



JAYHAWK CHAPTER

Lawrence, KS #486

# THE RESOURCE

July 2015



**"The Future of HR: Promoting Business Success  
in a Changing Global Workplace"**

**Presented by Scott Ferrin, SHRM-SCP, PMP**

**Tuesday, July 21, 2015**

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## Presentation:

As an HR professional, you can play a significant role in promoting the success of your organization by understanding your business objectives and the changing environment - nationally and globally - in which you compete. In this session, you will learn the business skills you need to develop to become a strong contributor to the "bottom line." You will also review ways to leverage three key tools - analytics, leadership development, and workplace flexibility - to more effectively engage your human capital assets in fulfilling your business goals.

## About Scott:

Scott D. Ferrin has been Field Services Director for SHRM since September, 2010. His primary responsibilities include managing state council relationships, serving as a liaison with state councils, chapters and volunteer leaders, and promoting SHRM membership. He attends State Council meetings and conferences, and, as his schedule permits, chapter events. Scott resides in Mesa Arizona and supports SHRM members in Arizona, Colorado, Hawaii, Nevada, New Mexico and Utah.

He has served in a variety of volunteer organizations prior to joining SHRM and most recently was the Legislative Director for the East Valley Human Resources Association (EVHRA), an affiliate chapter of SHRM located in Arizona. Scott is certified as a SHRM Senior Certified Professional (SHRM-SCP) and a Project Management Professional (PMP).

Scott has 20 years of work experience in HR and HR- related responsibilities. Prior to joining the SHRM staff, he held titles as a Senior Workforce Planner, Workforce Planning Manager, Talent Manager, Recruiter, Site HR Generalist, and Site HR Manager for companies ranging in size from Fortune 500 down to companies with 60 employees. He has worked in the mining, financial services, insurance and education industries during his career.

Scott has a Bachelor of Arts Degree in Business Administration with an emphasis in Finance from Weber State University and an MBA from the University of Phoenix.



HRCI Recertification Credit to Be submitted for Approval

## Tuesday, July 21, 2015

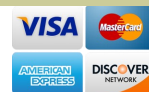
Registration begins at 11:15 a.m. \* 11:15 a.m. Buffet Lunch Available \* 11:45 Opening Business /Chapter Announcements \* 12:00 Speaker Presentation \* 1:00 Meeting Adjourned

**NEW** Location: Maceli's, 1031 New Hampshire, \*\*Parking is available across the street and in the parking garage at the north end of the block.

Pricing: Member in advance \$15, Guest in advance \$20 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](http://www.jayhawkshrm.org)**





## CONFERENCE TODAY

### SHRM 2015 ANNUAL CONFERENCE & EXPOSITION

#### Buckingham: Team Leaders Make the Difference

Human capital expert Marcus Buckingham told SHRM 2015 Annual Conference & Exposition attendees that he believes "radical" shifts are needed to support team leaders--the most important drivers of business success--in their efforts to manage performance and raise engagement in the workplace.

[Read more.](#)



#### Learning Lasts a Lifetime. Says SHRM Board Chair

To be true leaders, HR professionals must never stop learning, said Brian D. Silva, SHRM-SCP, chair of SHRM's board of directors, in his speech opening the June 29 general session at the SHRM 2015 Annual Conference & Exposition. [Read more.](#)



#### Dr. Oz Encourages HR Professionals to Help Others Thrive

Television show host Dr. Mehmet Oz took the stage at the closing general session of the SHRM 2015 Annual Conference & Exposition to urge HR professionals to use their influence as leaders in their organizations to help employees live healthier and happier lives. [Read more](#)



#### Cultivating the Sixth Sense for HR

Knowing what others are thinking is key to many issues that HR professionals address, whether they're assessing engagement, job satisfaction or the motives behind people's decisions. Behavioral science professor Nicholas Epley discussed the science behind perception during his Masters Series Session. [Read more.](#)



