

March 2011 Program

Luncheon:

**Did They Get It? Will They Do It? Do They Care?
How to Make Your Training & Meetings More Palatable and
Effective for Everyone.**

Workshop:

**“SCORE” - “Super Closers, Openers, Reviews & Energizers that
can be used immediately in any training/meeting you conduct!”**

By: Doug McCallum, Trainer/Consultant – The Bob Pike Group



When: Tuesday, March 8th, 2011
11:00 -11:30 am Registration
11:30 -1:00 pm Luncheon & Program*
1:15 - 3:15 pm Workshop*
*HRCI Credits Applied For

Where: Embassy Suites, 1040 P Street, Lincoln
Parking validated by LHRMA at the following:
⇒ Que Place Garage, 11th & Q
⇒ Market Place Garage, 10th & Q

Cost: Luncheon Meeting—\$15 members, \$25—guests
Workshop—\$35.00

Meal: ½ Club Sandwich & Cup of Soup, Homemade Potato Chips, Cookies & Brownies, Water, Tea and Coffee

About our Program: Luncheon Presentation: Did They Get It? Will They Do It? Do They Care? How To Make Your Training & Meetings More Palatable And Effective For Everyone.

Does your professional position require you to either conduct meetings or facilitate training? In either case your goals and desires are similar. Whether you are conducting a meeting or training you want the participants to be present and engaged. You want the participant to listen and understand your message, and to remember and use the information appropriately.

This presentation will provide you essential knowledge, practical tips and guideline for conducting meetings and/or delivering presentations that will help engage the participants in a manner that will make your efforts and their time worthwhile.

Specifically, during this 44 & 1/2 minute presentation you will learn:

* 5 things everyone should know about power point whether you are a presenter or a participant.

* 7 ways to help people remember and retain the information presented.

Inside this issue:

President's Message	3
Legal Update	4
New Members	5
EAP Corner	7
Newly Certified Members	8
Reminders	9
Board of Directors	10

- * The 5 deadly sins that kill any meeting or presentation.
- * For the rest of the 37+ tips (story) don't miss the following workshop.

Workshop: "SCORE" - "Super Closers, Openers, Reviews & Energizers that can be used immediately in any meeting or training you conduct!"

In this 1 & 1/2 hour workshop you will learn:

- * 2 proven openers, closers, energizers and reviews that will turn any training/meeting you conduct to not only a productive meeting but a memorable session as well.

The selection of the "SCORE" techniques will be taken from the presenter's highly acclaimed book by the same title. This book has sold over 20,000 copies and retails at \$40 by The Bob Pike Group, an International Presenting and Training Company of which Doug was Trainer of the Year in 2009. Workshop participants will have the opportunity to purchase the book for \$15.00 and have the author sign it as well. There are 60 more proven exercises in the book that could be used immediately...

ABOUT OUR PRESENTER

Doug has been training and teaching adults for over 31 years. As a professional teacher/trainer/consultant he has traveled extensively around the world and has been recognized as one of the top national and international training professionals by his peers.

He received his Master's Degree from the University of Nebraska-Lincoln and has developed numerous seminars as well as keynotes. Doug's professional career includes sales, public school teaching, industrial consulting, public speaking, counseling and he was a professor at the University of Nebraska-Lincoln for 8 years.

Doug has been with Bob Pike from the inception of "Creative Training Techniques/The Bob Pike Group" (over 16 years). He is the only original trainer still training and consulting side by side with Bob, a point he is honored to include in his bio. As a trainer/consultant with The Bob Pike Group, he has been commissioned to work in Africa, Germany, Egypt, Dominican Republic, Canada and all 50 U.S. States. He has personally conducted workshops and trainings for over 62,000 professional teachers, trainers and corporate leaders and given more than 150 keynote addresses.

A partial listing of clients includes: United States Army, Navy, Air Force and Marines, Coast Guard as well as U.S.A.I.D, Department of Agriculture, Defense, Transportation and the FBI plus numerous other government agencies such as the Federal Bureau of Prisons, The Universities of Connecticut, Massachusetts, Nebraska and Stanford have used his skills and talents. Companies such as DeBeers Diamonds, Sysco, Novartis, Eli Lilly, Nationwide Insurance, Blue Cross/Blue Shield, Caterpillar, Informix and Iams Pet Foods have requested his services.

