

The Official Newsletter of HR Tampa

Dealing with Difficult People: Increasing Your Emotional Intelligence

September Sponsor



October Sponsor

Joint Diversity
Meeting with SHRMA



In today's rapidly changing work environments, success is dependent on our ability to develop and maintain productive relationships. Successful people create effective relationships by first developing a thorough understanding of themselves, their priorities and motivators. The next step is to develop an understanding of where others are coming from and to explore what motivates them. Identifying the differences in others' actions, understanding their preferences, and learning to adapt your approach will increase communication effectiveness, collaboration and teamwork.

Join us as we explore our own behavioral styles, as well as learn about the styles and preferences of others. Building on self-awareness, you will be provided with strategies that can be implemented immediately to improve relationships and communication with others.

- **Location:** Centre Club
123 S. Westshore Blvd
Tampa, FL 33609
- **Date:** Wednesday, September 21, 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.



SHRM Chapter #0074

Table of Contents

Dealing with Difficult People	1
September Speaker Bio	3
HR Tampa Expo	4
2011 HR Tampa Expo - Platinum Sponsor	5
Diversity Spotlight.....	6
Tampa Bay HR Student Chapter.....	7
HR Florida	8
New Members.....	10
EEOC News.....	11
Volunteer Opportunities	12- 13
HR Certification Institute Update.....	14
SHRM Foundation	15
HR Tampa 2011 Membership	16
2011 Meeting Sponsors.....	17
HR Tampa Expo	18
Board of Directors	19



Carole is an Executive Coach and Management Consultant who brings practical experience from a successful 20+ year career in corporate America and more than a decade of consulting experience. Her work focuses on helping leaders and their teams attain and sustain outstanding operational results. She has designed and implemented long-term organization development initiatives to create and support high performance work environments, increasing employee engagement and overall profitability.

Carole takes a dynamic approach that uses current “best practices” in leadership to teach individuals to become more effective leaders, communicators, collaborators and team builders. Her areas of expertise include leadership development, executive coaching, employee engagement, and building emotional intelligence competencies, as well as organizational and team development.



Jim is an International Executive Coach who helps business leaders recognize their sharp edges, become more self-aware, and increase their personal effectiveness as leaders. He is the President of Paradigm Group, Inc based in Tampa, Florida.

Jim draws on more than 25 years of management expertise, organizational knowledge and consulting experience to deliver performance-based development programs and executive coaching services for business leaders and their teams. His work has focused on optimizing leadership performance, team effectiveness, change strategies, employee engagement, service excellence, organizational design, quality improvement and talent management.

Jim has worked closely with clients in a variety of industries, including telecommunications, travel & hospitality, manufacturing, retail, marketing, healthcare and banking. Jim’s diverse background in business and human resources enables him to help individuals, teams and organizations build key capabilities and change behaviors to achieve business goals. He also understands the challenges and nuances necessary to create cultural change within an organization to engage employees and inspire them to perform at the highest levels.

MARK YOUR CALENDAR NOW FOR THE...

HR TAMPA EXPO 2011

Wednesday, November 2, 2011
7:30am – 4:30pm
On-site registration begins at 7:30am

A LA CARTE EVENT PAVILION
4050 Dana Shores Drive, Tampa

**Registration Opens
September 15th**
so remember to log onto the
HR Tampa site to register
for this great event!

www.hrtampa.org

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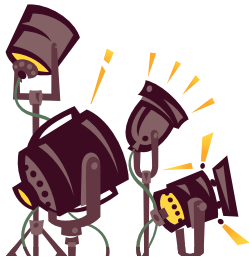
Our programs include:

- Population Health
- Medical Management
- Behavioral Health Management

We are proud to deliver solutions that improve health and enhance quality of life while reducing the overall cost of care.

***Stop by our booth to learn more about being a part
of our mission driven team!***

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The Diversity Committee is looking for companies or organizations that have a focus and passion for Diversity to highlight in our monthly Newsletter. In December, one of the featured companies will be selected to receive the HR Tampa Diversity Award. If you would like to nominate your company, or know of a worthy organization that should be featured, please contact Diversity Director Ana Swinger for details, aoswiger@aol.com



Ana Swinger,
Director of Diversity

September Diversity Spotlight



Diversity at Nielsen

As a company with the most complete view of consumers around the world, Nielsen is uniquely positioned to see the power of diversity in the workforce. At its core, Nielsen provides insights and analytics into what consumers watch and buy.

