

Meeting: January 20, 2010 – 7:30am

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The Official Newsletter of HR Tampa

Effective Succession Planning - How HR Can Make the Difference

January Sponsor



February Sponsor



One in five executives is eligible for retirement in the next decade; yet an estimated 50% of companies do not have a succession plan. This presentation examines the very real issue of replacing departing senior leadership and offers ways to become employer of choice through creating a viable succession plan. Learn an effective succession plan to identify and fill critical leadership positions.



Location: Centre Club • 123 S. Westshore Blvd • Tampa, FL 33609

Date: Wednesday, January 20, 2010

Time: 7:30am

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.



SHRM Chapter #0074

www.hrtampa.org

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Lisa Murfield, MBA, SPHR

You can make the difference! A phrase we have heard perhaps a thousand times, but have we taken the time to truly reflect on what it means for us as human resource professionals?

Have you ever seen a body of water that was as smooth as glass? Perhaps a mountain lake or the pool in your backyard. What happens when you stick your toe in the water of the pool or skip a rock across the tranquil lake? Most likely the ripples break the glass-like surface and start moving across the water in a slow, but steady pattern. Disturb the surface again and more ripples move further and further outward into the distance.

Over the holidays, I saw the movie “The Blind Side”. This is a true story about the Tuohy family who extended a hand to “Big Mike” a young man living on the street who attended school with their children. They gave him a place to sleep, food and compassion. What was to be a short-term arrangement, turned into a life-long commitment. The Tuohy family put their toe in the water and created a ripple that made the difference in Big Mike’s life. It may even have been a life or death difference as many of the young people in his neighborhood perished from gang violence. With the Tuohy’s compassion, Michael Oher, graduated from high school, went to college, became a successful athlete and was a first round draft pick for the Baltimore Ravens.

As human resource professionals, each one of us has the opportunity to make a difference in our companies, our profession, our community and in our personal lives. As we saw in the examples above, it only takes one person to begin the ripple to make the difference.

As 2010 begins, we have a tremendous opportunity to make the difference. Our organizations and personal lives have all been touched by the economic hardships of the past year. We have taken time out of our busy day to listen to an employee or answer their questions. We have created a policy or program that will help employees through some difficult situations. We have even used our networking channels to help a colleague find a new position. It all helps to make the difference.

HR Tampa is also here to make the difference. Our leadership is dedicated to provide you with educational opportunities. We are committed to helping you increase your awareness of issues relevant to human resources and provide professional development opportunities. This comes through certification study groups, networking opportunities, the HR Tampa Expo and monthly programs approved for recertification credits.

In 2010, volunteerism will be a focus as HR Tampa hosts opportunities to help make the difference in our community. Our leadership is also planning activities to make the difference in the areas of legislation through the Day in the Beltway, diversity through our joint diversity meeting with SHRMA, workforce readiness through their High School Career Day, college relations through their preparation of future human resource professionals, and membership through our new member recruitment and outreach.

Since 1953, HR Tampa has provided human resource professionals with the opportunity to network, learn and develop with like-minded individuals. We have grown over the years to be a dynamic, motivated and enthusiastic organization. Our chapter has accomplished much during the past years and 2010 holds even more.

It is my privilege and honor to serve as your President for 2010. Please let us know how we can help you in 2010 to make the difference in your life so you, in turn, can make the difference in the life of others.



YOU WON'T WANT TO MISS THE JANUARY MEETING!



Seema Rafay is the President of Spectrum Performance Management, a global talent management firm, providing expertise in HR practices of hiring and selection for performance, retention strategies, succession planning, and leadership development with a focus to develop world class leaders, increase the retention of top performers, and reduce turnover costs. She assists employers in streamlining the hiring process, with a strategic, comprehensive retention plan, as well as coaching and talent development for succession planning and leadership development. Seema's area of expertise includes: Right-fit talent selection and placement, targeted training and development, coaching for performance and productivity Leadership readiness tools and strategies, Succession planning.



Seema's diverse background includes over 18 years of working with clients in Canada and the USA in multiple industries and markets. She has an MBA (Distinction) in Human Resources and International Business, from Keller Graduate School of Management. Seema is a board member of the Central Florida Employment Council, CF-ASTD, member of SHRM, CFHRA, and the Greater Orlando Organizational Development Network. Ms. Rafay is a featured speaker and presenter at conferences and associations around North America. She has published articles on talent management, employee performance improvement and workforce retention issues.

