

The Official Newsletter of HR Tampa

Incentive Plans for Today's Economy: Reducing Short Term Costs While Positioning for Long-term Growth

July 15th, 2009
Meeting Sponsor



August 26th, 2009
Meeting Sponsor



Josh Wilson
Watson Wyatt Worldwide's Southeast



Past economic recessions have taught companies that sweeping workforce reduction ultimately causes more harm than good. When the upswing came, many companies were left with a skeleton crew unable to respond to demands for expansion. The question remains: What's the best way to reduce costs for short-term gain, yet still be positioned for long-term growth? Josh Wilson, senior compensation consultant and practice lead for Watson Wyatt, will discuss how a well-designed, motivating incentive plan can help companies rebound faster. Setting appropriate targets for both short- and long-term incentive plans can help companies retain critical employees, keep them engaged, and grow out of the recession.

Location: Centre Club • 123 S. Westshore Blvd • Tampa, FL 33609
Date: July 15, 2009
Time: 7:30am – 10:00am

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HR Tampa can now be found on Facebook and LinkedIn. Just search for HR Tampa. However, you must be a HR Tampa member to join.

facebook

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Josh Wilson is a senior compensation consultant and practice leader for Watson Wyatt Worldwide's Southeast compensation consulting practice. He specializes in executive compensation, annual incentive plan design, and stock option program design. In his tenure with Watson Wyatt and previously with The Hay Group in Los Angeles, Josh has worked with a variety of top employers, including Delta, Schering-Plough, and Toyota Motor Corporation. His work includes the development of human resources and reward strategies; job evaluation; market analysis; management of compensation surveys and stock option programs; and the design and implementation of executive, management and sales incentive plans.

Josh has worked with these top companies on compensation initiatives, including a number of incentive plan design projects. In addition to on-the-job experience, Josh has earned World@Work's Certified Compensation Professional designation. Josh currently leads a team of fourteen compensation consultants and heads up projects across the nation. He is a frequent speaker and presenter.

Session content, including learning objectives, and how it will add to a professional's HR knowledge:

The presentation will walk audience members through the incentive design process and engage them in the critical thinking required to determine the structure of an incentive plan design. Audience members will learn how the purpose and desired outcomes of a well-designed plan affect its structure and how business analytics help determine plan metrics and performance goals. They'll also learn critical issues surrounding plan eligibility and participation, award structure, and funding.

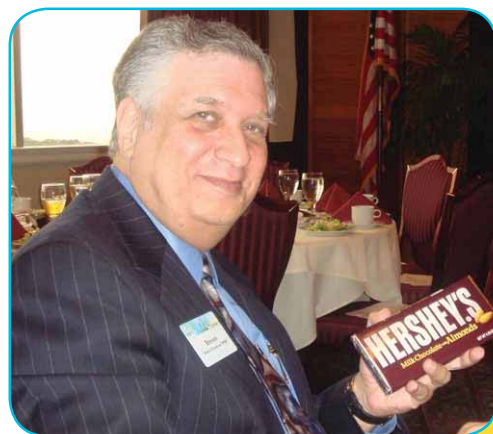
This presentation will increase audience members' knowledge of total rewards strategies and incentive pay programs and help them evaluate external labor markets and economic factors. It will also cover non-cash compensation methods.

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HR Tampa June Meeting - Photos



Sponsor
University of Tampa
Graduate Studies



**Steven Freedman – just one
of many chocolate winners**

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What Is (or Isn't) In The Fine Print? Are You a Federal Contractor?

Without knowing it, many new employers may suddenly qualify as government contractors. Recently, the Department of Labor's Administrative Review Board extended the coverage of affirmative action laws to countless employers who never thought they were federal subcontractors. Specifically, a group of hospitals that were approved by an HMO that provided care to government employees were found to be government contractors.

Unfortunately for the hospitals and anyone else who may now qualify as a government subcontractor, ignorance of the law is no defense, and lack of knowledge does not protect a company from its affirmative action obligations.

The affirmative action laws, Executive Order 11246, as well as Section 503 of the Rehabilitation Act and Section 402 of the Vietnam Era Veterans' Readjustment Assistance Act of 1974, apply only to federal contractors and subcontractors.

To be a subcontractor, a company must:

- furnish non-personal services to a contractor that are necessary for the performance of the contract; or
- perform, assume or undertake any portion of the contractor's obligations under its contract.

