

The Official Newsletter of HR Tampa

The 7 Commandments of Using Facebook, YouTube, and Twitter as part of the Screening and Hiring Process.

June Sponsor

KnowBe4.com
Human error. Conquered.

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TalentWiseTM
Productivity. Confidence. Now.



The rapid rise of online social media has drastically and permanently altered the world of employment screening. More and more companies are routinely combing the Internet for information on job applicants, assuming that everything they find is fair game for consideration in the hiring process.

Join us as we examine potential legal issues and other concerns related to using sites such as Facebook, Twitter and YouTube as part of the employment screening process.

- **Location: Centre Club**
123 S. Westshore Blvd
Tampa, FL 33609
- **Date: Wednesday, June 15, 2011**
- **Time: 5:30 pm**



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



SHRM Chapter #0074

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KEVIN CONNELL
Founder & CEO AccuScreen.com -
Background Screening Company



Kevin Connell is a renowned professional background screening expert; he is recognized for his expertise on employment background screening, criminal record checks, workplace fraud, embezzlement, employee theft, resume fraud and negligent hiring in the workplace. He is widely quoted and has been featured on television, including ABC-TV 'Money Matters,' the Fox News Channel and has been interviewed on more than 126 live talk radio programs.

Kevin has been on the adjunct faculty of the University of South Florida since 1998, where he has taught the course "Effective Employee Screening". His "Hiring Right From the Start" seminar educates human resource professionals on pre-employment screening techniques and makes them knowledgeable about how companies may legally obtain the information they need to make informed hiring decisions and prevent occupational fraud. Mr. Connell's expertise extends to the development of policies and procedures, assuring a more productive and safer workplace.

Supreme Court Finds Oral Complaints of FLSA Violations Are Protected

Author: Caren Skversky
Constangy, Brooks & Smith, LLP

In a 6-2 decision on March 22, 2011, the U.S. Supreme Court held that oral complaints about an employer's compliance with the Fair Labor Standards Act trigger the retaliation protections of the Act. The majority opinion in *Kasten v. Saint-Gobain Performance Plastics Corp.* held that if an employee's oral complaint is "sufficiently clear and detailed for a reasonable employer to understand it, in light of both content and context, as an assertion of rights protected by the statute," it can trigger the anti-retaliation protections of the FLSA.

The Fair Labor Standards Act (which governs wage, hour and overtime standards) provides that an employer cannot "discharge or in any other manner discriminate against any employee because such employee has filed any complaint or instituted or caused to be instituted any proceeding under or related to [the FLSA]."

In the underlying lawsuit, former employee Kasten alleged he was terminated for orally complaining to company officials about the misuse of timeclocks. The trial court entered summary judgment in favor of the employer, finding that oral complaints were not protected by the Act. The Seventh Circuit affirmed the decision and the employee appealed.

The Supreme Court vacated the decision and remanded the case back to the Seventh Circuit. The majority, led by Justice Breyer, concluded that the language "filed any complaint" did not require that a complaint be in written form, provided that it was sufficiently clear. The analysis focused on the word "file", which the majority determined did not require a written document. The Court noted that many dictionaries, legislatures and courts have contemplated oral "filing". This analysis is quite similar to Florida's Whistleblower Act, which prohibits an employer from retaliating against an employee for objecting to an employer activity that violates a law, rule or regulation, without objecting in writing.

The majority also noted that the FLSA is enforced through employee complaints of employer misconduct. The majority believed that Congress would not have intended to limit the effectiveness of this enforcement scheme by limiting the methods with which an employee could complain. Further, the Court noted that this kind of interpretation would potentially limit access to the Act's protections to those employees who were literate and educated enough to understand the enforcement procedures.

Saint-Gobain, the employer, argued that protection of innocent workers is not the only objective of the Act. Specifically, the employer maintained that it must have some notice that the employee is actually "filing" a complaint versus engaging in a petty gripe or letting off steam. The Court agreed that "filing a complaint" must be more than trivial conversation and should be a serious occasion. However, the Court seemed satisfied that this matter is addressed by the language of the Act. Basically, the Court found that the employer is only subject to liability if the employer knew or should have known that such a "serious occasion" had occurred. It remains to be seen how the Court will distinguish between trivial complaints and serious complaints in holding employers responsible for this knowledge.

