



Volume 16

Number 6

June 2009

Mini-Seminar/Luncheon



When: June 12, 2009

Mini-Seminar Time:

7:30 am – 10:30 am

Lunch Session Time only:

11:15 am – 1:00 pm

Where: Heron Lakes Country Club

Min-Seminar: \$45 per person for members and \$55 per person for guests (includes continental breakfast and lunch)

Lunch only: \$18 per person for members and \$23 per person for guests (includes tax & gratuity)

IMPORTANT!!

RSVP to
Cindy Giddens,
cgiddens@soearth.com

Reservations should be made
by 10:00 am
Tuesday, June 9th



**LET'S SHOW SUPPORT FOR OUR TROOPS BY WEARING
SOMETHING RED TO THE MONTHLY MEETINGS**

PRESENTATION



Speaker:

Cathy Misseldine-Martin, SPHR

(see speaker bio in the following pages)

Mini-Seminar Session Topic:

HR Metrics That Matter

Approved for 2.75 Strategic Credit Hours

Lunch Session Topic:


The Service Mirror: How Your Customers Reflect Your Employees' Commitment

Approved for 1.0 Strategic Credit Hours



PRESIDENT'S MESSAGE

Dear Mobile SHRM Members,

Summer is upon us already...where does the time go? I hope you are able to enjoy some of the beautiful summertime fun we have here on the Gulf Coast. Make a point to give yourself a break from the stress inherent to our field. It's important to periodically "smell the roses"  to refresh our minds, bodies and souls. With a little down time, we are able to meet the daily challenges life brings our way.

Take a break from your job next Friday morning by joining us at the mini-seminar. Cathy Misseldine-Martin, SPHR will be presenting two sessions sure to inform and inspire you. Both of her sessions have been pre-approved for Strategic recertification credit hours by HRCI. Certificates will be available for those that attend. Continental breakfast and lunch are included for the price of \$45 for members and \$55 for non-members.

I encourage those of you who are members of National SHRM to make your voices heard on public policy issues affecting the HR community. SHRM maintains a major presence in Washington, D.C. and your input as members of the society will not fall on deaf ears. For guidance on how you can make a difference visit SHRM's website, www.shrm.org, and click on the tab at the top entitled *Legal Issues*.

Sincerely,

Angie

Angie Bedgood, SPHR
President





UPCOMING EVENTS

- June 12 MSHRM Mini-Seminar and Monthly Meeting Heron Lakes CC
Speaker: Cathy Missledine-Martin
Seminar Topic: HR Metrics That Matter
Lunch Meeting Topic:
 The Service Mirror: How Your Customers Reflect Your Employees' Commitment

Sponsored by *Managed Health Care Administration, Inc*
- June 28- July 1 SHRM 61st Annual Conference Morial Convention Center, New Orleans, LA
<http://www.shrm.org/Conferences/annual/Pages/register.aspx>
- July 10 MSHRM Monthly Meeting – BREAKFAST Heron Lakes CC
Speaker: Sal Barrientos
Topic: Homeland Security: ICE IMAGE Program
Sponsored by *Brett Robinson Real Estate/Colonial Bank*
- Aug 14 MSHRM Monthly Meeting – LUNCH Heron Lakes CC
Speaker: Mayor Sam Jones
Topic: Vision for the future of Mobile
Sponsored by *Army Aviation Center Federal Credit Union*
- Sept 11 MSHRM Monthly Meeting – BREAKFAST Heron Lakes CC
Speaker: Trenea Gillespie, Asst. Professor, Dept. of Management, University of South Alabama
Topic: Performance Evaluations
Sponsored by *Marie Dickinson & Louise Crow, Relocation Specialist Realtors and Colonial Bank*
- Oct 9 MSHRM Monthly Meeting – Lunch Heron Lakes CC
Speaker: Troy Wayman, VP of Economic Development, Mobile Chamber of Commerce
Topic: Workforce Development
Sponsored by *America's First Federal Credit Union*
- Nov 13 Gulf Coast Human Resource Conference Mobile Convention Center
SPONSORSHIPS AVAILABLE
- Dec 11 MSHRM Monthly Meeting – Annual Charity Luncheon Heron Lakes CC
 "Who Wants to Be an HR Star?"
 Hosted by Tom and Kelly Woodford
Sponsored by *Managed Health Care Administration, Inc*



