



Lincoln
Human
Resource
Management
Association



PO Box 81066, Lincoln, NE 68501-1066
www.lincolnhrr.org



Volume 7, Issue 5

May, 2016

Special 3-Program Lineup for May 10th

WHEN:

Tuesday, May 10th, 2016

- 10:15 – 10:30 Registration
- 10:30 – 11:30 Medicare for HR Professionals*
- 11:00 – 11:30 Registration
- 11:30 – 12:00 Lunch & Announcements
- 12:00 – 1:00 Keynote Session**
- 1:15 – 3:00 Workshop—Strategic HR Forum**

This month's programs have been pre-approved for *General & **Strategic Recertification Hours from SHRM and HRCI.

WHERE:

Lincoln Firefighter's Hall—241 Victory Lane, Lincoln, NE 68528
Parking is FREE!

COST:

Program Registration Fee: LHRMA members—\$15
All Other Attendees—\$25

College Student Chapter Members—FREE (You must register with Jenessa Keiser, College Relations Chair)

Workshop Registration Fee: All Attendees—\$35

***Special Rate—All 4 Strategic HR Forum Sessions for \$120

MENU: Assorted sandwiches, spinach salad, fruit salad, pasta salad, dessert, and iced tea.

DEADLINE: Register/cancel your registration by **12:00 noon, Friday, May 6th.**

REMINDER: There is a \$10 fee for late registrations and for no-shows. This \$10 fee is in addition to the regular registration fee. Please try your hardest to register on time, as late registrations and no-shows make it difficult on everyone involved.

About Our Programs:

10:30 - Special Morning Program: MEDICARE FOR HR PROFESSIONALS

Presented by Bobbie Kierstead, Senior Training Coordinator, Nebraska Senior Health Insurance Information Program (SHIIP)

Learn the Medicare basics every HR staff should know to effectively advise employees. Nebraska Senior Health Insurance Information Program (SHIIP), a division of the Department of Insurance, provides free, unbiased information and training about Medicare. Every day 200 Nebraskans turn 65 and become eligible for Medicare, but an increasing number of them continue working. Can you provide the information they need about Medicare? The wrong information could cost them substantial late penalties and permanently lost opportunities.

Inside this issue:

President's Message	3
May Basket Raffle	4
Community Outreach	5
Legal Update	8
EAP Corner	11
Strategic HR Forum	12
LHRMA Board Profile	13
New Members	14
Board of Directors	15



(Continued on page 2)

11:30 - Lunch Program: **STRATEGIC HR FOR THE NON-STRATEGIC MIND**

Presented by Suzanne Ritchie, TD Ameritrade

When someone mentions strategy, do you cringe? It's not that you don't think strategy is important. It's just that thinking strategically doesn't come naturally to you. You spend your time in the here and now, carefully working through the things already on your plate and putting out fires as they happen. There are days you think that it would be helpful if you were a strategic thinker, but who has time to sit down and craft a strategy? Actually, you do and you can't afford not to!

It is true that some people are naturally more strategic than others. However, with the right tools anyone can think strategically. Come join us as we discuss tips and tools to help even the most tactical among us think more strategically.

By the end of this session, the learner should be able to:

- Define Strategic Thinking
- Identify the Four Characteristics of Strategic Thinkers
- Leverage Tools and Tips to Apply Strategic Thinking Skills

1:15 - Workshop - **HR Strategic Leadership Forum - Part I** **LONG TERM SOLUTIONS FOR RECRUITING AND HIRING**

Many HR professionals are constantly bogged down by the day-to-day fires we encounter at work. This HR Strategic Leadership Forum is designed to help us get out from under the day-to-day noise and ensure we are driving holistic, visionary HR initiatives that help our organizations succeed. LHRMA and SilverStone Group are partnering to increase our strategic HR perspective and will be partnering with other experts to also provide perspective on relevant HR topics. In addition, these forums will be eligible for strategic certification credit.

The tendency to provide short-term solutions for recruitment and selection hinders our strategic ability to ensure we have recruitment/selection philosophies and practices that will benefit our organization long-term without short-term ramifications. In this session, we will have a recruiting expert and a selection expert share their expertise on utilizing solutions that will have a positive impact on organizational results.

About Our Speakers:

SUZANNE RITCHIE leads a team of Associates at TD Ameritrade who provide the training and support needed to build both technical strength and core capabilities. She develops and delivers technical and soft-skill development programs, provides coaching using MBTI and Predictive Index assessments, and facilitates team sessions to increase overall effectiveness. She received her BS in Human Resource Management from Bellevue University and her MS in Adult Learning and Organizational Performance from Drake University. Ms. Ritchie is an Adjunct Professor in the Human Resources Strategic Management undergraduate and graduate programs at Bellevue University.

DANIELLE CROUGH, SENIOR CONSULTANT, HUMAN CAPITAL

As a Senior Consultant, Danielle takes a holistic approach to her work to help people perform at their best to ensure businesses thrive. Her expertise includes leadership and organizational development via management training, strategic planning, executive team building and individual coaching. She also assists clients with the development of selection and performance management systems, as well as leveraging organizational culture and employee engagement for organizational success.