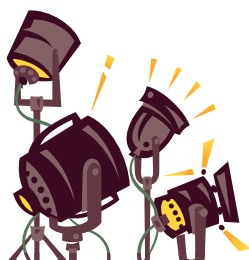
Interestingly, the Court declined to address the second issue raised by the employer – that the anti-retaliation provision applies only to complaints filed with the Government, and not those raised to the employer - since that argument was not timely raised. This is seemingly the more important question in the case, as the Circuits are somewhat divided on this issue. The underlying decision in *Kasten* found that complaints brought solely to the employer triggered the retaliation provisions of the Act. The Eleventh Circuit, which includes Florida, also adheres to this philosophy, noting the remedial nature of the statute protects complaints made to employers as opposed to some government agency. It would be prudent for employers to handle internal complaints as protected activity unless the Supreme Court issues further guidance at a later date.

As a practical matter, the *Kasten* decision does not appear to have a dramatic effect on employers within the Eleventh Circuit. While seemingly removing a layer of protection for employers by allowing an employee to complain orally, the Supreme Court's interpretation follows the Eleventh Circuit's treatment of retaliation under the FLSA, Title VII and other federal employment laws. It is likely that many employers were already treating informal, oral complaints of FLSA violations as protected activity before *Kasten*.

However, it would have been helpful if the Court had provided more guidance on the content and context required for the protections of the FLSA to be triggered. For example, are all employee complaints to management over pay rates, salary levels, or the size of a pay increase, now FLSA-protected activity? Also, what if the employee complaint is false or unsubstantiated and there was no violation of the FLSA? It will be left to the lower courts in future cases to determine which employee comments rise to the level of protected complaints. For now, employers should proceed with caution when addressing oral, internal complaints.

Debbie Dube,
MS, SPHR,
Legislation Director





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 Diversity Director Ana Swiger for details, aswiger@travelers.com



Ana Swiger,
Interim Director of Diversity

June Diversity Spotlight

Fowler White Boggs, P.A. HR Tampa Diversity Award Spotlight



Fowler White Boggs P.A. strives to embrace diversity and inclusion in the workplace through active recruitment, development, and retention efforts. By ensuring equal opportunities for success within our firm, we promote the value of cultures, experiences, and backgrounds that comprise our workforce. In order to ensure Fowler White's commitment, our Diversity Committee develops and implements firm-wide programs that foster an environment of acceptance and appreciation of individuals with diverse characteristics. The Committee, led by shareholders Olga M. Pina and Julie S. Sneed, oversees all diversity initiatives and reinforces our collective efforts within the community and the firm. With the Committee's guidance, attorneys and staff regularly participate in diversity programs, trainings, events, sponsorships, and leadership seminars.

A diverse workforce is a core component of Fowler White's Diversity Mission. Perhaps the best evidence and reflection of this mission lies in the number of leadership positions held by minority and women attorneys. We believe in enhancing professional opportunities and creating a positive, supportive environment for these individuals.

Fowler White is the only major law firm in Florida led by a woman, Rhea F. Law, our firm Chair and Chief Executive Officer. We have women in every leadership role at our firm, at all different levels, and throughout our different offices. Women attorneys serve as directors, practice group leaders, committee chairs, and executive partners. At Fowler White, women comprise more than half of our workforce. Three women hold administrative leadership positions and, in addition to the firm's president, women also manage two out of our five different offices.

Since our founding in 1943, we have continuously striven to ensure a diverse workplace and culture of inclusion. One of our firm's founders, Cody Fowler, played a major role in furthering nonviolent racial integration in Tampa during the turbulent Civil Rights era. He was a former President of the American Bar Association, founded the Bi-Racial Commission and was the rare Southern lawyer who represented minorities before the 1960s. Our other founder, Morris White, set the tone for participation in community service and pro bono efforts. He believed that there was more to practicing law than handling cases, and that community service allowed the firm to stay in tune with community developments. This tradition of inclusion and community service has been upheld by the lawyers who came to join Cody Fowler and Morris White as named partners, as well as others who have helped build our firm to this day.

