

The Official Newsletter of HR Tampa

Discovering Your Memory Power & Effective Reading

February Sponsor



March Sponsor

MyEZReview®



How well you do in your profession boils down to three things: your mind, what you put into your mind, and your ability to recall that information. A simple brain freeze can result in thousands of dollars in lost sales or credibility.

Build your competitive advantage by learning how to train your mind and your memory.

Join us for this informative discussion where we will identify areas of “lost time” to improve employee effectiveness, shorten the learning curve of new hires to reduce training costs and time, learn how to improve your reading speed and comprehension by 25-40%, help employees reduce their study time and improve their test-taking ability, remember and quickly recall employee names, as well as reduce stress in the workplace.

- **Location:** Centre Club • 123 S. Westshore Blvd • Tampa, FL 33609
- **Date:** Wednesday, February 16th, 2011
- **Time:** 5:30pm



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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Alan Mong
Instructor



Alan Mong is a high energy instructor with a passion for helping others excel. His entrepreneurial spirit and extensive sales background give him the expertise to work with businesses and organizations of all kinds.

A former traffic reporter, Alan Mong's communication style is conversational, light hearted, and focused. He constantly reviews the latest research on what makes people tick, so that he can bring clients the most effective programs possible. Alan's clients span mom and pop businesses to some of the largest companies in Florida.

When he isn't speaking, you can find Alan playing tennis, basketball, and golf, or reading a good book.

One Day, Many Solutions Employment Law Coast to Coast - April 2011

A one day seminar for anyone with responsibility for managing people and policies impacting the workplace

The labor and employment attorneys from Fisher & Phillips LLP are going coast to coast with practical solutions for workplace problems. In one day, you will be better prepared for the employment law changes and challenges all employers face in 2011. This seminar will provide up-to-date solutions to employers' most common problems.

Join us for this one day employment law seminar:

April 7, 2011
Crowne Plaza Westshore
5303 West Kennedy Blvd.
Tampa, FL 33609

The cost of the seminar is \$165 per person and includes continental breakfast and lunch. If a company sends multiple attendees, the discounted per person price is \$130. **Special price of \$130 for HR Tampa members. Use priority code HRT03.**

Registration and breakfast begin at 7:00 a.m. The event ends at 5:00 p.m.

Fisher & Phillips attorneys will address topics such as:

- Hiring Employees You Won't Want to Fire
- Managing the Evolving Electronic Workplace
- Navigating Employee Benefits in a Changing Landscape
- Managing the Tangled Web of Complex Leave Laws
- The Changing NLRB and Its Impact on Non-Union and Union Employers
- Managing Wage Costs While Complying With Wage-Hour Requirements
- Rightfully Discharging When You Must

If you have any question please contact Amy Nall at (404) 231-1400 or anall@laborlawyers.com.

For a full agenda and to register please visit
www.laborlawyers.com/2011seminars

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HR Florida is pleased to announce its first **DAY ON THE HILL** event in Tallahassee on February 23, 2011!

This full-day event will begin with breakfast at the Doubletree Hotel in Tallahassee and a series of informative presentations, followed by lunch in the Capitol cafeteria. After that we'll meet with legislators and/or their staff where we'll advocate on one or more public policy issues of importance to the HR profession. Morning presentations will include:

- A public policy update from **SHRM's Manager of Government Relations, Robert Carragher**, on legislative developments in Washington and around the country, and how to be an effective advocate for the HR profession,
- The nuances of the Florida legislature by **Carl Adams, past president of the Florida Association of Professional Lobbyists**, and
- A legal update on **E-Verify, Guns at Work**, and possible amendments to the **Florida Civil Rights Act** by **Linda Bond Edwards**, partner with the law firm of Rumberger, Kirk & Caldwell.

