

Breakfast Meeting

PANDEMIC PLANNING: ARE YOU PREPARED?

There has been three flu pandemics in the last 100 years: the first in 1918/19 (the Spanish Flu); (2) another in 1957/58; and (3) a third in 1968/69 (the Hong Kon Flu). The 1957/58 and 1968/69 strains were relatively mild. The 1918/19 Spanish Flu version, on the other hand, was very severe and resulted in millions of deaths. The H5N1 strain of avian flu that has infected millions of wild birds in Asia, Europe and Africa after first being detected in southern China in 1997 may become the next flue pandemic. **Are you ready?**

Registration starts at 7:30 a.m. - Breakfast starts at 8:00 a.m.



**Sponsorships Available for
2007 HR Tampa Expo and
Legal Conference**

September 19th, 2007

**A' La Carte - Pavilion
Tampa, FL**

Sponsorship information is available on Page 3.

Bio

Grant D. Petersen

Speaker Grant D.

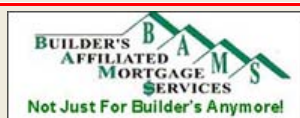
Petersen represents and counsels employers in a broad range of United States and international labor and employment law issues. He represents clients in a wide variety of industries, including manufacturing, service, healthcare, financial, retail, and food processing, as well as a number of state and local chambers of commerce, employer associations, and trade associations.



Mr. Petersen:

- Litigates employment cases in state and federal courts and before administrative agencies.
- Briefs employment issues on appeal in state and federal courts.
- Drafts employment contracts, severance agreements, and settlement agreements.
- Prepares and reviews policy and procedure manuals and employee handbooks.
- Counsels on employment and benefits matters, including Title VII, the ADA, the ADEA, the FMLA, ERISA, COBRA, HIPAA, federal and state laws and regulations.
- Presents seminars and management training programs on employment-related topics.
- Advises clients on international employment statutes and regulations.
- Assists with internal investigations and development of corporate compliance programs.
- Assists in union organizing campaigns.
- Represents employers in collective bargaining.

March 21st



Pandemic Planning: Are You Prepared?

Breakfast

The Centre Club



April 18th



Dealing With Difficult People

Breakfast

The Centre Club

February 21, 2007

HR TAMPA'S Dinner Meeting



Beth Fenton, Sarah Whitney-Mead and Luanne Haver



Guest speaker Barry Brown, SPHR



Bev King and Paulette Beaudoin



*Sponsor Nicole Lee of
Craft Systems*



Kristine, Lisa and Alayne

PHR/SPHR STUDY GROUP AND COLLEGE RELATIONS SPONSORSHIPS

HRTampa is the premier professional association of SHRM for human resource professionals in Tampa Bay and one of Florida's largest and most active chapters. We are a vibrant group of over 700 HR professionals with a mailing list of over 2000 representing over 1000 employers (verify) and committed to providing our members and affiliates with a wide array of networking and developmental services.

The premier PHR/SPHR study group offered to HRTampa professional and student members and the PHR/SPHR Crash Course are designed to prepare certificants for the exam, as well as develop attendees to become more effective partners in developing and executing organization strategy.

SHRM Student Programs is committed to serving the HR Leaders of Tomorrow by providing the tools necessary to educate and advance the HR profession, build strong and active student chapters, and provide career guidance. HR Tampa College Relations won an ATP/STP Award (Advancing the Profession/Serving the Professional) from HR Florida in September 2006.

HR Tampa welcomes corporate sponsors to partner with our organization throughout the year. Target the leaders who need your products and services. Through this partnership, annual sponsors receive recognition in:

Platinum Sponsor \$5,000.00 (1)

- Free Booth at Annual Expo - a \$900.00 value
- Monthly E-News - Banner & Recognition - 12 months
- HRTampa Web Page "Certification News" - Banner & Recognition - 12 months
- Opportunity to speak to 2 study groups/year - 3 minute infomercial
- Recognition & description of services on PHR/SPHR Study Group hand-outs 2X/year for 12 weeks
- Recognition and description of services on PHR/SPHR Crash Course hand-outs 2X/year
- Recognition on Student Chapter handouts - 12 months
- Free Booth at Annual Student Career Workshop

Gold Sponsor \$2,000.00 (1)

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- Recognition and description of services on PHR/SPHR Study Group hand-outs 2X/year for 12 weeks
- Recognition and description of services on PHR/SPHR Crash Course hand-outs 2X/year
- Recognition on Student Chapter handouts - 12 months

