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# SHRM Emerald Coast Chapter News

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**Join us for a meeting!**

November 16, 2005

\*December 14, 2005\*

January 18, 2006

\*\*\*Unless otherwise noted\*\*\*

SHRM-ECC meets the 3rd Wednesday of each month at Two Trees Restaurant.

Breakfast starts at 7:30 AM and the meeting starts at 8:00 AM

## Why I Love HR

By Martha I. Finney

Earlier this summer the HR community was rattled by the now well-known sucker punch from *Fast Company* magazine: the August cover story called "Why We Hate HR" (can you imagine what it must be like to be the HR person of that publishing company?). While we were all abuzz about the rights and wrongs of the article, the meteorologists of the world had something else on their mind. Hurricane Katrina was barreling her way toward the U.S. mainland. And soon she gave us all something new to think about. And then we got Rita and then earthquakes, and then mudslides, and then Wilma. It's been a lively year.

We clearly have bigger fish to fry. As much as HR has been fairly or unfairly pilloried for its attachment to administrivia, we have all now seen how devastating mindless allegiance to bureaucracy can be when humanity is at stake.

So I would like to pump up the vision for HR several notches. If you're just bursting to say, "valued strategic business partner at the table," go ahead and get it out of your system now. This is going to be about something completely different. The *greatness* of HR – it's time to step up, shake off the administrative shackles and claim the power that's been ours all along to make a difference where difference really counts:

**HR puts feet to dreams.** When leaders and entrepreneurs lie awake at night and spin grand castles in the air, pretty soon they have to start asking themselves where they are going to get the talent to build those castles for real. When ordinary folks dream at night about building exciting careers – or simply paying the mortgage and feeding their family – eventually they have to start asking themselves what companies are most likely to help them make their dreams come true. Two sets of dreamers at opposite ends of the employment equation. But they need each other. Where do they find common ground? HR, of course.

**HR puts the world to work.** Consider the billions and billions of people who go to jobs every day around the planet. Steady paychecks. Safe working conditions. Reasonable management policies and leadership behaviors. Fair prospects for advancement. In many countries, unprecedented surges in standards of living. Who's behind that? HR.

**HR works better than the United Nations.** Not only does HR put the world to work, HR puts the world to work *together*. In most major cities around the globe – certainly in the greater Boston area – companies large and small are filled with representatives of many nations – many of them would be in armed conflict with each other on their native soil. But unified by the common mission of their companies' profitability and competitiveness, these employees work shoulder to shoulder toward their shared goal of a better future for themselves, their families, even each other.

(continued on page 2)

**HR is never satisfied with itself.** HR professionals know that there is always room for improvement. There is no profession so dynamic and ever-changing as a people profession – especially one that must marry the intricacies of people and business strategy. Many Fast Company HR readers actually agreed with the spirit of Hammonds's article (that's what makes horse races, I guess). And the mere fact that HR never forgets that things could be done better is one of the reasons why I love HR.

**HR takes care of its own.** I don't think there is a better, more developed, more welcoming, more elaborate network of colleagues in any other profession. Throughout the world professional HR groups and SHRM chapters and classes and seminars and workshops and monthly "hole-in-the-wall gangs" convene, complain, kvetch, kvel, and share all the insights, news, and creative solutions they can. Even competitors generously share their best practices with each other. To borrow a line from a song from West Side Story, "When you're in HR, you're in HR all the way." In HR you belong. You're embraced. You grow. You give back. You're welcome.

**HR builds communities.** Communities are filled with employees, former employees and future employees. Through HR, companies partner with community leadership to foster stability, hope, growth and development for all their citizens and constituents. When there are jobs people stay. When people stay there is a tight fabric of relationships, memories, dreams and willingness to invest and sacrifice for an even better future.

**HR is a stupidity buffer.** HR is often the only thing that stands between terrible ideas from company leadership and its people (and its customers, and its shareholder interests). With its legal, fiduciary, strategic and human understanding of the people impact of any kind of leadership initiative, HR has the best vantage point of all the functions in a company, and has the perspective necessary to put the brakes on "stupid leadership tricks."

**HR saves lives.** HR is on the front lines of all the personal battles faced by modern humanity. Depression. Addiction. Domestic violence. Illiteracy. Street crime. Divorce. Despair. Thanks to the many initiatives and support systems that HR has assumed over the last 20 years, employees have a chance to prevail over their personal nightmares and sources of shame and stress.

