



Tampa Employers of Excellence Event & *Award Banquet*

Join us for an informative half-day event and exciting evening at the Marriott Waterside Hotel and Marina and participate in an exclusive gathering of Tampa's HR professionals and business executives as they share their best practices and honor Employers of Excellence.

This is an opportunity to learn, network and be motivated by your peers, industry experts and inspirational keynote speakers and workshops covering such topics as:

- How to create energy in your organization in your employees to maximize performance, profit and to retain your top staff
- Coaching and the role of feedback
- Facing adversity in a team environment
- Leadership
- Effective use of positive thinking
- Aligning individual and team objectives
- Re-evaluating your goals

Registration:	11 a.m.
Opening Remarks:	12 p.m.
Lunch/ Mark Woods:	12:15 p.m.
Workshops:	1:45, 3:30 p.m.
Cocktail Hour	5 p.m.
Welcome Message and Dinner:	7:00 p.m.
Award Ceremonies:	8:00 p.m.

For more information, log onto http://www.hrtampa.org/associations/1682/files/EventTampa_D.pdf

MY EMPLOYEE IS GREAT, BUT HE CAN'T COMMUNICATE!

by Marcia Hoodwin, M.A.

Some companies have employees that work hard and are very capable, but

- Mispronounce many words,
- Speak English with a strong foreign accent and are difficult to understand,
- Have a hearing problem (complain of other people mumbling),
- Do not speak out in meetings or have a fear of public speaking,
- Have unprofessional speech with grammatical errors or inappropriate vocabulary,
- Speak too loudly or softly, have chronic hoarseness, or have a voice that is too low or high in pitch.



Many work-related problems can arise from these difficulties. For example, Company XYZ, a large multinational company, had an employee in sales that used inappropriate vocabulary and grammar; a prospective client lost faith in the organization's ability to perform competently and decided to do business with another company.

The company had a manager that had a strong foreign accent. He was misunderstood when giving a solution to a problem and therefore, PRODUCTIVITY was affected for the week.

Continued on Page 12

December 21st
Holiday Meeting and
Employers of Excellence
Dinner Award Banquet
at the Marriott Waterside



January 18th
Ethical Issues in Human
Resources
Breakfast
at the Centre Club Tampa

Certified for
One Credit Hour

HR Tampa November 16th



*Judge LaRose gives
View From the Bench*



*Honoring College Relations
Committee*



*Brad Moser congratulates
student chapter.*



Todd thanks Juge LaRose



Breakfast



Tonya Fletcher, Director of College Relations



Swearing in Student Chapter Officers



Student Chapter Charter

Holiday Networking Tips

by Carol McDaniel

With the approach of the holiday season and the onset of holiday parties, social events and other networking meetings, I feel compelled to once again remind those who attend these types of functions to not lose sight of their intended purpose. More often than not, you will meet someone that you will see at another event, so always be professional and focused.



In these times when we want to just have a good time, instead of working our network, I want to share some insight as it relates to structured networking events and unstructured events. Both have advantages and disadvantages, but how to know which ones are better suited for you, and how you can thrive in either of these environments, is important.

If you have ever attended a structured networking event, you'll remember. These events can occur weekly, monthly or even quarterly. The event itself is designed for one purpose...to get the most out of the time you are there and ensure that you are accountable for your own success.



Typically, you will have one or more facilitators who will keep the group on track. While there are many ways in which to set up these types of networking functions, here is a general idea of what you can expect.

Each person that attends will be responsible to report on their latest networking and/or job search activities. This also includes contacts that were made. The attendee must then report on their upcoming interviews, as well as networking events that they will be attending for the following week. Any contacts that are made are to be shared with the group, especially if the contact can be of benefit to someone else in the meeting. There may also be a guest speaker, and specific goals may be established for each attendee to further enable them to secure that great job!

More often than not, these structured events are smaller in size, and the reason for that is simple. This allows the attendee to benefit enormously from the advice and expertise

of the facilitators, and provides a more intimate setting to exchange ideas, business cards and contacts.

The unstructured events can consist of monthly association meetings, media sponsored events, career fairs and award programs, just to name a few.

