

## Healthy Employees, Healthy Bottom Lines

*Steven G. Aldana, Ph.D.  
Wellness Speaker*

*Improving the health of Americans one meeting at a time.*

*May 20, 2008  
10:00-11:00am*

*Pinellas County Schools  
Administration Building  
Conference Hall*

*301 Fourth St. SW, Largo 33774*

*Join us!  
Please RSVP by May 15, 2008  
Christina Kempf, 588-6031  
kempfc@pcsb.org*

## Recognition Like Mom Used To Make

*What initiatives can we deploy to assist our organizations in recognizing and motivating employees? During the presentation you will be entertained, educated and hopefully inspired to employ strategic and sincere employee recognition to improve the relationship between manager and employees; and to strengthen the bond of employees to your organization.*



May 21st: 7:30 am - 10:00 a.m.  
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September 17th, 2008**

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May 21st

*Recognition Like Mom  
Used To Make*

Breakfast



The Centre Club



June 18th

*Raising the Bar for  
Wellness*

Dinner

**LENNAR**

The Centre Club



# Sponsorship Packages

## 2008 HR Tampa Expo and Legal Conference A' La Carte – Pavilion, Tampa, FL September 17, 2008

<p><u>(1) Platinum Sponsor - \$3000–(Early Bird 5/30/08 ) \$2500</u></p> <ul style="list-style-type: none"> <li>◆ One (1) booth in expo hall – in location of choice with banners displayed if provided</li> <li>◆ Five (5) minutes of microphone time from the podium at the Main Lunch general session.</li> <li>◆ Sponsor of Lunch with company Table top signage acknowledgement</li> <li>◆ Four (4) full Conference Registrations including lunch</li> <li>◆ Logo in Tampa Tribune Conference advertisement</li> <li>◆ Logo on all major HR Tampa Conference mailings</li> <li>◆ Logo displayed in on-site conference program</li> <li>◆ Logo displayed on dual screen set-up at beginning of all general sessions</li> <li>◆ Full page ad in HR Tampa E-Newsletter</li> <li>◆ Description of company and products/services (up to 40 words) included in on-site conference program</li> <li>◆ Sponsorship ribbons for four staff members</li> <li>◆ Ribbon identifying sponsorship level at booth</li> </ul>	<p><u>(2) Gold Sponsor - \$2500 –(Early Bird 5/30/08) \$2200</u></p> <ul style="list-style-type: none"> <li>◆ One (1) booth in expo hall</li> <li>◆ Introductions of concurrent speakers and two minute company announcements</li> <li>◆ One (1) general session announcement from HR Tampa officers thanking company</li> <li>◆ Two (2) full Conference Registrations including lunch</li> <li>◆ Breakfast or afternoon Break Table Top signage acknowledgement</li> <li>◆ Logo in Tampa Tribune Conference advertisement</li> <li>◆ Logo on all major HR Tampa Conference mailings</li> <li>◆ Logo displayed in on-site conference program</li> <li>◆ 1/2 page ad in HR Tampa E-Newsletter</li> <li>◆ Description of company and products/services (up to 40 words) included in on-site conference program</li> <li>◆ Sponsorship ribbons for two staff members</li> <li>◆ Ribbon identifying sponsorship level at booth</li> </ul>
<p><u>(2) Silver Sponsor - \$1500 (Early Bird 5/30/08) \$1200</u></p> <ul style="list-style-type: none"> <li>◆ One (1) booth in expo hall</li> <li>◆ One (1) general session announcement from HR Tampa officers thanking company</li> <li>◆ Logo on all major HR Tampa Conference mailings</li> <li>◆ Logo displayed in on-site conference program</li> <li>◆ Description of company and products/services (up to 40 words) included in on-site conference program</li> <li>◆ Post conference participant and vendor lists</li> <li>◆ Sponsorship ribbons for two staff members</li> <li>◆ Two conference Lunches provided</li> </ul>	<p><u>(20) Bronze Sponsor - \$900(Early Bird 5/30/08)\$750</u></p> <ul style="list-style-type: none"> <li>◆ One (1) booth in expo hall</li> <li>◆ Business Card ad in on-site program</li> <li>◆ Description of company and products/services (up to 40 words) included in on-site conference program</li> <li>◆ Post conference participant and vendor lists</li> <li>◆ Sponsorship ribbons for all staff members</li> <li>◆ Two conference Lunches provided</li> </ul>

