

The Official Newsletter of HR Tampa

Creating Leadership Success

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As human talent leader for your organization, are your career development systems effective in identifying and nurturing your high potential and high performing employees? Do you understand the value each of your employees brings to your organization? This interactive session will help you understand and begin to build your professional portfolio, and with the tools used, you will be able to incorporate this methodology in your performance management, MBO, succession planning, career development and recruiting programs. Much like a creative or investment portfolio, this tool reflects and displays business and professional goals, it will highlight past history of growth and achievements, and is the foundation for creating a high performing culture.

- **Location:** Centre Club • 123 S. Westshore Blvd • Tampa, FL 33609
- **Date:** Wednesday, March 16th, 2011
- **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.



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LaFern Batie, MBA, SPHR
Business Strategist & Executive Coach
Professional Speaker/Author



LaFern Batie, MBA is a Business Strategist and Executive Coach with The Batie Group, a business consulting and leadership development firm. For the past 25 years, she has partnered with business leaders to deliver tangible results in the most challenging circumstances. LaFern works with business owners and organizational leaders across diverse industries to maximize their potential. Her clients rave about her high business acumen, ability to build strong client relationships and commitment to helping them achieve results that exceed their expectations. From strategic planning and execution to branding, LaFern is committed to helping businesses clarify, plan and achieve optimal success.

As a highly regarded business leader, LaFern's vast professional experiences include accounting, operations management and human resources leadership. A member of the National Speakers Association and the International Coach Federation, LaFern serves in various leadership roles within business, professional and community organizations. In addition to Bachelor of Science degree in Accounting and a Master of Business Administration degree, she is a certified professional coach and Senior Professional in Human Resources.

CONGRATULATIONS to our newly certified HR professionals!!



Amy Carrasco, Lynnette Holsinger,
and Todd York



Liam Moore, Patricia Sullivan, Sandra Scott,
Anna Ciserano, Cyndi Schwab, Fabiola Almeida

CONGRATULATIONS

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HR Tampa Attends First “Day on the Hill” Event

On Wednesday, Feb. 23, 2011, HR Tampa participated in the first HR Florida “Day on the Hill” event. Along with about 35 other HR professionals from other chapters, we visited our lawmakers at the state capitol in Tallahassee. HR Tampa members Stephanie Koch, Ellen Donegan, and Debbie Dube attended.

Breaking off into small groups, we met with our lawmakers and educated them on the role HR plays in today’s workplaces. Our small group had the opportunity to spend quite a bit of time with Senator Jim Norman, and Senator Rhonda Storms’ aide. Stephanie Koch and Ellen Donegan also had the opportunity to meet U.S. Senator Marco Rubio. During our meetings, we shared our views on workplace-related bills pending before the legislature. Issues included legislation mandating the use of E-Verify by all employers in Florida; a bill expanding the rights of holders of concealed-carry permits to bring weapons onto worksites; and measures broadening the definition of misconduct that disqualifies a claimant from unemployment compensation.

Prior to meeting with our lawmakers, we were briefed on SHRM’s position on the various issues and provided with a legal analysis. We were also given a good understanding of what to expect during our meetings with Florida legislators.

As a first-time participant in our legislative and advocacy efforts, Stephanie Koch, HR Manager at Tampa Armature Works, said “This was one of the best trips that I have ever taken! Not only did we get to meet other HR associates from around the state and share best practices, but we had an opportunity to meet with a couple of Senators and their assistants to discuss issues/topics that are important to our businesses and to us as HR professionals. What made the trip even better was a photo op and short discussion with Marco Rubio. I recommend this experience to any HR Tampa members that have debated about going on the trip. We should all try to take the time out of your busy schedules to discuss ongoing legislation with our lawmakers. I am now truly convinced we can make a difference!”

Stay tuned for more information on HR Tampa and SHRM’s advocacy efforts, as well as more information on our Day in the Beltway event which will be held in October.



