



Lawrence, KS #486

THE RESOURCE

February 2014



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A Strategic View on Winning Employee's Hearts and Minds

by **Clint Chadwick**

In dynamic competitive environments, firms are increasingly emphasizing employee engagement and discretionary effort. However, this takes a great deal of money, effort, managerial attention. So how do firms determine which employees they most need to engage? When is it worth it to engage employees, and when is it not? Strategic human capital theory and research findings give some guidance about how firms can and should make this decision.

In this presentation, Chad will: 1) review the general findings from his research, and 2) briefly explore with attendees how such findings could be applied to the specific challenges faced at their firms.

Clint Chadwick is an Associate Professor of Strategy and Human Resource Management at the University of Kansas. Clint received his Ph.D. in Management from the Wharton School and has previously served on the faculty of the University of Illinois and the University of Alabama in Huntsville.

Clint's research interests include the impact of human resource systems and human capital on firm competitiveness, restructuring, downsizing, and strategic renewal in organizations, and organizational alignment.

His work has appeared in such outlets as Organization Science, Strategic Management Journal, Journal of Management, Industrial Relations, Industrial and Labor Relations Review, Human Resource Management, Human Resource Management Review, and Personnel Psychology, and he currently serves as an Associate Editor at Human Resource Management.

Clint has been an active participant in the Academy of Management Human Resource Division and in the Strategic Human Capital interest group. This year, Clint is the faculty advisor for KU's student SHRM Club.

Tuesday, February 11, 2014

Time: 11:30 a.m. to 1:00 p.m.
Registration begins at 11:15 a.m.
11:30 a.m. Buffet Lunch Available
11:45 Opening Business, Chapter Announcements

12:00 Speaker Presentation
1:00 Meeting Adjourned
Location: Pachamama's Alton Ballroom
800 New Hampshire Street, Lawrence, Ks 66044

Cost: \$15 if pre-registered by Thursday noon deadline prior to chapter meeting.
\$20 after Thursday noon pre-registration deadline or walk in at the door.

REGISTER ONLINE:
www.jayhawkshrm.org



2014 Board of Directors

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President's Message



Your work is to discover your work and then with all your heart to give yourself to it. – Buddha

In the month of February we are inundated with images of flowers, hearts, candy, etc. While these reference romantic love, I find myself thinking about a different kind of passion - that for our profession and what we do. As a group we represent a variety of skill levels and our collective voice allows us to positively impact both our community and our field.

During our January chapter meeting I mentioned that one of our goals for 2014 is to have more interaction. We asked a variety of questions to gain insight into what our chapter is interested in moving forward. A lot of really great ideas were generated – showing that you all are very passionate about where we are putting our energy! Overall, there was a lot of discussion about networking more and doing so outside of our normal lunch meetings. Additionally, there was interest in tapping into our collective expertise to address specific issues facing our members. In discussing social media the idea of virtual networking came up. As a group we like email but otherwise we are fairly split on how we like to receive information.

At this point, we will now work on starting to put some of these ideas in motion. Be patient as some ideas may take more time than others to get off the ground, but that being said we will definitely keep you updated so stay tuned!

Submitted by,

Heather Bunker, SPHR

President Elect, Jayhawk Chapter SHRM

presidentelect@jayhawkshrm.org

WELCOME NEW MEMBERS!!

John Flynn

Heartland Community Health Center
HR Manager/Chaplain

New Year New YOU in 2014!



New Year's Eve is often seen as a time of rebirth, the chance to start anew. We all come up with the regular resolutions, but often our ideas of what should change are too broad. What are some of your 2014 goals? If you would like to share your goals, thoughts or your 2014 resolutions, We the readers would love to hear from you, please submit your goals/resolutions to jennyhiatt@lpcu.net. The response from our readers will be shared in the February / March Newsletter. We look forward to hearing from you!

NO RESPONSE AND NOTHING TO SHARE! Maybe you've been busy and time was not on your side, you still can share your 2014 resolutions by emailing them to jennyhiatt@lpcu.net. Responses will be shared in the March newsletter. We look forward to hearing from you!

