

"Contented Cows Give Better Milk" - A Presentation on Leadership



5:30-8 p.m. at the A La Carte Pavillion in Tampa

Richard Hadden, our keynote speaker, and co-author of *Contented Cows Give Better Milk: The Plain Truth About Employee Relations and Your Bottom Line*, will tell us how companies that are known as employers of choice perform better financially, by developing a focused, fired up, and capably led workforce.

Not your average "leadership" speech, Richard helps leaders make the connection between the work environment you create...and your organization's profitability.

This compelling analysis of the employee relations practices and earnings history of 12 high-profile companies presents inspiring examples of dozens of companies that know how to do it right...and a few that don't.

The presentation highlights:

- Three keys to winning through people.
- How to get your people really committed
- How to enable them for peak performance
- How to let them know you care
- The cold, hard facts about the return on investment from creating a great place to work.

"Being an employer of choice is not a social or humanitarian issue. It is a business issue."

Creating a great place to work is one of the best things a company can do for its bottom line. It's no accident that the organizations consistently identified as winners also happen to be some of the best places on earth to work.

Join us on December 15th for this funny, hard-hitting, practical, at times outrageous presentation.



Bio

Presenter

Richard Hadden

Richard Hadden is a *Certified Speaking Professional* with a focus on Employee Relations and Creating a Great Place to Work. He is the co-author of *Contented Cows Give Better Milk: The Plain Truth About Employee Relations and Your Bottom Line*.

Richard earned the *Certified Speaking Professional (CSP)* designation, the highest earned designation in the speaking industry, conferred by the National Speakers Association, and held by fewer than 7% of its members.

He has delivered keynote presentations and training programs for more than 500 audiences throughout the US, Canada, Australia, the Caribbean, and Europe.

Richard is a native Floridian, and a lifelong resident of Jacksonville, Florida. He and his wife Christine, have two children.



Special thanks to The Tampa Tribune for sponsoring our December meeting.

THE TAMPA TRIBUNE
Life Printed Daily



President's Corner



It's hard to believe that Thanksgiving has come and gone, Christmas is nearly here and my year as President of HR Tampa is almost over. We have had a great year despite the many issues that have threatened to derail us.

The year began with us having to secure a new location for our meetings after the Westshore Marriott decided (after 17 years of loyal patronage by HR Tampa) that they could no longer accommodate us for breakfast meetings on our normal meeting date, the 3rd Wednesday of each month. We were delighted to be able to secure new space at the Centre Club and will continue at that location for 2005. Then we were all ready to go with our September Expo when unforeseen weather conditions (I just don't want to say that "H" word again!) forced us to reschedule the event for November, but it was still a success. We also continued the tradition of the Starship Cruise again in June which has always been a popular event.

Someone at the leadership conference last year had said that some chapters have their presidents serve for two years because by the time they figure out how to get things to run smoothly, their year is over! While I sometimes thought there was a little truth to that, I think those chapters didn't have the support of the group of volunteer leaders that we have for HR Tampa. Without their help and guidance we couldn't have pulled off all of these great events, kept our website going, increased our membership and published our newsletters, I could go on and on. So before I

leave office this month, I want to extend my gratitude and thanks to a group of individuals that have provided tremendous support and friendship to me over the past year:

Todd York - President Elect
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Carol McDaniel - Programs
Lori Barndollar - Certification
Charlie Chadbourne - Membership
Beverly King - Hospitality
Dana Chatelain - College Relations
Ashley Serge - Non-Dues Revenue
Greg Aarons - Diversity
Bill Mitchell - Legislative
Barbara Turnage - Communications
Lori Krick - At Large
Paulette Beaudoin - At Large
Marilyn Arato - Newsletter

Continuity has been the key with our board over the past few years and I'm pleased that most of our board members will be staying on for another term, but you will see a couple of new faces. I'm looking forward to another great year for HR Tampa in 2005 and wish the same for all of you. Have a great holiday season!



Sherry Moore

Best Wishes

For A Happy, Healthy and Successful 2005

CHANGE SOMETHING!

