



# Member Newsletter

May/June 2008

Chapter #0262

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## Contact Us

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## Letter from the President

The Arkansas 22<sup>nd</sup> Annual Human Resources State Conference & Exposition in Springdale was a huge success with over 300 registered attendees! Our chapter had fifteen members who attended, giving us a very good representation and enabling our chapter to receive a percentage of the conference profits! This annual conference provides outstanding presentations and networking opportunities and the exposition provides attendees with the opportunity to review vendor offerings on a variety of human resources support services. The impressive list of speakers included the keynote address by Adrian Gostick, the author of The 24-Carrot Manager and Managing with Carrots. Next year's conference is scheduled for April 5 – 8, 2009, at the Hot Springs Convention Center, so mark your calendar now and watch for more information later this year!

You may have noticed that hr-related legislation seems to be the target of Congress for this year and next year, so...mark your calendars! The **2008 Arkansas Employment Law & Legislative Affairs Conference** is scheduled for Wednesday and Thursday, **October 8 and 9**, at the Peabody Hotel in Little Rock. This conference typically covers an enormous amount of information on current and pending legislation, case law, and governmental agency directives. And, if you arrive on Tuesday, October 7, there will be an ice breaker reception at the offices of Cross, Gunter, Witherspoon and Galchus. More information will be available soon.

I would like to thank E C Barton and Company, St. Bernards Medical Center, and Staffmark for their participation in our first college internship program. We will be interviewing applicants for the fall semester internship in August. If you are interested in providing a 2-3 week internship in human resources for our chapter intern, please contact me at [beverlyp@cortier.com](mailto:beverlyp@cortier.com) as soon as possible.

Our next meeting will be a luncheon meeting on Tuesday, June 10, at 11:30. Mark Mayfield will be presenting the program on electronic communications and retention issues related to those records. This program has been approved for 1 hour of recertification credit by HRCI.

We are excited to present our new logo and are working to finish preparations for our new website, which will be located at [www.neashrm.shrm.org](http://www.neashrm.shrm.org). We do need additional help to finish compiling the information for the various pages of the new website. If you are interested in helping with the development of these pages, please contact Leha Rose at [lrose@rittermail.com](mailto:lrose@rittermail.com).

I am very excited about our projects and progress this year, and I'm looking forward to seeing you at our next meeting on Tuesday, June 10, at 11:30 am.

Beverly D. Petty, SPHR  
NEASHRM Chapter President

## Remaining NEASHRM Meetings for 2008

### Holiday Inn, Jonesboro

- JUNE: **Tuesday, June 10, 11:30 am – 1:00 pm:** Electronic Communications and Records Retention – Speaker: Mark Mayfield (1 hr of general recertification credit)
- JULY: **Tuesday, July 8, 5:30 pm – 7:30 pm -** Trust Travels, The Starbucks Story (HRCI pre-approved for 1 hr of strategic recertification credit)
- AUGUST: **Tuesday, August 12, 11:30 am – 1:00 pm** – How to Effectively Manage and Communicate Change in the Workplace – Speaker, Russ Moen, SPHR  
Seminar: 1:30 pm – 4:45 pm – Navigating the maze of the Fair Labor Standards Act (FLSA) –Speaker, Russ Moen, SPHR
- SEPTEMBER: **Tuesday, September 9, 11:30 am – 1:00 pm**
- OCTOBER: **Tuesday, October 14, 5:30 pm – 7:30 pm –** **Program presented by ASU student SHRM chapter**
- NOVEMBER: **Tuesday, November 11, 11:30 am – 1:00 pm – Dr. Glen Jones, ASU**  
Seminar: 1:30 pm – 4:45 pm – Diversity Issues in Today's Workplace
- DECEMBER: Time and place TBA – NEASHRM Christmas Party

### News from the Student SHRM Chapter

Three of our student SHRM members graduated in May: Shaun Clark, VP of Superior Merit; Felita Cook, Secretary/Treasurer; and Semetrial Hopwood. While we saddened by their departure, we are excited about the many opportunities that lie ahead for them. During our last planning meeting, we identified three major initiatives for the upcoming academic year: 1) growing our student chapter membership; 2) increasing our presence on the Jonesboro campus; and 3) increasing our involvement with SHRM at the state and national levels.



*2007-2008 Student SHRM Officers at Officer Appreciation Luncheon. (Pictured from left to right) Hope Starks, President; Shaun Clark, VP of Superior Merit; Felita Cook, Secretary/Treasurer; and John-Michael Posey, VP of Special Programs.*

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## NEASHRM Chapter Meeting Minutes

Tuesday, May 13, 2008  
Holiday Inn, Jonesboro  
11:30 – 1:00

This meeting was called to order by Beverly Petty, Chapter President. Each attendee introduced themselves and their organization name.

Beverly displayed the new logo for NEASHRM and asked for volunteers to join the website update committee. The chapter intern, Felita Cook, has graduated and is on vacation this week. EC Barton, St Bernard Medical, and Staffmark provided short internships for Felita. We will be providing another internship this fall. Any attendees whose company is interested in providing a 2-3 week internship this fall should contact Beverly Petty as soon as possible.

