Cosmetologist.

### **Maurisha Macklin, Human Resources Information System (HRIS) Administrator**

Maurisha Macklin (she/her) is a Human Resources Information Systems (HRIS) manager, with over 13 years of HR and technology experience. She is passionate about finding creative and innovative solutions to solve complex business problems. Maurisha has worked within

government, higher education, and non-profit agencies providing project management and system administration support and consultation.

## Scope of Work

Below, we have outlined AllProfit HR's Engagement Timeline with regards to working with The Town of Upper Marlboro. APHR is committed to transparent communication and has built in measures to communicate weekly with the Organization's representative throughout the course of the Engagement. As seasoned HR professionals, we understand that the saying "no news is good news" is not applicable when managing, engaging, and retaining human resources.

Communication should be thoughtfully attuned to the audience, relevant, timely, accurate and detailed, as transparency breeds trust and engagement. When provided with foresight, they can help talent tremendously in understanding how and why certain decisions were made, and how the implications impact the institution's bottom line.

APHR values engagement, so as a partner, we want to appropriately defer to The Town of Upper Marlboro throughout this process. You are free to communicate any questions, comments or concerns at any time. Emails are returned within 24 business hours.

## Engagement Timeline

Event	Purpose	Target Date / Frequency
Discovery Meeting	Chief Executive Officer (CEO), Chief People Officer (CPO), Chief Financial Officer (CFO) and other senior executives determined by the Organization will meet to orient AllProfit HR to the Organization.	Target Date: Weeks 1-2  Frequency: Beginning of engagement
Initial Audit	AllProfit HR to conduct an audit of the Town's HR practices, employee benefits, payroll, and other benefits.	Target Date: Weeks 3-6  Frequency: 1x per quarter

Monthly Advisory Support	AllProfit HR will be available for at least 4 hours per month to speak to staff with their questions and concerns.	Target Date: Evergreen  Frequency: Monthly
Review and Update Files	AllProfit HR will review and update personnel files, job descriptions, and job classification.	Target Date: Evergreen  Frequency: 1x per quarter
Strategic Workforce Planning Meeting	Chief Executive Officer (CEO), Chief People Officer (CPO), Chief Financial Officer (CFO) and other senior executives determined by the Organization will meet to discuss the goals for growth plans.	Target Date: Weeks 7-8  Frequency: 1x per quarter
Recruitment and Onboarding	AllProfit HR will assist with the recruitment and onboarding of new staff.	Target Date: Evergreen  Frequency: Monthly
Benefits Administration	AllProfit HR will meet with the Town's Health Insurance Broker to ensure Town employees have uninterrupted and proper health insurance coverage prior to the upcoming open enrollment period.	Target Date: To Be Determined  Frequency: 1x per quarter
Retirement Plan Administrator	AllProfit HR will perform activities related to plan administration for the Maryland State Retirement System.	Target Date: Evergreen  Frequency: Biannual

Life Insurance & Supplemental Retirement Administrator	AllProfit HR will perform activities related to plan administration for the life insurance policy and supplemental retirement programs.	Target Date: Evergreen  Frequency: Biannual
Payroll Administration	AllProfit HR will manage the Town's payroll system to ensure employee personnel records are updated.	Target Date: Evergreen  Frequency: Monthly

The timetable indicated above is based on our experience with similar projects, and we will strive to meet this timetable as closely as possible, assuming limited extenuating circumstances. However, we recognize that a certain degree of flexibility may be needed and, therefore, we will collaborate with you to adjust this timetable as appropriate.

## **Acknowledgement of Review of Contract Statement**

AllProfit HR, LLC accepts The Town of Upper Marlboro's standard contract terms and conditions.

By submitting a Proposal, the Offeror **AllProfit HR, LLC** warrants that we have reviewed the Proposal and will execute a contract:

- a) in substantially the same form; and
- b) with these terms and conditions upon request by the Town of Upper Marlboro.