## 2015 JAYHAWK CHAPTER OF SHRM CALENDAR OF EVENTS

|   |  |   |
|---|--|---|
| <p style="text-align: center;"><b>January 13</b></p> <p style="text-align: center;"><b>“2015 Chapter Strategic Initiatives, Meet the Board, and Hot Topics”</b></p> <p style="text-align: center;">Facilitated by<br/>Jayhawk Chapter of SHRM<br/>Board Members</p> | <p style="text-align: center;"><b>February 10</b></p> <p style="text-align: center;"><b>“Reducing Turnover and Increasing Placement Success with Pre-Employment Tools”</b></p> <p style="text-align: center;">Gretchen Adamson, SPHR<br/>John Wright, SPHR<br/>Beyond HR Solutions</p> | <p style="text-align: center;"><b>March 10</b></p> <p style="text-align: center;"><b>“Why Don’t They Understand Me? Live Communication in Business Today”</b></p> <p style="text-align: center;">Mike Bayly<br/>Bayly Presentations</p> |
| <p style="text-align: center;"><b>April 14</b><br/>8:00 am – 12:30 pm</p> <p style="text-align: center;"><b>“Creating a Thriving Workplace Culture”</b><br/><b>WorkWell SHRMinar</b></p> <p style="text-align: center;">Rosie Ward, Ph.D.</p>                       | <p style="text-align: center;"><b>May 12</b></p> <p style="text-align: center;"><b>“See The Forest for the Trees: Integrating HR Metrics, Analytics and Financials for Strategic Advantage”</b></p> <p style="text-align: center;">Dina Cox, SPHR</p>                                  | <p style="text-align: center;"><b>June 9</b></p> <p style="text-align: center;"><b>“Leadership &amp; Solutions for The Sandwich Generation at Work”</b></p> <p style="text-align: center;">Hannah Rues<br/>Concierge Care</p>           |
| <p style="text-align: center;"><b>July 21( 3rd Tuesday)</b></p> <p style="text-align: center;"><b>“The future of HR”</b><br/>Scott Ferrin, SPHR<br/>SHRM</p>  | <p style="text-align: center;"><b>August 11</b></p> <p style="text-align: center;"><b>“2015 Legal Update”</b></p> <p style="text-align: center;">Tim Davis, Attorney<br/>Constangy, Brooks, Smith &amp; Prophete</p>   | <p style="text-align: center;"><b>September 8</b></p> <p style="text-align: center;"><b>“The Motivational Interview”</b></p> <p style="text-align: center;">Jim Mellon</p>  |
| <p style="text-align: center;"><b>October 14</b></p> <p style="text-align: center;"><b>Disability Inclusion</b></p> <p style="text-align: center;">Brenda Perkins, CEBS</p>   | <p style="text-align: center;"><b>November 11</b></p> <p style="text-align: center;"><b>“To Be Announced Soon”</b></p>   | <p style="text-align: center;"><b>December 9</b></p> <p style="text-align: center;"><b>Social Event</b></p>   |

Jayhawk Chapter SHRM meetings are held on the second Tuesday of each month with registration and buffet beginning at **11:15 a.m.** and the presentation from **Noon to 1:00 p.m.** at Maceli's, 1031 New Hampshire, Lawrence, Kansas.



Mary McKenzie, SPHR  
VP of Professional Development  
[professionaldevelopment@jayhawkshrm.org](mailto:professionaldevelopment@jayhawkshrm.org)

