



# Volusia/Flagler SHRM

Volume 5, Issue 1

March 2014



## MEETINGS

Meetings are held on the 3rd Wednesday of every month. See page 5 for more information on upcoming meetings.



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## SAVE THE DATE!!! SATURDAY, March 29, 2014

Join our Volusia/Flagler SHRM Team for the 4th Annual Mutt Strutt benefitting the Halifax Humane Society. The event will take place in Daytona Beach on Saturday, March 29. All proceeds will directly support abused and abandoned animals of the shelter. This year they hope to raise \$50,000 and they need your support.

Click on the link below to donate and/or join Volusia/Flagler SHRM's team **"All Bark, No Bite"**:

<http://hhs.kintera.org/faf/search/searchTeamPart.asp?ivent=1082237&lis=1&kntae1082237=7B489A8DFCC2487CBACE26E9B31369E4&supId=0&team=5827815&cj=Y>

Registration is at 8:00 AM, and the race begins at 9:00 AM at the Daytona Beach Bandshell & Beach Area. Parking is available at the Public Ocean Walk Garage. This 5K, non-competitive event is for all ages, including 4-legged friends that are leashed and well-behaved.

It will be a lot of fun!!!!

Halifax Humane Society presents the 4th Annual

## Mutt Strutt 5K on the Beach

Saturday, March 29, 2014

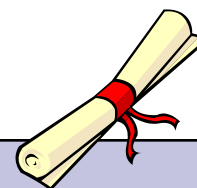
8 AM Registration • 9 AM Walk  
Daytona Beach Bandshell • Parking at Ocean Walk Garage

The Mutt Strutt 5K takes place right on the World's Most Famous Beach! To register, visit [HHSMutStrutt.org](http://HHSMutStrutt.org) or contact Jessica at (386) 274-4703 ext. 328.

- Non-competitive fun run/walk
- Free entry (donations encouraged)
- Leashed pets welcome

Logos: HALIFAX HUMANE SOCIETY, Subaru of Daytona, VYB 103.7FM, GatewayBank, QR code

# Certification



## Get Certified with the Help of Your Local Chapter!!

For fifteen years the Volusia/Flagler SHRM chapter has offered HR Certification exam preparation courses to our members. We have had some significant interest over the tenure of this program. The last few years, there have been around 5-7 members taking this course each year. Each module was taught by certified volunteers from our chapter. We see this as a critical component to every HR professional and we want to enhance this program. As a result, we want to elevate this program and we are partnering with the University of Central Florida. If you were able to make the February meeting, you saw an introduction of this great partnership. We will be sharing more information with you as the classes approach. There will be two offerings during the year (Spring and Fall).

Below is what we'll be able to offer with this new program.

- ◆ **\$929.00** is the UCF / SHRM Member rate to our members. When registering, you may select the SHRM rate or you may call the UCF offices and they can help with registration.
- ◆ The courses provide a foundation in HR including the online HR Essentials and HR Generalist Certificate courses, the PHR/SPHR certification preparation course as well as more advanced topics such as the Global HR Professional (GPHR) and online courses that provide recertification credits. There may be some of you who are not quite ready for the PHR/SPHR certifications and others that have already achieved these and want to take the next steps in the field.
- ◆ Regarding the price point of the program: UCF would like to ensure that each of the participants knows the amount of printed materials, online materials, classroom time and support that comes with the registration fee. Each participant receives:
  - Thirteen instructor led sessions including a bonus review session at the end of the program.
  - Facilitators are selected for their expertise in their subject areas and are SPHR-certified or legal experts.
  - Live sessions allow participants to not only network and learn from the instructors, but also with their peers and can share experiences.
  - The 2014 SHRM Learning System (Materials alone are priced between \$695 - \$860.00 if ordered directly from SHRM) which includes a book for each of the six modules, an SPHR study book and a printed final exam.
  - The 2014 SHRM Learning System Online materials which include a pre-test to gauge initial knowledge, two tests for each module, a final post-test, electronic and printable flashcards, online resource center, bonus tests, case studies, glossary and more.
  - The printed module books can also be downloaded to be accessed from an e-reader device.
  - A binder of materials from UCF including PowerPoints to follow along in each session, reinforcement activities to practice what has been learned, and additional certification details and information.
- ◆ The UCF staff often works with individuals to help them with their registrations and payments as well. UCF offers payment plans so that participants can pay in installments leading up to the course, spreading the cost over a few months rather than paying in one lump sum. These payment plans are available on the course web pages at [www.ce.ucf.edu/phrm](http://www.ce.ucf.edu/phrm). If participants are Veterans, they often work with the VA to sponsor training and will direct participants who are unemployed to possibly receive funding through their local workforce board. Many participants also use tuition reimbursement and they are familiar with many typical company guidelines and can present necessary certificates, grades, receipts, etc. for those participants.

