

The Ten HR Challenges That Should Keep You Up at Night

7:30 AM 10:00 AM Centre Club
123 S West Shore Blvd
Tampa, FL 33609 "



Registration starts at 7:30am
Breakfast starts at 8:00am

of Human Resources and member of the Executive Committee. Interval International, a leading vacation ownership exchange company, has a global network of more than 2,000 affiliated resorts in over 75 countries, and serves its developer clients and 1.9 million member families, employing 3,400 people in 22 countries. The company provides a variety of services and year-round travel-related benefits to enhance members' vacation experiences.

Mary has been a member of SHRM since 1991 and has extensive volunteer experience in a wide variety of HR capacities. She is also an active volunteer in her community. She currently serves as Director-at-Large on the 2007 SHRM Board of Directors. In addition, she served as Director-at-Large on the 2004, 2005 and 2006 SHRM Boards and Area I Vice President on the 2003 SHRM Board. Mary also serves on the Alumni Board of Directors for Waldorf College in Forest City, IA. In 2000 Mary was the President of the Dallas HR Management Association (an affiliated chapter of SHRM) and has held many board positions with other organizations.

She received her Bachelor of Arts from Thomas Edison State College in Trenton, New Jersey, an Associate of Arts from Waldorf College in Forest City, IA, and is currently in the Upper Iowa University M.B.A. Program.

Bio

Mary Cheddie



Mary Cheddie has more than 27 years of experience in the human resource management field, 19 as the most senior HR executive and integral member of senior management with

several publicly traded and privately held businesses in both union and non-union settings, encompassing multi-site and international locations.

In 2006 Mary Cheddie was appointed to Interval International as Senior Vice President

HR Tampa Wishes Everyone

A Healthy & Happy 2008



January 16th

Happy New Year

Breakfast Meeting



The Centre Club



February 20th

The Strategic HR Coach

Dinner



The Centre Club

President's Corner

Dear HR Tampa Members and Friends,

Happy New Year!

It is with privilege and honor that I assume the role of HR Tampa 2008 President! I am looking forward to serving the members of the HR community as well as providing our current membership and new members with an opportunity for growth in their HR careers, networking events and the ability to enhance the overall HR experience in the workplace. This is going to be another great year for HR Tampa!

Starting a new year is always an exciting time for new resolutions, including your professional development and the ability to network with several hundred of your closest HR Colleagues. That's right! For the third year in-a-row, HR Tampa has maintained over 700 members. And though we are very proud of this statistic and the recognition we are receiving as one of the premier chapters in the state by HR Florida and SHRM, the Board of Directors is committed to you through our mission of "Serving the Professional and Advancing the Profession".

I believe we must reflect on the past to continue moving forward and 2007 was certainly another banner year for HR Tampa. In addition to maintaining our Mega Chapter status with over 700 members and establishing our chapter as a premier chapter in the state of Florida, there many other notable accomplishments:

- **Programs** - Ten (10) re-certification credit hours were made available through monthly membership meetings with topics such as "Courage and HR Competence," Compensation, Pandemic Planning, Dealing with Difficult People, Emerging Workforce Threats, Developing an HR Strategy Plan, and through the Expo titled "The Generational Workforce".
- **Diversity** - A Diversity Networking Social was held at the Tampa Museum of Art and HR Tampa issued its first Diversity Award to Checkers Restaurants for all of their work and commitment in their diversity programs.



- **Legislative** - For the second year in a row HR Tampa participated in SHRM's Day In-The-Belt Way program in Washington, D.C. A longtime HR Tampa member, Cheri Farnham was selected from a drawing of several members to attend this trip with five (5) board members. During this packed day of activities our members met with our entire local representative to provide them with feedback on pending HR policies.