Registration is now open! KS SHRM * 2014 Employment law & Legislative Conference, 2/19/14 — 2/20/14

7th Annual

KSSH RM ★ 2014

EMPLOYMENT LAW ★ LEGISLATIVE

C O N F E R E N C E



Register online at www.KSSH RM.com

F E B R U A R Y 1 9 t o F E B R U A R Y 2 0 - T O P E K A , K A N S A S

RAMADA DOWNTOWN TOPEKA HOTEL AND CONVENTION CENTER & THE KANSAS STATEHOUSE

HR Professionals are being asked to do more in today's business environment. In addition to the traditional issues involving employee benefits, the FMLA, and a myriad of other issues, HR professionals are expected to track the ever changing mandates of the Affordable Care Act (ACA). That's why the KS SHRM 2014 Employment Law and Legislative Conference has assembled Super Lawyers to help walk you through this maze of legal requirements. There will be extensive discussion on the ACA and its impact on employee benefits, a regulatory update, and discussion of other issues all to help you remain compliant in this changing world of regulations. There will also be a full day to meet and greet legislators and learn about the latest issues in Kansas. Don't miss this opportunity to gain HRCI credit, network with other HR Professionals, and learn the tips, tools, and resources to help your company mitigate risk.

Wednesday, February 19th

Ramada Downtown Topeka Hotel Regency West Ballroom

- 8:00 a.m. Registration
- 8:30 a.m. Announcements
- 8:45 a.m. ACA Update: 2014 and Beyond -
Jason Lacey** and Tom Dowling**
- 10:45 a.m. Break
- 11:00 a.m. Employee Benefits - DOMA, Cafeteria Plans,
& More with Jason Lacey** & Tom Dowling**
- 12:00 p.m. Lunch
- 1:00 p.m. Supreme Court and Regulatory Update -
Mike Blumenthal*
- 2:00 p.m. HR Tips and Tactics - Julie McKee
- 3:00 p.m. Break
- 3:10 p.m. Social Media & Anti-social Behavior: One More
Thing for HR to Deal with
- Anthony Byergo*
- 4:10 p.m. Break
- 4:15 p.m. Legislative Update and Preparation for Day on
the Hill - Natalie Bright and Trinidad Galdean*

Thursday, February 20th

The Kansas Statehouse

- 8:30 a.m. Registration
- 9:00 a.m. Welcome and Announcements
- 9:15 a.m. Introduction, View Legislative Session/
Committees, and Meet Your Legislators
- 12:00 p.m. Lunch (on your own)

Jayhawk Tower

Florentine Room - 7th & Jackson

- 12:45 p.m. Hear from your State Agency
- 1:30 p.m. Immigration in Kansas and the Federal
System - Mira Mdivani*
- 2:30 p.m. Exchanges and Health Care Reform in
Kansas - Linda Sheppard
- 3:30 p.m. Break
- 3:40 p.m. KS Workforce Readiness & Training
Initiatives: Panel Discussion - Dr. Blake
Flanders, Jay Scott, & Eddie D. Estes
- 4:40 p.m. Closing Remarks

*Super Lawyers for 2013 in Kansas or Missouri

**Super Lawyers Rising Stars for 2013 in Kansas or Missouri

REGISTRATION FEES

(Includes Wednesday sessions, Day on the Hill, and Thursday afternoon sessions)

EARLY BIRD

(Prior to 1/10/14)

SHRM MEMBER - \$199 or NON-MEMBER - \$249

REGULAR

(1/11/14 and after)

SHRM MEMBER - \$249 or NON-MEMBER - \$299

Above fee does not include hotel charges. To reserve a room call 785.234.5400 and ask for Room Block: KSSH RM.

CANCELLATION POLICY

Cancellations received before January 10, 2014 will be refunded. No refunds after January 10. Substitutions are acceptable.

Membership Update



Angela Fleming, PHR
Vice President of
Membership

With the holiday season, open enrollment, and budget preparation now behind us it's time to focus our efforts on the growth of our Chapter.

Thus far in 2014 -we have received renewals from approximately 1/2 of our 2013 members. I would like to thank those who have already renewed their membership and updated their contact information with the Chapter. If you have not already done so, I encourage you to renew your membership by going to our website www.jayhawkshrm.org, or sending an application to PO Box 442033.

I am looking forward to a very successful 2014. Please feel free to contact me with any questions or concerns at membership@jayhawkshrm.org



Thank you Jayhawk Chapter members for completing the professional development survey. We value your input on future professional development opportunities.

The winners of the three - \$10 Downtown Lawrence gift certificates are:
Mary Seyk, Keri Rodriguez and Kathy Youngquist.

Gift certificates will be presented at the February 11th chapter meeting.