These events, while not specifically focused on your personal job search, should also be included in your plan! Try to attend one of these a month, if your budget and time allows, as there are typically fees associated with attending.

When attending one of the unstructured events, be sure to arrive early. Most meetings allow for time in the beginning to network and exchange business cards. This is a great opportunity to survey the room and decide where you would like to sit and, more importantly, which person you would like to be seated with! It's no secret that a lot of decisions are made over a meal!



Continued on Page 11

Newly Certified Professionals

By Lori S. Barndollar, SPHR

Congratulations to our newly certified professionals:



Eleven more to go! Best wishes for continued success in our ever-changing HR profession.

Join/ Renew HRTampa in 2006!

*by Charlie Chadbourne, SPHR
2005 Volunteer Membership Director*

HRTampa is looking forward to another great year and we hope you will join with us as we strive to make this the best chapter in Florida! We are ending 2005 with over 350 members. 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 register on-line. We have links on the Home and Join Our Chapter pages at www.hrtampa.org. The new 2006 information will be available on-line soon.

Forgot your userid and/ or password? - Click on the link on the log in page and the system will send you an automatic email with your information.

2006 Dues Options (Dues run Jan-Dec):
No change from 2005!

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

PREMIUM \$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, Premium Dues are \$250

BASIC \$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
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.

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!

If you have any questions, please email Jill Conklin, our 2006 HRTampa Volunteer Membership Director at jill.conklin@cln.com.



BROWN
SECURITY GROUP, PA

- Pre-employment Investigations
- Fraud Investigations
- Security Surveys

Former CIA Security Officer
Board Certified in Security Management
Certified Fraud Examiner

www.brownsecurity.biz

(727) 322-1491 alvin@brownsecurity.biz

Join the HR Tampa Society for Human Resource Management (SHRM) Student Chapter!

Friday, December 9th
6:00-7:45pm

Come and network with business professionals and student chapter members! Food, fun and prizes will be provided. There will be a \$15 charge for non-members (the \$15 charge will go towards your student membership).

Tina Tapas
615 Channelside Drive
Tampa, FL 33602

If you need to change your RSVP please e-mail Jill Conklin at thislittlepiggie13@msn.com or call 813- 891- 6075..

AS THE BOARD TURNS...

As my tenure on the board of HR Tampa comes to an end, I thought I'd take a few minutes to highlight some of our accomplishments over the past six years. While we have had many challenges, we have also had resounding successes. While I will not be on the board going forward, I have promised Carol that I will be here to assist during her term as President in 2006 and continue to handle postings on the Job Board as part of the Technology committee.

As many of you may remember, I was invited to join the board in June 1999 by the then HR Tampa President Jarine Dotson while on a flight back from Atlanta. I often joked that I had to accept because she was sitting in the middle seat and had me trapped in the window seat. They were looking for someone to fill the Director of Certification position, which I ended up filling through the end of 2000. My first group of students included Charlie Chadbourne, who had joined the board as the Membership Director earlier in 1999, Lori Barndollar and Gary Opala. Lori did such a great job that she was nominated to succeed me in that position in 2001 and continues to hold that position today. Through her efforts we have continued to increase our pass rates and class sizes.

Looking back, it seems as though 1999 was the first of many years of change and growth for HR Tampa. This was the year we hired our first records administrator, Shirley Headington. Shirley assisted with mail outs and membership records and for a long time we were suspicious that she didn't really exist since Charlie was the only one of us that had ever seen her! This was the year that we launched our first website. We also started alternating meetings every other month between breakfast and dinner in response to member feedback. We also created a new director position for Non-Dues Revenue, which was held by Jeremy Dixon, who remains on the board today as our Technology Director.

We continued our growth into 2000 when we held the first HR Tampa Expo called "Summer Jam" at the Airport Marriott. Lynn Adams was President and worked hard to fill vacated board positions and look for new ways to make money for the chapter. Charlie continued as our Membership Director.