2009 Mini-Seminar

HR Metrics That Matter (breakfast)

&

The Service Mirror: How Your Customers Reflect Your Employees' Commitment
(lunch)

Presented by Cathy Missildine-Martin SPHR

June 12, 2009

Location: Heron Lakes Country Club

Time: 7:30 am -1:00 pm

Name: _____ Phone: _____

Company: _____ Fax: _____

Address: _____ E-mail: _____

***This program has been pre-approved
for 3.75 strategic credit hours by HRCI.***

Mobile-SHRM Members \$45.00 (Breakfast and Lunch included)

Non-Member Mobile-SHRM: \$55.00 (Breakfast and Lunch included)

Register by mail by sending this registration form to:

Mobile-SHRM

5300 Hall Mills Rd., Suite H102

Mobile, AL 36619

Make check payable to: Mobile-SHRM

***Payment and registration form must be received no later than
Monday, June 8, 2009***

OR

Email Cindy Giddens with your intent to attend and pay at the door, cgiddens@soearth.com

Contact: Jeff I. LeBlanc, jileblanc@pilotcat.com, with any questions.



2009 Gulf Coast Human Resource Conference

Presented by:
Mobile Society for Human Resource Management

Friday, November 13, 2009

8:30 am – 4:30 pm (check-in begins at 7:30 a.m.)

Mobile Convention Center, Mobile, AL

The Mobile Society for Human Resource Management presents the 2009 **Gulf Coast Human Resource Conference** on Friday, November 13, 2009 from 8:30 a.m. - 4:30 p.m. at the Mobile Convention Center, with a pre-conference reception and silent auction fundraiser for the SHRM Foundation scheduled the evening before at the Heron Lakes Country Club.

The conference will feature a wide variety of sessions of interest to business owners, managers, HR practitioners, and other professionals. Topics and speakers include:

- **Dorothy Hill**, SHRM Regional Director, Southeast – HR Competencies Setting the Stage for Success
- **Mary White**, Mobile Technical Institute – Succession Planning
- **Donna Brooks**, Lehr, Middlebrooks & Vreeland
- **John Conrad**, Alta Pointe – Effects of the Economic Crisis on the Workforce
- **Marjorie Icenogle**, University of South Alabama – Behavioral Interviewing
- **Dr. Moira Amado-McGittigan**, Kairos Communication Architects – Improving Effectiveness of Written Communication
- **Bob Spencer**, Jackson Myrick – Free Choice Act, Managing a Union Free Workplace
- **Kelly Woodford**, ., University of South Alabama & **Tom Woodford**, The Kullman Firm - HR Legal Update

Conference registration is \$89 for Mobile SHRM members and \$99 for non-members. Registration fee includes all sessions, admission to the trade show, continental breakfast, and lunch.

Attendees may also choose to attend a **pre-conference reception and silent auction** to benefit the SHRM foundation at Heron Lakes Country Club from 5:30 - 7:30 p.m. on Thursday, November 12, 2009 (*additional \$15 fee applies for reception*).

The first 50 registrants will receive two entries in the grand prize drawing for two \$500 prizes, and all registered participants will receive one entry.

For more information, contact Renee Sorensen at Rsorensen@LongsHRS.com.

Exhibitor and sponsorship opportunities are also available.



Mobile SHRM Receives Distinguished Award

The Society for Human Resource Management (SHRM) in Alexandria, VA has awarded the Superior Merit Chapter designation to the Mobile Society for Human Resource Management (Mobile SHRM) for its scope of work in perpetuating and supporting the mission of the organization in 2008.

The Society for Human Resource Management (SHRM) is the world’s largest association devoted to human resource management. The Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 250,000 members in over 130 countries, and more than 575 affiliated chapters.

