

The President's Perspective of HR

March 16th, Registration at 7:30 a.m.
Breakfast at 8:00 a.m.

The Centre Club
123 S. Westshore
Blvd.
Eighth Fl.



Driving directions on page 8

Do You Speak Management's Language?

By Barry L. Brown, SPHR, CCP

The Challenge

It happens all the time. You're trying to get approval for something you KNOW will have a positive impact, but you just can't seem to get the message across. It's really pretty simple –you're just not communicating.



The Angle

When putting together your request, put yourself in the boss' shoes. In short, think like the business owner. You've only got so much money, so you're always looking for a good return on your investment. (Yes, it's called ROI.)

So, when you put your proposal together, make sure your document has the following components clearly stated:

- What's the problem and how much is it costing? Don't pad the numbers – make sure they're believable and maybe even on the conservative side.
- What's your recommendation for correction? What are the alternatives and why did you pick this one?
- How much will your recommendation cost? What are the expected results?
- Here's the big one – what's the return on the investment (ROI)? In other words, how long will it take for the organization to recover its costs?

Continued on page 8

Bio Presenter

G. Scott Goyer



G. Scott Goyer is the President/CEO of the YMCA of the Suncoast and our guest speaker at HR Tampa's March meeting.

The YMCA of the Suncoast is an eight branch, \$21.5 million Association, serving 59,175 men, women and children each year.

Goyer's father was a career YMCA leader so it was natural that while earning his Bachelor's Degree from Springfield College in Massachusetts he would join the YMCA as a Student Intern at the Metropolitan YMCA of Hartford and ultimately become the President/ CEO of the YMCA of the Suncoast.

April 20th
Dinner

Diane Fojt

"How to Identify and Assist Those Employees Who Are Emotionally Unavailable to Return to Work"



Amie Devero
"Building the Strategic HR Department"

May 18th
Breakfast

The Social Security Administration and HR



Kay Toraño, Public Affairs Specialist for the Social Security Administration and speaker at HR Tampa's February meeting.



Sherida Ferguson, representing the sponsor of HR Tampa's February meeting JBHanauer & Co., Wealth Management Services.



From left to right, Lee Hawken, Non-Dues Co-Director, Sherida Ferguson, JBHanauer & Co. and Todd York, HR Tampa's current President. February's speaker Kay Toraño is in the foreground.

LEGISLATIVE UPDATE

By William D. Mitchell

Employee who made out-of-state deliveries was subject to arbitration provision



The Eleventh Circuit has held that an employee whose job required him to make out-of-state deliveries in a company truck must arbitrate his employment dispute with his employer as required by his employment con-

tract. The court concluded that the exemption from the Federal Arbitration Act for the employment contracts of "workers engaged in foreign or interstate commerce" did not apply. The court reasoned this interstate commerce exemption applied to workers in transportation industries such as railroads as opposed to workers who crossed state lines as part of their job to deliver merchandise. *Hill v. Rent-a-Center, Inc.*

Employer had no duty to warn co-worker that day care provider was sex offender

A Florida court of appeals has held that a Florida supermarket was under no obligation to tell an employee that the co-worker she was using as day care provider was a convicted sex offender. The court concluded that no special relationship existed between the employer and the assaulted child. The child was not in the custody of the supermarket and the assaults occurred off premises. *K.M. v. Publix SuperMarkets Inc.*



Florida whistleblower law doesn't apply to Florida attorney who reported ethical violation

A Florida court of appeals has held that the Florida whistle-blower law did not protect a law firm associate who was fired after she reported a colleague's alleged unethical conduct to the state prosecutor's office. The court reasoned the ethical rules that apply to attorneys are not laws that are covered by the whistle-blowing law. The court noted that the ethical rules that apply to lawyers are issued by the Florida Supreme Court not the Florida legislature. *Snow v. Ruden, McClosky, Smith, Schuster & Russell P.A.*

ADA violation not found when alcoholic was only able to show that sent home because of side effects of medication.