By Barry Brown, SPHR, CCP

When all is said and done, the regrets won't be that you didn't spend more time in the office. It's that you didn't spend more time with your family.



As the holidays approach, it really puts pressure on HR. Benefit changes and open enrollments. Merit budgets. Planning for next year. Holiday functions. Performance reviews. Employee issues. It just seems as though there is more than ever to do, but

less time to get things done.

The only way to gain an advantage in this situation is to work smarter –not harder. I've seldom seen a good HR person that didn't work hard, but I've seen a lot that could work smarter. Consider the following possibilities for becoming more effective and creating more time with your family.

1. Improve your computer proficiency. Spending 1 hour learning something new can literally save hours of your time! For example, if you're not using Excel's drop-down filters, subtotal functions, and pivot tables, you are missing out on some of the most productive tools on your PC. I can name you example after example in which a report that took 2-3 days to complete is now completed in less than 15 minutes!



If you're not using Word's mail merge function, you're way behind the curve when it comes to creating forms and reports. You don't have to be a programmer ...just spend a few minutes to learn something new and it will pay huge dividends next year.

2. Consider using a PDA and toss the paper planner. I know this may be big leap, but think of how much time you can save by not having to transfer all the birthdays, addresses, anniversaries, and other important annual events from one paper planner to another. More importantly, think of how much time you can save in finding notes, comments, names, or phone numbers. Let the search function find anything you need. Once you have the PDA linked to your computer, you have a tremendous time-saver in your hands.
3. Use your voice mail more effectively. When calling, leave a detailed message and your number rather than just asking someone to call you back.

When recording your personal message for others to hear, advise people of the best time to call or encourage them to send you



an email. Daily recordings are the most effective.

4. Don't schedule more than half of your time. Unexpected things always come up. If you schedule more than half of your day, I will guarantee that you'll not leave work on time and/ or you'll be taking work home.

5. Consider conference calls or electronic meetings rather than face-to-face meetings. As technology improves, being able to "attend" a meeting electronically, especially if it's across town or across the country, can be a real winner for you ...and your family.

Look, you don't have to become an electronics expert. All you need to do is find someone who is more proficient than you and learn something new. Changing just one or two things can mean hours of more time. If you don't believe it will help, give me a call and I'll prove it to you.

You can still do a great job *and* spend more time with your family by changing just a little. Just make the commitment to *change something!*

Barry Brown is President of Effective Resources, Inc., a Florida-based consulting firm specializing in Compensation (including incentive design), Affirmative Action Plans, and Salary Surveys. For more information call toll-free 800-288-6044 or visit their websites: www.EffectiveResources.com and www.SalarySurveyOnLine.com.



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LEGISLATIVE UPDATE

By William D. Mitchell



Effective in 2005, employees, plan participants, and directors may be subject to new income taxes on deferred compensation. The new tax applies to employment contracts as well as plans. This new tax liability is accompanied by an interest charge and a 20%

penalty. It arises as a result of the passage of the American Jobs Creation Act last October.

To avoid this tax liability, interest, and penalty you should review all plans or contracts that defer compensation for compliance with the new law. The new law could apply, for example, to an employment contract that deferred a portion of an employee's

salary. To comply with the new law plans and contracts must restrict the timing of distributions and, if applicable, elective deferrals. The required restrictions are set forth in the new law.

Existing plan and contract provisions can be used for pre-2005 deferrals if proper action is taken before the end of 2004.

New taxes may also be imposed on beneficiaries of aggressive rabbi trusts. Relatively few rabbi trusts will be affected, but you should review yours if it contains offshore investments or if it alters creditor rights when employer finances change. This could apply, for example, if creditor rights to trust assets were cut off if an employer became insolvent.



"Why Become Certified?"

By Alisa Goldschmidt

It wasn't too long ago when we were riding high on the technology wave. It was a job seeker's paradise—too many jobs and not enough workers. Today, workers struggle to keep their jobs, job seekers are finding new jobs scarce, and employers are trying their best to keep up with the changing economy without sacrificing the quality of their products and services.