We are very excited to partner with UCF and offer these courses to our membership in the Daytona Beach area. For course information and registration, please visit [www.ce.ucf.edu/PHRM](http://www.ce.ucf.edu/PHRM) or call 407-882-0237 and ask for Sarah Faehnle.

**IMPORTANT:** *Daytona classes are scheduled to start on March 10, 2014 but **only if four more students sign up by the end of business on Monday, March 3, 2014.** Classes will be held on Mondays and Wednesdays from 6:00-9:00 pm. Don't delay if you are interested!*

Jeffrey Bissell, CPP, PHR

Certification Chair

## 2014 Board of Directors

President - John Kirkman, PHR

Past President - Suzy Suring, PHR

President Elect - Kenny Corbin, PHR

Secretary - Ruth Anzola

VP Finance - Linda Caracushansky, PHR

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VP Marketing - Claire Venables

VP Communications - Eveline Kraljic, PHR-CA

**CHAIRS:**

Foundation - Brian Pinkalla, SPHR-CA

Legislative - Al Truesdell, Esquire

Certification - Jeffrey Bissell, PHR

Membership - Crystal Clark & Fabian Manigault

Hospitality - Lisa Brooks-Thompson & Nikki Baez

Newsletter - Christy Lachicotte, PHR

Community Relations - Melinda Schalk

Marketing - Richard "Riff" Fernberg

Diversity - Ashley Inman, SPHR

Technology - Tyrone Walker

Website - Kate Shockey, PHR

Programs - Carol Hargy, SPHR

Remote Chapter - Fran Decinto, SPHR & Taryn Dyck, MS/HRM

**The Board of Directors is always looking for individuals interested in serving on Committees. Please see a Member of the Board for more information.**

# DIVERSITY

Diversity of thought is the foundation of diversity.

*"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."* –Margaret Mead, cultural anthropologist and writer.

Consider how we think about HR as a business - onward to HR 3.0 Driving Results vs. 2.0 Process/Controls:

As Matthew Burkley, CEO of Genscape and former CFO of ThomsonReuters Sales and Trading, puts it, "HR used to be about processes and controls. Now, they need to be about driving business results. The challenge of the transition is that a lot of HR people try to "talk the talk" about building talent strategies, but they inevitably retreat back to their comfort zone and want to implement some new system or process."

Click on the link below for the full featured article:

<http://dupress.com/articles/dr14-disrupting-the-chro/>

***Volusia/Flagler SHRM challenge: Does your company have a Diversity commitment from the CEO listed on your website? Ask.***



# New Members

Please join us in welcoming the following new members to our Chapter:

- \* Linda Beam—Daytona News-Journal
- \* Susan Blais—Florida Dept. of Health
- \* Cynthia Burgess—City of Lake Helen
- \* Jamie Gibson—Bethune-Cookman University
- \* James Gonzalez—Bethune-Cookman University
- \* Justine Sierzega—State of Florida
- \* Nicole Stumbo—DaVita

\* Megan Carey \* Katherine Reynolds \* Sherri Rummel \*



**Volusia/Flagler SHRM**  
 PO Box 10366  
 Daytona Beach, FL 32120  
 DaytonaSHRM@gmail.com



Thank you all for your continued support and spreading the word of our great Chapter!

## THANK YOU to our Chapter Sponsors...



*charles* SCHWAB



If your company is interested in any of our sponsorship options please contact Claire Venables 386-253-3333 or email [Claire@daytonaemployment.com](mailto:Claire@daytonaemployment.com) or [DaytonaSHRM@gmail.com](mailto:DaytonaSHRM@gmail.com) **Sponsorship options:**

**Bronze - \$200:** Company logo with up to 50 word ad on the chapter website, plus company logo on all marketing materials, Facebook, meeting notices, seminars and special events for one year.