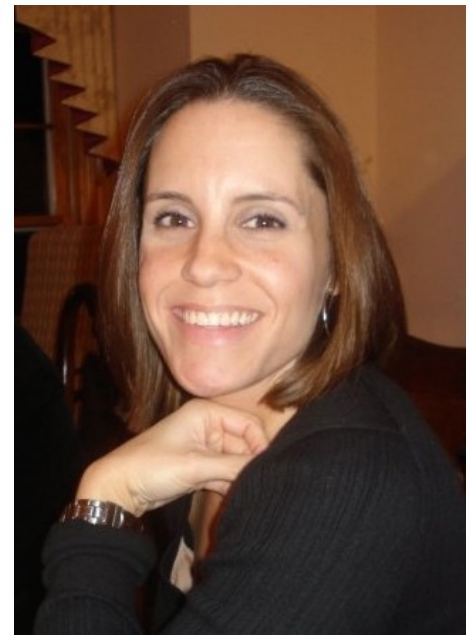
## SHRM MEMBER SPOTLIGHT



**Dennis Meier SPHR, SHRM-SCP** is the HR Director at Cottonwood and this year's VP of Certification for our chapter. He got his start in Human Resources working on a developmental assignment in Personnel that resulted in him getting selected for a regular HR assignment about a year later. He has had a couple of encouraging bosses during his career that were influential and presented him with developmental opportunities that have shaped his professional life. Dennis finds it rewarding to enable employees to use the available benefits to meet their needs as well as streamlining processes to make them more efficient. He enjoys spending time with his family and church. Dennis also volunteers for various organizations and completes all sorts of DIY projects. He likes to travel, hike, and work in the yard during the summer.



**Stacey Kehoe** is the Human Resources department at Grandstand Glassware & Apparel. She began her career as a Sales Broker and decided to try something new. She had spoken with a recruiter once who took the time to place her in the right position and wanted to do something similar for others. After recruiting for some small companies that required her to complete HR responsibilities, she realized how much she enjoyed the variety of Human Resources. Stacey credits her Uncle Tim with supporting her in leaving a high paying job she hated to find something she would truly like. She enjoys helping with employee engagement and putting her problem solving skills to work. She likes that Grandstand really cares about being a great place to work. When she has some down time, Stacey likes reading and baking. This is rare though, since she has two active children whom she enjoys watching while they participate in sports. During the summer, Stacey appreciates the extra daylight to allow long walks with her family after dinner.



## **Community Career Clinic - Volunteer Opportunity**

Your board has started exploring a project for which we're asking for your feedback and/or help. The project's working goal is to fill community needs particularly for non-profits who don't typically have HR resources or have access to HR resources. In addition we see this as having great professional development opportunities for our membership and possibly the student chapter at KU.

A recent request for HR expertise in the community has come about and we're asking if you'd like to help a little OR a lot!

Here are the details. Please let Kelly Calvert, Debbie Snyder, Lori Carnahan, Heather Bunker or Cassie Gilmore know if you're interested in helping!

The Lawrence Public Library has just begun a community Career Clinic. It will be running every Friday afternoon from now on, with an AmeriCorps member or two staffing it. Volunteer Opportunity: Help coach community members who need career coaching.

In addition the library will be partnering with the Friday Career Clinic to provide a Massive Open Online Class (MOOC). The first library MOOC was Health and Wellness 101 last winter, and at the end of the session, they had various people from the community, such as the nutritionist from Hy-Vee, come and chat with the group about the topic that week. Volunteer Opportunity: provide add'l training material to coincide with a class topic and/or be available for discussion on the topic after the class.

The first MOOC class is Friday, June 5<sup>th</sup> from 9:30 to 11:30am, and it runs through July 10<sup>th</sup>. Click here to see more: [Volunteer Opportunity - Community Career Clinic](#)

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## **VOLUNTEERS NEEDED**

The meal delivery program has an urgent need for meal delivery drivers. As you recall, during the summer months our volunteer base declines due to summer vacations, and students graduating. Senior Meals is in a critical need for drivers to avoid service disruption.

Must have a current and valid driver's license. This position requires delivering meals to home bound participants one hour per day. Click [Volunteer application.pdf](#)

### **Interested in volunteering?**

Call Chip McConnell at Douglas County Senior Services, inc. at 785-842-0543.