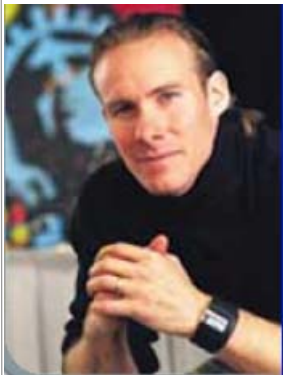
A Florida federal court has held that the termination of an alcoholic from a bank manager's job for erratic attendance was not a violation of the Americans with Disabilities Act. The manager failed to present evidence that his alcoholism substantially impaired him from participating in any major life activity. He failed to offer evidence that his alcoholism permanently altered his ability to care for himself, perform manual tasks, walk, see, hear, speak properly, breathe, or work in some specifically identified class of jobs. He was only able to show that he had to be sent home in the middle of the day on numerous occasions because of the side effects of medication. The court noted that some courts have found alcoholism--"in certain narrow cases,"--that were not applicable to constitute a disability under the ADA. *Roig v. Miami Fed. Credit Union, S.D.*

Tampa Bay Workforce Alliance presents - Marketing Brand You

DATE: Monday, March 21, 2005

TIME: 10 AM - 4 PM

LOCATION: Renaissance Tampa Hotel
International Plaza
4200 Jim Walter Blvd
Tampa, FL 33607



This Professional Career Expo is for professionals with 4-year degrees plus two years of experience in their field. The Expo features innovative workshops and a gathering of more than 25 local area employers in the Tampa Bay region.

Several local panelists will be on hand to challenge and motivate professionals to think critically about their career, and to take practical steps to market themselves. Also, attendees will gain valuable insight on how to conduct an objective assessment of their professional and personal self.

KEYNOTE SPEAKER: ERIK WAHL is a nationally recognized artist and speaker who inspires professionals to achieve greater levels of performance and uncover new ways to make themselves and their companies more productive and more profitable.

After earning a bachelors degree in Business Communication, Wahl embarked on a career as a partner in a corporate firm. By breaking apart traditional thinking, Wahl challenges his audience to redefine commonly held assumptions and misconceptions about creativity, goals, success, and vision.

His program redefines the role of a leader as an artist and architect. His consulting firm specializes in challenging organizations to implement breakthrough thinking to gain extraordinary results. Wahl has keynoted meetings for America's top corporations, guest lectured at the London School of Business and performed for organizations all over the world.

For employer registration and exhibitor information see <http://www.workforce-tampa.com/expo>



Professional Career Expo

March 21, 2005

Preliminary Agenda

Employer Exhibitor Set Up*	7:30-9:00
Career Expo Registration	7:30-2:00
Career Expo Doors Open	10:00
AM Career Action Workshops	8:00-9:15
Keynote Speaker	9:30-10:30
Employer Lunch Break	12:00-2:00
PM Career Action Workshops	1:30-2:45
Career Fair Ends	4:00
Employer Exhibitor Break Down	4:00-6:00

*Hospitality Lounge Open for Employer @ 8:00 a.m



Network Nite!

Had a rough day at work? ■ Want to meet other HR professionals? ■ Looking for a job? ■ Want to share a story? ■ Need information?

Come join us for **Happy Hour**
and the start of our unique quarterly
event

1st HR Tampa Networking Nite

Wednesday, May 4, 2005
5:30pm-7:30pm

At the Westshore Wyndham Atrium Lobby

MEET AND GREET your fellow HR Tampa members for an evening of fun, prizes and raffles, AND GETTING TO KNOW YOUR HR COMMUNITY!

\$10 fee (regardless of membership status)
Includes **ONE Drink Ticket & Appetizers**

Register online at www.hrtampa.org

Guests In The Professional Community Are Welcome!

Serve the Professional - Advance the Profession - Certify

By Lori S. Barndollar, SPHR,
Education/ Certification Director



In keeping with the theme, "Serve the Professional –Advance the Profession", I cannot think of a better way to serve yourself as a professional and advance the profession than making the commitment to become PHR/SPHR certified.