**HR makes greatness happen.** No matter what we do for a living, we all share a single calling, which is to use our talents to make the world a better, more hopeful place. But none of us can fully manifest our potential all by ourselves. Even the most talented and singular visionaries need the support of organizations to bring their genius to the marketplace. We need each other. We come to our chosen organizations with our various gifts and talents and skills. And we look to HR to sort it all out for us, plug us into the places where we can do our best work and together – as a team – we lean into the wheel and build a future for ourselves, our families, our communities, our world that matches our best dreams and values.

**HR relieves suffering.** If you watched CNN as obsessively as I have over the last several weeks, you'll know that "where is my child?" is probably the most frequently uttered statement into the cameras. But a close second to that keening yearning to recover loved ones is to recover one's footing in life. And that means finding a job. Hundreds of thousands of Katrina evacuees have been scattered throughout the United States. With every new home, every new forwarding address, there is the need for a new job. That's where HR comes in. In hundreds of communities coast to coast, HR is going to be the key player in helping sustain lives, families, hopes and dreams for the short term or the long run.

Ultimately, HR is going to be a key player in building the entire Gulf Coast area to a great and new region where dreams come true.

HR matters. And that's why I love HR.

Martha Finney is a Santa Fe-based HR career coach, speaker and employee engagement consultant helping companies attract, retain and engage high-quality talent. She is also the coauthor of *HR From the Heart: Inspiring Stories and Strategies for Building the People Side of Great Business*, with Libby Sartain. She can be reached at [Martha@marthafinney.com](mailto:Martha@marthafinney.com).

## The President's Corner



As we approach the holiday season, we have so much to be thankful for: our jobs, our homes and our families as well as our friends and for you, our members.

I'm sure that you know someone in Louisiana, Mississippi or Alabama that has been affected by Hurricane Katrina. In Florida, we have suffered our share of the devastation and destruction from hurricanes. As a result, we're not only in a position to empathize and understand, we are also in a position to help. Many of you worked directly with the hurricane victims that sought shelter in our local area; others have made financial contributions to organizations like the Red Cross and Salvation Army.

In an effort to contribute to the Hurricane Katrina relief efforts, the SHRM-ECC board voted to make a monetary contribution to an agency that was relocated to our area because of the devastation. Our hometown football hero, Danny Wuerffel, is the director of development for Desire Street Ministries. The organization was established in 1990 in the Desire Housing Project of New Orleans, which at the time was the nation's second largest public housing site and ranked the worst by the U.S. Department of Housing and Urban Development. After Hurricane Katrina devastated the New Orleans headquarters, the Desire Street Academy was relocated to Camp Timpoochee in Niceville. The camp site is a temporary solution to a long-term strategy to board and educate the young men of the Ninth Ward of New Orleans. They resumed classes October 3 with nearly 80 students, each with a very long list of needs.

At the November General meeting, we will accept monetary donations for the Desire Street Academy, and SHRM-ECC will match all donations collected up to \$500. I hope you will consider making a donation for this worthy cause.

If you missed the October joint seminar with ASTD, it was really a treat! Mark Wiskup was a fantastic speaker. We hope to make it an annual event with ASTD. Special thanks to Stacey Tobik and the ASTD board members for coordinating the seminar.

I'm amazed at how fast this year has gone by! I've enjoyed serving you as President of SHRM-ECC. Thanks so much for the support you've given me in the past year. I look forward to 2006!

See you at the next meeting!

Amy Oswalt  
President

### Scheduled Meetings and Speakers:

November 16, 2005: Tammy Halprin, Employee Engagement through Holiday Events

December 14, 2005: Holiday Party/Installation of Officers

January 18, 2006: To be announced

*Please visit our website at [www.shrm-emeraldcoast.org](http://www.shrm-emeraldcoast.org) to register for the meeting!*

## WELCOME TO OUR NEW MEMBERS

Charlie Ray  
Director, Human Resources  
Air Force Enlisted Village, Inc.