# **Appendix:**

## **REFERENCES, TESTIMONIALS, FORMS, MBE CERTIFICATION, RESUME & CREDENTIALS**

## References

<b>Company Name #1</b> GDH Law Firm	<b>Address</b> 4200 Parliament Place, Suite 510, Lanham, MD 20706
<b>Phone Number</b> 301-769-6835	<b>Email Address</b> gdavis@gdhlawfirm.com
<b>Client Contact Name</b> Gwen-Marie Davis Hicks	

<b>Company Name #2</b> Metro Atlanta Urology and Pelvic Health Center	<b>Address</b> 1301 Shiloh Rd NW Suite 660 Kennesaw, GA 30144
<b>Phone Number</b> 404-913-2891	<b>Email Address</b> swilson@metroatlurology.com
<b>Client Contact Name</b> Shenelle Wilson, MD	

<b>Company Name #3</b> Powerhouse Arts	<b>Address</b> 98 4th Street, Suite 406, Brooklyn, NY 11231
<b>Phone Number</b> 718-522-1400	<b>Email Address</b> yarisbeth@powerhousearts.org
<b>Client Contact Name</b> Yarisbeth Sagardia	

<b>Company Name #4</b> National Museum of Women in the Art	<b>Address</b> 1615 M Street NW, Suite 200 Washington, DC 20036
<b>Phone Number</b> 202-783-7981	<b>Email Address</b> sosielski@nmwa.org
<b>Client Contact Name</b> Seema Osielski	

<b>Company Name #5</b> Housing Up	<b>Address</b> 1322 Main Drive NW, Abrams Hall Washington, DC 20012
<b>Phone Number</b> 202-291-5535 ext. 107	<b>Email Address</b> hkamara-taylor@housingup.org
<b>Client Contact Name</b> Haribo Kamara-Taylor	

## Testimonials

Jayla Settles  
Owner, Unlocd Hair Salon

"Michelle and her team were very helpful when it came to creating a hiring process for my business. The questions that were asked were very specific to my niche so that I could find the perfect candidates for employment. They were very knowledgeable and answered any questions I had regarding the process. They also taught me the proper structure needed for employment for my business. All Profit HR is the only company you should be using for your HR needs!"

Nancy McGuire  
Polaris Project, Former COO

"We loved working with Michelle! She brings a wealth of HR expertise, from benefits and employee relations to designing and implementing HR systems and processes, and more. She is also a warm, empathetic HR professional, who was awesome to work with."

Monique Henderson  
Owner, Soulfull Caterers

It was a pleasure working with HR Profit. Michelle was very attentive to our discussions and provided feedback to think through during each session. I love that Michelle was very intentional to not multitask while meeting with me virtually. Thank you for having these sessions as they helped provide accountability to help my company move forward in sorting through decision points. I am looking forward to partnering with HR Profit in the near future.

Gwen-Marie Davis  
GDH Law Firm, Managing Partner

"Michelle is very knowledgeable. As a small business law firm owner, it is great to have Michelle in my corner. She has taken some of the day-to-day unnecessary stress off me, so I can focus on my business."

Brian Green  
Boma International, Former CFO

"Ms. Nicholson exceeded my expectations with regards to her knowledge and creativity in managing her area of responsibility for BOMA International. Her continued commitment to continually learn and apply best practices was exemplary and allowed BOMA International to assemble high caliber staff."

Yarisbeth Sagardia  
Powerhouse Arts, HR Director

"Michelle has been an amazing partner to our organization. Her experience, knowledge, and patience have really helped me set some impactful changes to our small but growing business. Michelle helped me implement a pay structure for my organization that is equitable, competitive, and ensures a consistent approach. She has been a great resource to me, and I am appreciative of her and will continue to seek her professional HR expertise."



## **MBE Certification**



Larry Hogan  
Governor  
Boyd K. Rutherford  
Lt. Governor  
James F. Ports, Jr.  
Secretary

---

March 17, 2022

MICHELLE NICHOLSON  
ALLPROFIT HR LLC  
7600 RED FOX CT  
CLINTON, MD 20735

Dear MICHELLE NICHOLSON:

CERTIFICATION NO. 22-095

The Maryland Department of Transportation's (MDOT) Office of Minority Business Enterprise (OMBE) is pleased to notify you that pursuant to the Minority Business Enterprise (MBE) Program, the Disadvantaged Business Enterprise (DBE) Program, the Small Business Enterprise (SBE) Program, it has been determined that your firm meets the eligibility standards and is certified in the following capacity:

**NAICS Code - NAICS Industry Title**

**NAICS 541612 - DBE/MBE/SBE: HUMAN RESOURCES CONSULTING SERVICES**

Only certified firms are eligible to fulfill minority participation goals on contracts issued by the State of Maryland.

