



Member Newsletter

May/June 2010

Northeast Arkansas SHRM Chapter – P.O. Box 16476, Jonesboro, AR 72403

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Inside This Issue

- 1 Letter from the President
- 2 SHRM Membership Drive
- 2 2010 Meeting Dates
- 2 Membership Volunteers
- 3 ELLA Conference
- 3 FMLA
- 4 2010 Chapter Officers

Hot off the Press

Look for more information on our August Supervisor Seminar!!

Registration forms will be sent out very soon!



Letter from the President

By Allen Devereux

Dear NEASHRM members:

Recently I was talking with a fellow professional about one of my favorite non-fiction books, *Man's Search for Meaning* by renowned neurologist and psychiatrist Viktor Frankl. In this book Frankl describes his experiences as an inmate in a Nazi concentration camp. One way he survived that horrific experience was by using it to study man's reaction under the harshest possible conditions. Through this experience, Frankl developed a psychotherapeutic method of dealing with hardship and suffering by finding meaning and purpose. He maintains that striving to find meaning and purpose in one's day-to-day life as well as the broader and grander scope, is the primary and most powerfully motivating force in humans. Furthermore, he contends that no matter the situation, man has what he calls the last of the human freedoms – the freedom to choose his response. There are many wonderful quotes I would love to share but for the purpose of this article I chose this one:

"We who lived in concentration camps can remember the men who walked through the huts comforting others, giving away their last piece of bread. They may have been few in number, but they offer sufficient proof that **everything can be taken from a man but one thing: the last of the human freedoms—to choose one's attitude in any given set of circumstances, to choose one's own way."**

The conversation about this book led me to contemplate our purpose as HR professionals. We have our daily activities in our core areas like staffing, benefits, safety, legal compliance, etc. Purpose can be found in these areas. For example there is purpose in helping someone understand an insurance policy so they can get the medical procedure they need, or better yet, facilitating wellness initiatives that lead to behaviors which prevent employees from getting to the point where they need a medical procedure at all. But what about the larger purpose of HR? Whether you are a specialist that focuses on one core area or a generalist that touches many areas, all of us are united in one purpose. We are to be the leaders that help organizations leverage and protect their greatest asset, their people.

No matter what occurs in the legal or economic environment, people will still be the greatest asset a company has. People are still the key to competitive advantage for organizations. If you think about it, it is true. If a company's competitive advantage is their patented technology or copyrighted brand, it is still the people in the R&D, marketing, and other departments that create these technologies or brands. In that same scenario, it is the integrity and reliability of the people that will determine whether or not that intellectual property remains proprietary. Keep these thoughts in mind as you encounter the challenges that come with our profession. There is purpose and meaning in your daily tasks and goals. There is a greater strategic purpose in our profession. And also remember man's ultimate freedom. Although we cannot control others actions (like the extra things our bosses pile on our full plates or that manager who refuses to follow proper procedure despite repeated coaching and counseling), we can choose our response. There is a power and comfort in that fact.

Allen Devereux, PHR
2010 Chapter President
Northeast Arkansas SHRM

2010 Chapter Meetings

July 13th

Meeting – 3:30p – 5:00p
Delta Center (Krueger Dr)
Cultural Competence –
Adding Some Flavor to the
Melting Pot

*A social at O'Charley's is being
planned after the July meeting*

August 10th

Meeting – 11:30a – 1:00p
Emotional Intelligence – The
Key to High Performance
Seminar – 1:30p – 5:00p
Front Line Supervisor Seminar
Cooper Alumni Center - ASU

September 14th

Meeting – 3:30p – 5:00p
Delta Center (Krueger Dr)
Putting a Smile on your
CFO's Face

October 12th

Meeting – 11:30a – 1:00p
Employee Issues in the Internet
Age
Seminar – 1:30p – 5:00p
Mock Trial
Cooper Alumni Center - ASU

November 9th

Meeting – 3:30p – 5:00p
Delta Center (Krueger Dr)
HR Roundtable

December 14th

No Meeting

On behalf of NEASHRM,
we would like to thank
Charles Appleby
and the
Delta Center for allowing
us to use their facilities for
our meetings.



