

The Official Newsletter of HR Tampa

Maximizing Your Relocation Program to Meet the Needs of Today's Business Environment

July Sponsors



tampacareers.com

Today's poor economic environment is directly rooted to issues relating to real estate and mortgage markets. These have a direct impact on a company's ability to effectively relocate employees.



Join us for this informative session where we explore the different areas, combat concerns and ensure your relocation program is properly positioned.

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

Date: Wednesday, July 21, 2010

Time: 7:30 am



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.



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Lisa Murfield,
MBA, SPHR,
(and newly certified) GPHR
President, HR Tampa

Sometimes the answers to our problems are right in front of us.

In 2005, I was new to Tampa and had just secured my first position. To my dismay, my new company did not have an HR Department and was somewhat like the Wild Wild West. That meant I had to quickly learn about Florida law, get them compliant and reign in my renegades. How would I do that? My questions were quickly answered—the HR Florida Conference being held that year at the Walt Disney World's Contemporary Hotel. I was very impressed with the keynote speakers and the concurrent sessions. It was just what “this new sheriff in town” needed to bring order to my company.

As HR professionals, we go to our offices and we are pushed and pulled in thousands of directions, barraged daily by hundreds of emails and constantly trying to stay on top of the—what seems to be—new Federal law of the day. Of course, there are the phone calls, the constantly buzzing Blackberry and the employee conflicts “Why do they get to (just fill in the blank). That’s not fair!” Some days, I am reminded of the commercial that asks “Want to get away?”

Yes, we want to get away and here is the good news! We don’t have to go very far for a fabulous opportunity where we can gather with 1,500 HR professionals. This opportunity is right in our backyard in Orlando at the 2010 HR Florida Conference, August 30 to September 1!

Each year since 2005, I have attended the HR Florida Conference. I have seen it outgrow Walt Disney World and move to the Rosen Shingle Creek Resort. Each year the speakers and concurrent sessions get bigger and better. The HR Florida Conference is considered one of, if not THE best, conference in the country. (Not too bad considering the conference team are all volunteers!) This year is no different as keynote speakers Henry Winkler, China Miner Gorman and Robin Koval address the attendees. Looking for

products and services to help your company’s ROI? Check out the exhibitors conveniently located all in one area. If you need recertification credits, this year’s conference will yield a whopping 13.75 HRCI credits! The only other place that exceeds these total credits is the SHRM Annual Conference. Bottom line, the HR Florida Conference is a great value for the money.

At press time, we have 80 HR Tampa members who “Want to get away” and will be attending the conference. If you are one of them, please join your fellow HR Tampa members on Sunday for a golf outing and informal reception in the evening. We also have four HR Tampa members presenting at the conference (three of which are current board members). So please support them by attending one or all of those concurrent sessions. For more details, check out the rest of the July newsletter.

We hope to see YOU in Orlando for the HR Florida Conference. If you would like to join us, there is still time. Please visit the conference website at www.hrflorida.org for more information or to register.

P.S. I wanted to provide an update to my June letter regarding certification. I am pleased to announce that the two individuals who tested for the GPHR in June passed! Congratulations to Mary Persky, SPHR, GPHR and Jennifer Rey, Esq., SPHR, GPHR!!

Congratulations to all of you who successfully tested in the May-June testing window!



Michael Nimer
Chief Operating Officer
OneSource Relocation, LLC



Michael Nimer is Chief Operating Officer and a member of OneSource Relocation's Executive Leadership Team. He is responsible for overseeing the firm's service delivery and business development components, ensuring top tier levels of customer satisfaction and cost-effective relocation programs. Prior to joining OneSource Relocation, Mr. Nimer spent 27 years with Prudential Relocation, where he was its Senior Vice President, Global Relationship Management. Mr. Nimer has served on a number of industry committees and panels. He holds a Certified Relocation Professional (CRP) designation from the Worldwide Employee Relocation Council and is a recipient of ERC's Meritorious Service Award.

Raffle Winners

CONGRATULATIONS!

