

# HR LEADER



## Akron Area SHRM

The Akron Area Chapter of the Society for Human Resource Management

**December 2011**

### Inside This Issue:

December Meeting	2
Message from the President	3
Committee Updates	4-5
January Meeting	6
HR Jobs	7
ASHRM New Members	8
2011 AASHRM Board of Directors	8

### This Months Sponsor:



AFFILIATE OF  
**SHRM**<sup>®</sup>  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT



## AKRON SHRM SILENT RAFFLE

### AUCTION

**DECEMBER 14, 2011**

**AUCTION STARTS AT 11:00 AM**

The Akron SHRM Silent Raffle Auction will run in conjunction with our Annual Membership Appreciation Meeting. All funds will benefit the SHRM foundation.

The SHRM foundation is a leading funder of HR research grants. They produce publications and educational resources to advance the HR profession. Their work is made possible by your generous tax-deductible donations.

If you or your organization would like to make a prize donation, please contact Sandy Manjura at 330-620-6133 or [smanjura7@gmail.com](mailto:smanjura7@gmail.com).





**Member Appreciation Month!**

**December 14, 2011**

**Firestone Country Club  
452 East Warner Road  
Akron, OH 44319  
330.245.3201**

**11:00am – 1:00pm**

**Jim Murphy presents...**



***Inner Excellence:  
How to Handle Pressure and Stress Like an Olympian***

The end of the year brings many of its own stresses (like Christmas) and handling hundreds of employees can make this a very emotional time. Understanding feelings is crucial to Olympic athletes as well as HR managers. Jim will share stories from what he has learned in his 10,000 hours of research and writing, as well as a few things each manager can do that will impact their lives (and employees) in the Christmas season.

For those of you who are extremely detail-oriented like Jim, here's his background. He began playing professional baseball with the Chicago Cubs. Baseball was his life, his identity. He ran into problems, however, and soon his self-esteem followed his batting average. He transferred to the University of Washington and graduated with a degree in psychology. After five years playing professionally, injuries cut his career short. He started coaching at an inner-city boy's school in Seattle, Washington. The team had a losing record the previous season, but his team went undefeated. He decided to study coaching full-time. Jim received a Master's degree from the University of British Columbia in Coaching Science. As a turnaround expert, Jim helps athletes and executives, teams and organizations, take their results from ordinary to extraordinary. He has found that the skills needed for extraordinary success as an Olympic athlete and a business executive are essentially the same. In training athletes and executives, he doesn't focus on specific skills—he gives them tools and teaches them how to enhance their focus, creativity, problem-solving, passion and poise. As an expert on winning and turning around teams. Jim has written the book, *Inner Excellence*, has authored articles in journals and magazines, has written for newspapers across North America and has appeared on television. He lives in the Pacific Northwest and loves the outdoors, animals, photography, traveling abroad, and most of all, he loves to connect with people around the world and help them live more powerfully and courageously.

**Cost**  
\$20 Members  
\$25 Non-members  
\$10 Students

**Registration Deadline**  
Monday, December 12, 2011

**Reservations**  
[www.akronshrm.org](http://www.akronshrm.org) or  
[mwagner@ralaw.com](mailto:mwagner@ralaw.com)

**Questions or Cancellations**

Please contact Mary Kay Wagner 25 hours prior to avoid billing



Approved for One Hour  
General Credit



This Month's Sponsor



## *A message From the President...*

Hello and Happy Holidays from Akron Area SHRM! At this time, I'd like to thank you, our members for making 2011 a terrific year!

We hope you will all join us for our next chapter meeting at the Firestone Country Club for our Annual Member Appreciation Meeting! We will be recognizing the outstanding contributions of our members to our chapter and the profession of Human Resources.

One area that we have been focusing on is Certification. This is such an important area that back in 2010, we decided to start a scholarship initiative and we have already had 2 winners this year! Through this scholarship, folks can be reimbursed for their testing fees if they apply and are awarded the scholarship! SHRM also offers a "pay if you pass program" for only \$120.00!

Of course, if you take advantage of the FREE certification study group offered by our own Liz England, the probability of passing will increase significantly as she has kept a very impressive 97% pass rate! We will be recognizing all the certified and newly certified members in our audience at the next meeting. By earning your certification, you are showing those around you that you have mastered core HR principles and made long term career commitment. As an interesting tidbit, over 47% of our chapter members are certified! And, on a side note, we provide HRCI Credits for almost all of our chapter meetings so you can keep your certification up and avoid having to retake that terrible test!