As of the date of this letter, your firm is listed in MDOT's online Directory of Certified Firms. The Directory is maintained in real time and serves as the *official* source of your firm's certification status. It is used by prime contractors and consultants seeking participation from minority/disadvantaged subcontractors.

It is important that you check your Directory listing and contact the OMBE at 410-865-1269 regarding corrections or changes. You must inform OMBE of any change in circumstances affecting the firm's ability to meet size, disadvantaged status, ownership, or control requirements or any material change in the information provided in the application within 30 days of the occurrence of the change. View your listing at <https://marylandmdbe.mdbecert.com/>.

Page 2  
ALLPROFIT HR LLC

Your firm must be reviewed annually in order to maintain its MBE, SBE, DBE and/or ACDBE certification status. We will contact you when it is time to begin the Annual Review process.

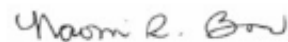
In order to receive notices of solicitations posted by state agencies as well as county and local government procurement buyers, you must register as a vendor on Maryland's online procurement portal, *eMaryland Marketplace Advantage (eMMA)*. Visit [www.procurement.maryland.gov](http://www.procurement.maryland.gov) to learn more.

In addition to the MBE Program, the State of Maryland offers two additional procurement programs: the Small Business Reserve (SBR) and the Veteran-owned Small Business Enterprise (VSBE) programs. Registration for these programs is also through the eMMA website.

If you would like more information about the MBE, SBR, and VSBE procurement programs, as well as free educational and business development tools available from the Governor's Office of Small, Minority, and Women Business Affairs, visit their website at [www.goMDsmallbiz.maryland.gov](http://www.goMDsmallbiz.maryland.gov).

If you need any additional information, contact the Office of MBE via telephone using 1-800-544-6056 or 410- 865-1269.

Sincerely,



Naomi Bond  
MBEAC Vice-Chairperson  
Office of Minority Business Enterprise  
Maryland Department of Transportation

cc: Sabrina Bass, Director  
Office of Minority Business Enterprise

OMBE File





## **Insurance COI**



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/18/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Hiscox Inc. 520 Madison Avenue 32nd Floor New York, New York 10022	<b>CONTACT NAME:</b> <b>PHONE (A/C. No. Ext):</b> (888) 202-3007 <b>E-MAIL ADDRESS:</b> contact@hiscox.com <b>FAX (A/C. No):</b> <b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> Hiscox Insurance Company Inc <b>INSURER B:</b> <b>INSURER C:</b> <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>	<b>NAIC #</b> 10200
--	--	------------------------

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			P100.237.376.2	12/02/2022	12/02/2023	EACH OCCURRENCE \$ 1,000,000
			DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000				
			MED EXP (Any one person) \$ 5,000				
			PERSONAL & ADV INJURY \$ 1,000,000				
						GENERAL AGGREGATE \$ 2,000,000	
						PRODUCTS - COMP/OP AGG \$ S/T Gen. Agg.	
							\$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$
							BODILY INJURY (Per person) \$
							BODILY INJURY (Per accident) \$
							PROPERTY DAMAGE (Per accident) \$
							\$
	<b>UMBRELLA LIAB</b> <b>EXCESS LIAB</b> DED RETENTION \$						EACH OCCURRENCE \$
							AGGREGATE \$
							\$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N	N/A				PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/18/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Hiscox Inc. 520 Madison Avenue 32nd Floor New York, New York 10022	<b>CONTACT NAME:</b> <b>PHONE (A/C, No, Ext):</b> (888) 202-3007 <b>E-MAIL ADDRESS:</b> contact@hiscox.com <b>FAX (A/C, No):</b>
<b>INSURED</b> AllProfit HR LLC 7600 Red Fox Ct Clinton, MD 20735	<b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> Hiscox Insurance Company Inc <b>INSURER B:</b> <b>INSURER C:</b> <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>
	<b>NAIC #</b> 10200

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:						EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG \$ \$ \$ \$ \$ \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident) \$ \$ \$ \$
	<b>UMBRELLA LIAB</b> <b>EXCESS LIAB</b> <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE AGGREGATE \$ \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below <input type="checkbox"/> Y / <input type="checkbox"/> N / A						PER STATUTE OTH-ER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT \$ \$ \$
A	Professional Liability			P100.237.375.2	12/02/2022	12/02/2023	Each Claim: \$ 1,000,000 Aggregate: \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.