Credibility, Confidence, Competitive Advantage, Challenge, Skill Development, Personal Satisfaction, Recognition from Peers, Strategic Partnerships..Certification enhances the credibility of our profession in our local business community and beyond. Certification tells the world you are dedicated to the HR management profession and that you have mastered the HR body of knowledge that defines our profession.

Like the "Energizer" battery that goes and goes and goes, the certified community continues to grow and grow and grow. From 152 test takers in 1976, there are now 70,000 certified professionals: 60% PHR, 40% SPHR.



Certified Professionals in our region - 17,649.
Certified Professionals in Florida:

GPHR	7
Amongst the 7 GPHR's is Sherry Moore, SPHR, GPHR, our HRTampa immediate past president.	
PHR	2623
SPHR	1648

HRTampa offers a free study group as a benefit to its members and student members. Non-members are charged \$300.00. The study group for the spring testing window is now underway and registration is closed.

HRTampa Study Group for the Winter Testing Window (Dec 1, 2005 - Jan 31, 2006)

Date: Thurs., Sept. 1, 2005 - Thurs., Nov. 17, 2005

Time: 6 P.M. - 8:00 P.M.

Location: National Louis University
4950 W Kennedy Blvd, Suite 300
Tampa

NOTE: The study group now meets on Thursday evenings instead of Wednesday.

By preparing for the test and reviewing the HR body of knowledge you will gain a renewed look at the HR profession and you will become a better HR professional. We want to count you among our list of newly minted certified professionals.

New Members

First Name	Last Name	Company Name	Title
Michelle	Higgs	Doyle Electric Services	
Lynnett	Gonzales	Mercantile Bank	Regional HR Manager
CARL	BASS	Elite Staffing Solutions,inc	VP/Partner
Susan	Stanley		
Lillian	Spence	Classic Carpet Dyers, Inc.	
Sonya	Thomas	Deloitte & Touche	Resource Specialist
Julie	Gildea	Tampa Electric	Recruitment and Staffing Administrator
Suzanne	Skelton-Parker		

HRTampa New Member Orientation Luncheon

You are invited to join some of our volunteer board members for our first new member orientation luncheon.

If you are a new first time paid member who joined in 2005 then mark your calendars for

Thursday, March 31st.
Lunch is on us!

Check out our website for details.

You will be able to register on-line for the event. You can also email Charlie Chadbourne, Volunteer Membership Director at cchadbou@tampabay.rr.com.

Maggiano's Little Italy
Westshore Mall
203 West Shore Plaza
Tampa

11:30 a.m.-1:30 pm



MEMBERSHIP UPDATE

*by Charlie
Chadbourne, SPHR
Volunteer
Membership Director*

Join HR Tampa!!

Thanks to everyone who has joined or renewed. If you have not sent in your payment, please take the time to mail us a check.

Although February 16th was the cutoff for 2004 members to renew and remain active, it is still not too late to renew.

Our dues will remain the same as 2004 and we again have several options for you to select from. Once you choose the option that best fits your needs, you can register on-line. We have links on the Home and Join Our Chapter pages.

2004 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)

\$250 - 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.

BASIC (Formerly Dues Only)

\$100 - This covers cost of annual dues and you pay as you go (\$30) for our 12 regular meetings.

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 If your company is paying, please have them place your name somewhere on the check so our treasurer can update your payment status.
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 next meeting on March 16th. 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.

Please visit our website at www.hrtampa.org for more information. You can also email Charlie Chadbourne, HRTampa Volunteer Membership Director at cchadbou@ampabay.rr.com.

MEMBERSHIP DIRECTORY UPDATE

Moved? Changed jobs? Received your SHRM certification?

Keep your fellow HR professionals up to date on your status. It is also extremely important HRTampa has your current contact information so you will receive updates as they are sent out. Much of our business conducted by our volunteer leaders is by email. If your company or home email provider blocks mass emails, you should notify them that you want to accept emails from HRTampa.