Another area we like to focus on is our students as they are the "future" of H.R. Each year, we offer a scholarship to our students from the University of Akron for their outstanding contributions to their school, student chapter and their communities. We will recognize outstanding students at our next meeting as well.

Our Member of the Year award focuses on one member from the chapter whose outstanding work made a difference. We have named this award the Pamela Bichum Jennings award in honor of Pamela Bichum Jennings and her outstanding contributions to the HR Field. Don't miss the meeting as we will be announcing this award recipient then!

We are so appreciative of you, our members as you are in the field every day helping your companies grow and succeed. Don't forget that we can all help each other through networking, chapter meetings, LinkedIn, etc. etc. For me, the friendships I have built over the years have been priceless and I have turned to those colleagues many times for help with tough HR issues and vice versa. Who knows, the person sitting next to you might have just finished handling an issue that you are having trouble with right now! It's important to keep those connections. Maybe you have sat next to someone in transition. I encourage you to do your best to help them! You have many contacts you can share! One never knows when they may find themselves in the same position—as I found myself there over this past summer. The support I received was amazing and I was back in the saddle with a new position very quickly.

So, keep doing what you do and we will continue to be there for you, offering programs to you that will help you and ultimately your organizations excel. We are always open to suggestions and we are here to help, so please don't hesitate to contact us if you need anything.

We hope that the holidays will offer you a much-needed break from the thankless hard work you do every day! Akron Area SHRM would like to wish you and your families a very safe and happy Holiday Season!

-Terri Bednar, PHR

### Story of our Logo

According to Wikipedia – “A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition.” While we continue to push forward with our strategic goal of being the primary resource for Human Resources in the Akron area, the Board of Directors felt it was time to update our “Look” with something that represents us well in the community.

We started the process of determining a new logo by getting some input from our current board members about what we wanted to get across regarding our group and what might add some symbolism to the process. We then took part in a “Logo Tournament” where we supplied a brief history of our group, our goal with the new logo, some colors we were interested in seeing, and some ideas for what we wanted the logo to encompass. After that, the project profile was released to hundreds of graphic designers from all over the world who submitted their ideas and visions of our logo. After much discussion and back and forth with the board, we narrowed it down to a few top choices and then we picked a winner.

The design was not exactly what we wanted, but we were able to take the main idea of the logo and work with the designer, a very helpful person named Curtis Lotter from South Africa, and come up with the logo we have today. We found the idea of the image reflective of a “summit”, so it correlated well with our Summit County location. We also liked the choice of one color being different from the rest of the pieces of the summit, as it showed that each of us is an individual, which still functioning as part of a group. All in all, the process was very enlightening and quite fun. We hope you enjoy the new logo and feel it represents Akron Area SHRM well.

-Jocelyn Mellinger, Diversity Chair



2012ConfDailyAd\_Layout 1 6/14/11 3:57 PM Page 1



SHRM'S 64TH ANNUAL  
CONFERENCE & EXPOSITION  
JUNE 24-27, 2012  
ATLANTA, GEORGIA

More information available at [annual.shrm.org](http://annual.shrm.org)

### **Slate of Officers for 2012**

Congratulations to the following folks for being elected to the 2012 Slate of Officers! Look for more information on these folks in next month's edition of HR Leader!

**President:** Robb Martin, SPHR, GPHR Principal/Owner MindShift

**VP of Programming:** Jim Krosky, SPHR, Director of Human Resources at Interstate-McBee, LLC

**Secretary:** Lisa Peercy, SPHR, Human Resource Director at Akron-Summit Co. Public Library

**Treasurer:** Steve Burger, CPA, Controller for Employer's Health

**Directors at Large:** Paula Henry, HR Generalist at Goldsmith & Eggleton, Inc.

Evelyn Hronec, CPA, MSA, Director at Creative Financial Staffing.

### **VOLUNTEER OPPORTUNITY: Workforce Readiness Committee Chair**

The workforce readiness committee chairperson is responsible for monitoring and evaluating local activities concerning workforce readiness issues and plans. The WFR Chair develops programs to promote chapter involvement and activities impacting the workforce readiness arena. This individual will serve as a liaison to local schools, area businesses, adult learning centers and other organizations as appropriate.