Photo taken on the steps of the Old State Capitol building



Stephanie Koch, U.S. Senator Marco Rubio, Ellen Donegan



Debbie Dube, Senator Jim Norman, Stephanie Koch, Ellen Donegan



Debbie Dube,
MS, SPHR,
Legislation Director

SHRM'S Diversity Hot Topics for 2011

In 2010, SHRM convened over 100 global thought leaders in the Diversity & Inclusion field to discuss the most pressing issues facing organizations today. The themes discussed and hot topics for 2011 were identified as:

- Reintegrating Veterans into Civilian Workplaces
- Religion & Spirituality
- Workplace Flexibility
- SHRM's Diversity & Inclusion Standards Taskforce

Reintegrating Veterans into Civilian Workplaces

- Veterans are a group that is significantly different from the "dominant group" (i.e. civilians) in American workplaces.
- Military veterans hail from a distinct and definable culture.
- 48% of employers cite difficulty transitioning from military culture to civilian culture as a significant challenge for hiring and retaining veterans.

Does your organization make a specific effort to recruit and hire veterans? Would it surprise you that only 50% of the organizations SHRM polled answered "Yes" to that question? 11% responded that they had not recruited and hired veterans. "Not sure" responses were excluded from this analysis.

Religion & Spirituality

- Domestically, religious identity in the U.S. is very diverse and fluid.
- More than one-quarter of American adults (28%) have left the faith in which they were raised in favor of another religion — or no religion at all.
- There was a record 3,790 complaints of religious discrimination filed with the EEOC last year.
- Globally, only 33% of the world identifies as Christian, compared with 78% of Americans.
- Islam is the fastest growing religion in the world. In 2007, over one in five people on the planet identified as Muslim.

Workplace Flexibility

- Organizations can use Flexible Work Arrangements to achieve their business goals and at the same time meet employees' need to work outside of the traditional work hours or workspace.
- Employee requests were the top reason (68%) that prompted organizations to offer formal Work Arrangements.
- During economically challenging times, job-sharing or part-time positions may be an alternative to downsizing through layoffs.

In October 2010, the SHRM Research Workplace Flexibility in the 21st Century identified the Top 5 Positive Effects of Formal Flexible Work Arrangements as:

1. Improves employees' quality of life
2. Improves employee morale
3. Helps retain employees
4. Increases employee commitment
5. Helps attract talent

SHRM's research indicated that the productivity rates for telecommuters increased for 32%, decreased for 5% and remained the same for 63% of the respondents. Additionally, the absenteeism rate for telecommuters increased for 5%, remained the same for 53% and decreased for 42% of the respondents. In January 2011, SHRM announced the beginning of a multi-year partnership with the Families & Work Institute to create thought leadership that will have a significant impact on the way we work in the 21st century.

SHRM's Diversity & Inclusion Taskforce

In 2008, SHRM convened its first Global Diversity & Inclusion Thought Leaders Summit. At that meeting, SHRM's belief that the Diversity and Inclusion field could benefit significantly from standardization was validated by the Thought Leaders in attendance.

The Diversity & Inclusion Standards Taskforce became a reality in 2010 and the taskforce will be defining and providing additional support and data regarding:

- Metrics & Measurements
- Top Diversity Professional
- Diversity Programs

SHRM is the only accrediting body approved by American National Standards Institute (ANSI) to create HR Diversity and Inclusion standards.



Workforce Readiness HR Internship Program Kick-Off is a Success!

The Workforce Readiness 1st Annual Human Resource Internship Program Kick-Off at Busch Gardens was an astounding success. The students participated in a HR Crash Course to begin learning about the role of HR and were granted a tour of the Busch Gardens HR department. After the orientation and tour, the students were granted full access to the park for the remainder of the afternoon.

HR Tampa and the Workforce Readiness team are proud of the commitment that we have made to our high school community. Our dedication to furthering SHRM's vision of advancing the profession is evidenced through the creation of this internship program.

Our interns for the 2011/2012 program year are:

Alexandra "Alex" Lodico - Robinson High School
Cameron Languedoc - Robinson High School
Frederick Brown - Robinson High School
Gage Bain - Hillsborough High School
Kamal Jamal - Chamberlain High School
Ledy Escalante - Chamberlain High School
Michelle Brunson - Middleton High School
Priscella Williams - Hillsborough High School
U'tica Melendez - Middleton High School



We would like to give a very special thank you to all of our mentors, who are dedicating their time, energy, and expertise to provide our interns with a unique and rewarding internship experience. We could not do this without them:

Angel Barton – BELAC, LLC
Anna Marie Ciserano – Tampa General Hospital
Fabiola Almeida – Tampa General Hospital
Kim Boulahanis – Health Integrated
Linda Saldan – HR Consultant
Maria Haskins – Provost
Patricia "Patti" Sullivan – Profit by Design HR Consulting



Our very own Cheryl Brown and Rachel Salley will also each be mentoring an intern throughout this program year.