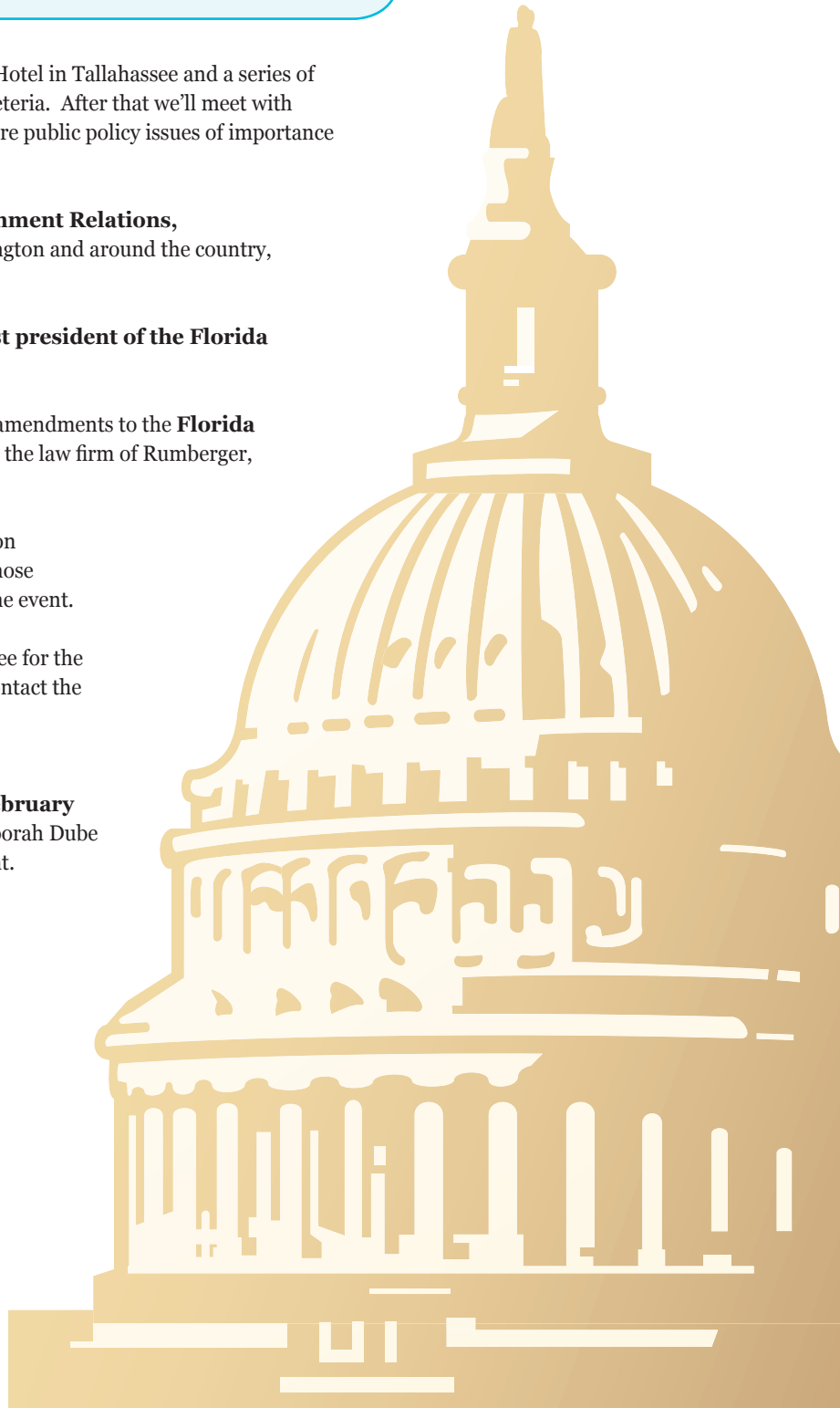
SHRM and HR Florida will prepare attendees for their afternoon meetings on the Hill and will provide assistance in setting up those meetings. We will also be applying for certification credit for the event.

HR Florida has reserved a block of hotel rooms at the Doubletree for the nights of February 22 and 23. For room reservations, please contact the Doubletree directly at 1-850-224-5000. Tell the hotel you are with HR Florida for the special rate of \$89/night.

Please register online with HR Florida **NO LATER THAN February 15th**. Transportation will be provided, so be sure to e-mail Deborah Dube at ddube@lazydays.com to confirm your attendance at the event.