The following individuals won a full-conference registration to the HR Florida Conference in August:

Rebecca Berns, SPHR
Kathy Favata, PHR
Barbara Matsumoto, SPHR
Esperanza Urrego, SPHR
Damaris Lucio-Devlin



Thank you to everyone who purchased raffle tickets.

Your generosity raised \$522 for the SHRM Foundation!

DOL Issues Clarification of the Definition of “Son or Daughter” in Relation to the FMLA

The U.S. Department of Labor (DOL) on June 22, 2010, clarified the definition of “son and daughter” under the Family and Medical Leave Act (FMLA) to ensure that an employee who assumes the role of caring for a child receives parental rights to family leave regardless of the legal or biological relationship. The DOL interpretation applies to nontraditional families, including unmarried partners and families in the lesbian-gay-bisexual-transgender (LGBT) community.

Click here to read the rest of the SHRM article:

<http://www.shrm.org/LegalIssues/FederalResources/Pages/FMLAParent.aspx>

Click here for the DOL Interpretation Letter No. 2010-3:

http://www.dol.gov/whd/opinion/adminIntrprtn/FMLA/2010/FMLAAI2010_3.htm

Interim Final Rule on Pre-existing Conditions and Benefits Limits Issued

The departments of Health and Human Services (HHS), Labor and Treasury on June 22, 2010, issued interim final rules to implement a “new patient’s bill of rights” under the Patient Protection and Affordable Care Act, the health care reform law enacted in March 2010.

Click here to read the rest of the SHRM article:

<http://www.shrm.org/LegalIssues/FederalResources/Pages/RulePreexistingConditionsLimits.aspx>

New Regulations Make Social Usage Policies More Imperative

New guidelines make it important that employees know their social media policies by heart, said attorney Clyde H. Jacob III, director of the New Orleans practice of law firm Coats Rose, who spoke about the topic during a recent SHRM Online webcast.

Two studies underscore a growing problem. According to the polling firm YouGov, 42 percent of office workers between the ages of 18 and 29 discuss work-related issues on blogs and social networking sites. But an April 2010 study sponsored by the Chubb Group of Insurance Companies found that 64 percent of surveyed organizations don’t have a policy guiding how employees should talk about their companies on such sites.

Given recent developments in social media policies, employers should consider reviewing or updating them, Jacob said.

Click here to read the rest of the SHRM article:

<http://www.shrm.org/hrdisciplines/technology/Articles/Pages/SocialUsagePolicies.aspx>

Debbie Dube,
MS, SPHR,
Legislation Director



Don't Forget to Register

Key Provisions of the HEALTH CARE REFORM ACT

What the Patient Protection
And Affordable Care Act
Means For Your Business

Webinar

Wednesday, July 28, 2010

Date:

Wednesday,
July 28, 2010

Time:

9:00 am – 11:00 am EST

Registration Fee:

HR Tampa Members:
\$75 per phone line

Non-Members:

\$85 per phone line

Please Note:

Log-in information will be
sent via email prior to
the webinar.

Join HR Tampa Members for a 2 hour, comprehensive webinar discussing the key provisions of the new Health Care Reform Act.

Online registration is available
at <http://www.hrtampa.affiniscape.com/calendar.cfm>

For more information about this webinar, contact Deborah
Dube at 813-626-3544 or ddube@lazydays.com



Webinar presented by:
David A. Pearson,
Constangy Brooks & Smith LLP.

David Pearson is a partner at Constangy Brooks and Smith. He is a graduate of Harvard Law School and received his Master of Law degree from New York University.

Dave represents employers with respect to their employee benefits and tax issues. He counsels clients on all types of retirement plans, including pension, profit sharing, 401(k), employee stock ownership plans (ESOPs), age-weighted and cross-tested plans. He helps employers implement non-qualified deferred compensation plans, stock options and bonus plans. In the area of non-retirement benefits, Dave advises in the design of cafeteria plans, health plans, as well as life insurance and disability plans.