To ensure continued success in this field, one of the primary drivers we use is a strong commitment to diversity. Plain and simple, it makes us more innovative and more reflective of the modern marketplace. But more than that, it helps us provide our clients with the most comprehensive understanding of consumers on global, regional, and local levels and the constantly evolving marketplace trends. From mobile usage insights to in-store observation, our diverse panels provide deeper insights into the unique behavior of consumers. This kind of knowledge enables us to help clients strategize on how to better reach consumers in these markets. When we understand the anatomy of a person's day, it helps companies focus on satisfying everyday needs.

Nielsen gathers these metrics through the use of diverse panels comprised of consumers throughout the world. These voluntary panels provide the data Nielsen uses along with qualitative information to create insights related to a client's particular business focus. Additionally, this knowledge is useful to the marketplace and various consumer groups, as it showcases the power of understanding and leveraging various segments. For example, Nielsen recently issued its Women of Tomorrow study, a comprehensive look into what women watch and buy across 21 countries. It pointed to areas of influence across borders and social boundaries. It also offered a glimpse into what we can expect next from the women of tomorrow.

Diversity within our business helps associates learn from one another and better understand the markets we serve around the world. Our diversity talent focus is on recruiting, developing and retaining high potential diverse associates globally. Many of our programs foster diverse hiring, including university outreach, foundation affiliation, and networking with diverse organizations. The development of our associates is driven by both organic cultural change and structured programs. The structured components are tied to initiatives such as an Emerging Leaders Program for new college graduates to a Diverse Intelligence Speakers Series.

Critically, diversity as a metric is also built into the key statistics Nielsen uses to measure itself and embedded in individual employee performance reviews and the succession planning process.

Nielsen's Chief Diversity Officer and her staff sponsor many initiatives, including external advisory councils, multicultural reports, an internal diversity council, employee resource groups and supplier diversity.

- The external advisory councils provide valued feedback in the review of policies and practices surrounding inclusiveness and how Nielsen can more effectively reach their respective communities.
- Multicultural reports raise awareness of various communities and showcase Nielsen's knowledge, insights, and outreach.
- The diversity council advises on internal policies and programs to foster inclusiveness.
- Employee resource groups are involved in recruitment, professional development, mentoring, outreach and multicultural marketing.
- Supplier diversity focuses on building an infrastructure for a sustainable program.

As a company, Nielsen has been recognized and received awards for its diversity excellence by Diversity, Inc, Computer World, and the Corporate Equality Index. Additionally, we have been acknowledged for our ongoing community outreach and annual support of over 200 initiatives in the USA alone.

You Are Important to Our Future!

Host companies are needed for Tampa Bay HR Student Chapter monthly meetings.

The purpose of SHRM student chapters is to educate and mentor our future HR professionals. Meetings can be held the third or fourth week of the month from 5:30 to 7:30 and the host company can choose the day of the week that is most convenient for them.

As the host, you will have the opportunity to facilitate a presentation or discussion relevant to HR issues affecting your company or industry. To learn more about available dates, contact Diane Berry, Tampa Bay HR Student Chapter Director of Corporate Relations, at diane.berry@phoenix.edu or 813-342-5641. The difference between try and triumph is a little "umph."

HR Tampa Members: Are you looking to get more involved? Have a project that's got you buried? Running out of time and steam? Host an intern!

The HR Tampa College Relations Chapter has several viable candidates for internships and we are now seeking several host organizations (that's YOU!) in need of some amazing talent to help you with HR-related projects or to fill a void on a temporary basis. Interns can be an answer to your struggles during these economic times when workloads are ever increasing.

An intern is one who works in a temporary position with an emphasis on on-the-job training and gaining practical experience rather than merely employment. They have a vested interest in doing well!

Student members seeking internships are comprised of traditional students, adult learners returning for a BA, M.A., or PhD, or students continuing their education and/or changing career fields. Many have a great deal of experience from other areas, but not necessarily from the HR arena - but these years of experience and their professionalism bring definite value to the table.