Doug has authored two cartoon/quotation books entitled Don't Send Your Turkeys to Eagle School! and The Speed of the Leader Determines the Rate of the Pack! as well as co-authoring The Presenter's Survival Kit – It's a Jungle Out There! He has also co-authored training programs with Bob Pike, Dr. JoAnne Owens-Nauslar, and several other professional trainers around the United States.

Doug's most requested seminars are Creative Training Techniques™, How to Improve Communication and Decrease Conflict, How to Put Pizzazz Into Your Next Business Presentation and Service Essentials for Everyone. He has also customized and designed seminars and training programs to fit the needs of numerous clients.

UPCOMING MEETINGS

April 12th – Cari Dominguez, Former EEOC Chair & OFCCP Director – Luncheon & Workshop

May 10th – "Juggling Elephants – Get Your Act's Together" presented by co-author, Todd Musig



Doug McCallum



President's Message

Mark Pankoke, President



Beware the Ides of March?

You may remember the Ides of March were made famous by two things, Julius Caesar's assassination and by Shakespeare's play dramatizing the event, Julius Caesar. The ides of March, March 15, 44 B.C. was the date a great Roman leader, Julius Caesar was assassinated. He was killed because many thought he was trying to reinstate a monarchy. In an ironic twist he was replaced by Octavian, the first emperor of Rome. In Shakespeare's play the Soothsayer, says the words we all remember even if we didn't read the play, "Beware the Ides of March". These words have been foreboding to us ever since. It seems there are a couple of lessons in this Ides of March phenomenon that might turn this from negative to a more positive outcome for us.

The first lesson is be careful about making major changes when you have no real plan about next steps. Caesar's death ended up bringing about exactly what the people involved with the assassination did not want. We can only second guess the way the situation played out but it seems there may have been better solutions which may have led to different and perhaps better results.

The second lesson is that words no matter how elegantly stated can still be divisive. Caesar was considered an outstanding orator and a great writer but yet he somehow lost the trust and faith of his followers. In another ironic twist one of those involved in his assassination, Brutus, was thought to have been his son.

As HR professionals we can use these lessons to our advantage. First, before we take any drastic action plan for the future, we should lay out a clear path to improvement as opposed to making change and figuring out a new direction later. This is true in terminations, reorganizations, and other issues we are faced with from time to time. Think things through, plan and if possible test the plan before making major changes.

Additionally, we need to communicate not only with style and flair but also with content. Make sure our message to our people is one that is crafted in such a way that it helps build relationships and employee engagement and doesn't seem to come from "on high" with no connection to the people. If we can get people on our side, change will be a much more positive experience.

If we can learn from Caesar it may not be accurate to say "Beware the Ides of March". It may be more accurate to say, "Welcome the Ides of March".

— Mark Pankoke

Drawing Winner
Who Says There's No Such Thing as a Free Lunch? Congratulations to **Angela Kugler** from Madonna She will receive free registration at the March 8th luncheon meeting!



*'... we should
lay out a
clear path to
improvement'*



Find us on Facebook.
Become a fan and join
the conversation.



Legal Update

They Said What on Facebook? They Can't Say That! Can They?

By Erin L. Ebeler, Woods & Aitken LLP

"I didn't know what Facebook was, and now that I do know what it is, I have to say, it sounds like a huge waste of time. I would never say the people on it are losers, but that's only because I'm polite. People say 'But Betty, Facebook is a great way to connect with old friends.' Well at my age, if I wanna connect with old friends, I need a Ouija Board. Needless to say, we didn't have Facebook when I was growing up. We had phonebook, but you wouldn't waste an afternoon with it."

--Betty White (during her Saturday Night Live monologue in May 2010).