Gae Horridge assumed the Presidency in 2001 and implemented a new dues structure where members could choose to prepay for dues



Sherry Moore

and all meetings up front, or pay only dues up front and for meetings as they attended. While this was somewhat controversial with our membership at the beginning, it laid the foundation for the creation of a healthy bank balance, which we continue to build today. This has allowed us the luxury of bringing in paid speakers and providing more programs and benefits for

our membership. This year's expo was a 1/2 legal seminar and golf scramble held at the Westchase Country Club. While it turned out to be a somewhat rainy day for a golf outing, Carol McDaniel (who had recently joined the board as Technology Director) and I had great fun riding around the golf course in the extra golf cart that wasn't claimed that afternoon. I moved into the role of Secretary this year, which I continued through the end of 2002 and Charlie continued as our Membership Director.

In 2002, Russ Coughenour took over as President. Shirley Headington resigned and Kristin Gwinner was brought on the board as our records administrator. For the first of two years, HR Tampa co-sponsored a 1/2-day HR program with the Westshore Alliance in the spring while continuing our annual Expo in the fall. In an effort to increase revenue for the chapter, we began to charge non-members to attend our study groups. The monthly newsletter was converted to E-News and was distributed by both email and posted on our website which was a great cost savings to our chapter. Charlie was still our Membership Director.

Jeremy Dixon assumed the Presidency in 2003 and launched a search for a new host for our website. After much research, we selected Affiniscape and officially launched the website over Memorial Day weekend. We knew we were getting a lot of traffic on our website because we received many emails about the missing Job Board, which hadn't been transferred to the new website that weekend. This website has afforded us the opportunity to increase our non-dues revenue through sponsorship and non-member job postings, as well as provide easier options for registration for our meetings and events. We greatly increased our membership this year through a mail campaign to the at-large SHRM members in Hillsborough County and once again, Charlie was our Membership Director (are we beginning to see a pattern here?)

Continued on Page 6



AS THE BOARD TURNS...

Continued from Page 5

In 2004 I was honored to be the President of HR Tampa. Like our other years, we were presented with many challenges as the year progressed. While we started out the year with a great presentation by Pam Iorio, Mayor of Tampa, we were tasked with finding a new location for our monthly meetings. Although we had held our meetings for the prior 17 years at the Westshore Marriott, we were told they were no longer able to accommodate us. After scouting several locations, we were fortunate to relocate our meetings to the Centre Club. We were presented with another challenge in September with the hurricanes, and since we couldn't predict what Mother Nature had in store for us, we made the decision to move our fall Expo to November. Who would have known that our original date would end up being a beautiful clear day! All in all, the year was still a success as we once again increased our membership (you guessed it--Charlie was still our Membership Director!) along with our bank balance!

Todd York assumed the helm in 2005 and has provided great leadership throughout the year with the creation of the student chapter and enhancements with the Internship and Mentoring programs, New Member luncheons and Network Nites. I'm sure this will continue into 2006 as Carol McDaniel assumes the Presidency and implements the many ideas she already has in the works. But alas, Charlie has decided it's time to retire from the post of Membership Director

and will be passing that torch to Jill Conklin in 2006. He put in a tremendous amount of time and effort as a volunteer leader for our chapter and while he won't be gone or forgotten, I know that he will be missed on the board.

Throughout the past six years I have seen tremendous accomplishments within our chapter. We have advanced from virtually having a revolving door on the board to a solid group of HR professionals that are dedicated to the success of HR Tampa. We have gone from living "paycheck to paycheck" to now being able to provide more benefits to our membership such as no charge for our annual expos where we feature national speakers, new member luncheons at no charge and Network Nite for a nominal charge to assist our members, or non-members, in meeting others within the local HR community. This year we were able to send five of our board members to the national SHRM leadership conference where they are able to network with other chapter board members and bring back more ideas than we can possibly implement. The bar is being raised every year, which is a tribute to both past and existing board members as well as the continued support of our membership.

It has been a pleasure to be part of such a dynamic group of HR professionals during the past six years and I look forward to supporting those that will be providing leadership to HR Tampa in the years to come.

**Best wishes for a
happy, healthy and
safe Holiday season.**

Sherry Moore

SHRMA Silent Auction

Our fun-filled holiday evening will take place
December 14 from 5:30 pm–9:00 pm at the
Radisson Hotel, 12600 Roosevelt Blvd.