Qualifying as a federal contractor can place specific burdens on an employer. Federal contractors are required to include specific language in their subcontracts notifying suppliers that they are or may be covered by these affirmative action laws; however, this language is often overlooked by the contractor. As a result, the subcontractor is not given any notice that the contract it is entering into relates to a government contract and imposes affirmative action obligations on the company. Such was the case in

In _____ the Board rejected the hospitals' argument that they did not have notice of their standing as subcontractors and therefore could not be liable for failure to comply with the government's affirmative action regulations. Nonetheless, the Board rejected this argument and held that compliance was inherent in every contract and subcontract, even if the entity entering into the contract has no knowledge of this obligation.

In addition to not having been given notice that the HMO was a federal contractor, the hospitals had a 2003 board decision in their favor. In Blue Cross Blue Shield of Michigan v. Michigan Hospital Association, the Board held that a hospital that was an approved provider for Blue Cross Blue Shield, a federal contractor, was not a subcontractor. The Board held that BCBS was just an “insurer” and that the hospital was not assisting BCBS in being an “insurer” or acting as an insurer itself.

In ██████████ the Board took great pains to distinguish Bridgeport based upon the nature of the original contract. The Board held that the HMO had a contract with the government to provide medical services (not insurance), and that the hospital assumed the performance of parts of this contract by actually providing the medical services. Therefore, the hospitals in Braddock were subcontractors.

In determining that the HMO was more than an insurer, the Board pointed to the HMO's brochure, which said the Health Plan "is a health maintenance organization (HMO)" that "contract[s] with individual physicians, medical groups, and hospitals to provide the benefits in this brochure," which included medical services and supplies. The Board reasoned that because the contract "depended on medical providers like the [hospitals] to offer medical services and supplies necessary for [the HMO] to meet its obligations under its" federal contract, the hospitals were subcontractors and had to comply with the affirmative action laws.

What does this mean for you?

As a result of this ruling, companies are now burdened with having to be proactive when trying to determine if they are an affirmative action employers, in addition to scrutinizing goods and services contracts with third parties who may be federal contractors. Therefore, it is extremely important to evaluate all contracts entered into by your company, and ascertain how the goods and services are being used by the other party. If that other party is a federal contractor -- whether it knows it or not -- you may be a subcontractor whether you know it or not.



Newly Certified

Internship Program



College Relations currently has interns who are seeking host organizations. Internships are generally ten weeks in length with a minimum of ten hours per week; however, time span and hours can be tailored to your needs. Student members seeking internships are comprised of traditional students, adult learners returning for a BA, M.A., or PhD, or students continuing their education and changes in career fields. Many have a great deal of experience from other areas, but not from the area of HR.

Of the host organization, we ask that the intern be given the opportunity to see the many facets of HR. We understand and expect administrative duties will be involved, but we wish to provide the intern with a knowledge base he or she did not have prior to entering the program.

If you are interested in the program, please contact Toni Mayros, Director of College Relations.

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HR TAMPA 2009 Membership Dues

Our chapter is a 100% chapter, which means that each member must also be a member of the National SHRM. Our chapter receives additional quarterly funding from the SHRM Chapter Financial Support Program for each member who joins our chapter. This allows us to bring a higher quality of events and services to our members. Annual dues for the National SHRM membership are approximately \$160. National SHRM regularly has \$145 dues specials for first-time members. You can complete your membership application with SHRM on-line and automatically receive a membership number.

Please designate HR Tampa as your local chapter when joining SHRM.

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PHR/SPHR Study Group

Date: August 27, 2009 - November 19, 2009

Time: 6PM - 8PM

Location: Constangy Brooks, 100 N Tampa St # 3350, Tampa, FL 33602-5830

The Fall 2009 Study Group is scheduled to begin on August 27, and run through November 19, 2009.

HRTampa, a 100% SHRM chapter, sponsors a study group as a benefit for all interested members who wish to explore the advantages of certification through the Human Resource Certification Institute.

The study group provides an informal setting to review and discuss study material, and practice test taking. The study group meets 2 hours weekly for twelve weeks.

The study group is open to HRTampa and student members at no charge. Non-members will be charged \$300.00. This fee is non-refundable and must be paid in advance.

We will be utilizing the, "Human Resource Certification Program". The program may be ordered through HRTampa at a discount for \$270.00. Payable by check or money order only. We are not able to accept credit cards at this time.