Mobile SHRM is one of 93 chapters receiving the distinction in SHRM’s Southeast Region comprised of 10 states, DC, the Atlantic Council and 160 affiliated chapters.

“This recognition demonstrates both the leadership and the successful partnership the chapter has with SHRM to serve the networking and professional development needs of human resource professionals and to the advancement of the human resources profession” noted Pamela J. Green, SPHR, Chief Membership Officer for SHRM.

Mobile SHRM receives a Certificate of Recognition, a specialized banner to display at its meetings and events, and is being recognized in SHRM’s publications and at its conferences.

Special congratulations to Mobile SHRM’s 2008 Board of Directors and Coordinators!

Laissez Les Bon Temps Rouler!!!

SHRM 61st Annual Conference & Exposition

June 28 – July 1, 2009
New Orleans, LA
Morial Convention Center
Keynote: Tom Brokaw

Mark your calendars to attend a great educational/ networking opportunity with your fellow MSHRM members!



ARE YOU CERTIFIED?

ARE YOU CERTIFIED? If you are interested in obtaining your PHR/SPHR, the Mobile SHRM is now offering the PHR/SPHR certification classes for the 2009 winter test window. The class will meet Tuesday evenings from 5:30 to 8:45 pm September 8, 2009 through December 8, 2009. The class location is Mobile Technical Institute at their new location 1301 Azalea Road, Mobile AL. The class will cost \$835.00 and includes the latest issue of the SHRM Learning System. If you are a Mobile SHRM member, and are successful in passing the exam, the chapter is currently offering reimbursement of part of the testing fee (up to \$125.00). In addition, the SHRM Foundation has a scholarship program available for certification. If you are a SHRM member and are interested in pursuing PHR, SPHR, GPHR or CA certification, you may be eligible for the **\$750** scholarship. The application **deadline is JULY 15, 2009**. For more information, please go to the SHRM Foundation website www.shrm.org/foundation and select "Scholarships and Awards". Please contact Mary White, SPHR at membership@mobileshrm.org or Jeanine Wilson, SPHR certification@mobileshrm.org for further details or if you have questions about the Mobile SHRM Certification Classes.



Mary White, SPHR

VP of Membership

membership@mobileshrm.org



Jeanine Wilson, SPHR

HRCI Certification

certification@mobileshrm.org

WHAT A DEAL ON HRCI RECERTIFICATION CREDITS!

Are you hungry for credits? There are many options available for recertification credits this year. Mobile SHRM is increasing its offering of recertification credits at our meetings this year. In addition, we are offering credit at our 2009 Mini Seminar "HR Metrics That Matter". For a fee of \$45.00 (member price) you can enjoy breakfast, lunch and get up to 3.75 hours STRATEGIC HRCI Recertification Credit.

Great News! In-house training offered by your employer can earn recertification credits and there is no limit. As long as the training is HR related, the speaker is considered an expert, the training lasts at least one hour and has a set learning objective it should meet HRCI recertification requirements. To learn more about recertification activities download our "[Tips For Earning Credit Hours](#)" flier on the HRCIweb site.

Want to know what events are available for credit? The HRCI web site has a new feature which provides a directory of approved programs that are searchable. Please [Click](#) here to search for activities that fit your schedule and are in your area.

Is winter a better time for you to get your recertification credit? Don't forget about our 2009 Gulf Coast Human Resources Conference in November. There will be plenty of recertification credits. For just \$89.00 (member price) it will be a great value. Mark your calendars for Friday November 13, 2009 so you can join us at the Mobile Convention Center. Please click <http://2009gulfcoasthrconference.eventbrite.com> to register or go to www.mobileshrm.org and choose the 2009 Gulf Coast Human Resources Conference.

How about a trip to the Big Easy for the National SHRM Conference? For just \$1475.00 or \$595.00 per day (member price) you can enjoy the music, atmosphere and yes, of course the conference. There will be many opportunities to catch HRCI Recertification Credits with up to 26 being available. Click here www.shrm.org/conferences/annual for more information on the June 28 through July 1, 2009 National SHRM Conference.