SHRM Membership Drive

By Melinda West

SHRM has implemented a new Member-Get-A-Member program. This is how it works, from now until **July 31**, you can be a part of the Member-Get-A-Member campaign and **for every new member that joins SHRM, YOU GET REWARDED!**

For **each** of the first **5** new members recruited, you will receive **\$10.00 to Amazon.com.**

For **more than 5** new members recruited, you will be entered into a drawing for a **\$150 American Express Gift Card.**

BUT WAIT.....

NEASHRM is so impressed by this program that we have decided to **MATCH** the **\$10.00** reward to Amazon.com for local members who recruit a new member to **NEASHRM** during the month of **July.**

You could possibly earn up to **\$100** in Amazon.com gift cards just for recruiting 5 new members to the local and national NEASHRM chapters, AND, you are automatically entered into a drawing for a \$150 gift card!!!

For more information, please contact our VP of Membership, Melinda West

Email: Melinda.West@staffmark.com

Or visit, www.shrm.org/getamember

Membership Volunteers Needed

Melinda West, our VP for Membership, is currently looking for volunteers to help with our upcoming membership drive. We need 4 captains who are eager to get involved in NEASHRM.

Volunteering is such a rewarding part of NEASHRM – it is a great way to meet and network with new people and grow as an HR professional.

If you are interested in volunteering as a team captain, please email Melinda West at: Melinda.West@Staffmark.com

ELLA Conference

Needing to post a job but you don't have money in your budget to spend funds on advertising?

NO WORRIES!!!

All jobs posted by our members on the NEASHRM website are **FREE!!!!**

To take advantage of this free posting opportunity, please send an email with a brief description of the position to:
neashrm@gmail.com

The 2010 Employment Law & Legislative Affairs Conference will be held September 29th – 30th at the Embassy Suites in Little Rock.

The 2010 ELLA Conference will be the best place to acquire the necessary information and tools needed to guide your company successfully through the many legal challenges they face.

- State and Federal Legislative Update
- Meet Arkansas Legislators
- Expert Speakers on Important Topics
- Network with other HR professionals

For more information about the Arkansas ELLA Conference, please click on the following link:

<https://www.arshrm.com/ella2010/index.php>

September 29-30, 2010
Embassy Suites
Little Rock, Arkansas



FMLA Clarification

You are invited to join us for **"NEASHRM After Hours"** which will be held immediately following our July 13 chapter meeting. Once we finish our chapter meeting, we will drive over to O'Charley's to network. Our June event was a lot of fun, so we would like to try this again. Feel free to stay for 15 minutes or as long as you would like. NEASHRM will provide appetizers, but you are welcome to purchase a meal if you would like. Last month, we all just enjoyed snacking on the appetizers while we talked about our June meeting topic—Health Care Reform—while we also got a chance to catch up with each other. You can just let us know at our July meeting if you can stay afterwards. We look forward to seeing you there!

On Tuesday, June 22, the Wage and Hour Division of the U.S. Department of Labor issued an interpretation letter (No. 2010-3) clarifying the definition of "son or daughter" under the Family and Medical Leave Act (FMLA), as it relates to "a child of a person standing in loco parentis."

The new guidance provides that a person may be eligible for unpaid FMLA leave for the birth or placement of a child, or to care for a son or daughter with a serious health condition, even if that person has no biological or legal relationship with the child.

For more information on this topic and for further clarification, please visit the following link:

http://www.dol.gov/whd/opinion/adminIntrprtn/FMLA/2010/FMLAAI2010_3.htm

Do not go where the path may lead, go instead where there is no path, and leave a trail

~ Ralph Waldo Emerson ~

2010 Chapter Officers

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Be sure to visit our website often to check for updates, newsletters and meeting alerts.

<http://neashrm.shrm.org>

Our state SHRM chapter has a great deal of useful information with recent additions from the 2010 State HR Conference. Visit the website to learn more:
<http://www.arshrm.com>