During challenging times, an effective HR staff must demonstrate more than "good people skills." "Good people skills" won't overhaul an organization's compensation structure, won't develop and assess an organization's training program, won't help an organization be proactive in developing a culture free of sexual harassment, and won't develop an OSHA-compliant health safety program.

One way to assess the effectiveness of an HR professional is by certification. An HR department whose staff is professionally certified can—and should—make a significant contribution to the management and strategic direction of an organization. They can ensure that the organization's people strategy is correctly aligned with its business strategy.

How do you determine which professional certification to look for when staffing your HR department? The most respected certifications for HR professionals are the Professional in Human Resources (PHR), Senior Professional in Human Resources (SPHR) and Global Professional in Human Resources (GPHR) from the Human Resource Certification Institute (HRCI).

Earning one or more of these designations validates that a professional possesses significant knowledge and experience in all areas of HR, including strategic management; workforce planning; human resource development; compensation and benefits; employee and labor relations, and occupational health, safety and security. Today there are more than 70,000 HR professionals certified by HRCI.

Most HR professionals who take on the challenge of the PHR, SPHR, and GPHR exams demonstrate more than knowledge. They display a true dedication to the HR management profession. Certificants continue to demonstrate dedication to the profession when they maintain their designation by recertifying every three years through professional development or by retaking the examination. They are leaders in the HR profession.

Recruiters take note of the designations as well. Although there may not be an abundance of jobs available today, the lack of jobs has not eased the skills shortage. The lack of a skilled labor pool is still a serious long-term issue. Recruiters should routinely include "PHR, SPHR or GPHR preferred" in advertisements for professional-level HR jobs. Recruiters need not worry that adding this preference may decrease the applicant pool. In fact, stating this preference may likely increase the pool of qualified candidates for the position.

Many certified professionals are members of local chapters of the Society for Human Resource Management (SHRM). To learn more about how professional certification for HR professionals can benefit your organization, please visit the HRCI web site at www.hrci.org.

2004 SHRM Workplace Diversity Conference

By Greg Aarons

I represented our chapter at the Workplace Diversity Conference in Chicago in October. I learned so much from the various vendors during the concurrent sessions; topics ranged from "Starting a Diversity Initiative from Scratch" to "The Top Ten Reasons Why Diversity Initiatives Fail". There was something of substance for everyone on all levels.



Edward James Olmos, Emmy and Golden Globe-award winning actor and community activist delivered the opening keynote address. He said "For 600 year-plus we've been using race as a cultural

determinant; race is a unifying word, that's an inclusive word". He also provided a simple challenge for anyone to name one U.S. born national hero of Latino or Asian descent that was studied in school. None of the audience of about 1,000 could. He stressed for the HR community to lead by example; "Go back with an understanding and try to share it with one person at a time."

Cari Dominguez, Chair of the U.S. Equal Employment Opportunity Commission was the keynote speaker for the second day. She compared workplace diversity to fusion cuisine, the practice of taking the best ingredients of ethnic dishes and combining them with traditional dishes to create new taste combinations. She reported that the EEOC is now seeing old issues, such as sexual harassment, that have taken a new twist. "Men are filing nearly 15 percent of sexual harassment suits. There are more charges of sexual harassment against teenagers, which comes up in fast food and retail outlets where, frequently, turnover is high, training is minimal and the managers are little older than the teens they supervise." She strongly emphasized that making diversity work requires programs that measure results and drive accountability on all levels.

The ultimate thrill was the final session with Dorothy Height. Ms. Height spoke of her work



with Rev. Martin Luther King Jr. and other members of the "Big Six" that planned and led key phases of the civil rights movement. Her public career has spanned over 65 years. She sees 'leadership, not as a status, not as a position...it has goals, it has position, but I feel leadership is the

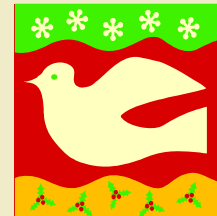
capacity and the willingness to respond to what's needed in a situation," she said, adding that it requires doing what needs to be done, not just what we want to do. Creating a better society and a better world requires us to take seriously our place in the world.