We are proud to be an inaugural member of the Leadership Council on Legal Diversity (LCLD). This groundbreaking organization is a cooperative effort between general counsels and managing partners of major corporations and law firms dedicated to making significant, tangible progress on diversity by developing specific goals, implementing measurable metrics and rewarding definitive results. As a member of the organization, we participate in the 1L LCLD Scholars Program, which provides diverse first-year law students with the opportunity to join our Summer Associate program and work with attorneys, paralegals, and other specialists.

Our firm founded a corporate partnership initiative to fund a full scholarship for an Academy Preparatory School (APS) student to attend Berkeley Preparatory

School. APS provides remarkable young people, without means and from diverse backgrounds, real opportunities for success and fulfillment. These students are given exemplary, preparatory middle school education along with comprehensive life-skills training. Many go on to local independent schools - like Berkeley - where they prepare for college. Our corporate partnership initiative makes this continued educational opportunity a reality for another APS student.

We also strive to increase diversity in the legal field by offering scholarship programs to support individuals with similar goals and interests. Our Law School Scholarship program is open to law students in their second or third year who have demonstrated a commitment to diversity. We award up to two \$1,000 scholarships per year through the program. Applications are forwarded to law schools in the fall each year. Our firm also partners with the Hillsborough Education Foundation to award one graduating minority high school senior a \$2,500 cash scholarship.

Fowler White recruits annually at such events including the Southeastern Minority Job Fair, Lavender Law Conference and Career Fair, Howard University School of Law, The Black Law Students' Association (BLSA) Southern Regional Job Fair and others. Each year, we are a sponsor of the Annual Central and South Florida Diversity Picnics, which allow lawyers and judges to meet law students from across the state and form mentoring relationships.

Our firm also sponsors several events that promote diversity. We have been a long-standing sponsor of the George Edgecomb Bar Association Annual Law Week Scholarship Banquet and were a presidential sponsor in April 2008. Each year, we sponsor the Sickle Cell Association of Tampa Bay's golf tournament to benefit individuals affected by sickle cell anemia. The firm sponsors the Tampa Bay Business Journal's Minority Business Person of the Year and Business Women of the Year events. We also sponsor the annual United Negro College Fund's Black History Month Luncheon. Additionally, Fowler White participates in the Annual Minority Corporate Counsel Association (MCCA) General Counsel Golf Invitational.

As one of four Board Members of the Florida Diversity Council, our firm helps organize Diversity Strategy meetings and events with other organizations throughout the Bay area. Not only do we hope to help expand the Council throughout the state of Florida, but we also look forward to participating in upcoming Diversity events in Tampa. Olga M. Pina and Julie S. Sneed volunteered to co-chair the College Diversity Summit, which not only aims to foster leadership among college students, but also aspires to enhance communication and collaboration efforts within our multiracial, multiethnic and multicultural society. For the past three years, Fowler White has been an annual executive sponsor of the Tampa Bay Young Woman's Leadership Symposium. This event helps promote the development of future business leaders by giving young women access to mentors and businesses that support their goals.

Fowler White is firmly committed to promoting diversity within the legal profession and community. As we grow, we continually search for ways to broaden and enhance our diversity efforts.



Congratulations

2010-2011 SHRM Student Chapter Merit Awarded

I am very pleased to announce that the Tampa Bay HR Student Chapter has been awarded the 2010-2011 Merit Award! As indicated below, this award recognizes student chapter achievements and a commitment to providing meaningful programs and services to our members.

I want to personally thank each and every one of you for your dedication and hard work in helping our Student Chapter to achieve this Award. Without you and your commitment to the Student Chapter, this would never have been possible. I hope you each take a moment to savor the success of a job well done! You are each to be commended individually, and as a team, for your contribution to the success of our Tampa Bay HR Student Chapter.

Please join me in a BIG “thank you” to our Student Chapter President, Liam Moore, who single-handedly put the Award Application together and got it out in time! We could not have done this without him! I am looking forward to working with each and every one of you in the coming year as we continue to provide excellent programs and services and growing our student chapter! Go team!