Betty Jones  
Recruiter  
AmSouth Bank

Jerry Armstrong  
Human Resources Specialist  
BCC-Human Resources Dept

Deanna Smotherman  
HR Specialist  
White Wilson Medical Center

Eddie Torres  
Regional Sales Coordinator  
AFLAC

Amy Kay  
HR Manager/Benefits  
Hilton Sandestin Beach Golf Resort

Scott Seeger  
Human Resource Director  
ResortQuest

Angie Mims  
Human Resources Coordinator  
DRS Training & Control System Inc

Gayle Waite  
HR Coordinator  
Quality Imports

Tasha Gunn  
Human Resource Program Manager  
Crestview Aerospace

Edna Ramos-Roena  
Management Analyst  
AAC/DP

### **Plan Option A** **Sponsor an SHRM/Emerald Coast Chapter**

General Membership Meeting  
Fee: \$500.00

Entitles sponsor to 10-minute presentation at meeting, 12 months of advertising on Chapter website and in quarterly newsletter, plus 12 months Annual Directory business card ad.

### **Plan Option B** **Sponsor an SHRM/Emerald Coast Chapter**

General Membership Meeting  
Fee: \$250.00

Entitles sponsor to 10-minute presentation at meeting

### **Plan Option C**

Fee: \$100

6 months of advertising on Chapter website and in quarterly newsletter

### **Plan Option D**

Fee: \$50

6 months advertising in SHRM/Emerald Coast Chapter Annual Directory business card ad

Sponsors must provide copy/camera ready ad for newsletter.  
Ad should be no larger than ¼ page.

*Revised 5/5/05*

Contact Mike Carraway at 850-654-6301 or [mcarraway@itpays.com](mailto:mcarraway@itpays.com) for additional information.



## Member Spotlight

### Glenda Kelly

1. Where do you work and what is your title?

Vanguard Bank Human Resource Manager/AVP Certified as a PHR since 1998.

2. Why did you pursue HR as your career field?

Because I enjoy finding resolutions to employee relations problems and like to be able to help people grow.

3. How did you hear about SHRM-ECC?

From another Local SHRM Member

4. How long have you been an SHRM-ECC member?

1997

5. Are you a National SHRM member

Yes

6. What benefits have you derived from your National Membership?

Their Publications and ability to access their Website for assistance at the tip of your fingers.

7. How can SHRM-ECC improve to serve the membership?

- Provide speakers on current Hot topics
- More Seminars

8. What was your favorite speaker topic covered the last few years?

The mock trial we had a couple of years ago.

9. What topics would you like to see in the future?

Sarbanes Oxley expert to speak on its effects as they relate to HR.

#### 10. What is your greatest HR success story? (Or work related work story)

Over the past couple of years our organization had struggled with turnover in our entry level teller positions. The tellers said they were feeling over worked, under paid and not appreciated. To address these issues, I conducted a team member survey to help define what areas the company could improve in or to help eliminate unfavorable perceptions. After the results were compiled, I held an appreciation dinner with the tellers and no other management involvement. The dinner gave us an opportunity to openly discuss their issues and get feedback from them on solutions. I was able to take this information and compile additional research to present to Senior Management ideas for solutions. With complete support of Senior Management I came back and met with the tellers again to introduce the changes and then met with their management staff to insure we had complete buy in on all levels. Although we still have turnover in this area, the reasons for the turnover consist more of relocations and company promotions and has made for an over all better team.

#### 11. What person has made the biggest impression on your career? Why?

Martha Miller Executive Group Manager at Vanguard Bank. Martha is a highly regarded businesswoman within our community. She continues to encourage and mentor me on a daily basis, and she allows me to be independent, make decisions and have strong input in daily bank activities (and keep me sane).

#### 12. What advice do you have for other HR professionals?

In most businesses, HR Managers are usually tagged unfairly as the “hatchet” person or the one who comes to see you because you have done something wrong. Work hard to stay visible and involved with your team members on a regular basis to help curb the perception of being the bad guy.

#### 13. What are your hobbies or interest outside of work?

Horse back riding

#### 14. How do you achieve a work/life balance?

Prioritize, stay organized and learn to say NO on occasion.

#### 15. What else would you like to share? Family? Favorite quote? Pets?

I have 1 child (of the 4 legged nature) a Shih Tzu named Buster Brown, who is spoiled worse than any child could be. My immediate family all lives in the Ft Walton area and loves to do things together. One of those is taking care of our “family farm” in Holmes County where we have 4 horses and a pony, complete with a stocked fishpond.