Faye Cocchiara, our College Relations Chair and Student Chapter Mentor, is also on vacation. The student chapter will be making the presentation at our chapter meeting in October

Sherie Calderon, VP for Legislation, gave an update and encouraged the attendees to use the HR Voice on the SHRM website to contact legislators and inform them of concerns regarding legislation currently under consideration.

Alan Decker, Workforce Readiness Chairperson, gave an update on our recent First Annual High School Job Fair, the lessons we learned, and the plans to repeat this job fair next spring.

Sonya Sanders, Vice President for Membership, reminded everyone to sign the attendee list, asked members to make sure their annual dues has been paid, and restated the guidelines for our membership drive this year. She also presented the door prize to Shannon Hamrick.

Beverly announced that our next meeting is a luncheon meeting scheduled for Tuesday, June 10. Mark Mayfield will be presenting the program on electronic communications and records retention.

Amy Privett, SHRM Foundation Chairperson, reminded everyone of the drawing at the end of the meeting.

Beverly introduced Jason Sapp, CEO, Freedom Sleep Center, and mentioned that more and more media attention is focused on sleep deprivation, including the Jonesboro Sun with an article the previous week. Sherry Cunningham, Marketing, Freedom Sleep Center, presented the program on sleep deprivation and its effect on productivity and safety. The results of studies which reflect substantial costs associated with sleep-deprived employees were also presented. A question and answer session followed the presentation. For more information on sleep deprivation and its symptoms, effects, and solutions, check out their website at [www.freedomssleepcenter.com](http://www.freedomssleepcenter.com).

At the conclusion of the meeting, the SHRM Foundation drawing was held with Beverly Petty as the winner! The meeting was adjourned with a reminder that our next meeting is on June 10 at 11:30 a.m.

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## Legislative News By Sherie Calderon, PHR

### **No-Match Supplemental Rule Clarification**

SHRM recently submitted comments to the Department of Homeland Security (DHS) recommending that the Department increase the proposed periods for an employer to take "reasonable steps" and resolve any discrepancies after receiving a no-match letter. The Society also recommended that DHS provide clarification on certain terms and provisions, and work closely with the Social Security Administration to coordinate a seamless, uniform process for responding to no-match letters. The fate of no-match letters remains unclear. SHRM will keep us informed of developments on this issue. Stay tuned.

### **Genetic Information Nondiscrimination Act (GINA) Signed by President**

President Bush signed the Genetic Information Nondiscrimination Act ([H.R. 493](#)) on May 21, 2008. The new law prohibits employers and health insurance companies from discriminating against or refusing coverage to individuals based on the results of genetic testing.

The employment provisions of the law will take effect in November 2009, 18 months after the president signed the bill. The EEOC will develop regulations to enforce the new employment protections.

The provisions governing health insurance plans will take effect in May 2009. The law requires that the Department of Labor issue regulations to enforce these provisions 12 months after the law is enacted.

The law is designed to address concerns that the individual could be denied employment or benefits due to predisposition to a genetic disorder.

How will the law effect HR professionals? Stay tuned to the SHRM website, for more information as the regulations are developed.

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## SHRM Member Spotlight By Leha Rose



### **Amy Privett, PHR**

Amy Privett lives in Jonesboro and has been employed at Optus, Inc in Jonesboro as HR Generalist for over 3 years. She loves her 8 year old black lab Hunter and enjoys shopping, cooking, travel and volunteering. She volunteers for the Cardiology Association Foundation, Community Council for March of Dimes, Jonesboro Regional Chamber of Commerce ASU Committee Chair, and is a Leadership Link Alumna, not to mention her service as SHRM Foundation Chair this year. Amy loves the beach and enjoys fishing (caught her first fish at 4 years old!) and she has a strong desire to attend culinary school sometime. We are lucky to have such talent in our organization, if you have not met Amy yet – be sure to introduce yourself at our next meeting!

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## Report - Loyalty is Built on Communication, Not Compensation By Rebecca R. Hastings, SPHR, April 2008

Money isn't the primary driver of employee loyalty and retention, recent studies suggest.

Open communication, employee recognition and involvement in decision-making top the list, according to the 2008 Management Action Programs Inc. (MAP) Quarterly CEO Survey, conducted by Vantage Research.

"This latest MAP survey shows that the number-one business practice—'open communication between management and employees'—was mentioned nearly twice as frequently as 'receiving raises,' " said Allan Hauptfeld, principal of Vantage Research & Consulting in Valencia, Calif., in a press release. "Clearly, a work environment where employees are recognized as part of the team is more valuable than simply receiving a paycheck."

Savvy business leaders realize the enormous value of motivating employees in non-monetary ways, according to Lee Froschheiser, president and CEO of MAP, a business-consulting firm.

"Sure, financial reward is important, but the CEOs we interviewed are choosing to motivate first through other key fundamental strategies," Froschheiser said. "For example, creating a workplace culture that recognizes employees for their professional contribution helps keep 'A' players from jumping ship.