### Deadlines

#### Early Bird Rates Expire after 5/30/08

**All Sponsorship payments must be received by 7/15/08**

**Company 40 words must be submitted by 7/15/08 and must be in “Word”**

**Company Logo must be in Web-ready JPG (15 K max) and received by 7/15/08**

**Sponsorship Information, contact Sharan Backus (Coldwell Banker) 813-289-6600 or email: [sharan.backus@florida.moves.com](mailto:sharan.backus@florida.moves.com)**

April 16th

A voiding the M istakes M any Employers are Still M aking

Speaker Wendy J. Smith



Sponsor from WorkNet  
Sarah Whitney Mead



Bill Moline, Ann Holmes & B.J. Harris



Donna Cacciatore & Kathy Favata



Beth Jung & Gina Caputo



Jean Moran, Cherie Farnham & Dannie Perry



April 16th  
Networking at Breakfast Meeting



*Charmaine Ebert, Patti Champagne  
& Nika Tillman*



*Chris Greene & Dana Chatelain*



*Esperanza & Angeleah*



# Student Chapter Members Participate in Third Annual Workshop

by Toni Mayros

On April 19th student chapter members and guest attended the Third Annual Career Workshop sponsored by the student chapter. This years event hosted three breakout sessions, a business panel, resume review, interview skills/ practice and HR Jeopardy.

Many thanks to the following presenters and business panel members:

- Gina Potito, DBM
- Jacklyn Brown, Nova Southeastern University
- Tonya Fletcher, M.A., SPHR, Advantec
- Daniel James Scott, University of South Florida
- Lori Goldsmith, SPHR, HR Florida, Tomlin Staffing
- Greg Aarons, HR Florida, Autotrader.com
- Amanda Osmera, SPHR, Creative Loafing

The student chapter is an excellent opportunity for students to learn more about the field of HR. Involvement in the chapter is also a wonderful opportunity to network with current professionals and be matched up with a mentor or participate in the internship program.

*Continued on Page 6*



*Jill Conklin, Resume Review*



*Panel Members*



## College Relations

*Continued from Page 5*

For our HR Tampa members involvement as a monthly meeting host, internship sponsor or mentor is an excellent opportunity to promote our profession and assist those entering the field. Our student members are comprised of traditional students, transitioning professionals or those returning to school to complete a bachelors, graduate or doctoral degree.

To become involved with the student chapter as a monthly meeting host, internship sponsor or mentor please contact me at: [tmayros@gmail.com](mailto:tmayros@gmail.com).

### Student Chapter Receives Merritt Award from SHRM:

This month the student chapter was awarded a Merritt Award from SHRM. Like professional chapters, the student chapter had to display professional knowledge, a variety of programs offered, community involvement and educational opportunities to their members.

Congratulations to all members of the student chapter on this great accomplishment!!

I wish to thank Stephanie Hippensteel, Keller School of Management (and chapter Vice President) for coordinating the award entry. This is a huge undertaking and we can not thank her enough.

I also wish to thank the College Relations Committee for their dedication, commitment and endless support of the student chapter! Members of the The 2007-2008 College Relations Committee are:

- Sue Styx, SPHR
- Amanda Osmera, SPHR
- Ted Emerson, PHR, Student Chapter President
- Stephanie Hippensteel, Student Chapter Vice President
- Anna Pinney
- Frank Kwasny



CRC Members



HR Jeopardy



Greg Aarons and Attendees

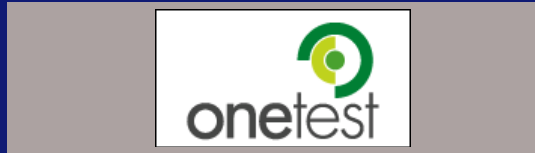


Chapter Officers

Become A Sponsor In  
**HR TAMPA'S**  
  
**2008**  
**EXPO & Legal Conference**

September 17th

A" La Carte  
 Pavilion  
 Tampa



Hurry



Hurry


Contact Our Non- Dues Revenue Director  
 Sharan Backus (Coldwell Banker) 813 289-6600, [Sharan.backus@floridamoves.com](mailto:Sharan.backus@floridamoves.com)

## MEMBERSHIP DIRECTORY UPDATE

Moved? Changed jobs?  
Received your SHRM certification?



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

updates as they are sent out.

If you would like to volunteer to help at the front desk please contact Jill Conklin by email [jconklin@advantec-hr.com](mailto:jconklin@advantec-hr.com).