For Dave Pearson's complete bio, please visit:
<http://www.constangy.com/people-72.html>

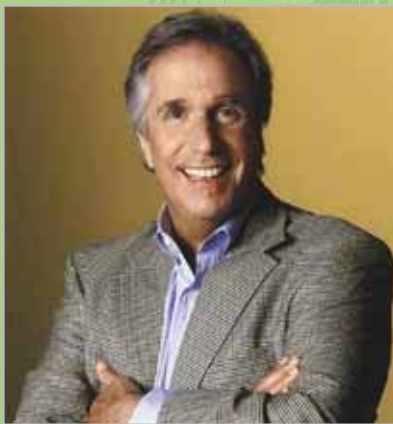
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August 30 □ September 1, 2010
Rosen Shingle Creek, □rlando, □lorida

HR FLORIDA 2010 CONFERENCE & EXPO

Join us for the largest event of its kind in the entire Southeast and you can:

- s ☐ **Receive HRCI credits** and benefit from over 90 educational sessions taught by industry experts
- s ☐ **Network** and stay connected with other HR professionals
- s ☐ **Attend one of our various pre-conference workshops** for more specialized education
- s ☐ **Add to your business library** by shopping our on-site bookstore, specializing in HR publications



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Actor, Author, Producer, Director



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 Society for Human Resource □ a n a g e m e n t



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To register, visit
www.hr_orida.org

“Don’t Forget To Designate HR Tampa As Your Chapter When Registering”

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Congratulations to these members of HR Tampa who will be presenting at the HR Florida Conference! Check out the following presentations:

Monday, August 30, 2010



Are You Keeping Up?

9:00 a.m. to 10:00 a.m.

Linda Bailey, SPHR



What Do You Mean I Can't Wear My Nose Ring to Work? That's Unfair!

4:30 p.m. to 5:30 p.m.

David Steffen, Esq.



The ROI of Compassion

9:00 a.m. to 10:00 a.m.

Lisa D. Murfield, MBA, SPHR, GPHR

Tuesday, August 31, 2010



Unemployment Compensation Hearings—How to Win

2:00 p.m. to 3:00 p.m.

Ignacio "Iggy" Garcia, Esq.



HR Tampa Meets At HR Florida Conference

SEE YOU IN ORLANDO!!

Attending the HR Florida Conference in August and wondering what to do on Sunday when you arrive? We have two great options for you!

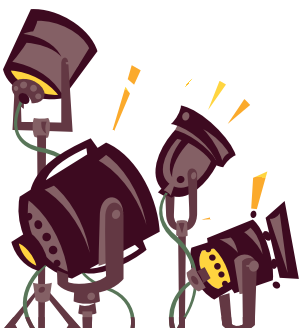
Golf Outing

Are you a golfer at heart or just feel like playing one of the finest golf courses in Florida at a super low rate? HR Tampa will be given a group rate of only \$29 for 18 holes of golf with cart at the Rosen Shingle Creek Golf Club. This award winning course is located right on the premises of the hotel. All skill levels are welcome as the club pro said we will virtually have the course to ourselves the morning of Sunday, August 29th. If you do not have clubs or golf shoes you can rent those at the pro shop.

Shaun Androff, our HR Tampa Chapter Ambassador, is in the process of putting together tee times for the group. If you are interested in playing, please contact Shaun at 813-767-9974 and we will get you set up. The more people that play the more fun games we can play like closest to the pin, longest drive, putting contests, and craziest golf outfit!! See you on the green!

Get-Together

Please plan to join your fellow HR Tampa members on Sunday, August 29 from 6:00 to 7:00 p.m. in the Headwaters Lounge at the Rosen Shingle Creek Resort. HR Tampa will provide appetizers and members will be responsible for their own drinks. Please plan to join us on Sunday evening. Hope to see you there!



The Diversity Committee is looking for Tampa companies that are making a difference because they celebrate diversity. We will be choosing one company per month to feature in the Newsletter. In December, The HR Tampa Diversity committee will select one of the companies featured throughout the year as the recipient of the HR Tampa Diversity Award. If you would like to nominate your company, or know of a company who should be featured, please contact Interim Director Ana Swiger for details, aswiger@travelers.com



Kristen Drago,
Diversity Director

July Diversity Spotlight



Diversity Makes the Difference for Grow Financial

You could say Grow Financial was founded on a commitment of inclusion. The credit union was originally established in 1955 to serve a demographic largely ignored by financial institutions at the time – the military personnel and civilian employees of MacDill Air Force Base. Then the 1960's and 70's saw the population of Tampa Bay boom as people came here seeking new economic opportunities and an affordable Sunbelt lifestyle. Grow Financial welcomed them all.