- **College Relations** - The student chapter remained strong in 2007. Seven (7) of their chapter meetings were held at local companies in which they learned about the host company and common HR practices.
- **Certifications** - This year HR Tampa's certification study group passed twelve (12) PHRs and Six (6) SPHRs.
- **Community** - HR Tampa believes in giving back to the community and our profession. This year we donated a total of \$6,500; \$1,000 to Alpha House a local organization and \$5,500 to the SHRM Foundation for further research and scholarships.
- **Operations** - HR Tampa has been working diligently for several years to regain our corporation status and applied for a Not-For-Profit status; this year HR Tampa was finally able to recognize this goal and will be able to accomplish much more for the organization now that we have obtained it.

We are very grateful to have accomplished these goals through the leadership and guidance of Greg Aarons, 2007 President, and the entire support of the board. We would also like to extend a special THANK YOU of service and commitment to those board members that are not returning in 2008, they are: Dannie Perry, Secretary; Kristin Gwinner, Treasurer; Lee Hawken, Membership Director; Kristine Rizzardi, Hospitality Director; and Tonya Fletcher, College Relations Director.

Continued on Page 3

President's Corner

Continued from Page 2

On December 8th we held our annual planning meeting for 2008, and will continue our efforts by attending the state leadership conference on January 12th, ensuring that we are providing you with quality programs and up-to-date information. In addition, a survey was sent to you on January 3rd, via e-mail; please be sure to complete the survey as it will let us know of your interest and allow us to focus on the needs of our chapter.

We have already laid out several commitments and resolutions to our members in 2008:

- "We will continue to maintain our programs through monthly meetings and the annual expo by bringing you exciting new topics with continuing education credits.
- "We are currently working to update the website with a new look and feel, and we are updating our marketing material with the new SHRM logo.
- "We will continue to strengthen our relationship with HR Florida and SHRM ensuring that

the members of our chapter make a difference.

- "We are committed to reaching out to the community by working with small business, student chapters and the developing workforce.
- "We will identify and develop future HR Tampa leaders that will continue the success of HR Tampa for years to come.

It is my honor and pleasure to serve you as the 2008 President and I look forward to meeting and talking with as many of you as I can this year, but the real credit goes to your 2008 board. They will put in many man hours for HR Tampa this year and they deserve all the credit for making me look great.

Cheers to everyone for a very successful and courageous 2008 in both your professional development and personal accomplishments.

Sincerely,

Dana Chatelain, SPHR

NEWLY CERTIFIED HUMAN RESOURCE PROFESSIONALS



HRTampa proudly congratulates the following individuals who have recently earned the prestigious SPHR (Senior Professional in Human Resources) certification:

Tina Lauder, SPHR

Don Nott, SPHR

Robin Gieniewski, SPHR

The SPHR certification, awarded by the Human Resource Certification Institute (HRCI), signifies that these HR professionals are committed to personal excellence and possess the theoretical knowledge and practical experience in human resource management necessary to pass a rigorous examination demonstrating a mastery of the body of knowledge in the field.



December 10th

HR Tampa's Night of Comedy

Sherry & Laurel



District Director
Kathryn Woodling

Jill, Lisa & Kristine



Mimi Buderis & Jeff Ruby



Scott Spencer & Milissa



Quizzing Dannie



Michael & Nancy



December 10th HR Tampa's Night of Comedy

Wendy & Sherry



Wendy & Sherry



Dannie, Iggy & Dana



Sherry & Laurel



Reindeer Bell Choir Sings

LEGISLATIVE UPDATE

By David Steffen

NLRB Rules Employers Can Restrict Employee E-Mail usage

After years of waiting for the National Labor Relations Board ("NLRB") to rule on whether or not an employer can restrict its employees from using the company's e-mail system to conduct union campaigns, the NLRB finally issued its first opinion on December 16, 2007. (*Guard Publishing d/b/a Register Guard*, 351 NLRB No. 70). In a 3-2 decision, the NLRB held that a newspaper publisher did not violate federal labor law by enforcing a policy prohibiting employees from using its e-mail system for "non-job-related solicitations" against an employee/union president who sent two e-mails to co-workers encouraging them to support the union. This is a significant decision because it allows employers to maintain control over their e-mail without requiring a complete ban on employees using the system for personal communications.