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The 2010 HR Florida State Conference & Expo will be held from August 30, 2010 to September 1, 2010 at the Rosen Shingle Creek Resort in Orlando, Florida. This is the annual conference of the HR Florida State Council, a state affiliate of the **Society for Human Resource Management** (SHRM). Each year the event attracts over 1,000 human resource professionals and vendors throughout the state of Florida and across the nation. These individuals represent virtually every industry and companies ranging from small businesses to large industrial centers.

Programs presented at the annual conference cover all aspects of the **SHRM Body of Knowledge**: Strategic Management, Workforce Planning, Human Resource Development, Total Rewards, Employee / Labor Relations, Compliance, Risk Management and Personal Development. In addition to multiple educational opportunities, attendees will also be able to network with fellow human resource professionals, check out the latest and greatest services offered by an expo hall full of the top human resource vendors and have some fun at our social event.

If you are interested please go to the HRFlorida.org website and complete a registration form.

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To our HR Tampa members,

It was my pleasure to present our 2009 HR Tampa Diversity Award at the December meeting. As most of you know, HR Tampa solicited applications from our chapter's member companies and we were looking for the one Tampa Bay company that best demonstrated how they valued diversity and inclusion in the workplace.

We were impressed and extremely pleased to see some of the wonderful programs and activities the applicant companies have in place. Every one of them showed a sincere dedication to diversity & inclusion.

We want to thank all of our applicants for the time they put into their applications, as well as all the great work they do with diversity on a daily basis.

This year's winner was selected for their current commitment to diversity and inclusion, but also to recognize the progressive initiatives they have taken each year since 2001 when they instituted their National Diversity Committee. When they developed and issued their first diversity initiatives, they were aspiring to be a company that reflected the diversity of the communities in which they do business.

The winner of the 2009 HR Tampa Diversity Award is Hinshaw & Culbertson LLP.

Hinshaw & Culbertson LLP is a national law firm with more than 460 lawyers in 24 offices. They offer a full-service practice, with an emphasis in litigation, corporate and business law, environmental, labor and employment law, professional liability defense, and wealth preservation and taxation matters. They provide services to a range of for-profit and not-for-profit clients in industries that include construction, financial services, health care, insurance, legal, manufacturing, real estate, retail and transportation. Their clients also include government agencies, municipalities and schools. Hinshaw was founded in 1934 and is headquartered in Chicago. They have offices in 12 states including our local Tampa firm.

Over the past few years in particular, Hinshaw has focused many of their resources to strengthen their inclusion infrastructure. They created an attorney-life committee to provide strategic direction for their mentoring, training, and evaluation processes all of which have a diversity focus.

Hinshaw has extensive diversity in their leadership positions including a minority partner and a female on their 7-person management committee that governs their firm. There is also a strong presence of females and minority partners on their executive committee and in leadership positions throughout their various offices.

Their diversity efforts have also been felt in the communities they serve. In 2009 alone the Hinshaw partners and associates were recognized by Diversity MBA Magazine, by the Wisconsin Law Journal, and they received the "above and beyond award" from the Black Women Lawyers Association of greater Chicago.

Lastly, Hinshaw has also launched 5 affinity groups including the Asian Network, the Black American Affinity network, the GLBT Network, the Hispanic Network, and Women Attorneys Network. These networks have provided mentoring and client development activities. They have also worked with affinity networks at other companies to sponsor joint educational and charitable events.

The Hinshaw & Culbertson offices do indeed embrace diversity and inclusion and it was my pleasure to present the HR Tampa 2009 Diversity Award to them.

We would like to thank Sue Styx, our HR Tampa member, for submitting the application for Hinshaw & Culbertson, LLP. Chioma "Chi-Chi" Hibbert accepted the award on behalf of Hinshaw & Culbertson LLP. Ms. Hibbert is an Associate Attorney with the Tampa office.

Thanks again to all of our member companies that submitted applications, and thank you also for your commitment to diversity and inclusion in the workplace.



From the Membership Director:

Reminder that we are still within the Early Bird Renewal period until the end of the month. Please take a few minutes to ensure that your profile is updated including your current SHRM information.

Any questions concerning renewal can be sent to membership@hrtampa@yahoo.com.