Today, the more than 159,000 members of Grow Financial represent the ethnic diversity of the Tampa Bay community – diversity reflected within the credit union, where women and minorities are employed throughout the company, from the teller line to the executive offices. “Our members are comfortable banking with us,” said Kimberly Woollard, Senior VP of Human Resources and Professional Development for Grow Financial, “because they identify with us.”

Good Business Sense

Embracing diversity and practicing inclusion made naturally good business sense for Grow Financial when it first opened its doors, and still does today.

“As a local credit union,” continued Kim, “our commitment to diversity gives us an edge over competing financial institutions in this market.” Grow Financial branches are located in the neighborhoods where their members live, and offer a banking experience unique to the community. In virtually every branch, the credit union has employees who speak the languages of the members they serve.

“You can’t be shy about committing to diversity,” added Suzie Skiratko, Assistant VP for Human Resources and Professional Development. “It needs to be embedded in your corporate culture.” Embedded, and celebrated.

Celebrating Diversity

For the annual “Diversifest” luncheon, Grow Financial employees prepare and share specialties traditional in their own cultures. The credit union encourages employees to join in recognizing such events as Asian-Pacific Heritage Month, and the contributions of women in history. Employees are also regularly surveyed on diversity awareness in the workplace, and a Diversity Committee composed of salaried and hourly employees submits suggestions directly to Kim on how the credit union can enhance its diversity education programs. In recognition of Grow Financial’s efforts at creating an environment where women and minorities have equal opportunities for advancement, the credit union was honored as the 2010 Most Supportive to Women in Business at the Tampa/St. Petersburg eWomen Network Awards, held in June.

“By embracing diversity,” said Kim, “what you’re doing is embracing the individual, learning to respect that person’s background and opinions. When you establish a culture of respect with your employees, it flows naturally toward your members.”

- Contributed by Dave Richards

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WELCOME NEW MEMBERS & GUESTS!



Name	Certification	Company	Title
Kenya Sealey		Strayer University	Student
Bridget Narvaez		Suncoast Center, Inc	Sr. HR Generalist
Melissa McPherson	SPHR	Raymond James Financial	Manager, Talent Acquisition
Meredith Pippio	PHR	T-Mobile	Sr. HR Generalist
Susan Trolinger	SPHR	Hostess Brands Corporation	Asst. Regional HR Mgr.
Jennifer Caldwell		World Triathlon	HR Director
Robert Paredes		Fifth Third Bank	Assistant Vice President/Area Sales Manager II





HR TAMPA MEMBERSHIP DUES CHANGE

Beginning on July 1, the Premium Membership rates will change as follows:

Premium Membership - \$175 – includes your monthly meeting costs through December 2010 and registration for the HR Tampa Expo to be held on Wednesday, September 22. A great value!!

Basic Membership - \$100 – includes your HR Tampa membership through December 2010. Does not include monthly meeting cost or HR Tampa Expo registration.

To join, go to www.hrtampa.org.



Jill Conklin, PHR,
Membership Director

Reminder from the Membership Director:

Please keep your profile current at all times including your SHRM information. I am presently looking for Ambassadors to greet guests and new members at the monthly meetings.

If interested, please contact Jill Conklin, PHR at hrtampamembership@yahoo.com

Members in Transition

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.