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Metropolitan Employment Lab Update:

We are recruiting for volunteers to offer classes, be guest speakers, host job fairs, conduct one-on-one interviews, and write resumes with clients. These services are open not only to the clients that reside in residence, but also those that live in the community.

In these ever-changing economic times, for many in our community **a job** is the difference between stability and homelessness. At Metropolitan Ministries, we are committed to assisting our families to achieve and maintain self sufficiency. This cannot be done without employment.

We are seeking volunteer partners to provide employment training and guidance for our clients. Employment is a vital resource. It allows for our families to reach their full potential. In volunteering with Metropolitan Ministries you make a difference in the lives of families in our community.

Please contact me if you or someone you know would be interested in volunteering in the Employment Lab. I have included a schedule of various opportunities. Please review and let me know what days you are available. If you are able to serve, but do not see a time that works for your schedule, please do not hesitate to call to discuss other available times.

Monday - **Resume Writing**

9am – 10am
10am – 11am
11am – 12pm

Tuesday – **Mock Interviews**

12pm – 1pm
1pm – 2pm
2pm – 3pm
3pm – 4pm

Wednesday – **Interview Skills Class**

9am -10am

Thursday – **One-on-One Session**

9am – 10am
10am – 11am
11am – 2pm

Thank you for your continued support of this vital program!

Josie Ballard
Coordinator of Employment Services
2301 North Tampa Street
Tampa, FL 33602
(813) 209-1092



Juan Gomez, Jr., Tampa
Bay WorkForce Alliance



Cheryl Brown, Director Workforce
Readiness & Donna Harak, Committee
of One Hundred

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Diversity Updates

Does your company qualify for the HR Tampa Diversity Award for 2009?

The HR Tampa Diversity Award for 2009 will be given to the HR Tampa member's company that has best shown how it values diversity and inclusion in its workplace. This is a great opportunity for your company to display its diversity efforts and have their company spotlighted and recognized for their hard work.

The Diversity Committee is responsible for spearheading the effort to diversify HR Tampa's membership and to publicize successful diversity programs in the Tampa Bay community.

We meet on a quarterly basis at a time that is convenient for all of the committee members. As a volunteer on the Diversity Committee, you could participate by helping to organize diversity-related events, writing newsletter articles, researching Tampa area resources and events, developing materials to distribute to our members, helping out at monthly meetings or special events, or by participating in the initiatives that the committee develops each year.

For more information, please contact Deborah Dube at ddube@lazydays.com, or at 813-246-4999 x4387.



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HR FLORIDA 2009 CONFERENCE & EXPO

August 16 - August 19, 2009

Rosen Shingle Creek Resort, Orlando, FL

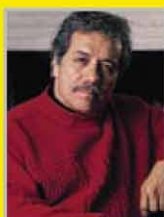
www.hrflorida.org



★ Discounted room rate \$130 per night ★

As a professional in today's ever-changing HR industry, you're encouraged to participate in the 2009 HR Florida State Council Annual Conference and Expo. Last year we had a record-breaking 1,500 HR Professionals attend. And this year is predicted to be even better.

KEYNOTE SPEAKERS



Edward James Olmos
Actor, Humanitarian
& Executive Director
of Lives In Hazard
Educational Project



Dr. Christine Dumas
Lifestyle, Consumer
Health/Fitness
Reporter & Author



**The Honorable
Alexis M. Herman**
America's 23rd
Secretary of Labor

To register, visit www.hrflorida.org

For sponsorship information, visit: www.vendor.hrflorida.org



HR FLORIDA 2009 CONFERENCE Annual Raffle



Winners from the raffle drawing

ANNUAL RAFFLE

...for The SHRM Foundation is a 501 (C) (3) nonprofit affiliate of the society for Human Resource Management (SHRM). The Foundation is a legally separate organization and is not funded by SHRM membership dues.

The mission of the SHRM Foundation is to maximize the impact of the HR profession on organizational decision-making and performance by promoting innovation, education, research, and the use of research-based knowledge.

Prizes are:

- 37 inch flat screen television
- \$200 Visa Gift Card
- I-phone

1 ticket = \$1
5 tickets = \$3
8 tickets = \$6
12 tickets = \$10

This raffle is not limited to HR Tampa members. Raffle open to ALL individuals. (Need not be present to win)

2009 HR Tampa Expo You can Make the Difference

Save the Date!!