Silver Sponsor \$1,000.00 (1)

- HRTampa Web Page "Certification News" - Banner & Recognition - 12 months
- E-News - Banner & Recognition - twice a year
- Recognition and description of services on PHR/SPHR Study Group hand-outs 2X/year for 12 weeks
- Recognition and description of services on PHR/SPHR Crash Course hand-outs 2X/year
- Recognition on Student Chapter handouts - 12 months

6 Month Sponsorships \$1,500.00

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- HRTampa Web Page "Certification News" - Banner & Recognition - 6 months
- Opportunity to speak to 1 study groups/year - 3 minute infomercial
- Recognition & description of services on PHR/SPHR Study Group hand-outs 1X/year for 12 weeks
- Recognition and description of services on PHR/SPHR Crash Course hand-outs 1X/year
- Recognition on Student Chapter handouts - 6 months

If your organization is interested in becoming either an Annual, 6 Month, or Meeting Sponsor, please-Backus (Coldwell Banker) 813-289-6600 or email: sharan.backus@floridamoves.com contact our Non-Revenues Director: Sharan Backus (Coldwell Banker) 813-289-6600 or email:

sharan.backus@florida moves.com



Strictly for Laughs

True Stories From Recruiters



I was interviewing a woman for a clerical position. On her application, she checked "Yes" to a felony conviction and wrote, "Will explain during interview." She said she got mad at her now-ex-husband and hired someone to kill him. But at the last minute she called it off, and he is still alive. She stated she was now on medication and is "all right." She was a great interview up until that point.

■ ■ ■ ■ ■ ■ ■ ■

We sure had some interesting candidates while hiring staff for a customer-service call center for the holiday season. Two were drunk when they came in, separately. Then there was a man dressed as a woman, whom one of my coworkers interviewed. One applicant told me that he "hated the Internet, hated catalogs, hated shopping." What was I interviewing him for? Inbound sales calls, and his duties would be assisting customers with their catalog and Internet shopping! (Insert icon of me smacking my head on my desk.)

■ ■ ■ ■ ■ ■ ■ ■

Here's another case where the applicant should have read the job description:

I'm the placement person at a trade school; we train phlebotomists, among other positions. One of the students went on an interview, and when asked if she enjoyed doing blood draws said that she really didn't like needles.

■ ■ ■ ■ ■ ■ ■ ■

I recently did a reference check, and all three references were acquaintances from a hot dog stand where the applicant went each morning after church. They all had very nice things to say about her, but it was funny when each one I called said,



"Oh yes, I know her. I wait on her each morning. She orders coffee and a donut. She is a very nice, honest woman."

■ ■ ■ ■ ■ ■ ■ ■

The funniest objective I ever read on a resume was from an applicant who was trying to make a career change from the food service industry to corporate America. Under objective, he wrote, "To get out of the kitchen!"

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We were conducting panel interviews for refinery operators. One young man came in and while he did well on the interview questions, appeared very nervous and kept glancing at his watch. At the end of the interview, we told him he needed to report to the medical department for a drug screen. He seemed somewhat distressed at this news, glanced at his watch yet again and asked if it would take very long. Kind of annoyed at this point, I asked him if there was a problem. We were all floored by his response. He said, "No, it's just that my wife is in labor. I dropped her off at the hospital on the way to the interview." When we asked him how his wife felt, he said this was their second child and she told him that she would be fine and it was more important that he go to the interview. When asked why he didn't call and reschedule, he said, "Because I really need this job."

He was hired, of course.

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I was interviewing a young man for a customer service position. He had worked at a hair salon, and in describing his experience there, he said, "I had to deal with a lot of old biddies." Needless to say, that's where his candidacy ended.

Would you like to be a "Spotlight Meeting Sponsor" in 2007?

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

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Contact: Sharan Backus
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2007

January



February



March



April



May



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July



August



September

HR Tampa Annual Expo
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November



December

PUT YOUR
LOGO
HERE

Employee Branding

Part 4: Implement

It's not only what you say. It's what you do. So let's do it.

By Mary Stanton, Brand Project Manager

Shaker Recruitment Advertising & Communications

The fourth in a five-part series about employer branding and Shaker's approach to it.



More and more, companies of all kinds understand that it takes an engaged workforce to achieve organizational goals. A true, resonant, and recognizable brand is at the center of this effort. In this series we've explored the how's, what's, and

where's of your brand communication. It's time to get it going.