AllProfit HR LLC

7600 Red Fox Court  
Clinton, MD 20735



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
10/10/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER BIBERK P.O. Box 113247 Stamford, CT 06911	CONTACT NAME:	PHONE (A/C, No, Ext): 844-472-0967		FAX (A/C, No): 203-654-3613
	E-MAIL ADDRESS: customerservice@biBERK.com			
INSURED AllProfit HR LLC  7600 Red Fox Court Clinton, MD 20735	INSURER(S) AFFORDING COVERAGE			NAIC #
	INSURER A : Wellfleet Insurance Company			32280
	INSURER B :			
	INSURER C :			
	INSURER D :			
	INSURER E :			
INSURER F :				

**COVERAGES** **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE \$ 0
	CLAIMS-MADE <input type="checkbox"/> OCCUR <input type="checkbox"/>						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 0
							MED EXP (Any one person) \$ 0
							PERSONAL & ADV INJURY \$ 0
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE \$ 0
	POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/>						PRODUCTS - COMP/OP AGG \$ 0
	OTHER:						\$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident) \$
	ANY AUTO <input type="checkbox"/>						BODILY INJURY (Per person) \$
	OWNED AUTOS ONLY <input type="checkbox"/>						BODILY INJURY (Per accident) \$
	SCHEDULED AUTOS <input type="checkbox"/>						PROPERTY DAMAGE (Per accident) \$
	HIRED AUTOS ONLY <input type="checkbox"/>						\$
	NON-OWNED AUTOS ONLY <input type="checkbox"/>						
	UMBRELLA LIAB <input type="checkbox"/>						EACH OCCURRENCE \$
	EXCESS LIAB <input type="checkbox"/>						AGGREGATE \$
	DED <input type="checkbox"/> RETENTION \$ <input type="checkbox"/>						\$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	Y/N		N9WC823809	10/11/2022	10/11/2023	X PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/>
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input checked="" type="checkbox"/>	N/A				E.L. EACH ACCIDENT \$100,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE \$100,000
							E.L. DISEASE - POLICY LIMIT \$500,000
	Professional Liability (Errors & Omissions): Claims-Made						Per Occurrence/Aggregate

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

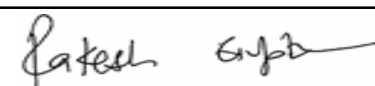
Exclusions:  
Michelle Nicholson;

## CERTIFICATE HOLDER

Michelle Nicholson  
7600 Red Fox Court  
Clinton, MD 20735

## CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE 

© 1988-2015 ACORD CORPORATION. All rights reserved.

## **Resume & Credentials**

# MICHELLE Y. NICHOLSON, MA, PHR, SHRM-CP, CDE

[mynicholson7@gmail.com](mailto:mynicholson7@gmail.com)

301.996.2372

[www.linkedin.com/in/mnicholson7](http://www.linkedin.com/in/mnicholson7)

## HUMAN RESOURCES PROFESSIONAL

### Transforming Cultures, Building Corporate Infrastructure and Engaging Employees Proactively

Comprehensive experience in human resource policies, professional recruitment, employee engagement, benefits management, disciplinary measures, labor relations, cost analysis and decision making. Innovative senior leader with persuasive ability to motivate, engage, and develop talent to drive business results. High-level of professional integrity and insightful strategy to build collaborating teams that improve organizational efficiency and human interaction.

