

Krantz Receives Lifetime HR Achievement Award

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Henry DeVries

Lifelong learning advocate Vicki Krantz of UC San Diego Extension will receive the Lifetime Achievement Award at the inaugural San Diego's HR Professional of the Year Awards at 4-7 pm on June 18 at the Sheraton San Diego Hotel & Marina. The event is presented by the *San Diego Business Journal* and Manpower.

The event recognizes the most outstanding human resources professionals who work in San Diego, as nominated by their own employees or clients. In addition to the lifetime achievement award, an independent panel of judges will select finalists in the categories of public company, private company, nonprofit organization and government agency.

Krantz, director of business, science and technology programs at UC San Diego Extension, has been an active member of San Diego's HR community for over 25 years. She started teaching in UC San Diego Extension's HR Management Program in 1981, the same year that she served as president of the local chapter of the Society for Human Resource Management.

As the continuing education and public programs arm of the university, UC San Diego Extension (extension.ucsd.edu) educates about 40,000 people a year through innovative local, corporate and online programs. UC San Diego Extension is recognized nationally and internationally for linking the public to expert professionals and the knowledge resources of the University of California.

Krantz, who earned her bachelor's degree in journalism and her master's degree in communication from Cal State University Northridge, began her career with the RCA Corporation, where she ran their employee publications group. From there, she went on to earn her stripes as an HR generalist by handling a variety of assignments at the company's many divisions throughout the U.S., including NBC and Random House books.

After six years with RCA, she returned home to California to join Title Insurance & Trust, as vice president of personnel. Later, when she and her new husband, Fred Krantz, moved to San Diego, she joined Central Federal Savings & Loan as vice president of human resources, eventually becoming the firm's chief administrative officer and president of several of its subsidiaries.

When Central was merged with Coast Savings & Loan, she opted to create an audio news service to help busy HR professionals stay abreast of this ever-changing field. In less than six months, HR Newsscan acquired over 2000 subscribers and grew steadily over the next dozen years. As editor and publisher, she relished the opportunity to scour industry publications, attend conferences regularly, interview thought leaders and report key industry trends to subscribers. She brought many of the best ideas back to the classroom at UC San Diego and, after she sold her company, UC San Diego Extension offered her the chance to expand their HR Certificate program, along with many other programs in their business portfolio.

In 1999, Krantz recruited a group of senior HR professionals in San Diego to create the HR Leadership Program and she boasts that alumni of this program are now inventing new best practices in workplaces across the community. Another of her innovations is the quarterly HR LearnAbouts; day-long bus trips with stops at three local companies and centered around a single HR theme, such as employee engagement or performance

management. On each trip, a subject-matter expert is engaged as the "tour guide" who helps participants compare and contrast each firm's practices and gain from the experience a practical set of ideas that can be applied to their own organizations.

She continues to teach and is a frequent speaker at professional association meetings. The title of her newest class reflects a newfound passion, "Corporate Social Responsibility: Preserving People, Profits and the Planet."

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