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## **Celebrate Flag Day by Learning About Its History and Display**



Thank you,  
**Veterans!**

On June 14, 1777, the Second Continental Congress approved the design of a national flag. Since then, the Stars and Stripes has become our most famous symbol. Few things have witnessed American history as up-close as the flag. From the birth of the nation, to the darkest and brightest moments over time, the flag has been there. Learn more about its [238 years of history and this observance](#).

Whether you are displaying a flag at home, work or in a public setting, learn how to do it correctly [using these guidelines\(PDF\)](#).



**2015 Board of Directors****President**

Kelly Calvert, SPHR, SHRM-SCP

**Past President**

Heather Bunker SPHR, SHRM-SCP

**President-Elect**

Debbie Snyder

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**VP of Finance**

Barry Kingery

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Mary McKenzie, SPHR

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Jenny Hiatt, PHR, SHRM-CP

**Website Administrator / IT**

Debbie Snyder

**Certification Chair**

Dennis Meier, SPHR, SHRM-SCP

**Diversity Chair**

Catherine Espinosa-Ostrander

**Foundation Activities Chair**

Holly Goodman

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Open

**Social Media & Recognition**

Keri Rodriguez

**Volunteerism Chair**

Cassie Gilmore

**College Relations Chair**

Lori Carnahan, SPHR

**Sponsorship Chair**

Peter Steimle

[www.jayhawkshrm.org](http://www.jayhawkshrm.org)**2015 KS SHRM STATE CONFERENCE****SEPTEMBER 23—25, 2015****OVERLAND PARK, KANSAS**

Join us for the 2015 SHRM Kansas State Conference being held September 23-25 at the Overland Park Convention Center in Overland Park, Kansas! The SHRM Kansas State Conference is attended by 500+ human resource professionals and 100 business partners. The conference, being held in Overland Park, in the greater Kansas City metro area, provides professional development and networking opportunities for HR practitioners at any level! The conference will also include the opportunity to earn up to 15 recertification credits for PHR/SPHR and SHRM-SCP/SHRM-CP! The full conference will begin on Wednesday afternoon, September 23rd and conclude at 2:00 p.m. on Friday, September 25th. The conference includes keynote speakers and concurrent session topics featuring leading experts. 2015 featured keynote speakers include:

**Dan Thurmon** (<http://www.danthurmon.com>)**Aaron Davis** (<http://www.aarondavisspeaks.com>)*Watch for final schedule and program details coming soon!***Exhibitor and Sponsorship Opportunities**

Exhibitor and sponsorship opportunities are available with the opportunity to meet and network with over 600 human resource professionals! The conference provides an excellent opportunity to promote your organization, reinforce your brand, introduce new products and services, and interact with decision makers representing companies throughout Kansas, Missouri and surrounding states! To register, visit [www.ksshrm.com](http://www.ksshrm.com). For **Kansas SHRM Business Partners** information, and a full brochure, click [HERE!](#)

**EARLY BIRD DISCOUNTS FOR HR PROFESSIONALS!****Early Bird - through July 1st**

- SHRM Members (must hold national SHRM membership) - \$375
- Non-SHRM Members or Local Chapter Members Only - \$425
- SHRM Student Members - \$175


**Regular - June 2nd - Conference**

- SHRM Members (must hold national SHRM membership) - \$425
- Non-SHRM Members or Local Chapter Members Only - \$475
- SHRM Student Members - \$175
- 

For more information and to register, visit [www.ksshrm.com](http://www.ksshrm.com) today!

**Job Announcement: Human Resource Specialist - Bert Nash**

May 27, 2015

Bert Nash is hiring a Human Resource Specialist. [Click here](#)  for more information and to apply visit the website at [www.bertnash.org](http://www.bertnash.org).