Upcoming Webinar Schedule:

July 15th	1:00 pm - 2:30 pm	Networking
July 16th	10:00 am - 12:00 pm	Interviewing & Negotiation Strategies
July 19th	1:30 pm - 3:30 pm	Search Strategies
July 20th	2:00 pm - 3:30 pm	Net Search for Job Search
July 21st	10:00 am - 11:30 am	Resume Development
July 21st	1:30 pm - 3:00 pm	LinkedIn for Beginners
July 22nd	10:00 am - 12:00 pm	LinkedIn for Advanced Users
July 26th	1:00 pm - 2:30 pm	Networking
July 30th	10:00 am - 12:00 pm	Interviewing & Negotiation Strategies

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

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

SHRM Foundation Offers Academic and Certification Scholarships

The 2010 SHRM Foundation scholarship program for HR professionals, underwritten by the J. J. Keller Foundation, is offering the following awards to SHRM members:

- 20 Academic Scholarships: \$2,000 each (increased from \$1,375 in 2009)
- 80 Certification Scholarships: \$750 each (increased from 60 awards in 2009)

SHRM Members may apply online at: <http://sapphire.shrm.org/Scholarships/Default.aspx>; the application deadline is July 15, 2010.

Eligibility: Professional, general or associate SHRM members pursuing a college degree or professional HR certification are eligible to apply.

Questions? Visit the link above or contact Maureen Flaherty at (703) 535-6423 or SHRMScholarships@shrm.org. The link to apply is also found on the HR Tampa website www.hrtampa.org.

Special Discount Rates

Join SHRM at a Special Discounted Rate! New, first-time members to SHRM can join online using the promotional code CHSED for a reduced rate of \$145. That's only about 39 cents a day! Go to <http://www.shrm.org/join> and enter the code CHSED into the promotional code space on the application. You can also access the link on the HR Tampa website www.hrtampa.org. Just a reminder, to be a member of HR Tampa, you must be a member of SHRM.



REFER A SHRM MEMBER AND GET REWARDED!



SHRM needs your help to recruit members so that our association can be an even larger and more powerful voice for the HR profession.

From now until July 31, you can be a part of our Member-Get-A-Member campaign and for every new member that joins SHRM, YOU GET REWARDED!

- \$ For each of the first 5 new members recruited, you receive \$10 to Amazon.com.
- \$ For more than 5 new members recruited, you also will be entered to win a \$150 American Express gift card.

For more information go to www.shrm.org/getamember or the HR Tampa website link!

MAKE THE DIFFERENCE!

**Would you like to become more involved with HR Tampa?
Check out the exciting volunteer opportunities below and make the difference today!**

Certification Committee

Want to get more involved in HR Tampa Certification? We have volunteer opportunities for study group speakers.

If you are a current certified member of HR Tampa and would like to help facilitate one or more of the study sessions, please contact Jenni Stone at (727) 242-1966 or email to certificationhrtampa@yahoo.com. The study groups meet once per week for 12 weeks to provide an overview of the major areas of Human Resources: (1) Strategic Management, (2) Workforce Planning and Employment, (3) Human Resource Development, (4) Total Rewards (formerly Compensation and Benefits), (5) Employee and Labor Relations and (6) Risk Management (formerly Occupational Health, Safety, and Security). The Study Groups focus on learning through participation and shared learning.

By helping to present at one of the study group sessions or helping with the facilitation of the study group, the individual will be eligible to receive re-certification credits.

This is a wonderful opportunity to receive re-certification credits and help others become a professionally certified member of SHRM!

College Relations Committee

The College Relations Committee focuses on the future of the HR profession, overseeing the Tampa Bay HR Student Chapter, the mentor and internship programs and career workshop.

Volunteer Opportunities Include:

- College Relations - general volunteer assisting with monthly meetings and student chapter events
- Monthly Meeting Host
- Career Workshop - resume review, mock interview, speaker, vendor or sponsor
- Become a mentor
- Host an intern

For more information, please contact Toni Mayros at tmayros@gmail.com

Diversity Committee

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 Interim Director Ana Swiger at aswiger@travelers.com

Hospitality Committee

Volunteers are needed for our Hospitality Committee! Hospitality Committee Volunteers assist at the registration desk before our monthly meetings. Duties include greeting members as they enter the meeting, checking names against the registration list, collecting meeting fees, and issuing badges to attendees. Hospitality Committee volunteers stay busy, but also have fun and have the opportunity to meet many HR Tampa members. After the registration process has finished, volunteers are free to enjoy the HR Tampa program and enjoy their meal.