- **Employment Law Expertise**
- **Performance & Total Rewards Programs**
- **High Performing Talent Acquisition**
- **Succession Planning & Development**
- **Justice, Equity, Diversity, and Inclusion**
- **Strategic Human Capital Planning**
- **Diversity & Inclusion Strategy and Planning**
- **Change Management & Reengineering**

## PROFESSIONAL EXPERIENCE

**AllProfit HR LLC**, Clinton, MD

**03/2018-Present**

**HRS per week – varies (no more than 40)**

### President/Founder

Responsible for managing a company's overall operations. This may include delegating and directing agendas, driving profitability, managing company organizational structure, strategy, and communicating with stakeholders. Perform comprehensive human resources functions to include but not limited to:

- Personnel Audits
- Employee Hiring/Onboarding
- Handbook and Process Development
- Compensation Studies
- Advisory Services
- Leadership coaching

**Polaris Project**, Washington, DC

**02/2019-Present**

**HRS per week – 40**

### Chief People Officer

Innovative visionary leader responsible for organizational growth and status as a best-in-class workplace.

Responsible for setting strategy, and bringing issues of justice, equity, diversity, and inclusion (JEDI) to the forefront to create an organization that attracts the best people; ensures that they are highly engaged in the mission, work, and culture of the organization; develops them in their careers and abilities; and maximizes their contributions.

- Lead, develop, organize, manage, and evolve Polaris' human capital function which includes JEDI, talent acquisition/management; learning and professional development; enterprise-wide talent strategy, culture, total rewards, organization development, corporate HR policies and procedures; HR technology; benefits; and staff relations.
- In alignment with Polaris' mission and goals, develop the vision and strategy for people and culture at the organization by assuring clarity of objectives, prioritization and development of the timeline and implementation plans.
- Be a strategic advisor to leaders and teams across the organization in efforts and initiatives to develop and retain a high impact, motivated, diverse, and effective workforce that supports the strategic efforts of Polaris.
- Ensure existence of positive workplace environment and quality management that supports staff engagement, work life integration and optimum productivity.

**SAGEPOINT SENIOR LIVING SERVICES, La Plata, MD**  
**HRS per week – 40**

**07/2017 – 04/2019**

**Human Resources Director**

Work closely with the President/CEO to accomplish the goals and objectives and strategic plan established in cooperation with the Board of Trustees. Provide overall strategic human resources leadership to the organization. Oversee the development and implementation of human resources policies, programs and services including recruitment, selection, retention, legal compliance, employee benefits, employee relations, employment practices and procedures, employee communications and employee events. Serves as internal consultant to organization's management team, supervisors and employees on human resources issues that affect performance and business relationships.

- Enhance workplaces by applying psychology principles on employees.
- Designed and delivered leadership, team building, change management, on-boarding, new hire orientation, and customers and behavior assessment training programs increasing participation 30% over the past 6 months.

**MICHELLE Y. NICHOLSON**

[mynicholson7@gmail.com](mailto:mynicholson7@gmail.com)

**PAGE TWO**

- Partnered with departments and business units to identify gaps in employees' corporate competencies, and recommended solutions to close these gaps.
- Redesigned 10% instructor- led courses transforming them into virtual training using Relias and other Learning Management Systems.

**GREATER BADEN MEDICAL SERVICES, INC., Brandywine, MD**  
**HRS per week – 40**

**05/2014 – 07/2017**

**Human Resources Director**

Serve as key member of executive leadership team and human resources leader to 7 healthcare facilities and 3 Women's Health and Infant (WIC) facilities. Supervise 2 Human Resources Business Partners. Provide guidance and advice to senior executives, managers, supervisors and staff on employee relations matters, grievances, adverse actions, and performance evaluation system.

- Identified and implemented corporate values that transformed passive workforce into performance-based workforce that increased revenue and patient-access.
- Piloted succession and growth plan model, implementing Stay Interviews, Standards of Behavior Charter, Career Management Program, and 9-Box Approach to Individual Development Plans, decreasing turnover from 12% to 9%.
- Conducted cost analysis of department contracts, including HRIS vendor, health and welfare broker, benefit plan design and elimination of contractors, thereby reducing overall costs by 15% and enhancing services.
- Increased physician recruitment 10%, despite nationwide physician shortage, by creating total rewards program, recruiting, and retaining high-performing staff. Program consisted of sign-on bonus with payment schedule, educational assistance, pay-for-performance merit system, relocation and interview stipend, retirement and financial planning, and other intrinsic / extrinsic participatory reward programs.
- Aligned human resources functional areas, including definition of services, validating customer's expectations, and developing service standards, exceeding customer expectations.