## Financial Report

Current Assets: 6/30/15

|                     |             |
|---------------------|-------------|
| CD's:               |             |
| 91-Day              | \$ n/a      |
| 182-Day (9/3/15)    | \$ 5,140.29 |
| 12-months (5/12/16) | \$ 8,509.33 |



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

|                   |                     |
|-------------------|---------------------|
| Checking Account: | \$ 1,943.20         |
| Pay Pal Account   | \$ 67.20            |
| Petty Cash:       | \$ 100.00           |
| <b>Total:</b>     | <b>\$ 15,760.02</b> |

## Membership

### Membership Drive – Help Us Grow Our Chapter!!

Networking is defined as interacting with other people to exchange information and develop contacts, especially to further one's career. We are delighted that each of you has chosen to participate and network with the Jayhawk Chapter of SHRM in an effort to continue the development of your Human Resources skill sets.

I am not sure about each of you, but I know that in my own recruiting experience, some of our best hires have come in the form of referrals from existing employees. Employees are familiar with our organization, know what we have to offer, and know if the “fit” is going to be right for the candidate they are considering referring. I think that our Chapter is no different!! Help us continue to build your HR network by referring potential chapter members. If someone is interested in attending a meeting to see what we are all about – let a current Board Member know – so we can coordinate their attendance.

**From now until the end of September, the Chapter will be running a special that allows individuals to join the Chapter for 50% off of our normal due fees.**

Do you know someone who would benefit from membership with the Jayhawk Chapter of SHRM? If so, now may be a good time to suggest that they consider giving our group a try.

We appreciate your commitment to help grow our Chapter!



VP of Membership  
Angela Fleming, PHR, SHRM-CP  
membership@jayhawkshrm.org

### Going on Vacation? Have the Post Office Save Your Mail

An overflowing mailbox can attract burglars. Let the U.S. Post Office keep your mail safe while you enjoy your time away on vacation. It's easy to sign up to have your mail held for you, and delivered to your door when you return.

A message from the United States Post Office



## DIVERSITY

### Want a Good Performance Review? Don't Promote Diversity

*Study findings apply to women, nonwhites, but not to white men*  
By Dana Wilkie

The more female and nonwhite executives press for diversity at their workplaces, the more harshly they're judged on their performance reviews, according to a July 2014 study from a University of Colorado professor (<http://www.scribd.com/doc/234908522/CU-diversity-study>).

The same, however, doesn't hold true for male executives who advocate for women and nonwhites to be hired and promoted, which led study author David Hekman to conclude that female and nonwhite executives are perceived as selfish when they advocate for someone who looks like them.

"This is going to happen whenever you have an outsider group," said Hekman, assistant professor of management at the university's Leeds School of Business. "For instance, [the majority of] top executives are white men. Women and minorities are, therefore, the outsider groups. If they advocate for their own group, they will be marginalized and stigmatized as incompetent and cold. But if the insider group advocates for their own group—white men—it's normal, legitimate, acceptable and even expected. Insider groups can do whatever they want; outsider groups have to be careful about how they gain access to the insider."

Hekman and two colleagues examined 362 executives, including CEOs, vice presidents and directors, from industries such as banking, consumer products and food.

They found that women and minority executives who ranked in the top 15 percent on a scale of dedication to diversity received an average performance rating of 3.76 out of 5. Those who exhibited less devotion to diversity won more favorable performance reviews.

For instance, a woman who ranked in the middle of the scale of diversity dedication earned an average performance rating of 3.98. But a woman who ranked near the bottom in her devotion to diversity earned an average performance rating of 4.15.

White men, on the other hand, actually got a bump in their performance review scores if they showed a strong commitment to diversity in the workplace.

Hekman and his colleagues also had actors from the university's drama school pose as company leaders and deliver a speech calling on their firms to hire more people who looked like the actor.

When female actors delivered a pro-diversity speech, study participants rated them as colder than other leaders, and when nonwhite actors did the same, they were rated as less competent. "Women are held to higher warmth standards and nonwhites to high competency standards" than white men, Hekman said. "There's no word for a cold man, but there are plenty of words for cold women. Men get to be cold and still maintain their legitimacy. But women have to prove they're warmer than average and more competent than average just to gain the same legitimacy."