We will have hors d'oeuvres, music, and great gifts
for auction. Plan on doing your holiday shopping!

Bring your friends and join us.

All our proceeds will go to the SHRM Foundation.

Register now at www.suncoasthr.org

Members \$15; Guests \$25



The Book Corner

December Book Suggestions



As we enter the holiday season, the management and staff of the Borders Store in Carrollwood offer our best wishes for the holiday season.

Industry sources indicate that the holiday season will be assisted by the release of 130 new titles

in business management during the next 30 days.

Below you can find the more useful titles to the business community. If you have any questions please call my office at 813-908-1845.

Balanced Scorecard in Real Time

by Frank Bernhard

Authoritative advice for taking balanced scorecard methodology to the next level. Balanced Scorecard in real time takes the balanced scorecard methodology and links it to technology and technology strategy. It provides a prescriptive framework for aligning a company's information technology with their scorecard for maximum ROI and productivity enhancement, as well as integrating technology strategy into this popular method.

A Framework for Human Resource Management

by Gary Dressler

This brief yet lucid ten-chapter book provides practicing managers with a review of central human resource management concepts and techniques in a highly readable and understandable format.

Improving Employee Performance Through Appraisal and Coaching

by Donald Kirkpatrick

Moving beyond more traditional performance-review methods, this book gives readers the tools to build a genuinely proactive performance management program. Fully updated with all new case studies from major corporations, the second edition will help managers and HR professionals.

Learning at Work: Excellent Practice from Best Theory

by John Taylor

Coaching, training, mentoring and development are all about helping staff to learn, whether it is new knowledge, skills or adapting to the cultural

attitudes of the organization. This book critically analyzes the methods and instruments available for those who want to learn and those who want to encourage their employees to learn. It avoids jargon and aims to make the theory and practice of learning more easily understood and accomplished.

Six Principles for Managing

by Samuel Kaptein

In the shadow of Worldcom and Enron, managing with integrity has risen up the corporate agenda. But managing with integrity has always been recognized as such. Based on real-life insights not theory, Kaptein shows how you can lead by positive example and bring real benefits to yourself, your staff and the wider business.

Bluffer's Guide to Management

by John Courtis

Be an instant expert in management and bluff your way with those who know anything about the subject. No MBA required, just a sense of humor. "The Bluffer's Guide to Management" scales new heights in insights and lays out everything you need to know to climb the corporate ladder.

Doing Nothing is Not An Option!; Facing the Imminent Labor Crisis

by Robert Critchley

By 2010, citizens over the age of 65 will outnumber children for the first time. America's labor force is not only growing older, it's also ushering in a whole new set of workforce issues to tackle. This a must-read for business owners, executives, HR professionals and consultants.

How Great Leaders Get Great Results

by John Baldoni

Use the strategies of Steve Jobs, Bill Belichick, Steven Spielberg, and John McCain to inspire employees and generate positive results for your company. People who make their visions realities are the ones who are truly great leaders --and whose companies achieve the greatest success. In How Great Leaders Get Great Results you learn the execution strategies renowned business leaders have used to create strong, results-driven organizations. Pairing the profiles of several top leaders with concrete action steps to get employees to perform at their best, this prescriptive guide helps you get winning results in all your projects.

Notice: Also during December, the new versions of the PHR and SPHR study guides are scheduled for release.

Don't Pick The Wrong Carrot

*By Gostick & Elton
©October 2005*

One of the questions we're asked most frequently is: What do I give? To celebrate an employee's achievement, to recognize a team, to reward a great effort? How do I know when to give something big, when to give movie tickets, when to send a simple thank you email.

To have the intended effect, a reward's value should be an appropriate symbol of the employee's effort and its outcome. After all, we all know that winning a million-dollar contract deserves more than a t-shirt or key chain, right?

Apparently not.

When she was first out of college, Kathe Faris began working for a bank. She started near the bottom of the corporate ladder, answering phones. During a promotion to cross-sell mutual funds, she was able to bring a whopping \$1.2 million into the bank.