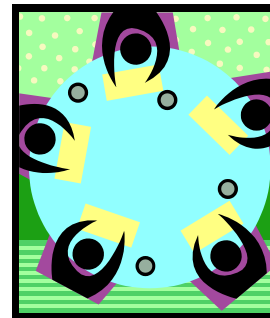
**Silver - \$250:** Bronze sponsorship **plus** table flyers/promotional materials may be distributed at one chapter meeting

**Gold - \$350:** Bronze sponsorship **plus** 5-7 minute vendor spotlight at one chapter meeting and mini business expo table at chapter meeting.

**Diamond - \$500 \*\*\* Best Value\*\*\*** All of the above for one year!!!!

**Special Event Sponsor - \$400** Logo and/or marketing space in all chapter marketing materials specific to that special event (including e-mail blasts, flyers, brochures, social media, etc.) Company logo with up to 50 word ad on the chapter website through the event date. Networking opportunities with our members.

# Upcoming Events



**March 19, 2014**—Adam Dunn, Attorney with Korey, Sweet, McKinnon & Simpson presents The Affordable Care Act & Wellness Programs

**April 16, 2014**—Al Truesdell, Esquire provides an Employment Update and Riff Fernberg presents "Identity Theft & the Red Flag Rule"

**May 21, 2014**—Marvin Frazier, EEOC Federal Mediator presents "Mediation vs. Lawsuits" (2 hours). (Location TBD)

**June 22-25, 2014**—National SHRM Conference & Expo at the Orange County Convention Center in Orlando, Florida



*Please check out our website at <http://volusiaflagler.shrm.org> for information on upcoming meetings and events. Chapter meetings are held the 3rd Wednesday of every month at the Daytona Beach International Airport.*

## Note from the President



**John Kirkman, PHR  
2014 Chapter President**

The Chapter had another great year and I want to say thank you to everyone for making it such a success. Some highlights are below.

- ◆ As of December 2013, our Chapter had 125 members and for the second straight year has received the designation from National SHRM as a Membership Superstar, because our annual membership increased over 4%.
- ◆ The Chapter partnered with the Center for Business Excellence on their annual Summit, where our Chapter conducted an HR Track on Health Care Reform to over 150 attendees.
- ◆ We continued our efforts on branding the Chapter to our local business. The Chapter held a conference for over 100 local business supervisors and managers. The presenter was from the EEOC and he talked about several land mine fields that employers can find themselves in. The event was a huge success and similar events will be conducted this year.
- ◆ The Chapter sent a representative to the State of Florida's Day on the Hill. This provides an opportunity for SHRM leaders from around the state to meet with their representative from Congress and share HR's views on current legislative topics.
- ◆ On the community relations side, we participated in the annual Halifax Humane Society Mutt Strutt, Pace Center for Girls' First Annual Kick Ball Tournament, held a toy drive for 'Kidd's aRe First', to name just a few.

The board looks forward to another successful year and we hope that you are as proud of your Chapter as we are.

### Save-The-Dates in 2014

March 7<sup>th</sup> – Pace Center for Girls "Believing in Girls" Breakfast—Club at Pelican Bay  
March 29<sup>th</sup> – Halifax Human Society's Mutt Strutt  
June 22 – 25<sup>th</sup> – National SHRM Conference & Expo  
Oct 6 – 8<sup>th</sup> – HR Florida State Conference & Expo



The Volusia/Flagler SHRM Chapter has been an avid supporter of the PACE Center for Girls - Volusia/Flagler for the past few years.

For those of you who are unfamiliar with PACE, it is a nationally recognized non-residential prevention and early intervention program for at-risk girls, ages 12-17. The program focuses on a gender-responsive model that combines education, social services and career/vocational programming - all with the ultimate goal of reducing the risk of justice system involvement for this targeted group.

This will be an inspiring program that will share the profound impact of the PACE Center for Girls on the lives of the students and our community.

If you are interested in attending, please RSVP to the contact information below or visit [www.pacecenter.org/centers/volusia-flagler](http://www.pacecenter.org/centers/volusia-flagler)



*The Board of Directors*

*of the*

*PACE Center for Girls - Volusia/Flagler*

*cordially invites you to our annual*

*"Believing in Girls" Event*

*Held on Friday, March 7, 2014*

*Breakfast served at 8:00 am*

*Program begins at 8:30 am*

*at*

*The Club at Pelican Bay*

*350 Pelican Bay Drive, Daytona Beach, FL 32119*

*Please RSVP to [ekrafjc@bbins.com](mailto:ekrafjc@bbins.com) or call 386.239.7212*