Why would women and nonwhites suffer from this sort of bias?

Hekman said there are certain events, settings and actions that trigger a negative view of women and nonwhites in many people. Assertiveness, for instance, can be one such trigger.

"We give women and nonwhites the benefit of the doubt until assertiveness in a meeting triggers the 'cold' stereotype," he said. "And as soon as you're viewed according to this negative stereotype, you are delegitimized. We think valuing someone who's like you is one of those triggers. People say, 'Ah ha! I knew this woman was cold or incompetent; she's advocating for other women.'"

Hekman said his findings indicate it may be too risky for female and minority executives to push for the hiring of more women and nonwhites. In that situation, he said, successful women and nonwhite leaders will end up surrounded by white males in the executive suite.

Continued on page 9



# DIVERSITY

## Want a Good Performance Review? Don't Promote Diversity

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### Diversity Correlates with Success

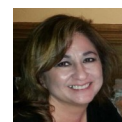
Tracy Byham is senior vice president for the Leadership Solutions Group at Development Dimensions International (DDI), a Pennsylvania-based global human resources consulting firm. She said female CEOs at marquee companies like Pepsi, General Motors, Yahoo and Xerox "are all actively promoting diversity as a business imperative...and if they are discriminated against for this, so be it, because they must make it work. Diversity is not a popularity contest."

DDI's recent *Global Leadership Forecast 2014/2015* (<http://www.ddiworld.com/glf2014#.U9pbcfldWwl>) found that "when we overcome the associated biases, the population of women leaders at all levels surges," Byham said. The forecast, which examined 13,124 global leaders and 1,528 human resource executives at 2,031 participating organizations, found that organizations with better financial performance have a higher percentage of women in leadership roles.

"In fact, the top 20 percent of financial performers have 37 percent of their leaders as women, compared to organizations in the bottom 20 percent with only 19 percent of their leaders as women," Byham said. "Clearly, this means the presence of women truly benefits a company's bottom line."

Dana Wilkie is an online editor/manager for SHRM.

Submitted by: Catherine S. Espinosa  
Diversity Chair



How familiar are you with all the benefits of your SHRM membership? Take a closer look at how our resources can help you with your professional goals and daily challenges--they're already helping many of your 275,000 SHRM-member colleagues. Make your job easier by taking advantage of everything SHRM has to offer!

#### Featured Articles

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**Are you  
making the  
most of your  
SHRM  
Membership?**





## **Academic and Certification Scholarships** **for HR Professionals**

More than 100 scholarships totaling \$122,500 will be awarded to SHRM members in 2015. The awards program is designed to support HR professionals working towards a college degree or SHRM certification. Individuals may apply for a \$2,000 education scholarship and/or a \$750 certification scholarship.

**Application Deadline:** July 15, 2015

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### **Eligibility**

SHRM professional, general and associate members-- with a valid SHRM ID number-- pursuing a college degree or working toward SHRM-CP or SHRM-SCP certification are eligible to apply. (SHRM student members and local-only members are *not* eligible for these awards.)

Chapters and state councils may also apply for scholarship funds to support SHRM certification training programs.

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### **Awards**

110 Certification scholarships of \$750 each, including:

- 3M Certification Scholarship
- Career Spa, LLC Certification Scholarship
- Sara Rynes Certification Scholarship
- Jim Schultz Certification Scholarship
- Talent Connections, LLC Certification Scholarship
- Virginia SHRM State Council Certification Scholarship

20 Academic scholarships of \$2,000 each

Each SHRM domestic region has a total of \$24,500 to distribute which means applicants compete only with others in their own area of the country. Each region will award 22 certification scholarships and 4 academic scholarships for a total of 26 awards.

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### **How to Apply**

Visit [www.SHRMFoundation.org](http://www.SHRMFoundation.org) and click on "Scholarships & Awards" to learn more about the SHRM Foundation Scholarship Program.

Application period: April 1-July 15, 2015.