Volunteers are needed for both our morning and evening meetings. We ask morning volunteers to arrive at the meeting by 7 am and evening volunteers to arrive by 5 pm.

For more information, please contact Donna Cacciatore at dcacciat@tampabay.rr.com

Membership Committee

Do you want to be a Membership Ambassador?

If you can give an hour before the meetings to be a greeter and resource to our guests and new members, then the HR Tampa Membership team wants you! Please contact Jill Conklin, Membership Director, to find out more at hrtampamembership@yahoo.com or 813-207-8574.

Non-Dues Committee

We are seeking individuals who are willing to make a commitment and donate their time and energy to assist in promoting HR Tampa to the Hillsborough-area Community. We need forward-thinking, creative individuals with a marketing background, excellent relationship building and communication skills and a good reputation within the media. You will also need to have the support of your company since some of the projects will require the ability to work during normal business hours.

A sound understanding of social media is essential to help promote our organization through your LinkedIn, Facebook and Twitter accounts.

You must be a member in good standing of HR Tampa and SHRM. The rewards are endless if you are willing to give of your time and energy. You'll make lifetime friends while being recognized for a job well done! Email: chris.greene@shaker.com

SHRM Foundation Committee

The SHRM Foundation was founded in 1966 as a non-profit affiliate of SHRM. The Foundation funds research, publications and education to advance the HR profession and enhance the effectiveness of HR professionals. To support its important work, the SHRM Foundation conducts an annual fundraising campaign.

As mentioned, the Foundation promotes research, innovation and the use of research-based knowledge. Some of the major research projects the Foundation is currently funding are: Aging Workforce, Changes in the HR Function and Roles, and Global HR just to name a few.

Individuals and Chapters are encouraged to donate to this worth-while cause; HR Tampa truly believes in the Foundation's efforts and is one of the leading chapter's in the Nation for contributions.

Committee members will assist in continuing the Chapter's efforts for the Foundation and their cause by determining, assisting and participating with Chapter activities to raise money for the Foundation. Become a committee member – let's have fun, raise money and give back to the profession to continue its growth!

For more information, please contact Iggy Garcia at ignacio.garcia@ogletreedeakins.com

Workforce Readiness Committee

Workforce Readiness' vision is to reach out to the community to strengthen the workforce through skill and professional development, coaching, and mentoring programs by a collaborative effort between HR Tampa members, the local community, State and Federal government, and local businesses. We also advance the Human Resources professional by partnering with local schools, technical colleges, and two and four year colleges.

We assist individuals in developing their skills to become more competitive in our local and global economy. We partner with small businesses by providing expertise, training, and support in Human Resources practices through education and hands on training. We also encourage students' interest in the field of Human Resources profession through education and on-the-job-training.

For more information, please contact Cheryl Brown at ccbrown-1@msn.com or 813-830-5520

Dress for Success

The mission of Dress for Success Tampa Bay is to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life.

Dress for Success Tampa Bay is a not-for-profit organization that offers services to help women enter the workforce, stay employed, advance in their careers and improve their lives.

If you are interested in getting involved, please contact Katie McGill, Executive Director for Dress for Success, at tampabay@dressforsuccess.org or www.dressforsuccess.org/tampabay

Cystic Fibrosis



GREAT STRIDES is the CF Foundation's largest fund-raising event. It provides opportunities for all people within a local community to get involved forming teams through their workplace, through clubs and organizations or with friends and family. Walk Day is a fun, family-oriented celebration that includes a healthy 10 kilometer (6.2 miles) walk, Kids' Corner activities, food, and festivities that participants look forward to year after year.

If you are interested in getting involved, please contact Mary Irene Calvert, Director of Special Events at mcalvert@cff.org or tampa-fl@cff.org

GREAT STRIDES – A WALK TO CURE CYSTIC FIBROSIS

November 13th

Carrollwood Great Strides – Lake Park

The Calendar of Events is packed with opportunities to get involved from volunteer work to sponsorship.

College Relations



Toni Mayros, PHR
College Relations Director

**Look for the
student chapters
re-launch information
this August!**



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Commit to a Higher Standard! Fall Study Group Begins September 2nd!