The NLRB concluded that the employees at *The Register-Guard*, a daily newspaper in Eugene, Oregon, did not have a right to use the company's e-mail system for activity protected under Section 7 of the National Labor Relations Act. (Section 7 of the National Labor Relations Act guarantees employees the right to engage in "concerted activities" for their mutual aid and protection. This includes such things as participating in union organizing campaigns and collective bargaining.) The majority held that an employer's basic property rights allow it to regulate and restrict employees' use of their company e-mail.

To support this position, the NLRB held that "an employer may draw a line between charitable solicitations and noncharitable solicitations, between solicitations of a personal nature (e.g., a car for sale) and solicitations for the commercial sale of a product (e.g., Avon products), between invitations for an organization and invitations of a personal nature, between solicitations and mere talk, and



between business-related use and no-business-related use." Based upon this rationale, the NLRB found that the newspaper legally enforced its policy against the president of the union for sending the e-mails encouraging her co-workers to wear green in order to support the union during the on-going contract negotiations and to participate in the union's entry into the local parade.

Even though employees regularly used the e-mail system for their personal use, the NLRB found that the employer properly enforced its no e-mail solicitation policy against the union president because there was no evidence that the [company] permitted employees to use e-mail to solicit other employees to support any group or organization." Therefore, the union president's attempts to rally union supporters through the company's e-mail system violated the policy and subjected her to discipline. This distinction is the key to any company's e-mail policy. The NLRB essentially recognized that most employees use their employer's e-mail system for personal communications while working. Nonetheless, it refused to find that this automatically allowed union supporters the right to use the same system to solicit support from the workforce. As a result, employers can now draft and enforce e-mail policies that permit employees to engage in appropriate personal communications through the company's e-mail without exposing the company to potential problems under the NLRA in order to prevent a union from using its system to solicit support for its cause. However, in order to receive the full protection under the NLRB's holding, employers must make sure they do not permit their employees to use the company's e-mail system, with few exceptions, to solicit non-union related items such as magazine sales, raffle tickets, or other non-work related items. Otherwise, the company may be prohibited from restricting a union from using the company's e-mail system to solicit employee support for their benefit.





The Book Corner

January Book Suggestions

By Daniel T. Bloom



Wishing you and yours a happy new year and we hope that the holiday season was a great time of joy for you and your families. To begin your new year the publishing community has scheduled 159 new business related titles for release this month.

Among these titles a number are of interest to those professionals involved in the human resource arena. If you need further information on any of these titles feel free to e-mail me at dbloom@bordersgroupinc.com.

Crisp: 50 One-minute Tips for Trainers by Carrie Van Daele

The Crisp Training Essentials Learning Track includes the best self-directed study books at a significant cost savings. To help you learn the essentials of training, this bundle combines the best fifty-minute series books and additional Crisp publications to provide in-depth knowledge of the subject matter. Relevant case studies, self-evaluations, and practical examples help to reinforce key concepts. Instead of ordering one book at a time, simply order the bundle and jump start your library.

Complete MBA for Dummies by Kathleen Allen

Covers key trends in marketing, selling, and advertising. Qualify for an MBA and succeed in any business. Want to get an MBA? This practical, plain-english guide covers all the basics of a top-notch MBA program, helping you navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing. Know your customer's needs, handle budgets and forecasts; recruit and retain top people; understand Sarbanes-Oxley; be a successful negotiator.

Four Secrets to Liking Your Work By Edward Muzio

Based on the latest research, this book brings together advanced tools, hands-on exercises, and insights everyone can



use to discover a radically new outlook on their job; one that helps readers respond to their current situation far more productively.

Language of Success: Business Writing That Informs, Persuades and Gets Results by Tom Sant

To be successful in business, we need to communicate effectively in writing, whether we are providing instructions to our colleagues, communicating with our customers, or advising our direct reports. Now anyone can master the elusive art of clear, concise, and effective writing. The author delivers techniques to help readers cut through the fluff, guff, geek, and hyperbole, write exceptional business documents and get their message heard.