**PAUL PUBLIC CHARTER SCHOOL, Washington, DC**  
**HRS per week – 40**

**08/2013 – 05/2014**

**Human Resources Manager**

Senior-level manager of public charter school with 1.2K students. Supervised 1 Human Resources Assistant. Provided advice and guidance in areas of position management, benefits administration, employee relations and employment law to faculty, staff, and board of trustees. Facilitated job evaluation survey of non-instructional staff.

- Managed delivery of wide range of human resources services, including development and training activities, employee relations, and performance management to 10 managers and 150 employees.
- Met agency and compliance reporting requirements for EEO-1, Vets 100, Affirmative Action Plan, and health and safety services programs. Facilitated OSHA Hazardous Communication training, complying with federal regulation and grant requirements.



- Increased recruitment of instructional and non-instructional staff 20% through creative talent management, including diverse job boards and fairs, employee referral program and development of education vendor partnerships.
- Designed and implemented newly tailored employee handbook to reflect company policies and adherence to state, local and federal laws. Redesigned insurance plans to cover essential health benefits critical to maintaining employee health.
- Provided strategic direction for development, short and long-range plans for human resources department, providing highest quality of support services, achieving employer of choice status.

**MICHELLE Y. NICHOLSON**

[mynicholson7@gmail.com](mailto:mynicholson7@gmail.com)

**PAGE THREE**

**NEW WEST TECHNOLOGIES, LLC**, Landover, MD

**12/2012 – 08/2013**

**HRS per week – 40**

**Benefits / Compensation Analyst**

Human Resources Business Partner for Information Technology and Engineering Government Contractor. Administered all employee health and welfare, retirement, and workers' compensation programs, such as health and welfare benefits, employee stock option plans, 401K, and educational assistance.

- Improved compensation programs, driving revenue growth 20% by devising enhanced total rewards structure that rewarded, attracted, and retained high-performing staff.
- Travelled to 5 regional offices with senior leadership, connecting with employees to develop a desirable place to work based on employee engagement survey results.
- Performed job evaluations for newly created positions, meeting federal agency contract stipulations.
- Analyzed internal and external market data and participated in national and local compensation surveys, creating pay-bands that competed with Federal GS scale.

**CHARLES COUNTY BOARD OF EDUCATION**, La Plata, MD

**01/2012-12/2012**

**HRS per week – 40**

**Personnel Specialist**

Senior-level human resources position responsible for recruitment and retention efforts for intermediate level education for public school system. Supervised and participated in provision of advice and counsel to school system staff employees, including career development, fringe benefits, leave options, and transfer procedures.

- Participated in union negotiations and labor relations issues, providing integrated dispute resolution process. Guided Instructional Management regarding labor management issues, mediated collective bargaining negotiations and assisted in development of improved workplace negotiations.
- Collaborated with Benefit Analyst for Wellness Initiatives, improving employee engagement and benefit cost reductions by creating incentives to include, premium discounts, gym memberships, diabetes management programs and preventative health screenings.
- Oversaw position control, recruiting, screening, and hiring of personnel, determining staff needs because of budget position allocations.
- Supervised and participated in senior leadership committee, compiling statistical information, and preparing reports on staffing, personnel activities, general make-up and composition of staff and employment trends used for workforce restructure application and avoiding reductions in force.

**BOMA INTERNATIONAL**, Washington, DC

**02/2007 – 12/2011**

**HRS per week – 40**

**Director, Administration**

Sole Human Resources practitioner for non-profit trade association. Led team of 2 Administrative Services personnel. Provided strategic development of department goals, objectives, and systems to align with Organizational Strategic Plan. Promoted from Manager to Director in August 2009.

- Provided interpretation of employment law to 8 senior executive leaders. Served as staff authority of 40 employees for inquiry and complaint, as well as liaison between association and legal counsel.