On a budget? For those of you who are looking for FREE credit opportunities, the National SHRM Website offers free webcasts. The webcasts can be found at www.shrm.org then select the education and then select webcasts. In addition, podcasts are available to download for your media players.

THE REQUIREMENTS FOR PHR/SPHR ARE CHANGING SOON!

In 2011 the requirements for PHR/SPHR Certification will change. So, HURRY if you are considering getting CERTIFIED. This is the perfect opportunity to increase your knowledge and increase your competitive edge in the marketplace. The most drastic change to the requirements are the number of years of exempt level work experience and education that is required for each category of certification. Below is a table that outlines current requirements as well as the 2011 requirements. If you are interested in certification or have a question please contact Jeanine Wilson, SPHR at certification@mobileshrm.org (251)607-7831 or HRCI at www.HRCI.org/certification.

	Current Certification Requirements	2011 Certification Requirements
PHR Eligibility	Must have 2 or more yrs of exempt HR experience.	<p>Must have 4 yrs of demonstrated exempt HR experience if less than a Bachelor's degree is held.</p> <p>Must have 2 yrs of demonstrated exempt HR experience if a Bachelor's degree is held.</p> <p>Must have 1 yr of demonstrated exempt HR experience if a Master's or higher degree is held.</p>
SPHR Eligibility	Must have 2 or more yrs of exempt HR experience.	<p>Must have 7 yrs of demonstrated exempt HR experience if less than a Bachelor's degree is held.</p> <p>Must have 5 yrs of demonstrated exempt HR experience if a Bachelor's degree is held.</p> <p>Must have 4 yrs of demonstrated exempt HR experience if a Master's or higher degree is held.</p>
Student Eligibility	Students and recent graduates (in a Bachelor's or higher degree program) can take the PHR exam only for \$120. After graduation and passing the exam they must within 5 years have the required 2 yrs exempt level experience and pay the remaining balance of the PHR fee.	Students must have the required exempt level experience and/or degree before they are eligible to take the certification exams
GPHR Eligibility	Must have 2 or more yrs of exempt HR experience.	<p>Must have 4 yrs of demonstrated exempt HR experience of which 2 yrs must be global HR experience if less than a Bachelor's degree is held.</p> <p>Must have 3 yrs of demonstrated exempt HR experience of which 2 yrs must be global HR experience if a Bachelor's degree is held.</p> <p>Must have 2 yrs of demonstrated global exempt HR experience if a Master's or higher degree is held.</p>

**Mobile SHRM thanks *Managed Health Care Administration*
for sponsoring our June mini-seminar**



**Thank you also to our May Door Prize Donors
(*company names will be included in July's newsletter*)**

**** All Door Prize Donors will be recognized in our Monthly Newsletter **
For more info contact Candice Swiger at candices@wescoweld.com
(Door prizes are needed for the coming meeting)**

**The Silent Auction and Raffle held at the
State Conference last week to benefit the SHRM
Foundation was a great success.**

**Statewide, SHRM chapters raised \$1790 for the
Foundation.**

**From our area, thank you to *Bellingrath Gardens and
Home* for their donation of passes to visit their
beautiful grounds and home!**

SPEAKER BIO

Keynotes, Seminars and Workshops conducted by Intellectual Capital Consulting

Cathy Martin and Barbara Hughes, Co-founders of ICC bring to your organization their knowledge in the following areas:

- Panel Topics:
 - What Every Executive Needs to Know About Customer Loyalty
- Speaking/Seminar Topics:
 - What Are Your Internal and External Audiences Saying About You?
 - Metrics that Matter
 - Getting a Grasp: Advances in HR Metrics
 - Analyzing Your Data: Bringing Tangible and Intangible Data Together
 - Survey 101: Avoiding the Pitfalls
 - The Financial Impact of Customer/Employee Loyalty
 - What does AGE have to do with Engagement?

barbara

cathy

"I now have an understanding of why employee loyalty is so important to our organization"

"I now feel like I have enough information to start creating metrics for my department"

"I must begin tracking employee and customer loyalty...it matters to our business"