Debbie Dube,
MS, SPHR,
Legislation Director



1st Annual Human Resources Internship Program

Seven 11th graders have been accepted into the 1st Annual Human Resources Internship Program. Their journey begins on February 5, 2011 from 9am-12pm. Busch Gardens has partnered with Workforce Readiness by providing their location for our meeting. During this time, the students, parents, and mentors will be introduced and breakfast will be served. Afterwards, the students will participate in a HR Crash Course to begin learning about the role of HR. Lunch will be provided and the students will take a tour of the HR department at Busch Gardens. HR Tampa is providing breakfast and lunch for the event. To continue a "fun day" for the students, Busch Gardens has given them and their mentors free admission to the park from 12pm-5pm.

HR Tampa has made a commitment to SHRM's vision to advance the profession by creating an internship program for students who are interested in learning more about the HR discipline. All students completed an application, submitted an essay, letter of recommendation, and transcript to be recommended for the program. Each student will have a mentor to guide them throughout the 12 month program. The internship program will end with a final event where students will deliver a presentation about the program. After each member completes a required list of events and projects during the 12 month period, they may be eligible to receive a scholarship.

We have partnered with the Hillsborough County School System, the 8th largest in the United States, to provide an opportunity for high school students to gain exposure in a fun way to the world of Human Resources (HR) for their consideration as a possible career choice. The initial schools to participate are Hillsborough, Middleton, and Chamberlain High Schools and the grade level eligible for the program is 11th graders.

If you would be interested in your organization getting involved by donating toward our scholarship fund or if you are a HR Professional who would be interested in giving the students a tour of your HR department and discuss your role, please contact Cheryl Brown (813) 414-6215 cheryl.brown@gtfcu.org or Rachel Salley (609) 851-0370 rachel.salley@gmail.com.

Workforce Readiness is thrilled and privileged to work with our high school community! This is one of the ways your membership is giving back, so thank you!!



Cheryl Brown,
MBA, PHR
Workforce Readiness
Co-Director

WELCOME NEW MEMBERS & GUESTS!

Name	Certification	Company	Title
Sean Lloyd	PHR	Tampa General Hospital	Compensation Analyst/HRIS
Toni Fieldhouse			
Jan Tinder	BS	Jan Tinder Enterprises, Inc.	Pre-Paid Legal & Identity Theft Shield Associate
Anna Singer			Benefits Coordinator
Caroline Ocasio	PHR	Pitney Bowes Inc.	Regional HR Generalist

December HR Tampa Meeting



Membership Update

Reminder from the Membership Co-Directors:

Please keep your profile current at all times including your SHRM information. We are presently looking for Ambassadors to greet guests and new members at the monthly meetings. If interested, please contact Jill Conklin or Layla Jamil at hrtampamembership@yahoo.com.

We wish everyone a successful new year and please do not hesitate to contact us with any questions.



Jill Conklin, PHR,
Membership Co-Director



Layla Jamil, PHR
Membership CO-Director

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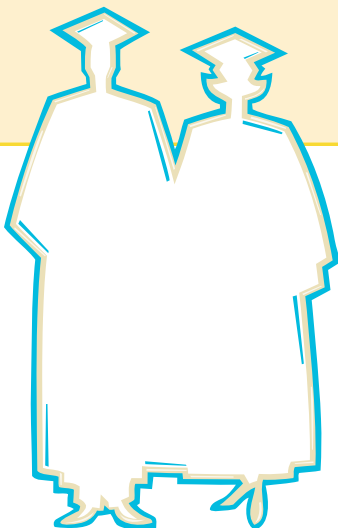


College Relations Committee Needs YOU!

The College Relations Committee focuses on the future of the HR profession by overseeing the Tampa Bay HR Student Chapter, the Mentor and Internship Programs, and the Annual Career Workshop/Roundtable. We are currently seeking Volunteers in the following areas:

- **Monthly Meeting Host** - showcase your organization by hosting one Student Chapter Meeting after hours in your office. Students will learn a great deal about how your HR function operates with the parameters of your unique business.
- **Become a Mentor** - Shape the future of our profession by becoming a mentor! College Relations pairs a student chapter member with a professional member who can guide their protégé through the many facets of HR. Participation at a staff meeting, new hire orientation or community event are just a few ways you and your protégé can interact.
- **Host an Intern** - The HR Tampa Student Chapter has several viable candidates for internships and we are now seeking several host organizations (that's YOU!) in need of some amazing talent to help you with HR-related projects or to fill a void on a temporary basis.
- **College Advisor** - The College Advisor provides guidance to the Student Chapter by advising the students in running and growing their student chapter.
- **College Relations** - Become a general volunteer assisting with monthly meetings and student chapter events.
- **Career Workshop/Roundtable** - resume review, mock interview, speaker, vendor or sponsor

For more information, please contact Sue Styx at sstyx@hinshawlaw.com



Sue Styx
College Relations
Director



HR SUPER HERO VOLUNTEER OPPORTUNITIES

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

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 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 p.