HR Tampa Students & Workforce Readiness Program Join Together

Back Row: Sue Styx - Dir CRC, Andrea Kingston - Allied Barton, Host, Liam Moore - Student Chapter President
Front Row: Michelle Brunson and U'tica Melendez - students from HR Tampa's Workforce Readiness Program

In May, the HR Tampa Student Chapter members were privileged to host several students from HR Tampa's Workforce Readiness Program and enjoyed an interesting presentation by Andrea Kingston of Allied Barton Security Services on “HR's Role in Preventing and Controlling Workplace Violence”. Students sat wide-eyed and focused as Andrea presented statistics that gave food for thought. Students were mesmerized as they learned how to identify the potential for violence before it occurs and how to respond appropriately. And equally important was the major role that HR plays in controlling workplace violence when it does occur.

REMEMBER: The HR Tampa Student Chapter is looking for meeting hosts for our upcoming meetings and we are currently booking meetings for September, October, and November. Meeting dates are going fast, so if you would like to host our Student Chapter, please contact Sue Styx at 813.868.8846 or sstyx@hinshawlaw.com. It's easy.....it's fun.....and it feels great to help shape and fashion our future HR professionals!



Sue Styx
College Relations
Director

The Hr Prodigy Group Visits News Channel 8



HR Tampa's Workforce Readiness team has rolled out their first HR Internship Program as a commitment to SHRM's mission to "Advance the Profession." Workforce Readiness has partnered with Hillsborough County School System to recruit 11th graders for our HR Internship Program. The students are getting exposure to HR professionals in our community to understand the value of the HR role in various industries. The students have given themselves the name "The HR Prodigy Group" and this is how they are recognized in the schools they attend. The HR Prodigy Group has experienced their second learning activity about HR from a media perspective. Matt McGuire, as a team member of Workforce Readiness, worked with his HR Manager, Rick Sierra, to allow our students to learn about HR in the media industry. Rick gave a wonderful presentation about the role of HR and then he gave a tour of News Channel 8. The tour truly sparked interest in our students and they were very engaged in how HR supports this industry. The icing on the cake was during the tour, our students came upon one of the most well-known co-anchors in the media industry, Gayle Sierens. She was great with our students; she embraced them and they enjoyed their time in speaking with her.

Our program has truly taken shape and we are making a significant impact on the lives of our younger generation. They are gaining knowledge about the HR discipline, different industries, and enjoying the benefits of networking. Our students are diligent and committed to our program and their reward in completing the program is to be eligible for a scholarship in May 2012. If you or your organization believes in investing in our youth, you can get involved by giving a donation to our scholarship fund for our efforts. We are also asking for volunteers to join our committee to keep the fire under this program, so please make a decision to get involved! It will be one of the most rewarding experiences ever!

For more information, please contact Cheryl Brown or Rachel Salley.

Workforce Readiness Needs You

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

Have Breakfast or Dinner On Us!

By referring a NEW member to HR Tampa who successfully joins, you will be eligible to have a meal on us!* E-mail hrtampamembership@yahoo.com with your name and the person who you referred or have them add your name in the referral box when they sign up!

*Premium members will be eligible to bring a guest for a breakfast or dinner meeting on us!



Jill Conklin, PHR,
Membership CO-Director



Layla Jamil, PHR
Membership CO-Director

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 year and please do not hesitate to contact us with any questions.

HR Florida

HR FLORIDA 2011 CONFERENCE & EXPO

August 29 - 31, 2011

Keynote Speakers



Tony Hsieh
CEO, Zappos.com



Lisa Ling
Acclaimed Journalist on
Oprah and CNN



Daniel Pink
Author of *Drive* and *A Whole New Mind*

Exceptional Conference Programs

Program Tracks

- Employee / Labor Relations
- Strategic Management
- Workforce Planning
- Risk Management
- HR Development
- Compliance

2011 offers more HRCI credits than ever up to **14 HR Certification Institute Credits**

Welcome New Members & Guests!



Name	Certification	Company	Title
Nicole Thomas	PHR	Jabil	Employment Manager
Jacalin Ascough		PNC Bank	AVP Workplace Business Development Officer
Dorothy Ware		G S Equipment. Inc.	HR Manager
Jay Weiss		JGI	Director of Career Services



Member News

We Want To Know

Did you win an award?