You've pinpointed your value proposition, your personality, your promise. You've developed a compelling creative platform for expressing it. And you've strategized a plan for implementing your employer-branded communications- internally and externally, according to short- and long-term priorities. What now?

- Research
- Identify
- Plan
- **Implement**
- Assess

Phase 4: : Implement

Effective brand implementation depends on knowing where the kinds of people who thrive with you go- not only when they actively seek work, but, equally as important, when they aren't even thinking about work. What do they do in their spare time? How do they communicate? When implementing your brand communications, you must be tactical to form a sustaining impression of your organization as an ultimate destination- to position yourself as a place with which the very best people want to be associated. So how do you get there? Appeal to current and prospective employees through thoughtful internal and

external strategies and tactics.

- **Operationalize the brand.**

Your brand must be lived- from the inside out. It is a promise that you make- and keep. It must match reality, or all of your efforts will be for naught. So make sure that you walk the talk and truly deliver on what you're saying.

- **Conduct management-level brand training.**

Top-level buy-in is integral to effective brand communication and engagement. Otherwise, your branding efforts might be perceived with skepticism- as "just another program," rather than a focused effort to achieve organization objectives.

- **Unveil brand internally and provide training.**

Ensure that your people are savvy, dedicated brand ambassadors through comprehensive education and training. Identify your brand's "Big Idea" for everyone to rally around: not just values, but a cause- a reason for being, a reason to believe. Clearly explain your goals and employees' roles in reaching them. Set expectations- perhaps even measurement standards- for brand adherence. Tell people exactly what you want them to do, and follow through and measure on expectations.

- **Proclaim the brand.**

Capture your Big Idea in a real, easily understood, "talkable" way. Actualize your reason to believe by inspiring, informing, and, most important, empowering your people. Many branding efforts and energies stop short before actual empowerment. Remember, what is done is more important than what is said. Address challenges and pitfalls to living the brand. Act toward specific, shared goals. Celebrate your brand in everything that you do internally- materials, events, communications, and so on. Set up crossfunctional Brand Ambassador Teams.



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Become A Sponsor In
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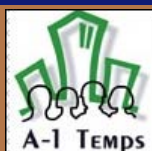
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September 19th

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LEGISLATIVE UPDATE

By David Steffen

Will Employers Bear the Cost of the Free Choice Act?

After years of a business friendly Congress, employers now must deal with a new Congress that is considering significant legislation that could overhaul employer-employee relations. While several legislators have already identified employment issues they would like to address, the House of Representatives is poised to vote in the first week of March on possibly the most significant change to the National Labor Relations Act ("NLRA") since its inception.

Because most employers do not believe their employees are susceptible to union organizing campaigns, many appear to be unconcerned about pending legislation that could change big labor's fortunes overnight. The Employee Free Choice Act, H.R. 800, seeks to significantly amend the NLRA by eliminating secret ballot elections and requiring employers and unions to conduct binding arbitration if they cannot negotiate a first contract within 120 days of bargaining. The Act has already made it out of committee and will be considered by the entire House of Representatives within the next few days.

Historically, unions have been generally recognized as the employees' exclusive bargaining representative after the National Labor Relations Board ("NLRB") conducted a secret ballot election and determined that a majority of the employees who voted cast ballots in support of the union. While it is not common, the NLRA also allows employers to voluntarily recognize a union following the submission of signed authorization cards, known as a "card check," demonstrating that the majority of employees



favoring unionization; however, under the Employee Free Choice Act, the NLRB would have to certify any union that obtained a majority of employees' signatures through the card check process. In essence, employees would lose the right to vote against unionization if a majority of employees simply signed cards

expressing their interest in organizing.

While many employers who have grown accustomed to organized labor's declining influence may not think that this is a significant change, SHRM considers the legislation a serious threat to employers and publicly opposes it. Specifically, SHRM opposes the legislation because the Employee Free Choice Act would require employees to publicize their decision on whether or not they support unionization. By making each employee's decision regarding unionization known to union officials and co-workers, SHRM believes that the legislation would eliminate an employee's free choice and potentially promote a hostile work environment amongst employees whose position on unions conflicted.

Besides eliminating the right to a secret ballot election, the Free Choice Act would also have a significant impact on an employer's right to collectively bargain. The bill would essentially require the union and employer to conduct binding arbitration over any bargaining disputes after 120 days - 90 days of negotiations and 30 days of mediation on a first contract. SHRM also opposes binding arbitration because it believes it is unnecessary, could lead to bad faith bargaining and subjects the parties to unwanted employment conditions created by a third party.