Please take the time to visit our website and update your personal and professional information in your member profile at the membership directory area. www.hrtampa.org/search.cfm



Giving Back To the Community

Here is your opportunity to give a little something back to the community and VOLUNTEER to help provide students with the opportunity for networking with human resource professional and academics at the

South East Region HR Student Games at Florida Gulf Coast University

April 2, 2005

This annual, all-day event tests the students' understanding of the basic body of HR knowledge. The program brings human resource college students together to compete in human resource knowledge for growth and professional development and prepares them to pursue professional certification.

Holding a successful event requires support. Volunteer your time and expertise and sign up now

2005 SOUTHEAST REGION STUDENT HR GAMES VOLUNTEER REGISTRATION FORM

Florida Gulf Coast University
Fort Myers, FL
April 2, 2005

ENTRY FORM MUST BE RETURNED TO THE ADDRESS BELOW
NO LATER THAN March 25, 2005

TO: Teresa Dudek, SPHR, HR Games Volunteer Coordinator
Hope Hospice, 9470 Health Park Circle, Fort Myers, FL 33806
PHONE: (239) 489-9144, FAX: (239) 454-1671
EMAIL: tdudak@hopehospice.org

NAME: _____

EMPLOYER: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP CODE: _____

EMAIL: _____

Are you PHR or SPHR certified? PHR _____ SPHR _____

Volunteer position desired (check all that apply):
_____ Judge (should be SPHR certified)

_____ Presenter (PHR certification recommended)

_____ Scorekeeper

_____ Timekeeper

_____ Matrix Manager

Are you in need of special accommodations? Y N

If yes, Accommodation needed _____

PRACTICAL SOLUTIONS FOR TODAY'S HUMAN RESOURCES PROFESSIONAL

Jack Smalley has devoted his career to the field of human resources. His experience includes upper-level management in such diverse industries as oil, chemical and packaging with an emphasis in manufacturing, engineering, sales and logistics.



Jack is a senior consultant for the Express Business Solutions division of Express Personnel Services where he provides human resource training and consulting for Express offices in the U.S. and Canada, serving more than 70,000 clients.

Jack is a member of the Society of Human Resource Management and holds the designation of Senior Professional in Human Resources (SPHR).

Need Recertification Credits

**A Workshop Presented by
Jack Smalley, Senior Consultant,
Human Resources**

**"Top Ten Ways Employers Get Sued
And How To Avoid Them"**

8:00 AM to Noon
Thursday, March 31, 2005
Embassy Suites USF
3705 Spectrum Boulevard
Tampa, FL 33612

*(Directions provided upon request)
Coffee and juice will be served at 7:30 a.m.*

RSVP by March 18 to Joann or Felecia at 813/969-3339 or e-mail
jobs@1699.expresspersonnel.com

Presented by Express Personnel Services

Do You Speak Management's Language?

Continued from page 1

Translate the Message into "Management"

If your plan will reduce turnover from 12% to 9% don't explain that the reduction is 3% Yes, it three percentage points, but the reduction is actually 25% (Yes it is, get your calculator!)

If your plan will save \$23,000, don't stop there. Translate the number into revenue, number of new clients, number of cases completed, etc. In short, put it into real numbers the boss will understand. For example, if your organization has a 10% margin, our sample \$23,000 savings will translate into \$230,000 in revenue!

Ask for Help

Need some help translating the message into "management?" Ask your Controller or CFO for some help. If your savings are for real,

they will quickly see the impact and be more than happy to help make the translation into "management."

Don't Forget

It's hard to get money for unbudgeted projects or when dollars are really tight. When you are given the nod, be certain – absolutely certain! –to track your project and report on the results compared with your projections. Yes, do it even if the numbers aren't as good as you'd hoped.

Over a period of time, you'll gain a reputation for being a responsible business leader. Remember to tell it like it is –but be sure to translate the message into "management."

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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