Wednesday, September 16, 2009 • A LA CARTE EVENT PAVILION

Platinum Sponsor - SOLD



Silver Sponsors - SOLD

LEE HECHT
HARRISON



(2) Gold Sponsor - \$2500

- One (1) booth in expo hall
- One (1) general session announcement from HR Tampa officers thanking company
- Two (2) full Conference Registrations including lunch
- Breakfast or afternoon break table-top signage acknowledgement
- Logo in Tampa Tribune Conference advertisement
- Logo on all major HR Tampa Conference mailings
- Logo displayed in on-site conference program
- 1/2 page ad in HR Tampa E-Newsletter
- Description of company and products/services (up to 40 words) included in on-site conference program
- Sponsorship ribbons for two staff members
- Ribbon identifying sponsorship level at booth

Only 4 Bronze Sponsors left!

(20) Bronze Sponsor - \$900

- One (1) booth in expo hall
- Business Card ad in on-site program
- Description of company and products/services (up to 40 words) included in on-site conference program
- Post conference participant and vendor lists
- Sponsorship ribbons for two staff members
- Two conference lunches provided

Deadlines

- All Sponsorship payments must be received by 7/15/09.
- Company - 40 words must be submitted by 7/15/09 and must be in a Word document.
- Company Logo must be in Web-ready JPG (15 K max) and received by 7/15/09.

Sponsorship Information, contact our Non-Revenue Director: Chris Greene • Shaker Recruitment Advertising & Communications • 813-289-7347 • chris.greene@shaker.com

Sponsorship Cancellation Policy

Due to time, printing and budget constraints, it is the policy of HR Tampa to disallow sponsorship cancellations.

HR Tampa Cancellation Policy

In the event of unpreventable circumstances, e.g. hurricanes or other occurrences beyond our control, HR Tampa will work with event sponsors to either reschedule the sponsored event or arrange for a refund. This is the only circumstance under which a sponsorship refund may be made available.

YOU CAN MAKE THE DIFFERENCE

Every HR professional can make a major difference in their workplace and within their circle of influence. By building and encouraging entrepreneurial and optimistic attitudes, sharpening your own knowledge and skills, supporting others in their efforts to grow, and playing an active role as a strategic partner in your company's accomplishments, you can help transform negativity into a positive environment ripe for success.

Register NOW for great DISCOUNTED RATES!

Wednesday, September 16, 2009

7:30 a.m. □ 4:15 p.m.

Registration begins at 7:30 a.m.

A LA CARTE EVENT PAVILION
4050 Dana Shores Drive, Tampa

Opening Speaker

Kathy Potts, Owner □ Oncore Performance Group, LLC
Change Reactions: The Art of Taking Ownership in HR

Morning and Afternoon Breakout Sessions

Ignacio Garcia, Esq. □ Ogletree Deakins □ Wage and Hour Issues in the Current Economy

Alison Engelsman, Sr. Strategist
Shaker Recruitment Advertising & Communications
Social Networking: Cutting through the Noise - Simplifying & Socializing

David Steffen, Esq. □ Constangy Brooks & Smith, LLC
Stormy Weather or Calm Seas? Legislative Forecast for Human Resource Professionals

Gina Potito, Anchor Consultant & Tony Gain, National Account Manager □ DBM
Global HR Best Practices

Closing Speaker

Loren O. Murfield, Ph.D., CEO and President □ Murfield International, Inc.
Making THE Difference by Helping Employees Unleash the Ultimate Entrepreneurial Attitude

**This program is pending approval for 4.5 strategic recertification credit hours toward PHR/SPHR recertification through the Human Resource Certification Institute (HRCI).

Join your colleagues at HR Tampa Expo 2009 and discover new HR techniques, impact employee retention and problem-solving strategies, strong leadership techniques and much more. Find out how you can truly make the difference.

Platinum Sponsor



Gold Sponsors
(opportunities still available)

Silver Sponsors

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HARRISON



For more information and to register, visit

www.hrtampa.org

Register now for pre-conference discount rates through August 31, 2009!



We would like to give special recognition to our **2009 "Spotlight Meeting Sponsors..."**



...and invite **your** organization to become a **2010 "Spotlight Sponsor!"** But you must act promptly since these popular monthly meeting sponsorships go quickly.