For more information, please contact Shaun Androff at shaun@hiregy.com or at 813-767-9974.

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 Patricia Sullivan at 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 Susan Styx at ssstyx@hinshawlaw.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 Director Ana Swiger at aswiger@travelers.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 or Layla Jamil to find out more at hrtampamembership@yahoo.com.

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 worthwhile 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 Lisa Murfield at murfieldld@yahoo.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 cheryl.brown@gtefcu.org (or 813-414-6215) and Rachel Salley at rachel.salley@gmail.com (or 609-851-0370).

HR Certification Institute: Commit to a Higher Standard!

CONGRATULATIONS to our **newly certified** **HR professionals!!**

This personal accomplishment and professional success is the culmination of your hard work, dedication to the profession, and perseverance!

Anna Marie Ciserano, PHR

Patricia Conze, PHR

Lori Hinzman, PHR

William Moore, PHR

Kim Newberry, PHR

Cyndi Schwab, PHR

Sandra L. Scott, PHR

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Professional Development – the Key to the Competent Business Partner

I've coached business leaders in Fortune 500 companies; I've coached executives and managers within manufacturing and services industries, in educational environments, as well as employees of the federal government. Generally, those who choose to work with a leadership coach have the innate desire to improve and grow, both professionally and personally. These are the professionals who thrive on continual development, on process improvement, and they create positive change within their environments.

Time and time again, these high performing leaders seek diverse learning opportunities. They strive to be SMEs (subject matter experts) in their field and/or their industry, depending on their level of responsibility. But, they also commit time and energy to enhancing other areas in their lives. This desire for new learning experiences is a characteristic trait of the most optimal leaders in all professions.

As an HR professional, there are so very many subjects and so very many paths available to us to enhance our effectiveness in our business life. Many of these professional development opportunities provide the added bonus of certification credit hours, but some do not. So, I am going to challenge some of you to think outside of the box. Based on studies of the top leaders, and their natural desire for diverse learning, I encourage you to look 'outside' the typical HR arena by expanding your business knowledge and your interpersonal abilities (emotional intelligence), and by finding ways to incorporate fun and interesting non-work learning experiences. And, of course, never cease in your desire to learn all there is to be your organization's HR SME.

For many of you, this makes sense. You do it on a regular basis. But, for others, I'd like to give you some ideas that may interest you as you plan your 2011 development plan. Of course many offer HRCI credits, and many do not. Enjoy your 2011 Learning Experience!!!



Patricia Sullivan,
MSBA, SPHR, CEC,
Certification Director

The Ultimate Improvement Cycle: A Six Sigma Approach to Human Capital Management

DBAI Services; contact Daniel Bloom;
dan@dbaiconsulting.com

Upcoming 2-day workshops in February & March at HCC;
and in March in Lakeland
15 Strategic HRCI credit hours

Business & Life Coaching Certificate, or Management Development Institute, or Train the Trainer Certificate

HCC Continuing Education; www.TampaTraining.com or
call Barbara Wilson 813.259.6024

Many of the classes in these certificate programs will
qualify for HRCI credits, relating to the HR core
knowledge requirements (leadership, coaching,
assessment testing, etc)

Certified Energy Leadership Coach (personal or business focus)

iPEC; www.ipeccoaching.com;

12-month, 500 hour coursework;

Tampa location

(if your concentration is leadership, you would use some
of this training for HRCI credits)

Conflict Mediation Certification

Institute for Conflict Management; www.icmadr.com
37.5 HRCI hours

Understanding World Religions or Spanish Conversation

HCC Continuing Education; www.HRRContinuingEd.com

Cooking School

Publix Apron's Cooking School; <http://www.publix.com/aprons/schools/Tampa/Home.do>; 813.926.6664

Sailing Lessons

USF, St. Petersburg campus;

www.stpt.usf.edu/waterfront/sailing.htm

Chapter Meetings

HR Tampa; each month we offer one hour HRCI hours;
www.hrtampa.org

Earn continuing education hours AND network with your
local peers

SHRM[®] Foundation *Investing in the Future of HR*

Through the generous funding of HR professionals, the SHRM Foundation conducts research on important topics affecting human resources. These publications are then made available to HR professionals.