"Clearly communicating the company's vision and mission, as well as making employees feel they're playing an important role in the business' overall success, are among these CEO's top employee-retention strategies," Froschheiser added.

### **Communication Pays Off**

But regular communication isn't just a feel-good strategy to keep employees happy. It might also pay off in measurable business results, another recent study suggests.

Companies with the most effective communication programs had a 47 percent higher total return to shareholders from 2002 to 2006, compared with companies that communicate least effectively, according to the 2007/2008 Communication ROI Study by Watson Wyatt, a global consulting firm.

Moreover, those companies are four times as likely to report high levels of employee engagement as companies that communicate least effectively.

According to the report, more companies are communicating directly with employees on how their actions affect the customer. The percentage of companies providing such feedback consistently increased from 21 percent in 2003 to 39 percent in 2007. Less than one in five respondents let employees contribute to decisions that affect them. However, companies described as top financial performers are 10 times more likely to invite such employee feedback.

The study identified six practices of high-performing companies:

- Focusing managers and other employees on customer needs.
- Engaging employees in running the business.
- Helping managers communicate effectively.
- Leveraging the talents of internal communicators to manage change effectively.
- Measuring the impact of employee communication.
- Branding the employee experience.

"Top-performing companies treat communication as a key business driver," said Kathryn Yates, global director of communication consulting at Watson Wyatt, in a press release. "They use communication to educate managers and engage employees in the business by providing line of sight to customers' needs and business goals.

"Effective communication programs address the whole gamut of employers' relationships with employees, and help engage and motivate workers," Yates said. "This is not just a 'feel-good' exercise. Companies that communicate effectively with employees have an engaged workforce and superior financial results."

### **Don't Just Talk to Employees, Thank Them**

A UK-based study, conducted by London-based leadership coaching firm White Water Strategies, found that two-thirds of workers feel undervalued by not hearing the words "thank you" often enough. Seventy-two percent of respondents believe it is very important to be acknowledged in the workplace but only a quarter of workers believe they receive enough praise.

The result, according to psychologist Averil Leimon, director of White Water Strategies, is that employees are less productive and more likely to look for another job.

"It is not a question of being nice—saying 'thank you' fundamentally affects the bottom line," Leimon said in a press release. "Our analysis shows that acknowledging staff achievements properly has the equivalent perceived value of a 1 percent pay rise.

"Typically, only one in seven employees is engaged in their job," Leimon added. "Address this and businesses will see lower staff turnover, people working harder, productivity increasing and sickness miraculously reducing."

Leimon suggests that the return on investment of a few "thank yous" is clear. "It is well known that the real cost of replacing someone is nearly 50 percent of their salary," she said. "Compare this to the minimal time it takes to make an employee feel valued, and you soon realize that by learning to say 'thank you' this country could save billions a year."



The Northeast Arkansas Society for Human Resource Management Presents:

# NAVIGATING THE MAZE OF THE FAIR LABOR STANDARDS ACT

## NAVIGATING THE MAZE OF THE FAIR LABOR STANDARDS ACT

**WHEN:** Tuesday, August 12, 2008  
1:30 P.M. to 4:45 P.M.

**WHERE:** Holiday Inn, Jonesboro, Arkansas

**FEE:** \$25.00 Per Person for NEASHRM Member Organizations  
\$75.00 Per Person for Non-Member Organizations

### WHAT WILL I LEARN?

This seminar is designed for business owners, managers, HR professionals and payroll decision makers. Areas of the Fair Labor Standards Act the seminar will cover include:

- Meal and break pay
- Travel pay
- Discretionary and non-discretionary bonuses
- Time clock rounding
- Volunteer work for non-exempt employees
- What can be deducted from exempt employees' pay
- How to survive a DOL Audit
- Job Descriptions
- Classifying employees as exempt or non-exempt

### ABOUT THE SPEAKER:

For more than 25 years, Russ Moen has devoted his working life to managing the various functions of human resources. Russ supports over 550 Express offices, serving clients across the United States and Canada. He provides clients with preventive measures that minimize the threat of allegations emanating from workplace problems and employee relations issues. As vice president of human resources at Express Personnel Services' International Headquarters, Russ supports a team of skilled human resource professionals. An experienced human resource professional, Russ holds designations as a Senior Professional in Human Resources (SPHR), Certified Personnel Consultant (CPC) and Certified Temporary Staffing Specialist (CTS).

## SEND REGISTRATION INFORMATION, PAYMENTS OR QUESTIONS TO:

ATTN: Lori Smith, President-Elect NEASHRM  
PO Box 33  
State University, AR 72467  
PHONE: (870) 974-7744  
FAX: (870) 974-7742  
E-MAIL: [lori.smith@optusinc.com](mailto:lori.smith@optusinc.com)

### REGISTRATION INFORMATION

NAME(S): \_\_\_\_\_

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COMPANY: \_\_\_\_\_

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MAILING ADDRESS: \_\_\_\_\_

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CONTACT PERSON: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

# ATTENDING: \_\_\_\_\_

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We appreciate your participation in NEASHRM educational programs!