Here are the benefits your organization will enjoy as a "Spotlight Sponsor:"

- *Exclusivity as a meeting sponsor.*
- *A display table in the registration area that can include use of a banner, brochures, tabletop presentations, business cards, give-aways, etc.*
- *Your name and contact information prominently displayed on the agenda.*
- *Two (2) free meals for you and a colleague.*
- *The opportunity to make a five-to-seven (5-7) minute presentation to the membership prior to the main speaker.*
- *Your name and logo, along with a link, on the HRTampa website for one (1) month.*
- *Your company information on our service provider directory for one (1) year.*

Call and reserve your "Spotlight Meeting Sponsorship" today!
Contact: Chris Greene, 813-289-7347 or email Chris at chris.greene@shaker.com

2009 Spotlight Meeting Sponsors

JANUARY		FEBRUARY		MARCH		APRIL	
MAY		JUNE		JULY		AUGUST	
SEPTEMBER	HR Tampa Annual Expo - Sponsorship Levels – Now Available	OCTOBER	Joint Diversity Meeting w/SHRMA	NOVEMBER		DECEMBER	



www.hrtampa.org

Name	Certification	Company	Title
Angeleah Kinsler		Child Abuse Council	Director of Human Resources
Anthony Untaran		Clear Channel Radio	
Brennon Chadwick		Clear Channel Radio & Integrated Media	
John Trimm		Clear Channel Radio & Integrated Media	
Kristen Waldrop		Cherry Bekaert & Holland, LLP	HR Manager, Florida Practice
Manuel Gonzalez	MBA	MG Strategic Consulting, LLC	President & CEO
Michelle Yuway		Fiserv	Senior HR Generalist
Millie Reed		Everest University	Director Career Services
Robin Wessling		Solstice Benefits	Business Development Director
Todd Tolrud		Clear Channel	
Tonya Fletcher	SPHR	Advantec	Human Capital Consultant

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NEW MEMBERS

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Have you checked the HR Career Section?

If you wish to post a job for your company, you must be:

- ACTIVE dues paid members of HR Tampa may post an employment ad for a HR position within their own company at any time FREE of charge as a benefit of being a member.
- HR Tampa Affiliate (has designated HR Tampa #0074 as their primary chapter with SHRM and provides proof to HR Tampa) members may post a job for \$75 per 30-day posting.
- There is a \$100 charge for each 30-day job posting for all other companies that do not employ an active dues paid member of HR Tampa or if you are recruiting for other companies besides your own (recruiters, advertising companies, vendors, and others). The \$100 will be applied to the membership fee of that company should the new hire decide to join HR Tampa within 90 days of the posting date.
- All jobs posted must be an HR-related position.

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National SHRM

SHRM to Hold Regional Webinars

Mark your calendars! SHRM's Southeast Regional Team will be holding special webinars to showcase new additions to the website, enhanced member benefits, ways to earn recertification credits, and more! Plan to join in on the webinars as listed below.

SHRM will also be giving away a free membership to someone who is a chapter member, but NOT a current SHRM member, on the August 5th call. Angella Clark from Louisville KY was the lucky winner of a free membership in April. Upon winning, Clark said, "I'm excited to win! I now have access to a variety of reliable and current HR information." **YOU could be the next winner!**

- Wednesday, July 22, at noon ET/11:00 CT
- Wednesday, August 5, at noon ET/11:00 CT (giving away a membership for non-SHRM members)
- Wednesday, August 26, at noon ET/11:00 CT (special content for small businesses with <100 employees)

To participate in these webinars, watch your email inbox. Details for each one will be sent via email, so make sure your spam filter allows emails from @shrm.org. Each webinar is limited to the first 100 participants. If you can't get into the webinar, it is likely full, so be sure to login early.

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SHRM Foundation News: Scholarships for HR Professionals

Are you a SHRM member pursuing a college degree (HR, business, psychology, MBA, etc.) or professional certification? If so, the SHRM Foundation Scholarship Program can help! Forty academic scholarships (\$1,375 each) will be awarded—both part-time and full-time students are eligible. Sixty certification scholarships (\$750 each) will be awarded to members pursuing PHR, SPHR, GPHR or CA certification. With generous underwriting from the J.J. Keller Foundation, Inc., the program will award \$100,000 in scholarships in 2009. The scholarships are allocated equally among the five SHRM geographic regions, which means you are competing only with applicants in your own part of the country.