Any personal accomplishments?

Any major events?

Are you retiring?

We would like to share information about our members who deserve some recognition. Please contact Maureen Stanton at mstanton@lazydays.com to share your accomplishments.



Maureen Stanton
Communications
Director

HR FLORIDA 2011 CONFERENCE & EXPO

August 29 - 31, 2011

Rosen Shingle Creek, Orlando, FL

www.hrfloridaconference.org

Conference Discount Rate Ends May 1st

It is not too late to get the discount rate of \$520 - \$175 off the Walk-In registration

Five Masters Series Speakers



Heather Keller, Ph.D., *Examining Cultural Differences*

The workplace is global, communities are multicultural, learning how to effectively interact with people from diverse backgrounds is imperative. Heather explores differences in behaviors, values, and attitudes, across cultures, including Asia, Africa, Europe, the Middle East, and the Americas.

Ron Pilenzo, Ph.D., *A New Paradigm for HR*

Ron will demonstrate how to make a business case for moving the profession to the next level by using a building block approach in analyzing the need for a new HR paradigm.

Naomi Bloom, *HR Technology to Drive Business Results*

Organizations need to achieve business results, HR leaders must help lead that effort -- Naomi will introduce an approach to tie business outcomes, to the people side of the business all supported by the HR management delivery system and HR technology.

Kathryn Davanzo, SPHR, *The Leadership Point of View*

The evolution of leadership development is structured around activities and experiences that identify and strengthen a person's unique leadership skills. Learn how a one-size-fits-all leadership program will give way to the more effective individualized process of inquiry, articulation, and competency.

Dr. Robert Robertson, *The New China*

China the world's largest economy, again. Robert explores the impact of China's growth on the United States and identify issues and on global human resource management.

Exceptional Conference Programs

Tracks for Senior and new HR Professionals

Program Tracks

- Employee / Labor Relations
- Strategic Management
- Workforce Planning
- Risk Management
- HR Development
- Compliance
-

2011 offers more HRCI credits than ever up to **14 HR Certification Institute Credits**

Rosen Shingle Creek



Rooms still available at the beautiful resort for only \$136 with free self parking

Register now for the 2011 Conference and Rosen Shingle Creek resort at www.hrfloridaconference.org



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 sstyx@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 monthly basis at a time that is convenient for most 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 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 **June 1st through June 30th, 2011** and listed below are various items that are 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 will be happy to coordinate a pick up from your location.

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>

Committed to the Wounded Warrior



Thank you for your Support!

CREATE a MENTORING PROGRAM

Enhance your employee's performance and gain certification credits!!

According to Noe, Hollenbeck, Gerhart and Wright in Fundamentals of HR Management, "A mentor is an experienced, productive senior employee who helps develop a less experienced employee, called the protégé." They also write, "One major advantage of formal mentoring programs is that they ensure access to mentors for all employees, regardless of gender or race. A mentoring program also can ensure that high-potential employees are matched with wise, experienced mentors in key areas – and that mentors in positions of authority are hearing about the real-life challenges of the organization's employees."

As an HR professional seeking to motivate, educate and engage your workforce, you may want to consider implementing a formal mentoring program. In addition to the benefits offered above, a well planned mentoring program provides a system for developing your new leaders, high performers and those identified as successors in a succession plan. Mentoring programs can be set up to address new hires' needs or for ensuring knowledge management and knowledge sharing within your team. Mentoring provides an effective way of developing your workforce! Mentoring programs not only develop the protégé, but enhance the effectiveness of the mentor because "each person we meet is our teacher and our student" (Hindu proverb).

A robust, effective mentoring program can be designed by using the Instructional System Design (ISD) model, ADDIE. By utilizing the Assess, Design, Develop, Implement and Evaluate phases, your team can create an organizational plan that will be customized for individual needs. How does it work?