Thank You!

We would like to give a big thanks to all of the companies that partnered with us to provide sponsorship for our Workforce Readiness HR Internship Program kick-off event.



The success of the Workforce Readiness Intern program depends on the generosity of our sponsors. If you, or your organization, would be interested in 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 at (813) 414-6215 or cheryl.brown@gtefcu.org or Rachel Salley at (609) 851-0370 or 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



Rachel Salley, SPHR
Workforce Readiness
Co-Director

WELCOME NEW MEMBERS & GUESTS!

Name	Certification	Company	Title
Zoy Dell	PHR	EDMC	Director
Nissa Martinez		Prince Contracting, LLC	HR Generalist
Kara Babbitt	PHR		HR Generalist
Cheryl Woolsey	PHR		HR Generalist
Mike Creamer			
Susie Leduc			Human Resources Director

February HR Tampa Meeting



HR Tampa New Member Orientation

You are invited to join us for our new member orientation breakfast.

If you are a new, first-time paid member who joined in 2010 or 2011 (and did not attend the October 15th meeting), breakfast is on us! Come and learn more about SHRM, HR Tampa, member benefits and meet some of our 2011 Board of Directors.

We hope that you will be able to join us on
Friday, April 15 at the Centre Club!

Registration begins at 7:30 am - Breakfast and Program begin at 8:00 am

The last day to register for this event is Friday, April 8, 2011

Please visit the website, HRTampa.org, for more information and to register.

HR Tampa Membership Team



Jill Conklin, PHR,
Membership CO-Director



Layla Jamil, PHR
Membership CO-Director



Shaun Androff
Hospitality Director

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Becoming an Employer of Choice

The Student Chapter held its February meeting at Lazydays RV in Seffner, FL. Hosted by our own Debbie Dube and Maureen Stanton, our HR

students learned about what it takes to become an “Employer of Choice,” such as Lazydays. Studies have consistently found that employers of choice enjoy better financial results, a bigger pool of job candidates, and higher levels of employee engagement. However, being an employer of choice is more than just providing free meals, on-site massage, concierge service, or “bring your pet to work” days. These perks help, of course, but more importantly, being an employer of choice means you build a unique organizational culture that attracts the right employees. It means that these employees are dedicated to working for you and will go the extra mile to help your organization succeed. It also means that employees choose to stay with you even when your competitors try to recruit them. The students came away with some great ideas and a very positive experience.

If YOU would like to host our students and showcase your organization to our future HR leaders, please contact Sue Styx, Director College Relations.




Sue Styx
College Relations
Director



You're Among Friends

As quick reminder to our members, the HR Tampa Board of Directors wanted to quickly remind everyone regarding our solicitation of membership policy. We ask that vendors refrain from emailing or calling our members and advertising their services unless the member has given prior permission. It is also unacceptable to use our membership directory for solicitation purposes. At our monthly meetings, we do not allow any sales of a particular business, service, or item unless that company is our designated sponsor for that particular meeting.

HR Tampa is an organization for human resource professionals who want to invest in their professional development. Again, we are glad that you have joined us for that purpose.

Message from Membership Directors:

We are constantly looking to grow our chapter, so if you know of anyone who would like to join - or if they need more information - please have them contact us at:

hrtampamembership@yahoo.com



Jill Conklin, PHR,
Membership CO-Director



Layla Jamil, PHR
Membership CO-Director

Membership in Transition

Upcoming Webinar Schedule

March 14th	10:30 am - 12:00 pm	Search Strategies
March 15th	10:00 am - 12:00 pm	LinkedIn for Advanced Users
March 16th	10:00 am - 12:00 pm	Resume Development
March 16th	7:00 pm - 9:00 pm	Interviewing & Negotiation Strategies
March 17th	10:00 am - 12:00 pm	Spanish-Resume Development
March 17th	1:30 pm - 3:30 pm	Using Twitter & Facebook in a Job Search
March 18th	9:00 am - 12:00 pm	Entrepreneurship through Franchising
March 21st	10:00 am - 11:30 am	Consultant Corner
March 22nd	10:00 am - 11:30 am	Networking
March 22nd	2:00 pm - 3:30 pm	Net Search for Job Search
March 23rd	10:00 am - 11:30 am	LinkedIn Orientation
March 24th	10:00 am - 12:00 pm	Spanish-Interviewing & Negotiation Strategies
March 24th	1:00 pm - 3:00 pm	Resume Development
March 25th	10:00 am - 12:00 pm	Interviewing & Negotiation Strategies
March 28th	10:30 am - 12:00 pm	Search Strategies
March 29th	10:00 am - 12:00 pm	LinkedIn for Advanced Users
March 30th	10:00 am - 12:00 pm	Resume Development
April 1st	10:00 am - 12:00 pm	Interviewing & Negotiation Strategies

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

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 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 813-321-1416).



Please help us Help Those Who Serve

As part of our on-going commitment to the wounded warriors and their families, **9Line** and its employees, families, and friends are again collecting various items to help stock **The Fisher House's** pantry through **"9Line Operation Sustaining Comfort,"** a quarterly collection program. The next collection event is **March 1st through March 31, 2011** and listed below are various items that are currently needed.

Monetary donations - These provide the flexibility to use your donation as a particular need arises and are extremely welcome. Checks can be made out to **"James A. Haley VA"** with a note in the memo section **"Fisher House"** or **"GPF 9154"** to ensure your donation reaches the Fisher House account

Gift cards - To stores such as Publix, Sweet Bay, Bed, Bath & Beyond, Target or Wal-Mart

Linens & Kitchen Items - Absorbent kitchen dish cloths and towels, pot holders and oven mitts

Houseware Products - Smaller plastic storage/freezer containers; plastic baggies (pint, quart, gallon & 2-gallon size); "Mr. Coffee" coffee filters (8 - 12 cups), paper napkins; plastic & Styrofoam cups; paper plates; plastic forks & spoons; aluminum foil; saran wrap, etc.

Kitchen Staples - Sugar, flour, salt, pepper, other common seasonings, non-dairy coffee creamers, non-sugar sweeteners, rice, pasta, cooking oil, shortening; cereal, cans of soup, canned vegetables, canned meats

Cleaning Supplies - Kitchen sponges, dish liquid, dishwasher detergent (Electrosol Powerball tablets), Fabreeze fabric freshener

Emergency/First Aid Supplies - Rechargeable lanterns, boxes of soft Kleenex tissues, etc.

Reading Materials - New magazine subscriptions, etc.

Office Supplies - Pens, pencils, stick-on labels, guest book, black "sharpie" markers, freezer tape, "grease" pencils, brown wrapping paper

Miscellaneous - Light bulbs (energy smart spirals, 60 watt equivalent)

To coordinate a collection pick-up time, please contact **LoAn Nguyen** at 813.341.4800, extension 308 or loan.nguyen@9linellc.com. (We are in Suite 405 of the Sun Trust Bank building.)

The Fisher House is a "home away from home" for families of acutely hospitalized service members being treated at **James A. Haley Veterans' Hospital** in Tampa. There are 21 suites available plus a self-service kitchen and laundry facilities. For more information: <http://www.tampa.va.gov/services/fisher-house.asp>

Certification/Tuition Scholarships Available from SHRM

Thinking of Going Back to School? Wondering How You Will Finance It?

"The SHRM Foundation Scholarship Program is generously underwritten by the J. J. Keller Foundation. A total of \$100,000 will be awarded annually to national SHRM members pursuing a college degree or professional certification. (Note: Applicants must be professional, general, or associate members of SHRM; student members are not eligible for this program.) Each region will award 20 scholarships totaling \$20,000 annually. Awards are made in October. The 2011 application will be available May 1, 2011." (SHRM.org) Go to SHRM.org for more information. <http://sapphire.shrm.org/Scholarships/Students/>



Spring Exam Registration Deadlines

The HR Certification Institute offers three core certifications:

- Professional in Human Resources (PHR®) - This exam focuses on the technical and operational aspects of human resource practices, U.S. laws and regulations.
- Senior Professional in Human Resources (SPHR®) - The SPHR exam focuses on the strategic and policy-making aspects of HR management in the United States.
- Global Professional in Human Resources (GPHR®) - This exam focuses on the skills and knowledge necessary to successfully operate in a global marketplace.