Successful Time Management by Rich Brott

Successful people manage their time! They set priorities and then allow their priorities to manage their calendar. Ineffective individuals are often mastered by the loudest voices, the urgent and the unplanned. They are ruled by pressures not priorities. Most people find time management troublesome because they don't understand the basic principle of time. People react to circumstance by being controlled by events. Ideally, they should control the circumstance. Think of time as your personal resource and you will be more likely to take steps to prevent its wasteful use.

Human Resource Management: Linking Strategy to Practice by Greg Stewart

The book provides readers with a framework for determining the human resource decisions that are most appropriate given specific organizational strategies. This helps them develop a set of human resource tools as well as become proficient at determining when each tool should be used. The reader will gain an understanding of traditional human resource concepts and learn how to decide when specific practices can be most beneficial.

Continued on Page 10

College Relations Honor s Ment or s

by Toni Mayros, Director of College Relations

Each month the student chapter meets at a different business location where students have the opportunity to network and learn about the world of business and the HR field. In December, student chapter members had the opportunity to meet with team members from Amerigroup. December's topic was "How HR has earned a seat at the Florida Executive Table." Guest speaker Sharon Marsh, Director of Education/ Certification, spoke to chapter members on PHR and SPHR certification as well.

In addition to monthly meetings student members can take advantage of additional learning opportunities such as the mentor program. Pairing student chapter and HR Tampa members, the mentor program allows students to see first hand what the field of Human Resources entails. Our mentors provide their protégés with career planning advice, resume review and guidance. Mentors and their protégés have also attended seminars, lecture series and provided exposure to areas such as compensation, benefits, employee relations, training and development and recruitment.

It is with great honor that I personally thank each of our mentors for their commitment to their protégés, and the student chapter this past year. All of the mentors provided their own time, knowledge and expertise to each of our protégés learning experience. The 2007 mentors

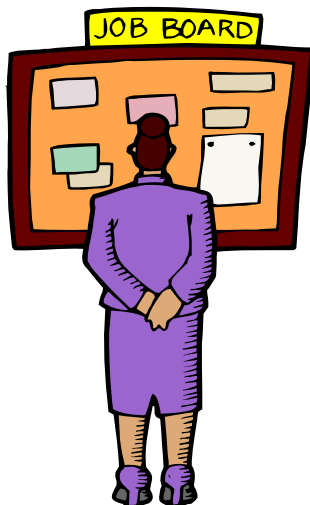
are:

- Linda Bailey, SPHR
- Manny Viera, PHR
- Laurie Gartrell, SPHR
- Gina Potito
- Susan Styx, PHR

Check the College Relations page for additional details about our mentor program and our next student chapter meeting.



Mentor Susan Styx and her Protégé Keris Simmonds



Remember if you are a Premium Member posting an open position on HR Tampa's Job Board is at no extra cost to post...and a good source for anyone in transition or just looking for a change.

For information on how to post or renew a job posting, [click here!](#)

If you have a question with regard to job postings, please email sherry.moore@cat-alinamarketing.com.

Would you like to be a
"Spotlight Meeting Sponsor"
in 2008?

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: Michele Lembo
813 781-0295

e-mail: mlembo@execustay-mainsail.com

2008

January



February



March

April

May

June

July

August

September

October

November

December

Book Corner

Continued from Page 7

Human Resource Management: Linking Strategy to Practice

by Greg Stewart

The book provides readers with a framework for determining the human resource decisions that are most appropriate given specific organizational strategies. This helps them develop a set of human resource tools as well as become proficient at determining when each tool should be used. The reader will gain an understanding of traditional human resource concepts and learn how to decide when specific practices can be most beneficial.