Internships are generally ten weeks in length with a minimum of ten hours per week; however, time span and hours can be tailored to your individual needs. We have some students who have worked internships for longer and shorter periods of time, depending upon the needs of the host organization.



CHAPTER STUDENT MEETING

Mark Your Calendar!

September 28, 2011

University of Phoenix

Check online for more details!

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 eligible to bring a guest for a breakfast or dinner meeting on us!



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.



Jill Conklin, PHR,
Membership C0-Director



Layla Jamil, PHR
Membership C0-Director

Workforce Readiness

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.

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
Director

Discover New HR Perspectives of Today



INSTITUTE FOR CORPORATE
& CONTINUING EDUCATION

YOUR LEADER FOR CUSTOMIZED WORKFORCE SOLUTIONS

Sept. 20
8:00 –
10:30 am

Creating Your Corporate Identity
Through Social Media Policy

Oct. 18
8:00 –
10:30 am

Leveraging Succession Data to
Develop Your Talent Strategy

New Laws. **New Strategies.** New Directions.

Nov. 15
8:00 –
10:30 am

Champions of Change:
HR and the Leadership Initiative



This program provides a unique opportunity to learn from a subject matter expert and discuss critical matters with other certified professionals in an open forum learning environment.

*All programs are
submitted for
1.5 Strategic
Recertification Credits.*



Go to www.TampaTraining.com to register.
The Corporate Training Center @ HCC
39 Columbia Dr., Tampa, FL

Welcome New Members & Guests

Name	Certification	Company	Title
James Kerr	SPHR	University of South Florida	Associate Director, HR Services
Tiffany Gillis	PHR	The FGS Group	HR Manager
Rachel Hilbert			
Lisa Williamson		The Budd Group	HR Manager
Lynnette Goldich		Ovations Food Services, LP	
Wanda Sanchez		Mainsail Suites Hotel	Director of Human Resources
Matt Smith	MBA, PHR	Cerner	Advisory Sales Executive
Terri Melli		PrimePay	HR Director
Rebecca Armacost		World Vision International	Director of People & Culture
Brian Roebuck			
Yusminda Rutledge			
Merav Halevi		Allied Aerofoam Products	Human Resource Manager



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

Besides Bad PR, Currently Employed-Only Ads May Get You EEOC Attention

John Zappe
Zappe Media Services

Is your company among those who reject the unemployed because they are unemployed?

If you are — and a report from the National Employment Law Project suggests the list is longer than you might think — be careful. You're walking a thin line between legal discrimination, and the kind that just might result in a disparate impact complaint from the EEOC.

At the behest of some 50 members of Congress, the U.S. Equal Employment Opportunity Commission held a day-long hearing on the matter several months ago. No formal statement has come out of the hearing, but the attention focused on the issue by the EEOC and Congress is raising concern among the employment bar. Labor lawyers are counseling employers to act carefully, avoiding blanket policies against hiring the unemployed.

Unless you are hiring in New Jersey, it is legal to include language in a job posting discouraging the unemployed from applying. In the Garden State, however, it became illegal on June 1 to discriminate against the unemployed in print or online ads. But everywhere, it's bad PR to include the kind of wording that turned up in the now-infamous Sony Ericsson job posting.

Legal or not, employment lawyers at Foley & Lardner warned a few months ago that "employers can expect their hiring practices concerning the unemployed to be scrutinized."

With an unemployment rate (in June) of 16.2 percent, twice that of whites, blacks could well be disproportionately impacted by a blanket "no unemployed" policy. Thus, said the Foley & Lardner lawyers, "The issue also seems ripe for a disparate impact test case, perhaps even one brought by the EEOC itself against an employer."

The labor specialist group at Weil, Gotshal & Manges concluded a detailed account of February's EEOC hearing on unemployment discrimination with this:

Given the EEOC's attention on blanket prohibitions against hiring unemployed applicants, employers run the risk of raising the EEOC's interest when imposing these types of bans, which could culminate in a lawsuit brought by the EEOC or by individual job applicants denied employment because of such a prohibition. Even if the EEOC or a claimant would not ultimately prevail, given the cost and distraction associated with defending against such claims, it would be prudent for employers to investigate alternative ways of achieving their goals, if practical, rather than relying solely on employment status as means of evaluating job candidates.