- Researched compensation trends and data; developed and maintained compensation data and reporting annually. Debriefed Chief Financial Officer and executive management team on trends and provided recommendation for compensation plan and strategy, meeting employee retention strategy.
- Performed wide variety of payroll administration, including auditing timekeeping records for compliance, record keeping and payroll processing activities for 40 full-time employees.
- Decreased health insurance rates from 20% to 8% through cost sharing and benefit plan redesign, counselling staff on insurance benefit offering, as well as providing quarterly education sessions on benefit plans.

**MICHELLE Y. NICHOLSON**

[mynicholson7@gmail.com](mailto:mynicholson7@gmail.com)

**PAGE FOUR**

**JB JOHNSON NURSING CENTER**, Washington, DC  
**HRS per week – 40**

**10/2006 – 02/2007**

**Human Resources Manager**

Supported Human Resources Director for healthcare facility. Onsite human resources contact for employee population of 75 nurses, 50 certified nursing assistants, 30 support staff, and 25 professional staff.

**QSS GROUP, INC.**, Lanham, MD  
**HRS per week – 40**

**04/2006-10/2006**

**Human Resources Specialist**

Generalist responsibility, most specifically in onboarding, data management, benefit administration, and customer service.

**EDUCATION / LANGUAGE SKILLS**

- **MA**, Human Resources Development, Webster University, St. Louis, MO, May 2018, 69 Semester Hours
- **MA**, Human Resources Management, Webster University, St. Louis, MO, May 2008, GPA: 3.75 / 4.0, 123 Semester Hours
- **BS**, Business Management, Bowie State University, Bowie, MD, May 2006, GPA: 3.14 / 4.0, 133 Semester Hours
- **Spanish**, conversational

**AFFILIATIONS**

- Board Chair, Tri-County Workforce Development Board, 2018 – Present
- Member, The Society for Diversity, 2020 – Present
- Member, Diversity Best Practice, 2020 - Present
- Member, American Society for Healthcare Human Resources Administrators, 2017 - Present
- Member, Society for Human Resources Management, 2006 – Present
- Member, International Foundation of Employee, Benefits Plan, 2008 – Present
- Board of Trustee Member, Not Just Spectators LLC, 2016 – Present

**CERTIFICATIONS / TECHNICAL SKILLS**

- Certified Diversity Executive (CDE), Institute for Diversity Certification, March 2021
- Healthcare Corporate Compliance Certification, American Institute of Healthcare Compliance, Inc., January 2019
- Society for Human Resources Professional Certified Professional (SHRM-CP), January 2016
- Professional in Human Resources (PHR) Management, January 2012
- Harvard T.H. Chan School of Public Health Executive, April 2016
- Foundations of Real Estate Management, February 2011
- Certified Employee Benefits Specialist, January 2018

- Proficient in Human Resources Information Systems (Paylocity, Kronos Workforce, ADP Workforce Now, Deltek, Deltek-Vision, Preview-Payroll System, Time and Labor Online, Coresource, AppliTrak, AS400 / iSeries)
- Proficient in Financial Software (MS Dynamic SL, MS Dynamics Great Plains, Quickbooks)
- Proficient in Microsoft Office programs (Word, Excel, PowerPoint, Publisher, SharePoint)

# HR CERTIFICATION INSTITUTE

HEREBY CERTIFIES THAT

**Michelle Nicholson**

HAVING MET WITH DISTINCTION THE HIGH STANDARDS OF EDUCATION, EXPERIENCE AND  
DEMONSTRATED KNOWLEDGE ESTABLISHED BY THIS INSTITUTE, HAS BEEN CERTIFIED AS A

## Professional in Human Resources

WITNESS THE SIGNATURE OF THE DULY AUTHORIZED OFFICER OF THIS INSTITUTE:

ATTEST:



Amy S. Dufrane, Ed.D., SPHR, CAE  
Executive Director



PERIOD OF CERTIFICATION:

January 23, 2012 - January 31, 2015

CERTIFIED SINCE:

January 23, 2012



10882

3/4/22, 10:43 AM

Certification Granted [ ref:\_00D506hqG\_5001T1dxLWM:ref ]

**From:** customer-care@help.shrm.org,  
**To:** myvonnenicholson@aol.com,  
**Subject:** Certification Granted [ ref:\_00D506hqG\_5001T1dxLWM:ref ]  
**Date:** Fri, Mar 4, 2022 10:41 am