## **SHRM Foundation**

*The benefits it brings!*

The SHRM Foundation is a not-for-profit organization that operates as the research and development arm of the Society for Human Resource Management. The mission of the Foundation is *to lead, encourage and financially support research and educational activities that further the growth and development of the HR profession.*

The SHRM Foundation is governed by a volunteer Board of Directors from the HR profession, including academics, practitioners and representatives from the Society of Human Resource Management. It is supported by tax deductible contributions from individuals, companies and organizations.

Activities funded by the Foundation include major research projects that have direct and practical impact in advancing the profession, practical publications on specific issues, scholarships, grants and educational initiatives.

The SHRM - Emerald Coast Chapter is committed to supporting the Foundation through an annual contribution of \$500. The chapter has an appointed SHRM Foundation Chair position on the board and this board member leads an additional SHRM Foundation fundraiser each year. Individual members are encouraged to donate to the Foundation as well.

For more information on the Foundation see <http://www.shrm-org/foundation>  
or contact Cathy Szatkowski [.catherine.m.szatkowski@boeing.com](mailto:catherine.m.szatkowski@boeing.com)



## **SHRM-ECC Human Resources Reference Library**

The SHRM – Emerald Coast Chapter maintains a reference library containing Human Resource and HR related materials (books, computer disks, etc.). The materials are available to all members of the chapter. The SHRM Liaison board member, Cathy Szatkowski, maintains the library. Members are also encouraged to donate items to the library.

Members are permitted to borrow materials for 30-day increments. Renewals are permitted for an additional 30 days if the materials have not been requested by another member. If materials have not been returned or renewed following the 30 days, the SHRM Liaison Chair will contact the member via email. Continued failure to return materials may result in a charge to the member for the value of the materials.

If a member requests materials that are currently loaned, their name will be placed on a waiting list. The member will be contacted via email upon the return of the materials to the library.

Members requesting materials are responsible for retrieving and returning the items (i.e.; pick up/drop off at Librarian's place of business; arrange transfer at general meeting, etc.).

The materials available through the library are listed on the SHRM-ECC website at [http://shrm-emeraldcoast.org/resource\\_library.htm](http://shrm-emeraldcoast.org/resource_library.htm)

These are the latest additions:

Audio Book Summaries:

***Breakthrough***, Bill Davidson

***Heads Up***, Kenneth G. McGee

***Change Without Pain***, Eric Abrahamson

***The Future of Work***, Thomas W. Malone

***Conquering Complexity in Your Business***, Michael L. George & Stephen A. Wilson

***Ten Deadly Marketing Sins***, Philip Kotler

For more information, please contact Cathy Szatkowski, [catherine.m.szatkowski@boeing.com](mailto:catherine.m.szatkowski@boeing.com)

Diversity Corner

**QUESTION: What is National Disability Employment Awareness Month?**

**ANSWER:** Congress designated each October as National Disability Employment Awareness Month (NDEAM). The Office of Disability Employment Policy has the lead in planning NDEAM activities and materials to increase the public's awareness of the contributions and skills of American workers with disabilities. Various programs carried out throughout the month also highlight the specific employment barriers that still need to be addressed and removed.

This effort to educate the American public about issues related to disability and employment actually began in 1945, when Congress enacted a law declaring the first week in October each year "National Employ the Physically Handicapped Week." In 1962, the word "physically" was removed to acknowledge the employment needs and contributions of individuals with all types of disabilities. In 1988, Congress expanded the week to a month and changed the name to "National Disability Employment Awareness Month."

October - National Disability Employment Awareness Month  
November - American Indian Heritage Month

Checkout our website

[www.shrm-emeraldcoast.org](http://www.shrm-emeraldcoast.org)

Each month we post a member's name,  
So. visit the site often! You may be the lucky winner!

AFFILIATE OF



SOCIETY FOR  
HUMAN  
RESOURCE  
MANAGEMENT

## Emerald Coast Chapter #459

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Serving Human Resource Professionals  
on the Emerald Coast

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WE'RE ON THE WEB!  
[WWW.SHRM-EMERALDCOAST.ORG](http://WWW.SHRM-EMERALDCOAST.ORG)

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## SHRM/Emerald Coast Chapter 2005 Executive Board Members/Committee Chairs

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