Finding Keepers: The Monster Guide to Hiring and Holding the World's Best Employees

by Steve Porzelski

The global leader in providing businesses with hiring solutions, Monster has created a groundbreaking system for recruiting and retaining employees. This work shows how to produce a brand experience that attracts employees motivated by the company mission, fulfilled by the work they will do, and empowered to expand company growth and profit.

Top Performers Guide to Leadership

by Susan Benjamin

Business needs good leaders. Of all the skills a top performer can master, this may be the most important. The book shows top performers how to lead in a way that is impactful and authentic. This short, effective guide is perfect for managers to give to employees learning this essential skill. In this book, the reader will discover why leadership is important, what people look for in a leader and how to inspire and get results.

The Right Hire: How to Ensure You Hire the Best People for Your Company

by John Taylor

Every company has to recruit staff, and this indispensable resource provides those who interview and recruit with the methods and confidence to make the right appointment. Written by experts in the latest recruitment methodologies, the tools provided in this book focus on how to work up a short list that excludes applicants who attempt to deceive, exaggerate, or play fast and loose with the truth in curriculum vitae, resumes, and interviews. The book also teaches how to think

creatively about the recruitment process, showing how candidates can be assessed by their potential to learn and ability to adapt to the company.

Top Performer's Guide to Attitude

by Tim Ursiny

The Top Performer's Guide to Attitude examines the crucial topic of attitude in the workplace. In a short guide that employees will want to read and managers will want to give out. Bad attitude can break a workforce; good attitude can bring it to new heights. Top Performers must know how to capture the power of attitude both in themselves and their coworkers. The authors give the tools and techniques needed to come out on top.

Daniel T. Bloom
Sales Account Manager -
West Central and Northern Florida
Borders Group, Inc.
2683 Gulf To Bay Blvd
Clearwater, FL 33759
Ph: (813) 340-1126





INTRODUCING

Pre-paid Badging

3 Day Guarantee!

No Software

No Printers

No Supplies

Minimal Training

1 take photo

2 send e-mail

3 receive badges

Pre-paid Badging

From Your In House Badging Specialist

Software & Printers

Installation & Training

Supplies & Accessories

ID Innovator Since 1993

1 enter data

2 take photo

3 print badges

In House Badging

eXpress badging

800.909.8602 www.expressbadging.com

Identification - Time & Attendance - Door Access

2008 HR Tampa Board



BOARD of Directors

Officers

President

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

President-Elect

Sharan Backus, CRP, GMS
(818) 289-6600
sharan.backus@floridam-
oves.com

Treasurer

Lisa Murfield, MBA, SPHR
(813) 639-1176
murfieldld@yahoo.com

Secretary

Ann E. Ladd, PHR
(813) 503-6798
aladd1@tampabay.rr.com

Immediate Past President/ Foundation Director

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

DIRECTORS

Membership

Ignacio Garcia
(813) 289-1247
lggy.Garcia@ogle-
treedeakins.com

Karen Drummond, SPHR
(727) 561-4000 x5612
kdrummond@mercuryinsur-
ance.com

Programs

Patricia Gaudin, SPHR
(813) 258-0293
pgaudin@scicompanies.com

Special Events

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

Hospitality/Registration

Jill Conklin, PHR
(813) 207-857
jconklin@advantec-hr.com

Communications

Rebecca Lukban, PHR
(813) 864-8273
rlukban@peplans.com

Non-Dues Director

Michele Lembo
(813) 781-0295
mlembo@execustay-main-
sail.com

Legislative

David Steffen, JD
(813) 222-1353
dsteffen@constangy.com

Education/Certification

Sharon Marsh, SPHR
(813) 267-9488
SharonMatlock@ss-electric.com

Diversity

Debbie Dube
(813) 246-4999 x4387
ddube@lazydays.com

College Relations

Toni Mayros
(727) 534-4955
tmayros@gmail.com

Technology Director

Alina Diaz
(813) 259-7188
adiaz@tampatrib.com

Workforce Readiness

Cheryl Brown, PHR
(813) 830-5520
cherylbrown@metropcs.com