



# Volusia/Flagler SHRM

Volume 4, Issue 1

APRIL 2013



## MEETINGS

Meetings are held on the 3rd Wednesday of every month. See page 6 for more information on upcoming meetings.

## Support the SHRM Foundation Win a Full Registration to:

### 2013 HR FLORIDA CONFERENCE & EXPO

August 19-21, 2013  
Hilton Bonnet Creek, Orlando, Florida  
[www.hrfloridaconference.org](http://www.hrfloridaconference.org)



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Dear Members,

This is another friendly reminder that we are conducting a special raffle for a **full registration** to the 2013 HR Florida Conference being held August 19 - 21 at the Hilton Bonnet Creek, Orlando's newest AAA 4-Diamond hotel! This will be the 35<sup>th</sup> Anniversary of this State Conference and is THE premier event for Florida's HR Professionals.

The raffle will take place at the May Chapter meeting in the Volusia Room at the Daytona Beach International Airport. We will draw the winner at the end of the meeting.

One-hundred percent of the proceeds of the raffle will go directly to the **SHRM Foundation** and help our chapter meet the goals we have for fundraising this year.

As you reflect on the many causes and organizations worthy of your charitable contributions, please consider giving back to your profession through your support of the SHRM Foundation.

The SHRM Foundation awards \$170,000 annually in education and certification scholarships to professional and student SHRM members, and doctoral students. To fund its programs, the SHRM Foundation conducts an annual fundraising campaign. The Foundation recognizes the generous support of the SHRM chapters and state councils, individuals, corporations and others who make its work possible. Your financial support is vital to ensure that the SHRM Foundation can continue this important work.

Conference registrations are currently selling for \$750 and will cost \$950 for those who walk-up to register! Hotel accommodations, if needed, will be the responsibility of the winner, as the prize includes only the conference registration. Attendees can also earn more than 10 recertification credits towards their PHR, SPHR or GPHR certification in less than 3 days!

Tickets will be available at the meeting. The donation for single raffle tickets is \$5 each, or 5 tickets for \$20. Cash, check or credit cards will be accepted.

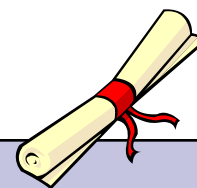
You, our members, have consistently supported the Foundation in the past. We would like to thank you for your continued, generous support of the SHRM Foundation!

Kind Regards,

Brian Pinkalla, SPHR-CA  
SHRM Foundation Chair  
Volusia/Flagler SHRM



# Certification



## Get Certified with the help of your local chapter!!

In alignment with the 2013 chapter goals of making the meetings more fun and personal, so follows this article for the newsletter. I'm going to apply the HUMAN in Human Resources and share some experiences, thoughts, and ideas to perhaps improve the 2013 certification review session attendance and successes. I'll start off with a success and some thank-you's.

**CONGRATULATIONS!!!!!!** Congrats go out to **Jessica James, PHR**. Jessica passed her PHR in January.

More congrats go to **Brian Pinkalla, SPHR-CA** and **Eveline Kraljic, PHR-CA**. They went for another round of studying and testing and achieved additional credentials specifically for California. Totally awesome!

**THANK YOUUS!!** A very special thank you goes to our facilitators for the review sessions: **Rob Zicker, SPHR, Jill List, SPHR (two sessions), Diane Knepple, PHR, Carol Hargy, SPHR, and John Kirkman, PHR**. There is so much work and energy put into the materials and presentations. Although the sessions are only two and a half hours, I know there are three or four times that spent in preparation.

And thank you once more **Daytona State College** for providing the facility and to **Frank Mercer** for coordinating the room and making sure it's ready to go at 6:00pm. Many thanks, Frank!

**The time has arrived for those of you who are considering studying and sitting for the PHR or SPHR exam in the winter.** A few have already expressed interest, signed up, and/or purchased the modules. So congratulations for your early commitment to yourself. I highly recommend purchasing your modules and to start studying now. I know it's a lot of money, but I simply don't see how you can pass without this preparation aid and a big investment of your time. The modules are only one component of what you are purchasing. You get on-line access to timed exams just as the real exam will be. This will teach you how to pace your time, make decisions faster, and train you for "the day". The money is one thing and I realize your time is valuable, too...time away from family, friends, or trading some of your vacation time for study time to sit behind a desk with no interruptions.

Achieving any type of certification is nothing to be taken lightly. Those of us who have sat through the exam know how grueling it is. Well, at least I thought it was grueling. I can't imagine how I would have felt in there if I had not put in as much study time as I did. In fact, at about question 50 I thought I was in the wrong exam. I had studied for four months and gone to classes. I was perplexed. I just took a deep breath and continued one question at a time.