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## New Members

First Name	Last Name	Cerification	Title	Company
Debbie	Odom	PHR	Manager of Employment Strategy	Sweetbay Supermarket
Debra	Petitti		Director of Human Resources	Sweetbay Supermarket
Greg	Cashin			Southeastern Mechanical Services
Stephen	Gonzalez		National Accounts Mgr.	EmployeescreenIQ
Deborah	Connelly	CPP	Training Manager	Mangrove Employer Svs.
Lisa	Nixon			
Dwight	Clarke			
Suzanne	Flaig			
Brenda	Paul			
Layla	Jamil			
Jamie	Melendez			
Mary Beth	Purtell			

## LEGISLATIVE UPDATE

By David Steffen

### Are Your Employees Too Accessible?

As most of you are aware, wage and hour lawsuits may be the topic I discuss most in my columns and at the chapter meetings. The reason for it is quite simple, creative plaintiffs attorneys routinely find new ways to pursue claims. One of the hottest new Fair Labor Standards Act ("FLSA") claims is being brought by non-exempt employees who are "wired" –that is, those who use mobile phones, laptop computers, and personal digital assistants in their jobs.

The new wave of litigation involves plaintiffs who have been properly classified as non-exempt and who are "wired." These individuals claim that they perform substantial amounts of uncompensated, off-clock work through the mobile technology provided by their employers. In essence, these lawsuits allege the employees are effectively at their employers' disposal at all times. In order to combat the potential exposure of having non-exempt employees working through technology, employers need to examine their current policies as they relate to non-exempt employees and their use of technology.



As many of you are aware, the FLSA has a very low threshold when it comes to defining com-



pensable working time. The regulations state, "Work not requested, but suffered or permitted is work time." The regulations impose an affirmative obligation on employers to effectively control their employees' working time. This applies to work performed at the job site, as well as work that may be performed from home or other locations. Thus, when non-exempt employees use electronic devices that provide access to their work, employers must have the appropriate policies and procedures in place to manage "remote" work or to prohibit it.

In addition, employers need to be careful about commuting time. Although such time is normally non-compensable (there are exceptions), it can become compensable if the employee makes work-related calls from her cell phone while driving to work, or performs work at home either immediately before or immediately after the commute.

Remember, the plaintiffs' bar is well educated on these issues and aggressively pursuing claims. Therefore, it is essential that employers continue to monitor their pay practices and procedures. It is not enough to know your policies, you must know how your supervisors actually enforce the policies.

As always, if you have a question about this or any other issue, please do not hesitate to ask me at the next chapter meeting.

### NEWLY CERTIFIED HUMAN RESOURCE PROFESSIONAL

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

**Monica Gregosky, SPHR**



# The Book Corner

## May Book Suggestions

By Daniel T. Bloom



With the approaching first of May, we enter the summer reading season and the publishers have chosen to release 147 new business titles in the coming several weeks. Of these, the following might be of interest to the HR community. If we can be of any assistance with these titles or other business titles you are seeking feel free to contact me at either (813) 340-1126 or by email at [dbloom@bordersgroupinc.com](mailto:dbloom@bordersgroupinc.com)



"DIY" brand audit, and how to use marketing NLP and psychological principles to make an impact. Based around the theory that a brand is the total perception a customer has about a company, its products, and its services, "Branding Your Business" reveals what to do to create and manage successful brands, enabling readers to improve profits and leave the competition standing.

### ***Metrics-Based Process Mapping: An Excel-Based Solution***

By Karen Martin

The Metrics-Based Process Mapping (MBPM) tool on this CD combines the functional orientation of standard linear process maps with the metrics aspects of value stream mapping. While it can be used alone at any time to ferret out waste, it proves exceptionally effective when used to analyze value stream mapping at the micro level to reveal root causes of waste within or between specific value stream process blocks. The tool, which requires only basic Excel experience, comes with a thorough instructional guide that explains ways to visually represent current and improved process flows, as well as ways to auto-calculate key metrics that reflect the quantifiable benefits of the improved state.

### ***Branding Your Business: Promoting Your Business, Attracting Customers and Standing Out in the Market Place***

By James Hammond

A successful business must create a memorable brand and fix it in the consumer's mind. "Branding Your Business" helps entrepreneurs do this by explaining the whole branding process in easy-to-follow terms. Providing practical help instead of academic theories, it explains what a brand is and what it is not, how to conduct a

### ***The Hamster Revolution: How to Manage Your Email Before It Manages You***

By Mike Song

Do you spend so much time dealing with emails that you feel like you're just going round and round and getting nowhere, like a hamster on a wheel? Meet Harold, an HR director who becomes so traumatized by info-glut that he actually turns into a hamster, though at first he's too busy to even notice. Luckily, Harold meets an info-coach who teaches him a few powerful techniques that help him dramatically reduce email overload and improve his email writing skills. By applying the info-coach's simple plan, Harold finally regains control of his life and rejoins the human race. This delightful and much-needed fable is based on the author's extensive experience helping employees at companies like Clear Channel, Procter and Gamble, and Pfizer manage email more efficiently. The book includes a remarkable case study of the author's work with Capital One, where employees estimated they saved thirteen days a year by applying Hamster Revolution techniques.