3350 Riverwood Parkway • Suite 1900 • Atlanta, GA 30339 • 770.423.1022
www.intellectual-capital.net

Cathy Missildine-Martin, SPHR

Cathy Martin has extensive experience in many areas of strategic Human Resources Management. Cathy has worked closely with executives in the areas of performance, productivity, retention, training, staffing, and strategic implementation. Her past experience in operations and sales management in the technical, insurance and hospitality industries has given her a broad understanding of business issues and a solid foundation for building performance enhancing systems that support the business. Some of her most recent projects focused in the following areas: performance management redesign, change management, satisfaction surveys with quantitative and qualitative analysis, staff planning and strategic planning.

Cathy is a graduate from Kennesaw State University where she earned an MBA in Human Resource Management and Development. She is also a member of the Society for Human Resources Management (SHRM) and holds their professional certification, Senior Professional in Human Resources (SPHR). Cathy has served in many leadership roles at SHRM Atlanta including her current role as Executive Vice President of Member Services..

Cathy is serving as an adjunct Professor at Kennesaw State University. She teaches an online SHRM certification course as well as an in class version.

In May 1997, Cathy and her business partner Barbara Hughes started their own consulting firm, Intellectual Capital Consulting (ICC), specializing in people, processes and practices. Their corporate mission is as follows, "to give organizations the tools to increase customer and employee satisfaction."

ICC's clients include: Intercontinental Hotels Group, Mizuno, Genuine Parts Company, Place Properties, Aon, Swett and Crawford, IBM and Hampton Inn, Vulcan and Southern Company.

Cathy also serves on the Board of Directors for Samaritan House a non-profit organization helping homeless men and women return to the workforce.



ONLINE STORE NOW AVAILABLE FOR MOBILE SHRM MEMBERS

MSHRM MEMBERS CAN NOW CONVENIENTLY BUY ITEMS WITH OUR EMBROIDERED LOGO BY CLICKING THE LINK ON THE MSHRM WEBSITE. BROWSE YOUR EXCLUSIVE CATALOG, MAKE YOUR SELECTION, AND EASILY PAY BY CREDIT CARD OR PAYPAL. ORDERS MAY BE PICKED UP AT THE MONTHLY MEETINGS OR AT EMBROIDERY BY THE BAY, 9730 POTOMAC RIDGE DRIVE, MOBILE, AL. ORDERS MAY ALSO BE SHIPPED FOR ADDITIONAL SHIPPING FEES.

INQUIRIES MAY BE BY EMAILED info@embroiderybythebay.com OR BY PHONE 251-634-2175.

PORTIONS OF EACH SALE WILL GO TO THE MSHRM CHAPTER AS A FUNDRAISER.

PAID ADVERTISEMENT



- Comprehensive Behavioral Health Care
- Employee Assistance Services
- Critical Incident Stress Management
- On-Site Seminars and Workshops
- Participation in Company Health Fairs
- Leadership Training, Team Building



For more information about our services and how we can support your organization, contact the Marketing Department at 866-334-6422, evelyn.barbee@apsy.com, or dee.mcgraw@apsy.com.

New Members
WELCOME


Christine Hilburn
Human Resource Specialist
Dauphin Island Sea Lab
chilburn@disl.org
251-861-7514

Daniela Batchelor
Director of Human Resources
Spring Hill Medical Center
dbatchelor@springhill.org
251-460-5283

Lisa Cook
Customer Service Representative
International Assurance, Inc.
cookl@iaimobile.com
251-544-7242

Jason Finch
Human Resource Manager
American Tank & Vessel
jfinch@at-v.com
251-432-8265

New Members:

Please update your profile on our website, www.mobileshrm.org, at the “member login” link.

SHRM to Hold Regional Webinars

Mark your calendars! SHRM's Southeast Regional Team will be holding special webinars to showcase new additions to the website, enhanced member benefits, ways to earn recertification credits, and more! Plan to join in on the webinars as listed below.