The national pass rate for the PHR is currently less than 60% and the SPHR pass rate is 50%. I don't say this to discourage you; I say this to PREPARE you. The HR Certification Institute wants you to pass so the industry will grow. HR also needs to become more strategically valuable in the workplace instead of perhaps being treated like Toby from *The Office*. SHRM is striving for HR to "get a place at the table". In fact I read where it is forecast that future CEO's will trend from having less of an accounting background to having more of an HR background. The HR Certification Institute just wants to make sure that there is very strong integrity with achieving the designations.

Over the last three years I've spoken with people who have taken the exam and don't pass. Some have said it was harder than they expected or how he/she has been doing HR for years...and they don't know why they didn't pass. Not passing is not an insult to your knowledge, career, or value you bring to your employer. It simply means test-taking skills need to be developed along with increased HR knowledge outside your specific area of expertise. Also, people have different learning styles. For those of you who are interested in taking the exam, I would suggest that you do a little research on adult learning. (You can reference Module 3 for more information.) For instance, I learn better in a class room environment; therefore I knew I had to enroll in a structured course. For self-study, it had been many years since I "had to study". For me, I could not sit back on the couch and read. There are too many distractions around the house for that! I quickly realized I needed a more formal study environment. I set up a study area in the back of the house where I was free of distractions and I dedicated times of the week for study time... and I stuck to it. Well, I did cheat one day and go to the beach. You have to reward yourself a little bit! But seriously, the review session alone will probably not be enough to help you pass. You only have to make the equivalent of an aggregate of 70%, but let me tell you, it is harder than you think.

The final considerations I'd like to share are these. The test is on a vast (did I say vast) area of topics. Two examples: Benefits and Unions. In my career, I only deal with 401(k)'s and I have never dealt with unions. Wow, was that a learning curve. I had never dealt with a "top hat plan" or a "defined benefit plan" not to mention what an "unfair labor practice" was or "salting". My point is while we've all done HR for many years, there is so much more you'll be tested on. The more you know and stretch your mind, the more likely, of course, it will be that you pass.

Utilize your current resources, too, e.g. your health agent, your broker, and fellow SHRM members. Ask them questions. Some of your greatest resources might be sitting at the same table at your next SHRM meeting or even in your own office. There are those who have been there and those who will be. So reach out and let's all grow together.

Jeffrey Bissell, CPP, PHR ~ V/F SHRM Certification Chair ~ [jbissell@vision-hr.com](mailto:jbissell@vision-hr.com)

# Community Relations



A representative at PACE Center for Girls spoke at one of our meetings. As a follow up to that we had a clothing and personal item drive for the Center at our February meeting. The Girls LOVED all the things they could choose from when they earned a trip to the "store" to shop. It lets them know there are people out there that care, and want them to grow into successful young ladies that have a positive impact on our community. Keep up the good work Girls!

*Letter mailed to Volusia/Flagler Chapter Members:*

I hope you all enjoyed a spectacular Thanksgiving holiday. I wanted to share with you how much I enjoyed my visit at the SHRM monthly meeting and getting the opportunity to speak about PACE Center for Girls, Inc. The warmth I was welcomed with and the enthusiastic response of your membership was incredible. You will be proud to know that we had multiple members sign up to attend our Board Recruitment Informational Luncheon on December 12, and many others expressed an interest in providing their time and support.

Thank you so much for inviting me and many thanks for your leadership and the strong commitment you have fostered within your organization to better our amazing community. Please extend my regards and appreciation to the rest of your group and don't hesitate to contact me if you require any additional information.

Sincerely,

**Julie Barrow, EdS, NCC, CPS**

PACE Center for Girls, Inc.

208 Central Avenue

Ormond Beach, FL 32174

386\*944\*1111 ext. 230 Office

386\*872\*2560 Cellular

386\*944\*1112 Facsimile

*Life is an exciting business, and most exciting when it is lived for others.* -- Helen Keller

Be on the look-out for Community Relations activities that we will participate in for the Summer!

Suggestions on Community Relations activities or events? Contact Linda  
Wynter:linda.wynter@pnc.com



## A NOTE FROM OUR DISTRICT DIRECTOR



I am happy to provide my first report as your District Director! Recently, I had the opportunity to sit down with the Presidents of Volusia/Flagler, John Kirkman, Space Coast, Andrea Wilkinson and South Brevard, Robin Westervelt. It was a great way to share practices and ideas.

