



# Volusia/Flagler SHRM

## August 2012

### PROGRAM INFO

**This program has been Approved for 1.0 re-certification credit!**

#### “From Newbies to Ninjas: Raising HR’s Financial IQ”

##### Program Overview:

Every business has two kinds of capital: human and financial. While HR pros tend to be ninjas when it comes to human capital, they often are newbies though when it comes to the financial part of the business equation. To be perceived as a true business partner, all HR pros need to be financially literate and know just where HR contributes to the fiscal health of the organization.

This session provides an overview of finance for those in nonfinancial positions, from key finance terms (assets, liabilities, etc.), basic accounting principles (debits, credits), to financial tools such as balance sheets, income statements, cash flows, and annual reports.

##### Speaker Information: [Heather Vogel](#)

Heather Vogel is a principal consultant with Florida-based Vogel & Vogel, Inc. (VVI), bringing over two decades of experience in delivering innovative HR/OD strategic initiatives for the public and private sectors. An award-winning trainer and motivator, she is passionate about nurturing all things talent—with gigs across Fortune 500 and nonprofits alike, she gets it from both sides of the financial equation. A respected and active thought leader in the HR/OD community, Heather’s alter ego is the HR Whisperer, where she shares thoughts on rehabilitating organizations and developing talent. Aside from her day job, Heather is an adjunct professor with the George Herbert Walker School of Business & Technology at Webster University where she advises graduate students and teaches master’s level courses in Human Resources, Management and Leadership. She is also the 2011-2012 president of the HR Florida State Council, Inc., a nonprofit organization serving over 15,000 HR professionals across Florida. A certified Senior Professional in Human Resources, she received her MA in HR with Academic Distinction from Webster University and her BA with Liberal Arts Honors from Moravian College.

**Date:**  
August 15, 2012

**Location:**  
Daytona Beach Int’l Airport  
2nd floor, Volusia Room

**Time:**  
7:45am-9:15am

**RSVP:**  
<http://volusiaflagler.shrm.org/events>

**Cost to Attend: FREE!**



**This program has been Approved for 1.0 re-certification credit hour from the [HR Certification Institute](#).**

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