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Members in Transition

Upcoming Webinar Schedule:

January 12th	2:00 pm - 3:30 pm	Net Search for Job Search
January 13th	9:30 am - 11:30 am	LinkedIn for Beginners
January 15th	9:00 am - 12:00 pm	Entrepreneurship through Franchising
January 18th	1:00 pm - 2:30 pm	LinkedIn for Advanced Users
January 19th	10:30 am - 12:00 pm	Self Marketing
January 19th	1:00 pm - 2:30 pm	Networking
January 20th	10:00 am - 11:30 am	Resume Development
January 20th	1:00 pm - 3:00 pm	1:00 pm - 3:00 pm
January 21st	10:00 am - 11:30 am	Interviewing Strategies
January 21st	1:00 pm - 2:30 pm	Negotiation Strategies
January 26th	2:00 pm - 3:30 pm	Net Search for Job Search
January 27th	9:30 am - 11:30 am	LinkedIn for Beginners
January 28th	10:30 am - 12:00 pm	Consultant's Corner

To register for one of the upcoming webinars go to:
<http://www.hrflorida.org/displayemailforms.cfm?emailformnbr=103332>

Right Management's Tampa Location:
 5201 W. Kennedy Blvd., Suite 525 – 813-287-2855

HR Connections

This year, Right Management's goal is to host and support their website with services that benefit all Human Resources Professionals, from entry level to the experienced business partner, who are involved in a career transition. Please visit the HR Careers Section on www.hrflorida.org to gain access to the following valuable tools in HR Connections offered through Right Management such as attending one of the upcoming webinars.

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WELCOME NEW MEMBERS & GUESTS!



Name	Certification	Company	Title
Steven Santhuff			
John Foster		Legiant	Director of Sales
Robert Gobler	SPHR		
Maria Kaczmarek		URS Corporation	
Cindy Orlowski	SPHR	Analytic Benefit Solutions, LLC	Employment Benefit Consultant, Owner
Linda Giordano	SPHR	PharMerica	HR Director
Pam Peyton	SPHR	DSE, Inc	Corporate HR Manager
Kelly Segal	PHR	SimpleGrinnell	HR Specialist
Melissa Azevedo			Classified Advertising Manager
Diane Stern			VP Human Resources
Jene Byczek		Northwestern Mutual Financial Network	Office Manager
Tyra Jones			
Shirley Ray		Lucas Group	Executive Consultant
Sandee Prichard		Right Management	Vice President Client Services.

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New Members – Special Rates

PREMIUM Membership - Early Bird Special through January 31, 2010 - \$225

Dues plus all regular monthly meeting costs inclusive a value of over \$505 (\$100 is applied towards annual operating costs). This premium membership status allows access to the HR Tampa Website, Directory, Newsletter, HR Florida State Conference Discount, Free Job Postings for your company and ALL Monthly Meetings and most Special Events included per year. This membership saves you money and time by having it all pre-paid at a discount and additional benefit savings on special events. You are allowed to bring guests to meetings (certain additional charges and limitations may apply). While you are given top priority consideration for all events, you are still required to RSVP for those events you plan to attend. You must register on-line no later than January 31, 2010 to receive this special pricing.

BASIC Membership \$100

Dues Only - Meeting Fees and Events Paid Separately. This standard membership status allows access to HR Tampa Website, Directory, Newsletter, HR Florida State Conference Discount, Free Job Postings for your company, and ALL Monthly Meetings and Special Events on a pay per use basis. You are allowed to bring guests to meetings (certain additional charges and limitations may apply). This membership level is good for those professionals that may not be able to attend every meeting or choose to attend only those events that interest them. Priority consideration is also given to this membership for special limited seating events. You are required to RSVP for all events.

PREMIUM Student - Dues and All Meetings - \$55

Includes all student chapter meetings and events, mentor and internship programs, annual Career Workshop, roundtable events and selected HR Tampa events (i.e. HR Tampa membership meetings, Annual HR Tampa Expo, and more!)

BASIC Student - \$35

Includes all student chapter meetings, mentor and internship programs. Chapter and HR Tampa events are extra and will incur an additional charge of \$20 at time of event.

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My Lazydays RV Internship

Mary Burton

Lazydays is the largest single site RV dealership in North America. It represents eighteen manufacturers and has over 1,200 RVs in inventory at its 126 acre Tampa location, which employs over 500 people.

From September to December 2009, I was fortunate to serve an HR internship with Lazydays, which provided an opportunity for intensive experience in several generalist areas. Debbie Dube, the HR Director, adopted a mentor position and earnestly strove to provide me with a rich, hands on learning environment. Of all my roles, I most enjoyed an assignment in recruiting and retention, which allowed me to utilize skills in evaluating potential hires while selling Lazydays as an outstanding employer.