Nearly half a million Facebook users joined a campaign entitled "Betty White to Host *SNL* (please?)" in 2010, effectively goading Lorne Michaels into tapping the queen of comedy into asking White to host the late night show. As White's appearance on *SNL* and her monologue made clear, Facebook is a powerful communication tool, and people everywhere are on it. Employers need to recognize this fact, and they need to have policies in place to address issues that arise when their employees use the website. As examples, consider the following:

- Should you use Facebook's search engine to research potential applicants? What happens if doing so reveals the applicant's race, religion, age, marital status, or any other number of protected class characteristics?
- What if an employee reveals competitively sensitive information about your company (deliberately or accidentally)?
- What if an employee creates a group that disparages your competitor's products? Could you be liable for those comments if your competitor sues?
- Should employees be "Facebook friends" with their supervisors? What if the supervisor learns through Facebook that the employee lied about being sick and really went Christmas shopping? or that the employee is looking for other jobs? or that the employee is a member of pro-Union Facebook groups?
- What if the employee calls her supervisor a "scumbag" or refers to him as a psychiatric patient? Can you fire the employee for those comments?

As the above questions make clear, Facebook raises a great deal of questions for employers, and given how new this technology still is, there aren't many answers. However, in recent months, a Connecticut employer has had the unfortunate distinction of being involved in a dispute with the National Labor Relations Board ("NLRB") over the validity of a policy that, among other things, prohibited an employee "from making disparaging, discriminatory, or defamatory comments when discussing the Company or the employee's superiors, co-workers and/or competitors." The policy also prohibited employees from "depict[ing] the Company in any way" without prior permission (*i.e.*, posting pictures of themselves in uniform, wearing the corporation's logos, etc.).

Under Section 7 of the *National Labor Relations Act*—the law enforced by the NLRB—employees have the right to self-organize, join labor unions, and "engage in other concerted activities for the purpose of collective bargaining or other mutual aid or protection." Notably, this law applies regardless of whether your company is unionized, non-unionized, or in the process of being organized. According to the NLRB's initial complaint against the employer, the above policy (and subsequent firing of an employee that breached it) violated an employee's Section 7 rights. In the situation involving the Connecticut employer, the employee at issue posted a number of negative comments about her supervisor on Facebook, co-workers replied to those comments, and the em-

(Continued on page 5)



Member Changes

Ginna Claussen

People & Culture Officer
Great Western Bank
ginna.claussen@greatwesternbank.com

Contact Kathy Harper at lhrma0048@yahoo.com with any change in position, company or address.



Board Meeting Recap

- Strategic Meeting—Feb. 15
- 2 New Board Members
- 8 newly certified members
- Nametags ordered soon
- April—Diversity Speaker
Cari Dominguez

NEW MEMBERS

Patricia Cavanah

pcavanah@aol.com

Michael Cox

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Professional Development
Duncan Aviation
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Teri Mattran

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Brian Willet

District Manager
Waddell and Reed
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Yan Yang

Tri-Con Industries
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(Continued from page 4)

employee made additional follow-up remarks. Following those comments, the employee was fired. Although the company stated that there were reasons for the employee's termination beyond the Facebook posts, the employee's Facebook activities were identified by the employer as one basis for the termination.

As the NLRB's complaint makes clear, the NLRB believes that employee conversations on Facebook about the terms and conditions of employment are protected, concerted activity under the NLRA. However, the case itself was resolved only by a settlement wherein the Company agreed to (i) revise its rules regarding the use of social media by its employees, (ii) take steps to ensure its employees are not restricted from discussing the terms and conditions of their employment outside of work, and (iii) not discipline employees who engage in those discussions. As a result, there was not a final opinion issued by the NLRB or any court of law regarding what the boundaries of Facebook policies are in this area. However, employers should consider the following in light of this situation:

- Have you considered the implications of your employees discussing your company, its products, or your competitors on social media sites such as Facebook, MySpace, Twitter, or a personal blog?
- Do you have a policy regarding your employees' use of such social media? If not, you should consider developing a policy that addresses the questions raised above. If you do have policy, what sorts of prohibitions exist regarding your employees' discussion of your company or the terms and conditions of the employees' work? Do your policies make clear that they will not be used to limit employees' Section 7 rights?

This is a developing area of the law, so clear answers on how to address some of these issues are not available. However, unlike spending an entire afternoon to play "Farmville" or Texas Hold'em on Facebook, addressing these issues in advance will not be a "huge waste of time."

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**Welcome
New
LHRMA
Members!**



1st row: Brittany Nielsen, Candice Batenhorst, Cindy Wood
2nd row: Cindy Rohlmeier, Janet Crow, Dixie Potter, Sarah Chapman, Ashley Arner, and Teri Mattran.