Irrespective of the EEOC threat, there's a groundswell of support to "do something" about the nation's job situation and its 14 million unemployed and another 11.3 million underemployed and discouraged workers.

New Jersey's law had the support of the state's Republican governor, Chris Christie, who's often mentioned as a possible presidential candidate. New Jersey neighbor, New York, and Michigan have taken up similar legislation.

At the federal level there are two bills dealing with the subject. The more moderate, introduced last month by Connecticut Democrat Rosa DeLauro, makes it unlawful to publish a job posting that contains discriminatory language. It also prohibits employers from refusing to consider or hire an individual simply because they are unemployed.

Enforcement is up to the aggrieved individual in a civil action or by the Department of Labor.

The second bill adds the unemployed as a protected class to Title VII. This would make the EEOC the enforcement arm, and subject employers to all the reporting and compliance requirements.

The likelihood of either federal bill passing is probably not high. But that doesn't mean it's impossible, particularly for the DeLauro bill. With elections coming up next year and unemployment showing no sign of abating, both the White House and Congress may grasp at anything that suggests help.

A poll commissioned by the National Employment Law Project found 90 percent of respondents agreeing that discriminating against the unemployed is unfair. Some 63 percent favor the kind of Congressional action embodied in the DeLauro bill.

The poll got widespread attention when The New York Times wrote about the issue of unemployment discrimination.

The article notes that "there are legitimate reasons that many long-term unemployed workers may not be desirable job candidates." These range from using employment status as a screening tool, to concerns with atrophied skills, and recruiter concerns that workers laid off early in the recession may simply have not been good performers.

Last year, I referenced other reasons for excluding the unemployed, including the usual bias to hire passive candidates.

Popular sentiment, however, is that excluding the unemployed from consideration isn't right. In a matter of a weekend, USAction collected over 25,000 signatures on a petition calling on job boards to refuse ads that include discriminatory language against the unemployed.

Three of the largest job boards — CareerBuilder, Dice, and Monster — say they discourage customers from including such language in job postings. On the same day the Times' story appeared, Monster used its blog for the second time this year to say, "We at Monster strongly oppose this practice and advise our clients on the risks of discriminating against any individual."

Both CareerBuilder and Dice said they have policies against discriminatory language in job ads. Both monitor ads for compliance with relevant law, advising customers when one comes across and removing it if the client doesn't.

Dice's SVP, Tom Silver, pointed out that "Today, there are talented professionals who may happen to be unemployed largely due to circumstances beyond their control. Companies should seek the best talent that has the right capabilities and cultural fit. Limiting a company's chance to find successful colleagues — only puts the employer at a disadvantage."

Peter Weddle, executive director of the International Association of Employment Web Sites, the job board business group, said it "strongly opposes any form of discrimination in hiring, to include discrimination against those who are unemployed."

While USAction did not contact the IAEWS before launching its petition, Weddle said the matter is really one for the government.

"Until a Federal law is passed," he said in an email, "it's unclear what, if anything, we should or should not be doing. In general, we don't believe it is a job board's responsibility or role to ensure employer compliance with employment law. That's the federal government's job."

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 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).

Commit to a Higher Standard! Get CERTIFIED! PHR/SPHR Study Group Begins September 1st!

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

- Increase your professional confidence by better understanding best practices, all HR functions, and by understanding the reasons why certain policies are mandatory to reduce exposure to frivolous law suits
- Set you apart from your peers
- Result in greater respect from the organization in which you work
- Make you more marketable when seeking another position

We are currently accepting registrations for our 2011 Fall Study Group which begins September 1st. The study group meets 2 hours weekly for twelve weeks, each Thursday night. This study group is free of charge to HR Tampa members, but participants will be required to purchase learning guides. HR Tampa will purchase the SHRM Learning System at a discounted rate on your behalf, or will purchase the HRCI Learning System, also at a discounted rate. The study group provides an informal setting to review and discuss study material and practice test taking. Please visit the certification page on the HR Tampa website to learn more about the classes, and please go to the hrtampa site and register in the calendar section. Hoping to see you in the fall!