SHRM will also be giving away a free membership to someone who is a chapter member but NOT a current SHRM member on the August 5th call. Angella Clark from Louisville KY was the lucky winner of a free membership in April. Upon winning, Clark said, “I’m excited to win! I now have access to a variety of reliable and current HR information.” **YOU could be the next winner!**

- Wednesday, July 22, at noon ET/11:00 CT
- Wednesday, August 5, at noon ET/11:00 CT (giving away a membership for non-SHRM members)
- Wednesday, August 26, at noon ET/11:00 CT (special content for small businesses with <100 employees)

To participate in these webinars, watch your email inbox. Details for each one will be sent via email, so make sure your spam filter allows emails from @shrm.org. Non-national members will receive an email from your chapter president. Each webinar is limited to the first 100 participants. If you can't get into the webinar, it is likely full, so be sure to login early.

Here's what your fellow HR professionals have said about these webinars:

- *I really enjoyed the SHRM presentation this afternoon. I am planning on joining today.*
- *I was unaware of all the benefits in the membership and will invest in the association.*
- *I would also like to take a moment to say "Thank You" for the information from the session. With just the introduction to the information available to me I am excited to get further into the field that I have become interested in.*
- *I'm new to HR - thank you very much for the presentation. I appreciate the roadmap you provided for accessing the knowledge I need!*
- *Thanks so much for your presentation. It was very informative and although I have been a member for years, I discovered that there are resources available to me that I was unaware of. I would greatly appreciate your sending me the link to the slide presentation. Again, thank you!*
- *This was a great webcast to the insight of what SHRM provides to its members and those who may be interested in joining SHRM. Job well done. It was interesting to know about the MANAGING SMART PUBLICATION that I am very much interested in. Also the E-MENTORING Program is also another interesting program along with the E-LEARNING. Thanks for sharing!*



Officers— MSHRM 2009

President	Angie Bedgood, SPHR abedgood@imiallc.com	(251) 626-3625 x 112
President-Elect	Jeff LeBlanc, SPHR jleblanc@pilotcat.com	(251) 607-7775
Vice Pres. Membership	Mary White, SPHR mgwhite@mtimail.com	(251) 478-6848
Secretary	Cindy Giddens, SPHR cgiddens@soearth.com	(251) 344-7711
Treasurer	Lorinda Day lday@rehab.state.al.us	(251) 479-8611

Core Leadership Area Directors—MSHRM 2009

College Relations	Kelly Woodford kwoodford@usouthal.edu	(251) 460-6723
Diversity	Kay Watson kaulla.watson@adeconna.com	(251) 342-9092
Governmental Affairs	Tom Woodford tjw@kullmanlaw.com	(251) 432-1811
HRCI Certification	Jeanine Wilson, SPHR jmwilson@pilotcat.com	(251) 607-7707
SHRM Foundation	Harold Williamson, SPHR haroldw@wescoweld.com	(251) 378-4131
Workforce Readiness	Sherri Grubbs, SPHR sgrubbs@hpcinternational.com	(251) 441-1990

Directors—MSHRM 2009

Past President	Harold Williamson, SPHR haroldw@wescoweld.com	(251) 378-4131
Conference Chair	Renee Sorensen rsorensen@longshrs.com	(251) 476-4933

Appointed Coordinators—MSHRM 2009

Audio & Visual Coordinator	Carlton Spinks carlton@gatewaysourcing.com	(251)210-4401
Conference Co-Chair	Sandy Key SKEY777@comcast.net	
Door Prize Coordinator	Candice Swiger candices@wescoweld.com	(251) 378-4151
Publicity Coordinator	Cindy Stueve cstueve@newhcu.org	(251) 316-3276

**MOBILE SOCIETY FOR HUMAN RESOURCE MANAGEMENT
MISSION STATEMENT**

The Mobile, Alabama chapter of SHRM exists to promote quality human resource practice among local industries, businesses, educational institutions, and government agencies. We bring together leading practitioners to provide education, networking and discussion of various human resource topics and to identify the best practices for all aspects

Mobile SHRM
5300 Halls Mill Road, Ste H, #102
Mobile, AL 36619
National Website: <http://www.shrm.org/>
Local Website: www.mobileshrm.org

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