The three chapters have vowed to support each other and our endeavors. We will keep all our members posted with a variety of resources including invitations to events and opportunities to participate and/or partner in joint ventures. My opinion is this will be beneficial for all the chapters.

I think this is a great way to start 2013!

Suzy Suring, PHR

HR Florida- District Director 6



### 2013 Board of Directors

- President - John Kirkman, PHR
- Past President - Suzy Suring, PHR
- President Elect - Kenny Corbin, PHR
- Secretary - Linda Caracushansky, PHR
- VP Finance - Eveline Kraljic, PHR-CA
- VP Programs - Elvira Wolford
- VP Membership - Yvette Hernandez-Correa
- VP Marketing - Claire Venables
- VP Communications - Erin Goldesberry
- Foundation - Brian Pinkalla, SPHR-CA
- Legislative - Al Truesdell
- Certification - Jeffrey Bissell, PHR
- Hospitality - Lisa Brooks-Thompson
- Communications - Christy Lachicotte, PHR
- Community Relations - Linda Wynter
- Marketing - Richard "Riff" Fernberg
- Website - Cheryl Perreault, PHR



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


# New Members

We've had another amazing quarter for new members! Please **join us in welcoming the following:**

- Ruth Alvarez-Anzola—Halifax Media Group
- Nikki Baez—Technetics Group
- Dorothy Moore—Technetics Group
- Fran DeCinto—Volusia Family YMCA
- Laura Gazzoli—SeaGate Homes
- Cynthia Hanson—Raydon Corporation
- Michael Sallese—Raydon Corporation
- Jomarys Hoyos—Masco Contractor Services
- Diana Jones—Majors Medical Supply
- Skip Lilly—Business Development
- Kimberly Rand—SMA Behavioral Health Services, Inc.
- LaCindra Range—Manpower
- Brian Vosteen—ADP



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



**Volusia / Flagler SHRM**

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**PO Box 10366  
Daytona Beach, FL 32120  
DaytonaSHRM@gmail.com**

## THANK YOU to our Diamond Chapter Sponsors...















If your company would like to become a chapter sponsor, please send an email to [DaytonaSHRM@gmail.com](mailto:DaytonaSHRM@gmail.com)

or call Claire Venables (386)-253-3333

# Upcoming Events

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.

Follow us!!!!



**We hope to see you at the next meeting!  
Bring a guest and enjoy an hour of great  
information and networking!**

## Note from the President



**John Kirkman, PHR  
2013 Chapter President**

It's hard to believe that the first quarter of the year is behind us. On a brighter note, our Chapter has been very busy working on some exciting projects. I am happy to announce that we have enhanced our partnership with the Center for Business Excellence (CBE) and have become a Co-Sponsor of their annual Business Summit Conference. What does this mean, you may be asking yourself. Well, our Chapter will be offering educational sessions relating to the Business Summit's annual theme. This year's conference theme is Health Care Reform. We have secured Joyce Chastain, HR Florida State Council President, to educate attendees on the specifics of health care reform and how it will impact business.

### Save-The-Dates

April 1 – 12<sup>th</sup> – Member survey, with a chance to win a \$50 gift card to The Dish, located in Ormond

April 17 – 18<sup>th</sup> – HR Florida Third **DAY ON THE HILL** event in Tallahassee, contact Christy Lachicotte if you are interested at 386.265.6880.

June 11<sup>th</sup> – CBE Annual Business Summit Conference, register at:

[http://www.centerforbusinessexcellence.net/businessexpress/Business\\_Summit\\_2013.pdf](http://www.centerforbusinessexcellence.net/businessexpress/Business_Summit_2013.pdf)



[Will and Guy's Top Ten Amusing, Hilarious and Funny Examples of Mistakes in Application Letters](#)

These funnies landed on the desk of the Human Resources Director

1. I have a graduate degree in unclear physics.
2. My hobbies include raising long-eared rabbis as pets.
3. My last job was as a plumbing and hating specialists.
4. I worked for 6 years as an uninformed security guard.
5. The academic scholarship I earned came with a plague.
6. Most of my experience to this point has been as a blue-color worker.
7. As part of the city maintenance crew, I repaired bad roads and defective brides.
8. My career goal is to shave my talents with a growing company.
9. This has reference to your advertisement calling for a 'typist And an accountant - Male or Female'... As I am both for the past Several years and I can handle both; I am applying for the post.
10. As my mother-in-law has expired and I am responsible for it, Please grant me 10 days leave.