UNL Student Chapter Members



UNL Student Members who attended the February meeting: Professor Gwen Combs, Lindsey Eastwood, Geriann Rada and Jenessa Nelson.



New Workforce Readiness Committee Members

THANK YOU to the following new members who have joined the Workforce Readiness Committee:

- Yolanda Eledge, Careerlink.com
- Lisa Neddenriep, Integrated Life Choices
- Julie Spader, Christian Heritage
- Brooke Timm, Union Bank & Trust Company

They join a great group of existing committee members as follows: Janet Bauer, Nancy Shy, Kim Steiner, Jill Watkins, Carmen Wiles, and Lynn Willey.

Kim Michael, Chair
Workforce Readiness Committee

New Advertising Options Now Available

LHRMA Website Banners—Add a rotating 468×60 or 125×125 pixel banner advertisement to the front of our web site. A total of six ads are available in each location. Banners that are 468×60 appear at the top of the front page. Banners that are 125×125 appear in the left column of the front page and rotate through most of the rest of the site. The 468×60 banners cost \$500 for 12 months. The 125×125 button ads are \$150 for 12 months. Design services are available upon request. See our website for more information or contact us at lhrma0048@yahoo.com.

Sponsor a Meeting—Gold, Silver and Bronze Sponsorships available

Newsletter Advertisements—Is your organization interested in advertising in the monthly LHRMA Resource Newsletter? Prices for ads are listed below. Information must be received by the 10th of the previous month you wish your ad to be published in. Contact us at lhrma0048@yahoo.com for more information.

** \$35 for a business-card size ad

** \$100 for a 1/2 page ad

** \$50 for a 1/4 page ad

** \$200 for a full page

Advertise your HR positions on the website —LHRMA members may advertise an HR-related opening for up to 30 days for free, and non-members may post a position for \$100 for up to 30 days.

See our website for more information or contact us at lhrma0048@yahoo.com.

EAP Corner

Dealing with the Stress of Caregiving, A Growing Concern

Lesla Decker, SPHR, Consultant/Trainer

Best Care Employee Assistance Program ♦ Omaha, Nebraska

Are you or someone in your family providing care for a loved one? If so you have a lot of company. In a 2009 study conducted by The National Alliance for Caregiving, more than 30% of U.S. households reported that at least one person had served as an unpaid family caregiver during the previous 12 months. That is more than 65 million people providing caregiver services for a family member each year.

Three in ten caregivers reported their caregiving situation to be emotionally stressful. Do the math and more than 20 million individuals are experiencing emotional stress due to their caregiving responsibilities. With the aging of the U.S. population the number of caregivers and therefore the number of individuals experiencing emotional stress as a result of caregiving responsibilities is only expected to grow.

In order to care for others, we must first take care of ourselves, but many caregivers struggle to balance their personal needs with those of their loved ones. Caregiving can be both physically and emotionally demanding. Caregivers often put their loved ones needs before their own. Finding ways to preserve personal health and wellbeing while caring for others should be a priority.

If you are a caregiver for someone in your family, what are you doing to care for yourself? And if you have other family members providing care for your loved one, are they also doing what they need to do to maintain their own health and wellbeing?

It is important for caregivers to recognize the specific demands of their caregiving situation and develop strategies and resources they can turn to for help. These strategies and resources can include obtaining community services for help with practical and physical needs such as transportation, meal delivery, home health care services, and home care services (e.g., cleaning and cooking). In addition to these functional and professional resources, caregivers need to develop personal resilience resources, again based on the specific demands of their caregiving situation. Consider these tips that have helped others to more effectively manage the stress of caregiving:

Reach out to others: As suggested, getting help from others, whether they are professionals or family members, is a good way to relieve some of the demands of the caregiving situation. Ask family members to help with tasks such as taking your loved one out for visits, shopping for groceries or other errands, and finding community resources for specific needs. The Eastern Nebraska Office on Aging (www.enoa.org) and the National Alliance for Caregiving (www.caregiver.org) are two organizations that provide information or access to family caregiver resources.