Debbie Snyder
VP of Professional Development
professionaldevelopment@jayhawkshrm.org

CERTIFICATION NEWS

The November program, "Legal Developments Affecting Employers (and what to do about them)" presented by Kathy Perkins, has been approved by HRCI for 1.0 hour of General credit for the purposes of recertification. For anyone who needs a copy of the certificate, please email Dennis Meier at dmeier@cwood.org.



Dennis Meier
Certification Chair
certification@jayhawkshrm.org

Financial Report

Prepared by:
Barry Kingery
VP Of Finance
finance@jayhawkshrm.org



Current Assets: 01/31/2014

Checking Account: \$ 5,944.39

CD's:

91-Day (2/4/14)	\$ 1,136.25
182-Day (3/7/14)	\$ 5,122.39
12-months (5/13/14)	\$ 8,450.08
	\$14,708.72

Pay Pal Account \$ 118.79

Petty Cash: \$ 100.00

Total: \$ 20,871.90

SHRM 2014 Annual Conference & Exposition

June 22 - 25, 2014
Orange County Convention Center
Orlando, Florida



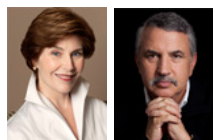
Success begins with a commitment to advancing your goals. When undertaken with determination and the right tools and resources, it can put you on the path to change yourself, your team, your organization, or even your profession. The SHRM Annual Conference & Exposition provides you with the foundation you need to launch this journey.

With hundreds of sessions to choose from, you can be assured that you're getting the information and resources you need to be the best. These ideas and concepts will transform the way you think about work and change the way you do things in the office.

Craft a truly personalized curriculum with these tracks:

- * Compensation & Benefits
- * International HR
- * Employment Law & Legislation
- * Business Management & Strategy
- * Personal & Leadership Development

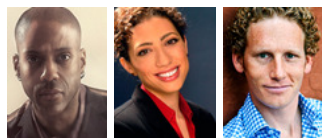
Our speakers will present you with stories and perspectives that could change how you see the world around you.



KEYNOTE SPEAKERS

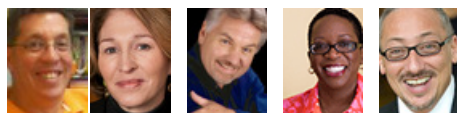
Mrs. Laura Bush, Former First Lady of the United States
Tom Friedman, Best-Selling Author & Journalist

Registration is Open!
annual.shrm.org



MASTERS SERIES PRESENTERS

Americus Reed, II
Olivia Fox Cabane
Jonah Berger



CONCURRENT SESSION SPEAKERS

Steve Browne
Anne Marie Slaughter
Steve Gilliland
Aliah Wright
Joe Rotella



Quote Of The Month

"Someday" is a disease that will take your dreams to the grave with you.... If it's important to you and you want to do it 'eventually,' just do it and correct course along the way."

— [Blake Mycoskie](#), [Start Something That Matters](#)



Thoughts > Words > Actions**DIVERSITY**

I am writing this on Martin Luther King day—certainly a day to inspire thoughts and feelings about respecting racial diversity. Our second daughter was born on his birthday, and through the years this little blond and our family has participated in MLK choirs and events, standing out as the minority white choir members. This same child was about 4 when, on a visit to see our neighbor's newborn baby she exclaimed: "Mom, Dad! I want (you) to have a brown baby!" Where Dr. King stood and spoke at the Lincoln Memorial the stone floor has been engraved, and I have a photo of my youngest daughter standing there with the reflection pool behind her. Reflecting pools multiply light, and King famously said "Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that." Love, while a thought, lives through actions.

Human resource professionals document actions, but change efforts must focus on thoughts, because they are the seeds that grow into words and actions. Hate and love start as thoughts, which are hard to measure. Words and actions can be measured—and faked—but we can feel when people are faking it. You're building on a cracked foundation if your change efforts target what people say and do. How then, do we as HR professionals, influence how people think? After all, people often choose to ignore facts and invent reasons to support what they want to believe. How do we shine a light so bright, that it drives away darkness?