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 Fall Study Group which begins September 2nd. This study group is free of charge to HR Tampa members, but participants will be required to purchase learning guides. 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.



THANK YOU, DEVRY University, for providing to HR Tampa a wonderful learning environment and state of the art classrooms for the study group and the PHR/SPHR Crash Course. We appreciate the comfort, service and on-going support that you provided each and every week. And, we look forward to holding our fall Study Group at your new location: 5540 W. Executive Drive, Suite 100, Tampa FL 33609

Tools for Our Newly Certified Professionals



Congratulations on earning your certification! Your HR certification demonstrates to your peers and your organization that you have mastered what you need to be a top-notch HR professional. But this is only the first step. To maintain your certification, you must recertify your designation every three years. The Human Resources Certification Institute provides guidance, tools and resources for earning recertification credits.

Go to www.hrci.org, click on the HR Certification tab on the top left and then click "Tools for the Newly Certified" and you will see:

- Recertification Handbook – detailed instructions on how to recertify
- Low-Cost Recertification Tips – suggestions for low- and no-cost recertification activities
- Searchable Directory of Pre-Approved Events – for finding activities by dates, location, certification type and more
- Publicize Your Certification – sample press releases for PHR/SPHR, GPHR and California certification
- Employer Notification Request – to notify your boss about your accomplishment (go to your Online Profile)
- Earning Strategic Business Management Credits – Tips for recertifying your SPHR

**Remember, you worked hard for those letters,
work harder to keep them!**



Patricia Sullivan, MSBA, SPHR,
CEC, Certification Co-Director



Jenni Stone, PHR,
Certification Co-Director



2010 Sponsorship Opportunities

2010 MONTHLY MEETING SPONSORSHIP

**All 2010 meetings have been sold.
Now taking reservations for 2011.**

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 22, 2010

Details on next page!

**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



Chris Greene
Non-Dues Revenue Director



**2010 HR Tampa Expo
Sponsorship Packages
ALA CARTE EVENT PAVILION
4050 Dana Shores Drive Tampa, FL 33634
Wednesday, September 22, 2010 • 7:30am – 4:30pm**



**(1) Platinum Sponsor - \$3,000 –
(Early Bird 5/31/10 \$2,500)**

- One (1) booth in expo hall – in location of choice with banners displayed if provided
- Five (5) minutes of microphone time from the podium at the Main Lunch General Session
- Sponsor of lunch with company table-top signage acknowledgement
- Four (4) full Conference Registrations including lunch
- Logo in Tampa Tribune Conference advertisement
- Logo on all major HR Tampa Conference mailings
- Logo displayed in on-site conference program
- Logo displayed on PowerPoint Presentation at beginning of all general sessions
- Full 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 four staff members
- Ribbon identifying sponsorship level at booth
- Post-conference participant and vendor lists

Sold Out

(2) Gold Sponsor - \$2,500 – (Early Bird 5/31/10 \$2,200)

- 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
- Post-conference participant and vendor lists

**1 Sold
1 Left**

(20) Bronze Sponsor - \$900 – (Early Bird 5/31/10 \$750)

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

**15 Sold
5 Left**

(2) Silver Sponsor - \$1,500 – (Early Bird 5/31/10 \$1,200)

- One (1) booth in expo hall
- One (1) general session announcement from HR Tampa officers thanking company
- Logo on all major HR Tampa Conference mailings
- Logo displayed in on-site conference program
- Description of company and products/services (up to 40 words) included in on-site conference program
- Sponsorship ribbons for two staff members
- Two conference lunches provided
- Post conference participant and vendor lists

Sold Out

Deadline: Early Bird Rates Expire after 5/31/10

- **All Sponsorship payments must be received ASAP, but no later than 7/15/10.**
- **Company - 40 words must be submitted by 7/15/10 and must be in a Word document.**
- **Company Logo must be in Web-ready JPG (15 K max) and received by 7/15/10.**

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

Please send payment to: HR Tampa, c/o SRAC, Chris Greene, 1408 N. Westshore Blvd., Suite 508, Tampa, FL 33607

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.

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