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The Book Corner

March Book Suggestions

By Daniel T. Bloom



It is hard to believe that we are coming to the end of the first quarter of the year already, but the publishers continue to come out with new titles, with 117 titles scheduled for a March release. Among the 117 the following might be of interest to HR professionals. Do you teach anything? Then take advantage of our Education Savings Week from March 22-27. One lucky person from each store will win a year's worth of Seattle's Best Coffee (a \$600 value). Come join us for the educator's reception on March 23. If you have any questions about this month's releases please call me at (813) 908-1845.

Masterful Coaching Fieldbook: Grow Your Business, Multiply Your Profits, Win the Talent War!

by Robert Hargrove

Robert Hargrove shares his secrets as a "masterful coach" with leaders of all levels: "Coaching is about realizing an impossible dream and winning at the game of business, not just about changing attitudes and behaviors." This book describes How to find the best talent on earth; How to create an impossible future and WIN in your business; How to create a winning game plan; How business can be the ultimate self-development and growth experience.

Outsourcing and Management: Why the Market Benchmark Will Topple Old School Management Styles

by Thomas Tunstall

Outsourcing and Management sows the next generation of executives will employ outsourcing, systematic thinking, disciplined management, and effective use of technology to define organizational structure and drive performance to new levels. Too many executives still fail to grasp how the organizational whole becomes greater than the sum of its individual parts. Layers of bureaucracy, dysfunctional behavior, and simple inertia continue to impose a drag on organizational performance at all levels. Outsourcing and

Management identifies and defines important new economy organizational dysfunctions--the Moving-Target Theory of Management, Internal Monopoly, the Bozo-CEO, and the Stream-of-Consciousness Manager--all of which are destined for the scrap heap.



Lost in Transition: How Business Leaders Can Successfully Take Charge in New Roles by Richard Eisner

This stimulating reference enables companies and managers adjusting to new positions to cope with the difficulties associated with change and transition. Identifying the potential pitfalls that arise when moving into new position and outlining ways to overcome them, this essay provides guidance to prevent failure and disruption for the new manager or executive. To make the complexities of transition more manageable, the process is split into three phases---Arriving, Surviving, and Thriving--and the different features of the leader's responsibilities at each stage are strategically analyzed.

Workplace Learning and Development by Jackie Clifford

Learning and development is essential to organization success. Training courses were traditionally used as the key method of teaching, but the focus is increasingly shifting to individuals and managers adopting a more flexible approach to learning. Organizations want to ensure that their employees are not just learning new skills, but are using their existing skills to maximum effect. Workplace Learning and Development guides managers and employees through the concept of workplace learning. It identifies the variety of flexible learning strategies and methods,

Continued on Page 12

Employee Branding

Continued from Page 6

- **Integrate brand into external communications.**

With your employees on board and living your brand internally, you can more effectively express your brand externally. Incorporate your brand into your Web site, print and broadcast advertising, event marketing, collateral, community/ philanthropic activities, and beyond. Adjust the specific messaging according to specified audience, initiative, or outlet-but make sure that all communications remain true to your brand at heart.

- **Execute employment marketing media plan.**

Ask yourself: Which media and communication venues will best reach your desired audience? Which outlets will best deliver your message to individuals with the desired skill sets? Will these options connect with passive and active job seekers? Which offer the most cost-effective way to achieve results? Try to achieve a compelling, balanced, and dynamic media mix that generates immediate and sustained interest over time.

- **Gather ongoing feedback.**

Things change. Things work. Sometimes things don't. Feedback is essential. Some outlets work better than others. Means of communication change. Priorities shift. Continue to assess and revise as appropriate.

Like your organization-like your people-your brand is a dynamic entity. So are the communications that flow from it. We'll discuss the assessment process in the next issue of this series.

Since 1951, Shaker Recruitment Advertising & Communications has helped organizations attract and retain top talent. Shaker's services include recruitment advertising, interactive communications, employer branding, employee communications, and global advertising. The largest, privately held firm of its kind, Shaker is headquartered outside Chicago, Illinois, with offices in New Jersey, Florida, and Boston.

Some creative ideas for implementation

Wherever and whenever people come into contact with your company, they form impressions that ultimately impact your brand.

Inside...

- **Employee referral program**
Branded from materials through voice mails through meetings
- **Internal/employee programs**
Interview/on-boarding, training, performance management, department, and recognition materials

...and out!