Tools for Our Newly Certified Professionals

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

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

- **Recertification Handbook** – detailed instructions on how to recertify
- **Low-Cost Recertification Tips** – suggestions for low- and no-cost recertification activities
- **Searchable Directory of Pre-Approved Events** – for finding activities by dates, location, certification type and more
- Publicize Your Certification – sample press releases for **PHR/SPHR, GPHR** and **California certification**
- Employer Notification Request – to notify your boss about your accomplishment (go to your **Online Profile**)
- Earning Strategic Business Management Credits – Tips for recertifying your SPHR
- Go to **www.hrci.org**, click on the HR Certification tab on the top left and then click "Tools for the Newly Certified" and you will see:

Upcoming Events to MAINTAIN YOUR CERTIFICATION

- Receive HRCI credits at **HR Tampa Monthly Membership Meetings**. Our goal each month is to provide topics/speakers that will be awarded HRCI credits for our members. So join us each month; network, meet with your HR peers; keep current on news you can use; AND earn HRCI credits for the topics presented. Don't forget to pick up the certificate specifying credits before leaving each meeting.
- HR Tampa will be well represented at the **HR Florida Conference** (Aug. 29-31). We'd love to see you there! This is a great way to get several credits at one time while connecting with your peers in a fun and educational setting. HRCI credits have not yet been approved for all the sessions, but last year we were able to earn many general, strategic, and global credits. HR Tampa will be selling raffles tickets at our meetings to this 3-day Orlando event. And you can register at <http://www.hrflorida.org/displaycommon.cfm?an=1&subarticlenbr=177>.
- **HR Tampa Expo** - The annual HR Tampa Expo is another perfect way to meet your local HR peers and earn HRCI credits! Each year, HR Tampa presents a one-day, education filled Expo. This year, it is scheduled for Wednesday, November 2. Keep your eyes open for news and registration and mark your calendar now!

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

Patricia Sullivan,
MSBA, SPHR, CEC,
Certification Director



SHRM[®] Foundation

Investing in the Future of HR

Each month we have had a number of SHRM Foundation materials available at our monthly meetings. Many of you have stopped by the table and obtained copies of these valuable publications. However, this is only a small sampling of the materials that are available to you Free of Charge! Go to www.shrm.org/foundation and download copies of the following:

Effective Practice Guidelines

- Promoting Employee Well-Being
- Transforming HR Through Technology
- The Search for Executive Talent
- Employment Downsizing and Its Alternatives
- Recruiting and Attracting Talent
- Learning System Design
- Human Resource Strategy
- Retaining Talent
- Developing Leadership Talent
- Implementing Total Rewards Strategies
- Employee Engagement and Commitment
- Selection Assessment Methods
- Performance Management

Executive Briefings

This series makes research-based knowledge more accessible to organizational leaders. The briefings summarize relevant human capital research and expert opinion to provide a concise overview of each topic.

- New! Leveraging HR Technology for Competitive Advantage
- Four Questions the CEO Should Ask About Performance Management
- Use and Management of Downsizing as a Corporate Strategy

Next month I will have new publications for you to check out, so please stop by. You will be glad you did.



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

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 HR Tampa as your local chapter (#074) when joining SHRM.

HR Tampa 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 HR Tampa as your local chapter when joining SHRM.

2011 Sponsorship Opportunities

2011 MONTHLY MEETING SPONSORSHIP- SOLD

2012 Monthly Meeting Sponsorships - NOW AVAILABLE

NEWSLETTER ADVERTISING

Quarter Page Ad – 3.625 x 4.5 - \$ 150.00

Half Page Ad – 7.75 x 4.5 - \$ 250.00

Full Page Ad – 7.75 x 10.25 - \$ 400.00

Volume discounts can be negotiated for multiple ads.

RESOURCE DIRECTORY ADVERTISING

\$125.00 per business specialty listing – calendar year.

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



Chris Greene
Non-Dues Revenue Director



2011 HR Tampa Expo Sponsorship Packages

**Location: ALA CARTE EVENT PAVILION,
4050 Dana Shores Drive Tampa, FL 33634**

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



(1) Platinum Sponsor - \$3,025

- 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

- 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

- 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.

Sold Out

(20) Bronze Sponsors - \$900

- 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.

**11 Sold
5 Available**

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.

2011 Board of Directors

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