These resources will be available for your review at our next HR Tampa monthly meeting. However, you can also download these materials for FREE at the SHRM Foundation website <http://www.shrm.org/about/foundation/Pages/default.aspx>.

Effective Practice Guidelines

This series presents important research findings in a condensed, easy-to-use format for busy HR professionals.

- Onboarding New Employees
- The Search for Executive Talent
- Employment Downsizing and Its Alternatives
- Recruiting and Attracting Talent
- Learning System Design
- Human Resource Strategy
- Retaining Talent
- Developing Leadership Talent
- Implementing Total Rewards Strategies
- Employee Engagement and Commitment
- Selection Assessment Methods
- Performance Management

Executive Briefings

- Four Questions the CEO Should Ask About Performance Management
- Use and Management of Downsizing as a Corporate Strategy

See you in February!

Lisa Murfield,
MBA, SPHR, GPHR
Immediate Past President/
Foundation Director HR Tampa



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IT'S A GREAT TIME TO JOIN HR TAMPA

Beginning November 1st, all new memberships will be for 14 months taking you through 2011

Choose your level of membership

PREMIUM Membership \$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, Free Job Postings for your company and ALL Monthly Meetings and most Special Events included per year.

BASIC Membership \$100

Dues Only - Meeting Fees and Events Paid Separately. This standard membership status allows access to HR Tampa Website, Directory, Newsletter, Free Job Postings for your company, and ALL Monthly Meetings and Special Events on a pay-per-use basis.

Our chapter is a 100% chapter, which means that each member must also be a member of the National SHRM. Please designate HRTampa as your local chapter (#074) when joining SHRM.

HRTampa is committed to bringing you the most meaningful programs to supplement and enhance your HR knowledge and have fun at the same time. We hope you choose to be a part of one of Florida's largest and most active chapters.

The success of the National Society for Human Resource Management (SHRM) depends on local chapters. Our HR Tampa chapter depends upon your membership. Joining HR Tampa is an excellent way to be involved. Our chapter services/programs will benefit you in several ways:

- Regular monthly breakfast and dinner meetings featuring expert speakers on current pertinent human resource topics (many meetings qualify for HRCI credits) generally held the 3rd Wednesday of the month.
- Keep current with HR developments, trends, position openings, and events etc. on our website
- Networking with over 400 local HR Tampa members
- Free study group (for active Basic & Premium paid members) for PHR/SPHR certification
- Monthly electronic newsletter featuring legislative updates, local HR news and events
- Joint diversity meeting with the Pinellas chapter providing further professional development and networking opportunities
- Association with professional HR industry focused vendors
- Assistance in HR internship programs and finding candidates
- Professional Mentor programs for college students
- Access for your company to advertise open HR positions on our Job Board for Free or discounted rate (\$100 cost per posting for non-members).
- Volunteer opportunities in the community in your profession
- Special Events, Conferences, and Expos to earn continuing education credits
- Reduced rates at the annual FL State Conference

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 HRTampa as your local chapter when joining SHRM.

2011 Sponsorship Opportunities

2011 MONTHLY MEETING SPONSORSHIP

2011 MEETINGS STILL AVAILABLE! (June, August, November, & December)

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.

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

OTHER GREAT SPONSORSHIPS ALSO AVAILABLE!

- College Relations – contact Susan Styx - sstyx@hinshawlaw.com
- Membership – contact Jill Conklin or Layla Jamil - hrtampamembership@yahoo.com
- Workforce Readiness – contact Cheryl Brown - ccbrown-1@msn.com



Chris Greene
Non-Dues Revenue Director

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www.TampaTraining.com

CENTER FOR CONTINUING EDUCATION
HILLSBOROUGH COMMUNITY COLLEGE

One Mission. One Community. One College.

Visit www.TampaTraining.com for HRCI pre-approved classes for recertification credit, including the SHRM Essentials of HR Management class.

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