From a personal perspective, I got a lot out of this experience. These are the highlights:

- An outstanding, relevant learning experience – in many cases, interns are treated as low value labor. This primarily occurs when the employer takes on the intern as an afterthought rather than viewing the relationship as an opportunity to develop a potential employee. In my case, I was challenged to learn and do as much as I could. No door was closed to me.

- An opportunity to show my skills in a better environment than a one hour interview – face it, not all people are good at interviewing, and interviewing itself is often a roll of the dice. An internship allows a company and potential employee the opportunity to evaluate each other with little risk to either party.
- A tremendous networking opportunity – I now count several additional HR specialists in my professional network, which supports my future employment search as well as provides backing and encouragement for my career.

I would recommend any student to take advantage of available internship opportunities, and to look at it as a chance to immerse yourself in your chosen field as opposed to following a purely academic path. The learning opportunity is priceless, and the skills gained are clearly invaluable for your future.

WANTED – COMPANY'S TO HOST MEETINGS

In 2010, College Relations is looking for meeting hosts, internship sponsors and mentors. To become involved, please contact Toni Mayros, Director of College Relations.

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Job Posting

Remember if your company has an open human resources position to fill post it on the HR Tampa website. To post a job for your company the following applies:

- Must be an ACTIVE dues paid members of HR Tampa to 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.

Workforce Readiness Update

Donations to Metropolitan Ministries!

December's food drive that benefited Metropolitan Ministries was a great success. We were able to collect over 10 large boxes of items including: canned goods, rice, potatoes, spaghetti, etc, and also cookies and/or pastries. Thank you for making a difference and helping Metropolitan Ministries this past holiday season.



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Commit to a Higher Standard!

HR certification is a career-long commitment that proves to your peers and your organization that you are driven to be successful in HR management. Earning your HR credentials can

- Increase your professional confidence
- Set you apart from your peers
- Result in greater respect from the organization in which you work

2010 is your last year to get your certification under the current guidelines, as next year the qualifications become more stringent. We are currently accepting registrations for our 2010 Spring Study Group which begins January 28th. This study group is free of charge to HR Tampa members. 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. Please visit the certification page on the HR Tampa website to learn more about the classes and register.

Where have your letters taken you?

Tell us how you have benefited from achieving your HR certification and your personal testimonial could be selected to be featured on our website or in a future newsletter. Please send all testimonials to certificationhrtampa@yahoo.com

2010 Sponsorship Opportunities

2010 MONTHLY MEETING SPONSORSHIP

December 2010 is the ONLY meeting still available!

NEWSLETTER ADVERTISING

Quarter Page Ad – 3.625 x 4.5 - \$ 150.00

Half Page Ad – 7.75 x 4.5 - \$ 250.00

Full Page Ad – 7.75 x 10.25 - \$ 400.00

Volume discounts can be negotiated for multiple ads.

RESOURCE DIRECTORY ADVERTISING

\$125.00 per business specialty listing – calendar year.

HR TAMPA EXPO SPONSORSHIPS

September 15, 2010

Stay Tuned For More Details!

**Contact Chris Greene – chris.greene@shaker.com
For more details!**

OTHER GREAT SPONSORSHIPS ALSO AVAILABLE!

- College Relations – contact Toni Mayros - tmayros@gmail.com
- Membership – contact Jill Conklin - hrtampamembership@yahoo.com
- Workforce Readiness – contact Cheryl Brown - ccbrown-1@msn.com

2010 Board of Directors

OFFICERS

President Lisa Murfield, MBA, SPHR murfieldld@yahoo.com	President-Elect David Steffen, Esq. dsteffen@constangy.com	Secretary Lynnette Holsinger, SPHR lynnetteh@naturecoastems.org	Treasurer Inass Riyad, MS, SPHR inass.riyad@att.net	Immediate Past President/ Foundation Director Iggy Garcia, Esq. ignacio.garcia@ogletreedekins.com
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Programs Kimberly Boulahanis, PHR kboulahanis@healthintegrated.com	Technology John Alexander, MS, P.E. jalexan@verizon.net	Workforce Readiness Cheryl Brown, PHR ccbrown-1@msn.com	Non-Dues Director Chris Greene chris.greene@shaker.com



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