To determine which exam is best for you, take the HR Certification Institute's online assessment exams at www.hrci.org. Available for all three certifications, these online assessment exams will help you determine your strengths and weaknesses in each of the functional areas. More importantly, they allow you to become familiar with the format and difficulty level of the exam questions. No matter which designation is right for you, time is running out to register – deadline April 15.

	Testing Dates	Applications Accepted	Late Applications Accepted*
PHR/SPHR	May 1 - June 30, 2011	Jan. 10, 2011 - Mar. 11, 2011	Mar. 12 - April 15, 2011
GPHR/CA	May 1 - June 30, 2011	Jan. 10, 2011 - Mar. 11, 2011	Mar. 12 - April 15, 2011

Patricia Sullivan,
MSBA, SPHR, CEC,
Certification Director



2011

EARNING STRATEGIC BUSINESS MANAGEMENT CREDITS

SPHR®

THE IMPORTANCE OF STRATEGIC BUSINESS MANAGEMENT TO HR PROFESSIONALS

Successful strategic business management can make or break a company in today's marketplace. For the senior HR professional, involvement in strategic business management activities is critical to understanding not only the organization's goals, but also to understanding how sound HR practices can be incorporated to support them.

The HR Certification Institute has added the word "business" to the strategic management area of the Senior Professional in Human Resources (SPHR®) Body of Knowledge to help clarify that these recertification activities encompass those HR responsibilities that may have a direct impact on the organization's bottom-line results or affect its mission, vision and goals. These responsibilities are made up of activities that generally fall OUTSIDE of the traditional human resource function.

STRATEGIC BUSINESS MANAGEMENT ACTIVITIES DEFINED

SPHR certificants are required to earn 15 recertification credit hours (out of the required 60) through strategic business management activities in a three-year period. These specified credit hours may be earned in the following categories: continuing education, on-the-job experience, instruction/teaching or research and publishing.

Strategic business management activities are those that:

- » Are nontraditional and not specifically covered in the other five areas of the SPHR Body of Knowledge.
- » Require you to learn about a different business function or enter into a partnership with another department for the activity. (HINT: Think of a cross-functional team or partnership you may have participated in with broad organizational impact or a training program that you attended with management team members from other functional areas—these may be good candidates to earn strategic business management credits.)
- » Have an impact on the organization's mission, vision, values, bottom line, policies or strategic goals and objectives.
- » Develop your skills in strategic planning, critical thinking, influencing, negotiation and leadership.

TIPS FOR SUBMITTING STRATEGIC BUSINESS MANAGEMENT ACTIVITIES FOR RECERTIFICATION CREDITS

- » Ensure that the activity relates to the strategic business management area of the SPHR Body of Knowledge and is not described within one of the other five areas.
- » Include enough detail in your activity description for the reviewer to determine whether the activity qualifies for strategic business management credit. The title of the activity alone often does not provide enough information to make a determination.
- » Know that simply including the term "strategic" in the title of an activity does not automatically mean that it qualifies for strategic business management credit.
- » Recertify early, in the event that an activity you have submitted for strategic business management credit does not qualify; this will allow you time to submit an alternate activity.
- » Keep supporting documentation for six months after your recertification due date in the event you are selected for an audit.

PRE-APPROVED PROGRAMS FOR STRATEGIC BUSINESS MANAGEMENT CREDITS

Please refer to the HR Certification Institute's Online Directory of Pre-Approved Programs, which provides a list of programs that qualify for strategic business management as well as general and international recertification credits. Visit the Recertification section of our web site at www.hrci.org to view a list of sample events and programs that have been pre-approved for strategic business management credits.

The types of activities that qualify for strategic business management credits in recertification are those that are typically not the primary responsibility of HR, but require HR to partner with other departments. They support the certified professional's knowledge of the business, such as finance or marketing, or specific organizational operations. The responsibilities in the strategic business management area of the SPHR Body of Knowledge have a direct impact on the organization's bottom-line results or affect its mission, vision and goals.

Certain topics can qualify for either general or strategic business management credit hours, depending on whether they are incorporated as part of a larger organizational strategy. The table on the reverse side lists some examples.