---

----- Original Message -----

**From:** Certification, SHRM  
**Received:** Mon Apr 27 2015 08:16:15 GMT+0200 (Central European Summer Time)  
**To:** Nicholson, Michelle  
**Subject:** SHRM Certification – Certification Granted

Dear Michelle,  
Congratulations on achieving your SHRM-CP.  
Your certification period begins today and is good for three years, ending on the last day of your birth month. You will be required to earn 60 Professional Development Credits (PDCs) during your 3-year recertification period.  
We will be sending you a certificate and lapel pin in 4 to 6 weeks reflecting your new credential. Please visit the SHRM Certification [Portal](#) for information on recertification. If you have any questions, please contact us via [email](#) or via phone (800) 283-SHRM (7476), option 3 or +1 (703) 548-3440, option 3.  
Thank you,  
SHRM Certification Team

## CERTIFICATE OF AWARD



This honor is proudly bestowed upon

**MICHELLE NICHOLSON, CDE®**

*In Recognition Of*

Achieving the **Certified Diversity Executive (CDE®)**  
designation from

The Institute for Diversity Certification on February 19, 2021.



---

CEO, Institute for Diversity Certification

**Institute for Diversity Certification**

**Candidate:** Michelle Nicholson  
**Date:** 2022-03-30  
**Exam:** Certified Diversity Professional (CDP)® Exam  
**Login ID:** C5ckvfpkz



**Score Report**

Competency	Percent Correct
The Role of a Diversity Practitioner	100.00%
The Business Case for Diversity and Inclusion	88.88%
EEO Laws in the US and Abroad	78.94%
Harassment Around the World	100.00%
Diversity Recruiting and Retention	83.33%
Reinventing Diversity Training	75.00%
Handling Difficult Conversations	75.00%
Resource Groups and Diversity Councils	80.00%
Empowering Women in the Workplace	77.77%
Disability and Special Needs Accommodations	55.55%
Generational Intelligence	66.66%
Designing Programs for Veterans	88.88%
Immigrant Groups in the Workplace	90.00%
Navigating Through Religion & Belief Systems	90.00%
LGBTQ+ Inclusion	88.88%
Measuring the Impact of Diversity and Inclusion	83.33%
<b>IDC CDP Overall Score</b>	<b>82.35%</b>



## Price Proposal

Event	Purpose	Approximate Annual Cost*
Discovery Meeting	Chief Executive Officer (CEO), Chief People Officer (CPO), Chief Financial Officer (CFO) and other senior executives determined by the Organization will meet to orient All Profit HR to the Organization.	\$200
Initial Audit	AllProfit HR to conduct an audit of the Town's HR practices, employee benefits, payroll, and other benefits.	\$800
Monthly Advisory Support	AllProfit HR will be available for at least 4 hours per month to speak to staff with their questions and concerns.	\$9,600
Review and Update Files	AllProfit HR will review and update personnel files, job descriptions, and job classification.	\$800
Strategic Workforce Planning Meeting	Chief Executive Officer (CEO), Chief People Officer (CPO), Chief Financial Officer (CFO) and other senior executives determined by the Organization will meet to discuss the goals for growth plans.	\$800

Recruitment and Onboarding	AllProfit HR will assist with the recruitment and onboarding of new staff.	\$1,800
Benefits Administration	AllProfit HR will meet with the Town's Health Insurance Broker to ensure Town employees have uninterrupted and proper health insurance coverage prior to the upcoming open enrollment period.	\$800
Retirement Plan Administrator	AllProfit HR will perform activities related to plan administration for the Maryland State Retirement System.	\$400
Life Insurance & Supplemental Retirement Administrator	AllProfit HR will perform activities related to plan administration for the life insurance policy and supplemental retirement programs.	\$400
Payroll Administration	AllProfit HR will manage the Town's payroll system to ensure employee personnel records are updated.	\$2,400

\* The annual budget for this service shall not exceed \$18,000.

## **Additional Services**

Should advisory services be requested upon completion of the project, or if The Town of Upper Marlboro chooses to expand the scope of the project, we would be more than happy to submit a proposal bespoke to the engagement for consideration.