### ***Recruit or Die: How Any Business Can Beat the Big Guys in the War for Young Talent***

By Chris Resto

"Recruit or Die" is the first practical guide to the entry-level recruiting game--which is very different from other kinds of recruiting and vitally important to every company, large or small.



Continued on Page 11

Would you like to be a  
**“Spotlight Meeting Sponsor”**  
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 Our most popular opportunity is our  
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- 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-m ail: [sharan.backus@floridamoves.com](mailto:sharan.backus@floridamoves.com)

# 2008

January



February



March



April



May



June



July



August



Sept ember

**HR Tampa Annual Expo**

**Sponsorship Levels  
 Now Available**

Oct ober



November

December

## Book Corner

*Continued from Page 10*

### **Managing Executive Health: Personal and Corporate Strategies for Sustained Success**

#### **Leading Global Projects**

**By Robert Moran**

This is a book on leadership in our increasingly global corporate world, specifically involving project management. Authors Moran and Youngdahl bring over 100 years of collective experience and learning to present a clear and straightforward treatment of the leadership skills and knowledge required to lead projects that are global in nature. *Leading Global Projects* builds on the foundation of project management skills and clearly connects project management to the strategic objectives and leadership needs of an organization. The book itself is global in nature since the authors draw from examples of project leadership in numerous countries and regions, as well as a variety of corporate and organizational contexts. Only book to focus on leadership and cross-cultural skills in global project management *\*Robert Moran is well-known author in these fields \*Book is designed for easy use in executive education courses.*

### **Training in Interpersonal Skills**

**Stephen Robbins**

This book takes an applied approach by having students focus on developing and practicing interpersonal skills rather than learning pure management theory. Self-awareness, self-management, verbal/ non-verbal messages, motivation and goal-setting, managing change, and valuing diversity. By developing and practicing the interpersonal skills in this book, business professionals can learn how to build productive relationships with others and master skills vital to personal and organizational effectiveness.



### **Managing Toward a People-Ready Business**

**By Jeff Raikes**

Managing Toward a People-Ready Business draws from the insights of leading business strategists and examines the keys to enabling business innovation from a people perspective and identifies the actions executives must take to establish the conditions for business creativity. Jeff Raikes, President of the Microsoft Business Division, will create a context for the People-Ready Business and share his insight on how he has applied these principles to create one of the most successful software businesses in the world. Tentative contents: Foreword, Chapter 1: What is a People-Ready Business?, Chapter 2: Are You Ready for the New World of Work, Chapter 3: Driving Strong Customer Relationships, Chapter 4: Innovating, Chapter 5: Effective Operations, Chapter 6: Building Strong Partnerships, Afterword: Reflection on Building a Software Business.

### **The Handbook of Model Job Descriptions (Revised)**

**By Kogan Page**

Providing over 200 job descriptions, this book is a comprehensive and up-to-date resource available to create meaningful descriptions for current or prospective employees. This book offers a unique time-saving approach in the form of a "job description builder" which allows the reader to select featured job elements and build a complete and well-structured job description. Part One enables quick and easy assembly and personalization of any job description, across a wide range of sectors such as administrative and management, finance and accounting, and human resources. Part Two allows the reader to select from hundreds of job elements, such as providing health care and guidance, client relations, and project management. This edition provides online access to each job description so readers can personalize them to suit their own circumstances, saving hours of valuable time.



## HR Tampa Receives Distinguished Award

The Society for Human Resource Management (SHRM) in Alexandria, VA has awarded the Superior Merit Chapter designation to the HR Tampa from the Tampa Bay area for its scope of work in perpetuating and supporting the mission of the organization in 2007.

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. The Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 225,000 members in over 130 countries, and more than 575 affiliated chapters.

"This recognition demonstrates both the leadership and the successful partnership the chapter has with SHRM to serve the networking and professional development needs of human resource professionals and to the advancement of the human resources profession" noted Pamela J. Green, SPHR, Chief Membership Officer for SHRM.

The HR Tampa Chapter receives a Certificate of Recognition, a specialized banner to display at its meetings and events, and is being recognized in SHRM's publications and at its conferences.

The HR Tampa Chapter is one of 28 chapters receiving the distinction in the State of Florida.



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