- **Web site**
Your company's front door—the first place people go when they hear or see your name
- **Public relations**
To garner third-party validation, generate buzz, and foster employee pride
- **Innovative/emerging media**
Search engine marketing, behavioral targeting, A/V streaming, podcasting, mobile devices, network sites
- **Job and community events**
Displays/booths, sponsorship, contests, brochures, premiums
- **Other avenues**
Radio, TV/cable, satellite, direct mail, CD/DVD, transit, stadium, cinema, outdoor, mall, airport, aerial
- **Internet**
Banners, ecards, postings, resume databases, site sponsorships, niche/association/lifestyle sites



Legislation

Continued from Page 8

While President Bush has already stated that he would veto the Employee Free Choice Act, SHRM and other employer organizations have launched significant efforts to defeat the legislation. As part of its efforts, SHRM has partnered with other employee and employer organizations, through the Coalition for a Democratic Workplace, to advocate for secret ballot elections. In addition, it has asked its members to oppose the bill and write their elected officials. Should you be interested in participating in SHRM's efforts, go to its website at www.SHRM.org and navigate to the "HR Voice" section of its "Government Affairs" webpage to submit a letter to your representatives.

Every member of our local chapter is also an individual member of the national SHRM organization.

If you are not already a member of HR Tampa, [Click here](#) for information on joining our chapter.

All memberships are individual-based not company-based in accordance to SHRM guidelines.

We look forward to meeting you at one of our many upcoming events.



New Members

First Name	Last Name	Certification	Title	Company Name
Becky	Ordoyne		HR Business Partner	Auto Club South
Angela	Badell	PHR		Cemex, Inc
Terri	Baer	SPHR	HR Consultant	Gevity
Rebecca	Bell	PHR	HR Generalist	Chase Paymentech
Sarah	Williams	PHR		SCI Companies
Michelle	Salisbury		Market HR Manager	Wal-Mart
Terri	Melli		HR Director	PrimePay, Inc.
Linda	Tiffan			T2 Management Consultants
Julia	Stumpff	FPC, SPHR	Major Acct District Mgr	Automatic Data Processing, ADP
Cheryl	Brown	PHR	Regional HR Manager - Central Florida Region	MetroPCS Inc.
Cheryl	Coffey		HR Director	The Loan Corporation
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Book Corner

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explains how to select the right method for a specific situation, and illustrates how these methods can add value to overall performance. Real-life examples of workplace learning give readers insight into how the process works and how they can use these tools for their specific needs.

HR and the New Hispanic Workforce by Louis Nevaer

The growing influence of Hispanics in the workforce has taken on a new urgency: considered by many HR experts to be one of the most significant challenges facing corporate America today. With a wealth of research and best-practice examples from corporate America's elite, these expert authors deliver both the strategies and the hands-on tools-detailed checklists, sample questionnaires and forms, and a helpful summary at the end of each chapter to address such key issues as the increasing use of Spanish in the workplace; the need for quantitative tools for performance reviews; the need for new recruitment strategies; and benefit program changes that take into account the differing experiences, values, and needs of Hispanic workers.



Appreciative Coaching by Sara Orem

Appreciative Coaching describes an approach to coaching that is rooted in Appreciative Inquiry. At its core the Appreciative Coaching method shows individuals how to tap into (or rediscover) their own sense of wonder and excitement about their present life and future possibilities. Rather than focusing on individuals in limited or problem-oriented ways, Appreciative Coaching guides clients through four stages- discovery, dream, design and destiny-- that inspire them to an appreciative and empowering view of themselves and their future.

The Interviewer's Handbook by Sandra Bunting

The Interviewer's Handbook advises managers on interview techniques for a variety of workplace situations including recruitment interviews, performance appraisals, attendance and absence management, discipline and grievance management, and accident investigation. This book offers studied advice on the use of effective questioning techniques and how to get the most out of an interviewee. It provides in-depth guidance on the role that body language plays and examines the significance of listening techniques. The Interviewer's Handbook also shows how to encourage dialogue and avoid conflict in sensitive situations.

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



Enjoying Barry Brown's presentation, Compensation As Viewed From The Cube (above left) Milissa Watermolen, SPHR, Heather Sedelmeyer, PHR and Stormy Brown, SPHR. (Above rgt) Ms. Grant.



(Left) Milissa Ramos and Walesca Alvarez, (Right) Rosaline Zeno.

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