From an organizational view, first create the program:

- A – Assess** the values, code of conduct, strategic plans, and organizational goals; consider what should be instilled in your protégés. Consider what short-term and long-term objectives should be fully understood by your employees. Visualize and document what success will look like at an organizational level.
- D – Design** a program that identifies mentors and protégés. Do you want to offer this to all associates, to high potential associates, or to new hires? Plan your marketing strategy for your mentors (WIIFM – what's in it for me?), and train them on the tools used in mentoring. Consider the length of such a relationship and how often they will formally meet, at a minimum. Determine if there is a skip level relationship (protégé will be mentored by a supervisor at least two levels up), a cross functional relationship (can/should it be cross departmental?). Will you change mentors after 6 months or one year? Warning: Do not create a mentoring program that matches a supervisor with a direct report!
- D – Develop** the tools needed to train mentors and to introduce the program to protégés. Provide ongoing support to mentors, through just-in-time training or an OD/Training specialist who can research development interventions (like training programs or leadership books). Teach the mentors to be advocates for individual development, and not problem-solvers.
- I – Implement** a proto-type mentoring program with a small number of people. Start with training. Ensure SMART goals are part of the requirements.
- E – Evaluate** results, experiences, and key performance metrics identified. Make adjustments, roll out.

When considering this for each mentoring relationship:

- A – Assess** - In addition to the organizational needs identified in the program assessment, conduct a needs assessment of the protégé. Consider what skills, knowledge, talents need to be enhanced. Consider what must be learned so that this person will be successful in one year, three years, etc. Discuss the protégé's career plans. Agree to what success will look like at 6 months and/or one year. Additionally, the mentor should be able to share his/her objectives and needs in this relationship.
- D – Design** - Agree to a level playing field while in this environment. Allow both parties to explain their expectation and what they are willing to commit to, to ensure positive results. Discuss confidentiality, and each person's role. Determine the meeting times and places, including the frequency of meetings. Decide if there is support/communication between mentoring sessions.
- D – Develop** plan of actions with, by and for the protégé, based on the organizational and individual needs identified in the "A" phases. Determine and agree to long-term SMART goals. Mentor should do some research to ensure he/she understand company initiatives that may benefit by protégé's involvement (including projects or upcoming meetings or training).
- I – Implement** This is the mentor/protégé meeting and the follow up of action plans that will be completed by protégé before the next meeting. Plan development options like training programs, joining a committee or an industry association; train others, read a leadership book or a subject matter expert text; lead a project, join a company team. Any/all interventions will be aligned with company and individual needs assessment.
- E – Evaluate** the action plans and SMART goals each meeting. Also review the success based on the longer-term objectives (6-months, 1-year). Celebrate successes! Monitor organizational metrics and see if results are improving.

Not only does mentoring build an employee's commitment to an organization, it empowers and engages all involved. And, by considering a project like this within your organization and rolling it out, you will be able to add HRCI credits. Focused right, they can be global or strategic, too!

Patricia Sullivan,
MSBA, SPHR, CEC,
Certification Director



SHRM Foundation

Investing in the Future of HR

Invest in YOUR future!

The SHRM Foundation is offering \$2,000 academic and \$750 certification scholarships to those who are members of SHRM. This is a wonderful opportunity for human resource professionals. The application process is online at <http://sapphire.shrm.org/Scholarships/Default.aspx>. The scholarship applications will be evaluated according to the following criteria:

- Work experience/progression (HR involvement and future career plans)
- Volunteer activity (SHRM experience preferred, but not required)
- Financial need

The deadline for submissions is July 15, 2011.

One of our own HR Tampa Board members, Cheryl Brown, was the recipient of one of the SHRM Foundation's academic scholarships. Here is how she invested in her future:

"I decided to return back to school to earn my MBA in 2008. My organization did not offer any type of educational reimbursement, so I began seeking for scholarships to assist me in earning my MBA. I learn that SHRM offered scholarships through the SHRM Foundation, so I decided to apply. My Corporate VP of Human Resources and my General Manager offered to give me a recommendation because of the results I delivered in the organization and my commitment to the HR discipline as a volunteer for HR Tampa. As a result of submitting my application and recommendations, I was chosen as a recipient for a scholarship from the SHRM Foundation. The scholarship was a blessing to assist with the financing of my MBA; however, as a passionate HR Practitioner, to receive a scholarship from the SHRM Foundation, an organization I believe in, was priceless!

I strongly encourage you to invest in yourself and apply for an academic or certification scholarship today!