If you are interested in volunteering or for more information, please contact Terri Bednar at [tbednar75@att.net](mailto:tbednar75@att.net) or 330-573-8954 or Robb Martin at [rdm913@sbcglobal.net](mailto:rdm913@sbcglobal.net) or 330-573-9706.

### **2011 Compensation Survey Available Now**

The latest Akron Area SHRM Compensation Survey is now available. For the first time, we extended survey participation to SHRM associations in Medina, Portage and Summit counties, increasing our participation to 34 diverse organizations. Manufacturing continues to be the number one organizational type represented, followed by Non-profits and Services.

There were membership requests for 24 new positions this year. The final survey offered 100 jobs with 63 being reported. Job categories include: Accounting, Finance, Administration, Engineering, Healthcare, Human Resources, Information Technology, Logistics/Distribution, Maintenance, Production, Sales, Customer Service, Marketing, and Hospitality. Members can gain access to data that will assist in making compensation decisions for 2012.

If you need local compensation information, you can't beat the value--only \$40 for participating organizations. The cost is \$80 for non-participants.

As a thank you to all of our participants, we will be drawing for the L. L. Bean prizes at the December meeting.



**Akron Area  
SHRM**



January 11, 2012

Guy's Party Centre  
500 East Waterloo Road  
Akron, OH 44319  
11:00am - 1:00pm

Scott Warwick Presents...



[www.scottwarrick.com](http://www.scottwarrick.com)

### *How Does HR Fit Into Organizational Strategic Goals*

- How does HR fit into the organization's Strategic Goals?
- How can HR be the *most impactful* member of the organization's management team?
- How can HR bridge the gap from "Tactical" to "Strategic" Human Resources with your CEO?
- How can HR use Policies and Contracts to secure the employer's rights and get the organization to where it wants to go?
- What do CEOs value MOST in Human Resources ... and what do they value LEAST?
- How can you develop your Human Resource Department as "Strategic Internal Consultants"?
- How can you measure Human Resource's impact on the organization from an ROI ("Return on Investment") perspective?

Join Scott Warrick, one of Ohio's most popular speakers, as he shows how HR can partner with their CEO in order to help get the organization to reach its Strategic Goals. Scott will *clearly* review the difference between the Tactical ("Nuts and Bolts") aspects of HR and HR's role as a Strategic partner, making it invaluable to the organization. Scott will show you how CEOs and HR can partner to improve the organization's effectiveness in his own unique, practical, entertaining and humorous style. Scott will not only tell you how to advance your career, but he will use his over 25 years of Human Resource Management experience to tell you how to use this information *immediately!*

#### *Cost*

\$20 Members / \$25 Non-members / \$10 Students

#### *Reservations*

[www.akronshrm.org](http://www.akronshrm.org) or [mwagner@ralaw.com](mailto:mwagner@ralaw.com)

#### *Questions or Cancellations*

Please contact Mary Kay Wagner 25 hours prior to avoid billing

#### *Registration Deadline*

Monday, January 9, 2012

#### *This Month's Sponsor*

The Center for Corporate and Professional Development  
Kent State University  
Corianne Kocarek, CPPProgram Coordinator  
[www.kent.edu/yourtrainingpartner](http://www.kent.edu/yourtrainingpartner)



Have Applied For  
One Hour Strategic Credit

## HR Job Opportunities

### Employment Specialist - Goodyear

The position will allow effective execution of Goodyear Retail with their recruiting strategy and talent acquisition effort. It is the role of this position to provide the leadership and direction for execution of recruiting strategy in the field. The position will work closely with the Employment HR Manager to ensure that recruiting targets and strategy is set and the plan is measured in terms of hiring results for each Region.

Valid driver's license is required

Bachelors Degree

3+ yrs. of staffing/recruiting responsibility.

Experience in a multi-unit retail environment is a plus.

Work with the Employment HR Manager and the General Manager's to develop and execute recruitment plan for assigned territory:  
Screen for potential recruits through selected sources

Collaborate with districts on the forecasting of store requirements and recruiting plan for people resources.

Interview and provide recommendations on quality of candidates for SM, Service Mgr., Auto Techs and others considered high potential.

Measure effectiveness of programs and develop action plans to improve/refine effectiveness.

Plan and execute college recruitment program. Set up Spring and Fall career fair schedule and on campus recruiting visits. Work with college placement offices to establish Goodyear Retail as a preferred Management Training program to recruit candidates into.

Work with PDT to ensure new hires are mentored through on boarding process and clear on career path opportunities. Co-develop and execute Field Level Succession Plan:

Establish action plans with District Manager to address recruiting needs.