Application deadline: July 15, 2009.

For more information, choose "Scholarships and Awards" on the SHRM Foundation website (www.shrm.org/foundation).

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The Relationship Between the Future and Employee Performance

Annette Saldaña, CEO

ASG Training & Development

Although most of us are not aware of it, we have a future that is already written. Our future is written by hopes, fears, dreams, expectations, and decisions made about life. Organizations are no different – with futures written by history, circumstances, culture, aspirations, successes, and failures. These written futures determine and shape the level of performance that is possible.

Countless articles and books have been written, attempting to answer the question of “Why do people behave the way they do?” These resources provide explanations; yet unfortunately, do not directly enhance performance. Too often, shortcomings of training and talent development initiatives are a result of the incognizance of a fundamental premise. People perform and act according to how the future occurs to them.

Although most people in organizations haven't articulated what they REALLY think will happen to them organizationally or even personally, they live every moment as if it's destined to come true. Employees are reduced to going through the motions, never fully engaging, never taking on the politics that they believe are holding the company back.

If an outsider were to interview the leaders of the company, you would hear a future that is directly correlated to what the employees describe. Something like, “People don’t care, and they never will. We invite their ideas and they never come up with anything good that is realistic. We don’t have the money to replace them with star performers” etc. Organizational leaders work hard, but like the employees they are frustrated and held hostage to the same circumstances and challenges of doing business in the 21st century.

Common approaches to improving the performance of people rely on skills, knowledge and competency trainings, or on clarifying accountabilities and objectives. In these approaches, leaders might rearrange how people work, re-tool them with training and new systems, or distribute new “head counts”. Yet these approaches fail to produce the expected outcomes, and elevating the performance of people is not that simple.

So what makes extraordinary performance available? Why is it that two companies in the same industry with similar processes and procedures, both with skilled, competent employees can produce dramatically different results?

Consider this well known parable:

A traveler is walking down the road when he encounters two people, seemingly engaged in the exact same type of activity. Both are in front of large blocks of stone, both equipped with

the same tools. However, the traveler was struck by the distinct difference in which the two men were conducting their work. The first man was moving at a fairly normal pace, chipping away at his stone block. The second man was whistling, periodically looking at his work contemplatively, moving quickly, and producing more.

He stopped the first man and asked, "What are you doing, sir?"

The first man replied, “**I’m cutting stone.**”

The traveler then approached the second man, asking, “And what are you doing, sir?”

The second man proudly replied, **“I’m building a cathedral.”**

Illustrated here you will see that people take extraordinary action and perform at optimum levels when they connect day –to-day work with a compelling future illuminated with possibilities. Possibilities that call people forward inspire swift action and remarkable performance.

[illegible]

Futures are re-written by authentic, candid, constructive conversations – effective dialogues that confront what few people are readily willing to admit without the promise of amnesty. These are the dialogues that accelerate achievement and performance. A training and development initiative that elicits these conversations, rather than focusing on imparting more knowledge, tips and techniques will optimize performance and provide lasting value.

In good times as well as bad, the only thing that matters is performance, and organizational performance comes down to the actions of people. In fact, of an organization's results are a product of humans. An organization with an illuminated and vibrant future leaves people wanting and eager to make it happen, innately taking actions that are correlated to it. So take a look around you, what does the future say to you and your people?

For the first time in history, articulating and actively designing an organization's future is more than a good idea; it is a business imperative.

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DID YOU HEAR???

Our 15 seconds of fame on Mix 100.7 WMTX-FM • Clear Channel Station!

YES THAT'S RIGHT... HR TAMPA now has commercials Monday – Wednesday during the following segments.

- Morning Drive Time – 6:00 AM – 10:00 AM • 5 times each week
- Mid Days Drive Time 10:00 AM – 3:00 PM • 5 times each week
- Afternoon Drive Time 3:00 PM - 7:00 PM • 5 times each week

We also have 15 streaming commercials scheduled during each week.... during Prime Time! <http://www.wmtx.com>

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The HR TAMPA NEWSLETTER...

Do you have a human resources question?
Would you like to learn more about a specific employee relations issue or find out how a new law could impact your organization? Why not submit your question to “Ask HR Tampa?”
The board of directors for HR Tampa will review all questions and each month selects a couple to go into the newsletter for all to review the responses.

To submit your questions, just go to askhrtampa@yahoo.com, and please include contact information.