At our June 15th meeting, we will have our drawing for the four (4) 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! You can still purchase tickets that night before the drawing and all proceeds will 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. They are available for **FREE** at <http://www.shrm.org/about/foundation/Pages/default.aspx>.

See you at the June meeting!

**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



Academic and Certification Scholarships for HR Professionals

Generously underwritten by

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One hundred scholarships totaling \$100,000 will be awarded to SHRM members in 2011. The awards program is designed to assist HR professionals in meeting their professional development goals. Individuals may apply for either a \$2,000 education scholarship or a \$750 certification scholarship.

Application Deadline: July 15, 2011

Eligibility: SHRM professional, general and associate members-- with a valid SHRM ID number-- pursuing a college degree or working toward PHR, SPHR, GPHR or California certification are eligible to apply. (SHRM student members and local-only members are *not* eligible for these awards.) Chapters and state councils may also apply for scholarship funds to support certification training programs.

Awards: 80 certification scholarships of \$750 each and 20 academic scholarships of \$2,000 each will be awarded. Applications will be judged in the following five groups:

- Northeast Region
- Southeast Region (includes former Caribbean Atlantic Region)
- North Central Region
- Southwest Central Region
- Pacific West Region (includes former Asia Pacific Region)

Each group has a total of \$20,000 to distribute which means applicants compete only with others in their own region. Each region will award 16 certification scholarships and 4 academic scholarships for a total of 20 awards.

How to Apply: Visit www.shrm.org/foundation and click on "Scholarships & Awards" to learn more about the SHRM Foundation Scholarship Program. Application period: April 1-July 15, 2011.

IT'S A GREAT TIME TO JOIN HR TAMPA

Choose your level of membership

PREMIUM Membership \$275

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 SOLD

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
- Membership – contact Jill Conklin or Layla Jamil - hrtampamembership@yahoo.com
- Workforce Readiness – contact Cheryl Brown - Cheryl.brown@gtefcu.org or
Rachel Salley-rachel.salley@gmail.com



Chris Greene
Non-Dues Revenue Director

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2011 HR Tampa Expo Sponsorship Packages Location: To be announced Tampa, FL



Wednesday, November 2, 2011 • 7:30am – 4:30pm

(1) Platinum Sponsor - \$3,025 Early Bird 8/31/11 \$2,525)

- One (1) booth in expo hall and general session area 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
- Four (4) full Conference Registrations including lunch
- Logo in 3 or 4 Tampa Tribune Conference advertisements
- 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
- 4 sponsor ribbons identifying sponsorship level
- Post-conference participant and vendor lists
- Your company name will automatically be included in the scholarship program that HR Tampa has set up for area high school and college students to further their education in HR.

Sold Out

(2) Gold Sponsors - \$2,525 – (Early Bird 8/31/11 \$2,225)

- One (1) booth in expo hall
- One (1) general session announcement from HR Tampa officer thanking company
- Two (2) full Conference Registrations including lunch
- Sponsor of Breakfast or afternoon break with company table-top signage
- Logo in Tampa Tribune Conference advertisement
- 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
- 2 sponsor ribbons identifying sponsorship level
- Post-conference participant and vendor lists
- Your company name will automatically be included in the scholarship program that HR Tampa has set up for area high school and college students to further their education in HR.

Sold Out

(2) Silver Sponsors - \$1,500 (Early Bird 8/31/11 \$1,225)

- One (1) booth in expo hall
- One (1) general session announcement from HR Tampa officer thanking company
- 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 (2) full Conference Registrations including lunch
- Post conference participant and vendor lists
- Your company name will automatically be included in the scholarship program that HR Tampa has set up for area high school and college students to further their education in HR.

**1 Sold
1 Available**

(20) Bronze Sponsors - \$900 (Early Bird 8/31/11 \$775)

- 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 (2) full Conference Registrations including lunch
- Post conference participant and vendor lists
- Your company name will automatically be included in the scholarship program that HR Tampa has set up for area high school and college students to further their education in HR.

**8 Sold
12 Available**

Deadline: Early Bird Rates Expire after 8/31/11

All Sponsorship payments must be received ASAP, but no later than 9/15/11. For sponsorship information, contact 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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