Measure success through time to hire, retention and number or open positions.

<http://www.goodyear.com/careers/why.html>

**For more information on these and other HR Related positions please refer to the AASHRM website: [www.akronshrm.org/jobs.html](http://www.akronshrm.org/jobs.html)**

[www.greatwork.cc](http://www.greatwork.cc)

  
Meet Supplier  
Diversity Initiatives

**G**reat Work!  
Employment Services  
*There is a Difference*

Manufacturing • Clerical • Technical • Warehouse

A Trusted Source of Dependable Staffing Plans  
Since 1992

Akron 330.535.3800	Canton 330.479.0758	Streetsboro 330.626.0500	Wadsworth 330.334.5555
-----------------------	------------------------	-----------------------------	---------------------------

### AASHRM Meeting Sponsorships Available!

As sponsor, your company receives a 1/2 page advertisement in that month's newsletter, a logo listing on our web site, the opportunity to briefly introduce your products/services at the beginning of the meeting and two included meals!

Please visit the AASHRM website or contact Kip Tobin at 330-940-2990 for additional information

**2011 AKRON SHRM BOARD OF DIRECTORS**

<b>President:</b>	Terri Bednar, PHR <a href="mailto:tbednar75@att.net">tbednar75@att.net</a>
<b>VP/Programming Chair:</b>	Robb Martin, SPHR, GPHR <a href="mailto:rdm913@sbcglobal.net">rdm913@sbcglobal.net</a>
<b>Treasurer:</b>	Evelyn Hronec, CPA, MSA <a href="mailto:evelyn.hronec@brunercoc.com">evelyn.hronec@brunercoc.com</a>
<b>Secretary:</b>	Janet Morrison, PHR <a href="mailto:jmorrison@goodwillakron.org">jmorrison@goodwillakron.org</a>
<b>Past President:</b>	Bob Rakoci, SPHR <a href="mailto:Bob.Rakoci@norandex.com">Bob.Rakoci@norandex.com</a>
<b>At-Large Director:</b>	Lisa Peercy, SPHR <a href="mailto:lpeercy@akronlibrary.org">lpeercy@akronlibrary.org</a>
<b>Hospitality Chair:</b>	Mary Kay Wagner <a href="mailto:mwagner@ralaw.com">mwagner@ralaw.com</a>
<b>Certification Chair:</b>	Elizabeth England, SPHR <a href="mailto:lengL044@aol.com">lengL044@aol.com</a>
<b>Compensation &amp; Benefits Chair:</b>	Pam Serina, SPHR <a href="mailto:pserina@prcontrol.com">pserina@prcontrol.com</a>
<b>Diversity Chair:</b>	Jocelyn Mellinger, SPHR <a href="mailto:jmellinger@arctinc.com">jmellinger@arctinc.com</a>
<b>Governmental Affairs Chair:</b>	Jim Krosky, SPHR <a href="mailto:jim.krosky@zoominternet.net">jim.krosky@zoominternet.net</a>
<b>Membership Chair:</b>	Dave Shiner, SPHR <a href="mailto:davidcshiner@gmail.com">davidcshiner@gmail.com</a>
<b>Newsletter/PR Chair:</b>	Kasey Machamer, SPHR <a href="mailto:kcmachamer@gmail.com">kcmachamer@gmail.com</a>
<b>Sponsorship Chair:</b>	Kip Tobin <a href="mailto:kip.tobin@expresspros.com">kip.tobin@expresspros.com</a>
<b>Website Administrator:</b>	Terri Benedum <a href="mailto:terri.benedum@emeraldmaterials.com">terri.benedum@emeraldmaterials.com</a>
<b>Foundation Chair</b>	Sandy Manjura, PHR <a href="mailto:smanjura7@gmail.com">smanjura7@gmail.com</a>
<b>Student Chapter Advisor:</b> The University of Akron,	Steve Ash, Ph.D <a href="mailto:ash@uakron.edu">ash@uakron.edu</a>

**Welcome New Members****Professional Members:****Kathy Wise**

Director, Health and Wellness  
Mercy Medical Center

**Lisa Clarke**

Job Placement Coordinator  
Portage Lakes Career Center

**Associate Members:****Michelle Salis, MBA**

Strategic Account Manager  
Ultimate Software

**Theresa Osborne**

Workplace Business Development  
Officer  
PNC