"So what did they give me?" asks Kathe. She scoffs at her own answer. "A mug." Kathe shakes her head incredulously: "A mug," she repeats. "Do you think I or anyone else who worked around me ever sold mutual funds again? Of course not."

Now, in some cases, a mug would be a fine reward for a simple job well done. But for Kathe, who had obviously gone above and beyond what was expected in her position, a mug was a very poor carrot. She wanted something lasting to remind her of that remarkable achievement.

Just imagine you play second base on the world champion Boston Red Sox. You've risen to the top of your sport. You've worked together with your teammates to beat the infamous New York Yankees. You're king of the world. But instead of receiving a championship ring in a touching public ceremony, management decides to give you a Red Sox souvenir coffee mug.

It's a fine mug. Microwave-safe even. But it's a stinking mug.

To avoid being the antagonist in a mug story, you will have to develop your own consistent



criteria for tying the size of the award to the behaviors in your workgroup. It sounds a little hard, and it is at first. That's why so few managers do this, and why so few managers are considered "great" by their employees.

Today's Carrot A Day: Pick Your Carrots Wisely

Here are a few simple rules to effective recognition: First, awards should only recognize results that are important to the organization. Second, awards should be fair in relation to awards received by equally producing coworkers and related to the significance of the achievement (creating this type of fair reward is almost impossible with cash or gift certificates, but much easier with tangible awards that have higher perceived value.) And third, awards should be items that employees really value.

That's why most strategic recognition programs we've seen use tangible awards that appeal to a basic instinct to want that which we do not have. We can picture ourselves wearing a beautiful piece of jewelry. We can imagine just where that cool new flat-screen TV will go in our home. We think of how handy that utility knife would be on the next camping trip. We'd love to have that compact camcorder for when the new grandchild arrives. We can visualize ourselves burning up the back nine with those golf clubs.



And because we can picture the award and can imagine ourselves enjoying it, we can't help but be more likely to work harder to achieve it. It's simple human nature.

Continued on Page 11

LEGISLATIVE UPDATE

By William D. Mitchell

FLSA: Worker Walking Related to Donning & Doffing Safety Gear Is Compensable



The U.S. Supreme Court has ruled that time spent on the walk between the locker room of meat and chicken processing plants--where employees were required to dress in protective and safety gear--and the plant floor should be compensated. The Court concluded that the locker room where the special safety gear was donned

and doffed was a 'place of performance' of the principal activity that the employee was employed to perform. Because applying and removing protective gear was a "principal activity" related to working in a meat processing plant, the walking that occurred after dressing and before undressing should be compensated as an integral part of that principal activity. The Court concluded more broadly that during a continuous workday, any walking time that occurs after the beginning of the employee's first principal activity and before the end of the employee's last principal activity is covered by the FLSA.

On the other hand, the Court held that the time waiting to change into safety gear was not covered by the FLSA. The employees argued that they were often forced to wait before obtaining their first piece of safety gear and that the time spent waiting in line before actually dressing should be compensated. However the Court concluded that this waiting was two steps removed from the productive activity on the assembly line and was not integral to a 'principal activity' that identifies the time when the continuous workday begins. *IBP Inc. v. Alvarez*

Arbitration: Agreements Need Not Be Signed

Discrimination, overtime violations, and retaliation claims are subject to arbitration even in the absence of a signed agreement. It was enough that the arbitration process was in writing. The Eleventh Circuit also rejected the employees' call for a heightened standard of review of their waiver of their right to trial pointing out that its conclusion was consistent with decisions by four other circuits.

Gulfstream adopted its dispute resolution process as the exclusive method for resolving specific employment-related disputes. Gulfstream notified its employees of the new policy by mailing all workers a copy of the dispute resolution process, an explanatory cover letter, and a question-and-answer form by first-class mail; placing the dispute resolution process and accompanying documents on its company intranet; distributing the dispute resolution process electronically to about 1,000 employees; and posting notices relating to the dispute resolution process's implementation on 13 bulletin boards throughout the facility. The explanatory cover letter indicated that the dispute resolution process would become effective Aug. 1, 2002, and was a condition of continued employment. The dispute resolution process expressly provided that no signature was required and that an employee's continuation of employment would constitute acceptance of its terms.