DIVERSITY as a Business Strategy	DIVERSITY as HR Development
Examples: calculating return on investment (ROI) and developing a business case for diversity or developing an integrated diversity strategy and implementing it throughout organizational operations.	Examples: raising awareness of principles of inclusion and diversity; the development of a diversity program. These are covered under HR Development.
LEGISLATIVE ACTIVITY as Advocacy	LEGISLATIVE ACTIVITY as Compliance with Enacted Laws and Regulations
Examples: monitoring the regulatory environment and responding appropriately to proposed legislation that could affect one's industry or operations.	Examples: legal updates are covered under Employee and Labor Relations.
TALENT MANAGEMENT as an Integrated Organizational Strategy	TALENT MANAGEMENT as Part of a Process
Examples: identifying specific leadership competencies integrated with organizational strategy and the acquisition, identification and development of key talent.	Examples: employee development activities or succession planning. These are covered under HR Development or Workforce Planning & Employment.
ORGANIZATIONAL REDESIGN as a Leadership Initiative	ORGANIZATIONAL REDESIGN as Part of a Process
Examples: participating in due diligence and decision-making regarding mergers, restructuring, divestitures, etc.	Examples: carrying out an activity that has been planned by others, such as a workforce reduction or redeployment. This is covered under Employee and Labor Relations.
LEADERSHIP as a Business Strategy	LEADERSHIP as a Management Skill
Examples: creating/implementing leadership development initiatives linked to business strategy.	Examples: identifying leadership styles and strategies; determining effectiveness of various approaches. This is core HR knowledge.
CHANGE MANAGEMENT as an Integrated Organizational Strategy	CHANGE MANAGEMENT as a Technique
Examples: developing/implementing a change management strategy addressing a specific organizational need.	Examples: analyzing various change management methods, models and applications. This is core HR knowledge.
LABOR RELATIONS as a Business Strategy	LABOR RELATIONS as a Management Skill
Examples: participating as a member of the senior management team setting objectives for contract negotiations, researching alternatives and establishing and measuring goals achieved as a result of negotiations.	Examples: serving as a member of the negotiating team, researching and providing HR-related data needed for negotiations (headcount projections, benefits costs, etc.), administering labor contract. These are covered under Employee and Labor Relations.

SHRM[®] Foundation

Investing in the Future of HR

Thank you to everyone who purchased tickets during our February SHRM Foundation raffle. We gave away two registrations for the Constangy Brooks Smith Employment Law Seminar on March 22 and raised \$110.00 for the Foundation! A big thank you also goes to Constangy Brooks Smith for their donation.

Beginning in March, we will sell tickets for a chance to win one of four full conference registrations to the HR Florida Conference and Expo which will be held August 29 through 31 at the Rosen Shingle Creek Resort in Orlando! The drawing will be at the June meeting and you do not need to be present to win. Of course, all proceeds go to the SHRM Foundation.

Through the generous funding of HR professionals at HR Tampa, the SHRM Foundation conducts research on important topics affecting human resources. These publications are then made available for FREE at <http://www.shrm.org/about/foundation/Pages/default.aspx>.

I look forward to speaking to you about how you can make the difference for the SHRM Foundation!

PURCHASE A RAFFLE TICKET TO BENEFIT THE SHRM FOUNDATION AND WIN A FULL CONFERENCE REGISTRATION TO:

**HR Florida Conference And Expo
Monday, August 29, 2011 to
Wednesday, August 31, 2011**

**Rosen Shingle Creek Resort
Orlando, Florida**

Drawing will be held on Wednesday, June 15 at the HR Tampa monthly meeting

You do not need to be present to win and all proceeds benefit the SHRM Foundation

TICKETS PRICES:

1 - \$5.00 3 - \$10.00 7 - \$20.00



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, & 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.

EXPO – November 2nd... Sponsors can now sign up.

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

OTHER GREAT SPONSORSHIPS ALSO AVAILABLE!

- College Relations – contact Susan Styx - [sstyx@hinshawlaw.com](mailto:ssstyx@hinshawlaw.com)
- Membership – contact Jill Conklin or Layla Jamil - hrtampamembership@yahoo.com
- Workforce Readiness – contact Cheryl Brown - ccbrown-1@msn.com or
Rachel Salley - rachel.salley@gmail.com



Chris Greene
Non-Dues Revenue Director

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