I purchased the audio compact disk so that members will be able to listen to the concurrent sessions. I will work upon creating a reference library for members to check out this and future material. My favorite session was the Top Ten reasons Why Diversity Initiatives Fail. The presenter was very informative and used humor to keep your attention.

I hope others will have a chance to attend the Workplace Diversity Conference in the future; it was a great learning experience. And the network opportunities are still paying off.

And the Winner is . . .

On December 15th, HR Tampa will announce the lucky winner of two tickets on the 30 yard line, field level to see the Carolina Panthers and the Tampa Bay Buccaneers at the last game of the season on December 26th.



Winner does not need to be present to win!

Raffle tickets are \$5 each, and all proceeds will be donated to the Florida hurricane victims fund. Raffle tickets will be on sale until December 15th. Please see a member of the HR Tampa Board of Directors for tickets.

MEMBERSHIP UPDATE

*by Charlie Chadbourne, SPHR
Membership Director*

LET'S GET READY FOR 2005!

HRTampa is looking forward to another great year and we hope you will continue with us as we strive to make this the best chapter in Florida! Thanks to your support we are ending 2004 with over 350 members. Hopefully, you were able to attend the majority of meetings. We had a lot of fun, but also had the opportunity to learn more about our profession. We understand you are very busy so we will continue to offer both breakfast and dinner meetings along with some ½ day and full day special events.

Now is the time to join or renew! Our dues will remain the same and we again have several options for you to select from. Once you choose the option that best fits your needs, you can renew on-line. We have links on the "Home" and "Join Our Chapter" pages.

2005 Dues Options (Dues run Jan- Dec): No change from 2004!

Please remember that we are a 100% chapter and you must be a current member of SHRM to join or renew with HRTampa.

PREMIUM (Formerly Dues Plus) \$225

One fee covers annual dues and meal costs (\$30) for 12 regular meetings. This is a great option. The more meetings you attend, the more you save! The cost of paying for all 12 meals separately is \$360. We will run this *Early Bird Special* until Jan 31st! After January 31st, Dues Plus is \$250

BASIC (Formerly Dues Only) \$100

This covers cost of annual dues and you pay as you go (\$30) for our 12 regular meetings.

Now is the time to join or renew! Our dues will remain the same and we again have several options for you to select from. Once you choose the option that best fits your needs, you can renew on-line. We have links on the Home and Join Our Chapter pages.

Payment Methods:

1. Pay on-line using Pay Pal
2. Send in payment with copy of your Bill for Payment Due you will print when renewing



online. Mail to: HR Tampa, PO Box 26544, Tampa, FL 33623-6554

3. Bring payment to regular meeting. Please bring a copy of your Bill for Payment Due you will print when renewing online.

NOTE TO STUDENTS WHO WISH TO RENEW

If you continue qualify for SHRM national student rates, your HRTampa dues are free! You then pay only \$10 for each meeting you attend. You will only qualify for our free rates if you are a valid national SHRM student member.

Please take the time to update your personal and professional information on your member profile at the membership directory area. It is extremely important we have your current contact information so you will receive updates as they are sent out.

If you are interested in assisting one of our HRTampa Volunteer Leaders and serving on one of our committees, please contact the appropriate board member listed on the Leadership page. Get involved and have some fun!

We hope to see you at our first meeting in 2005. You can register for this event on-line at our Events and Meetings page. Please take the time to renew your membership before registering for this event.

If you have any questions, please email Charlie Chadbourne, HRTampa Membership Director at cchadbou@tampabay.rr.com.

Sponsorship Packages are Now Available for the 2005 HR Tampa Expo and Legal Conference

September 2005

A' La Carte – Pavilion, Tampa, FL

Please feel free to contact either Lee Hawken, lee@hrman.net, or Sharan Backus, Sharan.backus@nrtinc.com, Co-Directors of Non-Dues Revenue for more information.

Thank you for supporting HRTampa!

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