The dispute resolution process established a four-step process for addressing disputes. Step one called for human resources review; step



Continued on Page 10

LEGISLATIVE UPDATE

Continued from Page 9

two, management panel review; step three, mediation; and step four, arbitration. It provided that an employee's failure to submit a covered claim to the next step within 30 days of a final determination at the prior level would waive the employee's claim. It did not contain a similar provision for Gulfstream, and the company could elect to bypass one or more steps prior to arbitration for claims brought by job applicants, former employees, or the company itself. The dispute resolution process also stated that both sides waived their right to a jury trial.

Gulfstream retained the right to modify or terminate the dispute resolution process on 30 days' written notice, and the policy in effect when a claim was received would control the process for that claim. It later modified the dispute resolution process, providing that covered claims could not be brought as class or collective actions, and again stating that continued employment would constitute acceptance.

In concluding that the disputed resolution process did not have to be signed to be enforceable the court noted that the language of Section 2 of the Federal Arbitration Act (FAA) requires an arbitration provision to be "written" but does not require it to be signed by either party, and that "the overwhelming weight of authority supports the view that no signature is required to meet the FAA's 'written requirement.'" The court rejected the employees' contention that the dispute resolution process did not waive their rights to a jury trial because it was not knowing and voluntary. In so concluding, it noted that the U.S. Supreme Court has held that enforcement of an arbitration agreement under the FAA may only be declined under principles of state contract law and that parties do not necessarily forego any substantive statutory rights by agreeing to arbitrate. It pointed out that the Constitution does not confer the right to a trial, but only the right to have a jury

hear the case once it is determined that the litigation should proceed before a court. If the claims are properly before a forum pursuant to an arbitration agreement, the jury trial right vanishes.

The court concluded that the dispute resolution process was enforceable under Georgia contract law. That Gulfstream could unilaterally modify it did not make the company's promise to be bound illusory because it still was bound by whatever terms were controlling at the time a claim was received. Moreover, the dispute resolution process expressly established that the proper manner of accepting its terms was continued employment, and continued employment was more than just a continuation of the status quo since it was in the face of changed circumstances.

The court concluded that there was no basis for finding the dispute resolution process procedurally or substantively unconscionable given that it was presented in a cover letter reflecting its importance, its terms were clear and unoppressive, and its "prohibition of class actions and discovery limitations was consistent with the goals of 'simplicity, informality, and expedition' touted by the Supreme Court. It concluded that because the dispute resolution process's confidentiality provision might be in both sides' interests that while [it] might be more favorable to employers (as 'repeat players') than to individual employees, it is not so offensive as to be invalid." It concluded that provisions requiring only employees to exhaust the dispute resolution process's steps, comply with appeal deadlines, and forego counsel during the first two steps were "asymmetrical" but consistent with arbitration's goal of providing quick and efficient resolutions. *Caley v. Gulfstream Aerospace Corp.*

Continued on Page 12

Holiday Networking Tips

Continued from Page 2

You must be disciplined enough to send thank you notes and make those follow up calls! Your next job could depend on it!

I hope everyone had a safe and restful Thanksgiving holiday and you were able to enjoy some time with your families and loved ones. During these times, when the job search mode gets tough, be thankful for the support of those around you and be sure let them know how thankful you are.

As I close for this month, I would like to say how thankful I am for the opportunity to share my experiences and offer advice on how to make your network work for you!

I look forward to hearing about the job search successes and challenges you have had, so keep the emails coming!



Monthly Networking Events In The Tampa Bay Area:

- **December 8th:** HR Tampa & The Tampa Tribune's Employer's of Excellence Program; RSVP: www.hrtampa.org
- **December 14th:** Suncoast HR Dinner/ Silent Auction; RSVP: www.sucoasthr.org
- **December 21st:** Sales and Marketing Executives of Tampa Bay; RSVP: www.smei.org

Don't Pick The Wrong Carrot

Continued from Page 8

That's what Goodyear discovered a few years ago when it sponsored a campaign to improve sales of tires in its North American operations. Two large employee groups were monitored: One was offered monetary rewards, the other was offered merchandise. The group receiving tangible awards outperformed the cash-awards group by nearly 50 percent.