Take breaks: Regular short breaks can help caregivers better handle stress. Plan a few shorter breaks on a regular basis such as taking a walk, watching a movie, dining out, or reading a book. Longer respites from caregiving responsibilities are also important for maintaining caregiver resiliency. Plan for vacation time to be personal time for rest and recharging, not as more time to devote to caregiving.

Join a support group: Many people find it helpful to share their feelings and experiences with others who are in similar situations. Support group members can be a great resource for emotional support and even for practical advice and coping tips.

Keep in touch: Don't lose contact with your other loved ones and friends. Maintaining time spent

(Continued on page 8)

(Continued from page 7)

with family and friends can help safeguard caregivers from feelings of stress and isolation.

Maintain personal health: You know what to do, but these recommendations bear repeating. See your physician for regular health screenings and immunizations and be sure to tell your physician you are a caregiver. Eat a healthy diet. Do some physical activity every day. Get the appropriate amount of sleep. Learn and practice stress reduction activities.

Seek supportive counseling: When you need it, your Employee Assistance Program is a resource for confidential, professional support and assistance for you as well as for your company's employees. Your EAP may also provide enhanced services that can help with finding care resources for elder family members. EAP counselors have experience in helping clients handle the stress of caregiving and can be a supportive resource for maintaining or regaining resilience. Call your EAP for support and remind employees of the valuable benefit they have in the EAP.

Congratulations!

Congratulations to the following newly certified Human Resource Professionals who obtained their certification during the Dec./Jan. exam window:

- **Nick Anderson, PHR**
- **Connie Butler, SPHR**
- **Janet Hruska, PHR**
- **Wendy Lowery, PHR**
- **Dana Rautenbach, PHR**
- **Trish Reimers, SPHR**
- **Timothy Wiedman, PHR**
- **Timothy Young, SPHR**



Connie Butler, Trish Reimers, Wendy Lowery, Dana Rautenbach, Janet Hruska, and Nick Anderson

Please take time to congratulate those who passed. The certification exam is a difficult exam because it covers a wide variety of human resource issues. The pass rates for the exams are generally 65% for those taking the PHR (Professional in Human Resources) and 55% for those taking the SPHR (Senior Professional in Human Resources). Human Resource Certification is the symbol of professional achievement. Beyond experience and education, the PHR or SPHR designation signifies that you have mastered the HR body of knowledge. Certification also provides:

- National recognition of your professional achievement;
- An aid for career advancement;

A reminder to peers and co-workers of your professional achievement through the use of your certification designation on business correspondence.

Certification exams are administered via computer during two testing windows each year, May 1st thru June 30th and December 1st thru January 31st. To request a certification handbook or to find out more about the exam, visit www.hrci.org. If you would like to enroll in LHRMA's Certification Study Group, go to www.lincolnhr.org for more information or contact Melissa Price at mprice@nebook.com or 402.421.0402.

Help Support achieve the Superior Merit Award

You can help achieve the LHRMA Chapter Superior Merit Award by notifying Kim Michael, Workforce Readiness Chair, with any dates that you provide service to local schools or adults in regards to: career days, mock interviews, speaking on the HR profession, provide internships to students to gain HR knowledge, etc.

The following information would be needed: name, date of event, location/school name, hours spent or duration of program. Email your information to workforce.readiness@lincolnhr.org throughout the year.

Reach Out to the Students

LHRMA members can use the LHRMA website to advertise Student Internships or summer jobs. The three Student Chapters will be told that they can look on the LHRMA website throughout the school year to find job openings as well as internships. Please use this as another FREE advertising tool to get qualified, interested candidates to help fill your open positions. Send job postings to Kathy Harper at lhrma0048@yahoo.com.

Jobs, Jobs and More Jobs!

Do you have one to advertise or are you looking for one?
CHECK OUT OUR WEBSITE—<http://www.lincolnhr.org>.

If you are an employer who has a LHRMA member employee, then you can post your human resource job opening on our website by contacting Kathy Harper at lhrma0048@yahoo.com or 402.483.4581, x. 339.

If you are looking for a human resource position, then you can check our website at www.lincolnhr.org.

This will be an excellent resource for students who are seeking an HR position. It is also an excellent forum for companies to advertise if they have summer internships available. Please take advantage of this great resource—you can't beat the price!





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SHRM local chapter #0048



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