The two most effective ways to change a person's point of view is 1) Experience – Put people through an experience that provides a new perspective; and 2) Second-hand Experience – involve them in emotionally-engaging stories that deliver a new perspective. A visit to a Holocaust Museum is a powerful first-hand experience, as is a child observing their parent talking to or about others. Employees pay close attention when a leader talks disrespectfully to or about a fellow employee, and a few will blindly follow their example, but most will see this failure of leadership for what it is, and will quietly disengage (or not so quietly), and commitment to the company will suffer. Companies hire diversity trainers to put employees through experiences like entering a building with a cane and blindfold, and large groups of employees can be influenced by a gifted speaker who can relate experiences in ways that affect the human mind almost as much as if they went through the experience themselves. (I recommend that boards hire diversity trainers to work with executives one-on-one.)

Remember. Rules do not stop the thoughts, words and actions that belittle and disrespect. Diversity goals should seek to increase respect for others, by providing new perspectives and understanding. We need to learn to accept one another, in spite of the diversity of our values and beliefs. The reward is increased productivity via more effective teamwork, greater individual integrity and higher engagement and morale. Sure, we must have rules to show regulators that we do not permit unfair treatment—but to effect real change we must influence how people think. We must share new perspectives

Be the change you wish to see in the world, and try to see something from a new perspective today.



Peter Steimle
Diversity Chair - Jayhawk Chapter of SHRM
diversity@jayhawkshrm.org

Mark Your Calendars – 2014 Upcoming Events

March 4th (Note the date change.) **The March Chapter Meeting will be moved up a week....**

"The Future of HR: What's Next for the Profession" and "Making Sense of Social Media as a Tool for HR Professionals"

Presented by Scott Ferrin, SHRM Southwest Field Services Director

April 8th – SHRMinar

"Driving Engagement One Employee at a Time"

Presented by Leigh Branham, www.keepingthepeople.com

May 13th

"How to Feel Good and Stay Positive No Matter What"

Presented by MK Mueller, Author of 8 to Great: The Powerful Process for Positive Change

June 10th – TBD

July 8th

"The All-in Way: 5 Strategies to High Performance"

Presented by Kelly Tyler Byrnes



KS SHRM - 2014 Legislative Agenda

Top issues important to our members:

Reduce health care costs and gain a better understanding of health reform; Improve K-12 education to meet the needs of Kansas employers; Increase economic development incentives for Kansas businesses to incentivize job creation; support continued unemployment reforms which both improve the system and reduce costs for Kansas employers.

Unemployment Insurance:

We seek a Kansas unemployment system that is fair to employers. We fully supported last year's reform measures that reduced the number of unwarranted claims for unemployment insurance benefits. We will continue to monitor legislation to find ways to decrease unemployment costs and reduce fraud and abuse within the system.

Worker's Compensation:

KS SHRM supports worker's compensation reform efforts that will positively impact Kansas employers and employees. We seek for objectivity in the system.

Workforce Development:

Kansas SHRM believes Kansas needs an adequately trained workforce that meets our current and future needs in the industry. We support changes in the K-12 education system that will better prepare students to meet the needs of Kansas employers.

Hiring Practices:

We desire hiring practices that reduce costs to employers. Our organizations also encourage employment of individuals who are veterans of our armed forces

Immigration:

Kansas SHRM is following the immigration reform efforts closely. We believe it is a federal issues and needs to be handled on the federal level. However, our organization is exploring participation of Kansas in an alternative state-based guest worker visa program to assist with meeting the workforce demands of Kansas industries

Healthy Lifestyles

IF major changes will occur in our life is not the question. It is rather a question of when and how often will they occur. Change is inevitable and it occurs regardless of whether we are prepared for it or not. Welcoming instead of fearing change makes it easier to identify the advantages and opportunities presented by new responsibilities and directions.

Change often forces us to venture into unknown terrain. We feel uncomfortable. There is a part of us that wants to keep us safe. Change provokes the thought of being disappointed, rejected and afraid. But no matter how much we may resist it, change happens.

Sometimes change happens against our will. However, sometimes we initiate change on our own, such as choosing to end a relationship or take on a new job. Initiating change on our own can take great courage. Think about changes you have made or had to react to in your life. Looking back, has it been beneficial? Could you have handled it better? Whether change occurs due to internal or external conditions, it is important to consider the benefits that change may bring.

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Scott Criqui
Legislative Affairs
legislative@jayhawkshrm.org

Volunteerism Chair
volunteerism@jayhawkshrm.org



Volunteerism Chair

CALL FOR 2013 VOLUNTEER HOURS!

E-mail Scott, scott@tihc.org, with your 2013 volunteer hours! Estimations are okay. As of 1/17/2014: Jayhawk SHRM Members have logged 744 hours in 2013!

Please add some cool formatting