Now, depending on the achievement, tangible recognition can take a hundred forms and variations. At times, a great leader will send a handwritten note of thanks for the completion of a routine, yet important job. When an employee stays late to deliver for a key client, the manager may send the employee and her partner to a nice dinner. And when something exceptional happens, the leader may provide a symbolic award that will be treasured for a lifetime.

A great leader may not get the formula right every time, but the secret is: they follow the three simple rules and try their hardest. And because of that, their employees would walk through fire for them.

Adrian Gostick and Chester Elton are the acclaimed authors of the Wall Street Journal and BusinessWeek bestseller A Carrot A Day. Want to learn more about employee motivation? Go to <http://www.carrots.com/>

Source the Best Tech Candidates at Dice.com

The leading specialty job
board for technology and
security-cleared professionals.

1-800-440-7928

Dice™

Look to the tech leader first™

HR Tampa's January 18th Breakfast Meeting is certified for one hour of credit



Keith J. Greene, SPHR
"Ethical Issues in Human Resources"

My Employee is Great

Continued from Page 1

Just think of how many misunderstandings occur when two people are from the same language background. This is compounded when someone is speaking English as a second language.

They also had an employee that provided CUSTOMER SERVICE on the telephone, but spoke in a monotone voice. When a customer called the company regarding a problem, he thought that the employee was being rude.



One employee had great technical skills and worked hard, but couldn't be given expanded job duties or be PROMOTED due to his communication skills. Meetings were a challenge for him. He had wonderful ideas and solutions to problems, but was afraid to speak out! When he gave a PRESENTATION the audience had difficulty understanding what he was saying and lost interest.

The good news was that there were SOLUTIONS for these problems! The company hired a speech trainer to provide on-site training for effective communication skills. As part of the employees' development plan, they participated in these classes. They were taught verbal skills, such as to slow down, enunciate words clearly, speak in an interesting manner, and to improve their speaking abilities on the telephone.

The improvement in the employees' communication skills increased their SELF-CONFIDENCE. With increased self-confidence, the employees were more successful and therefore the company's productivity, sales, and image improved!

Marcia Hoodwin, M.A., Certified Speech-Language Pathologist and Speech Trainer, is a member of HR Tampa. Marcia has conducted training for corporations such as Verizon, Capital One, Siemens, and Illinois Bell. Email: marcia@accentaway.com; Telephone: 941-921-9533

Legislative Update

Continued from Page 10

Failure to Tell Employer of Facts Showing Serious Health Conditions Precludes FMLA Leave

An employee's request for leave to help her daughter during childbirth did not give the employer notice of any condition that could qualify the employee for Family and Medical Leave Act protection when the employee failed to make employer aware of any complications arising from the pregnancy.

Pregnancy is not a "serious health condition" for FMLA purposes unless complications occur. The employee presented a physician letter when she asked for FMLA leave but the letter did not mention any complications for the pregnancy.

The FMLA entitles eligible employees to unpaid leave to care for close family relatives, including a son or daughter, who have a "serious health condition." The employee must give the employer advance notice of the intent to take such leave. When the need for leave is unforeseeable, "the employee need only provide her employer with notice sufficient to make the employer aware that her absence is due to a potentially FMLA-qualifying reason."

Because pregnancy, "as opposed to being incapacitated because of pregnancy," is not a "serious health condition" for FMLA purposes, an employee is not entitled to FMLA leave simply to take care of an adult child who is pregnant. An employee needs to show that the child is "incapable of self-care because of a mental or physical disability."

The Eleventh Circuit concluded that the employee did not deliberately mislead her employer. However, it decided she admittedly withheld critical information regarding the reason for her request "by not presenting any information about her daughter's alleged complications." Voicing her wish to help her daughter during childbirth was not enough because the FMLA does not cover that situation. *Cruz v. Publix Super Markets Inc.*



New Members

First Name	Last Name	Certification	Title	Company Name
Sherrie	Newman		Vice President HR	Allied International Holdings, Inc.
Melissa	Bowen-Zielger	PHR	Regional Team Manager	DriveTime
Belinda	Montesde Orca	PHR	Coord., Recruit. & Aff. Action	TECO
Glenn	Nagle		Vice President	JigsawHRPrint
Karen	O'Brien		President	JigsawHRPrint

Would you like to be a
“Spotlight Meeting Sponsor”
In 2006?

We are now accepting sponsors, so hurry
while the months last. . .

Our most popular opportunity is our
monthly meetings: Here are our
“Spotlight Sponsor” Benefits:

- Exclusivity as sponsor for the meeting
- A display table set up in the registration area that can include use of a banner, brochures, tabletop presentations, business cards, and give-aways, etc.
- Your name and contact information on the agenda
- Two free meals for you and a colleague
- A five- to seven-minute infomercial
- Presentation to the membership prior to the main speaker
- Your name and logo (+ link) on the HRTampa website for one month

Call and Reserve Today

Contact: Sharan Backus
813 289-6600

e-mail: sharan.backus@floridamoves.com

2006

January



February

Wakefield Hall
International

March

April



May

June

July

August

September

October

November

December



SPHR Crash Course

Last minute panic..attend the SPHR Crash Course, Saturday December 10th, National Louis University

9AM -12PM	Strategic Management	26%
12PM-1PM	Lunch Break	
1PM-3PM	Labor Relations	24%



Course Outline

PART I - Strategic Management

SPHR Emphasis
Test Taking Tips
HR Planning
Environmental Scanning
Internal Scanning
Measuring HR Effectiveness
Calculating T&D ROI
Primary Research/ Quantitative & Qualitative Analysis
Reliability & Validity
Measures of Central Tendency
Organizational Life Cycle
Organizational Structures
OD Approaches
International EE & Labor Relations
Ethics in HR
Crisis Management Planning
HR Metrics

PART II - Labor Relations

Labor Relations
Provisions of the Labor Acts
Organization Process
Election Process
Grievance & Arbitration Process
ULPs
Strikes & Boycotts

COST

Members \$150.00
 Non-Members \$300.00

(A portion of the fee will be donated to the SHRM foundation for the continued advancement of our HR profession)

Contact Lori Barndollar, SPHR for more information and registration form.
Telephone: 813-626-4895 **email:** lsbarndollar@tomlinstaffing.com

BOARD of Directors

Officers

President

Todd York, SPHR
 (813)839-8885
toddyork@msn.com

President-Elect

Carol McDaniel
 (813)961-9255
cmdaniel@ta.hodes.com

Treasurer

Dannie Perry, PHR
 (727)953-4218
Dannie_P1@verifone.com

Secretary

Dana Chatelain, SPHR
 (813)258-0293
dchatelain@scicompanies.com

Immediate Past President/ Foundation Director

Sherry Moore, SPHR/GPHR
 (727)563-5834
sherry.moore@catalinamarketing.com

DI RECTORS

Membership

Charlie Chadbourne, SPHR
 (813)307-8015 ext.3101
cchadbou@tampabay.rr.com

Programs

Paulette Beaudoin
 (813)376-4318

Hospitality/Registration

Beverly King, PHR
 (813)882-6579
bakingone@msn.com

Communications

Ann E. Ladd
 (813) 289-4451
ALadd@datiss.com

Non-Dues Co-Director1

Lee Hawken
 (813)979-1588
Lee@HRMan.net

Non-Dues Co-Director2

Sharan Backus
 (818)289-6600
sharan.backus@floridamoves.com

Legislative

Bill Mitchell
 (813)223-1959
mitchlaw@askmitch.net

Education/Certification

Lori Barndollar, SPHR
 (813)626-4895
lsbarndollar@tomlinstaffing.com

Diversity

Greg Aarons
 (813)259-8234
gaarons@tampatrib.com

College Relations

Tonya Fletcher, SPHR, MA
 (941) 720-0776
TFletcher@advantec-hr.com

Technology Director

Jeremy Dixon, PHR
 (813)623-5777
j.dixon@a1-staffing.com

Workforce Readiness Director

Judith (Judie) Flynn, SPHR
 (813)664-8162
judith_flynn@timeinc.com