Danielle's passion for developing leaders and helping organizations stems from her experience in the field in addition to her thorough understanding of best practices. Her clients can count on her to effectively implement cutting-edge and conventional methods to assist with their human capital needs. Danielle serves as an adjunct faculty member at the University of Nebraska Omaha, teaching MBA courses on leadership and organizational behavior, as well as I/O psychology graduate courses. She is a featured speaker on human capital topics and serves on the board for Heartland Family Service and the Family Housing Advisory Services, and is board chairman of Salem Little Saints Daycare. Additionally, Danielle is a member of the Society of Industrial Organizational Psychology, where she presents her research findings and collaborates with others in her field.

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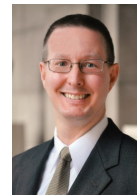
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President's Message

Joel Scherling, LHRMA President



The SHRM Student Case Competition and Career Summit for the central region was held last month in Omaha. This conference is geared toward college students interested in HR. Students compete in the Case Competition (demonstrating how they would address a HR/workplace issue), hear from keynote speakers and have the opportunity to connect with local HR practitioners.

I was one of seven LHMRA members who volunteered to support the event. I served in the Career Connection Zone, where HR professionals talked to students about whatever was on their minds – how we got into the field, a critique of their resumes, ideas about internship possibilities, and how to make themselves marketable as prospective HR hires.

I have to admit it; I was a little leery about how this would turn out. My fears were unfounded. I met some phenomenal students. One was a student chapter president and had significant internship and volunteer experience on his resume. Another was a senior business major who was polished, articulate and goal-directed. Yet another had interned in the investigations unit of an HR department for a large grocery store and had her sights set on working for the chain after graduation. I even talked to a college faculty member from Texas who wanted to discuss how to better prepare his students for the world of work. The time flew by and before I knew it, the afternoon group was arriving for its shift.

During the drive home, I thought about all of the volunteers it took to make the Student Summit successful. Then, my thoughts turned to our chapter and all of the volunteers who give their time to support the work of LHRMA. They provide a great deal of assistance and we couldn't do it without them. On behalf of the board, thank you to the volunteers for all that you do.

Take a look at the following page for a list of the unsung heroes of our organization. →

“What you had to say was very encouraging. Going into my senior year in college, that encouragement is greatly needed. Thank you for giving up your time and providing your professional help! It means a lot.”

Student Summit Participant

LHRMA Committee Volunteers

Community Outreach

- Dana Buss
- Angela Caldwell
- Lynn Friesen
- Maggie McPherson

Government Relations

- Katie Green
- Midge Pace
- Jennifer Monroe
- Tami Lewis-Ahrendt
- Toni Simons

Marketing/Social Media

- Jennifer Seamans

Membership

- Jessica Schumacher

Programs

- Kenda Fink
- Ruth Jones
- Cathy Maddox
- Susan Merwick
- Mark Pankoke
- Robert Seybert

SHRM Foundation

- Nichole Hall

Workforce Readiness

- Rod Armstrong
- John Coffey
- Judy Fischer
- Jennifer Harman
- Cindy Kaliff
- Jan Norlander-Jensen
- Christina Oldfather
- Midge Pace
- Jill Watkins



2016 SHRM Central Case Competition & Student Summit Volunteers

**Marsha Gerlach

**Darci Isherwood

**Jenessa Keiser

**Cathy Maddox

**Melissa Rogers

**Joel Scherling

**Lindsay Selig

Annual May Basket Raffle

On May 10, 2016, LHRMA will have our annual basket raffle fundraiser. LHRMA raises money for the SHRM Foundation, which is a nonprofit affiliate of the Society for Human Resource Management. The SHRM Foundation's work includes strategic thought leadership initiatives, innovative academic research grants, scholarships, and educational resources for those working in the human resources profession.

Raffle tickets will be \$1 per ticket or \$25 for 30 tickets. Once again this year, we will be offering you the opportunity to pre-purchase your tickets via PayPal when you register online for May's meeting. Tickets will also be available for purchase at the door using cash, card, or check. Checks should be made payable to the SHRM Foundation.

We would like to thank this year's basket raffle donors for their generosity in supporting our organization and the SHRM Foundation:

Advance Services

Aureus Group

Corky Canvas

Eileen's Cookies

LES

Lincoln Surgical Hospital

Manpower

Nature's Variety

Assurity Life Insurance

Baylor Evnen

Crete Carrier

Kidwell

Let's Talk Dirt, Inc.

Maize Popcorn

Molex

Union Bank



We look forward to seeing you at the May 10 meeting!

Jessica Reay - SHRM Foundation Chair

Community Outreach – Spotlight

Diverse Recruiting Strategies in today's competitive talent landscape, it's time to think outside of the box. -by Angela Caldwell, Community Outreach Committee



IT'S A DELICATE TIME FOR MANY COMPANIES

In today's world, organizations need workers to seize fresh opportunities and launch new products and services that can help them grow; but finding and retaining workers has become more challenging than ever. With the slow, steady decline of the unemployment rate, there are fewer candidates than ever. Many of those available lack the right skills. Just last week, Lincoln, NE reported an unemployment rate of 2.8%. This is significantly lower than

Omaha's 3.5% and the overall United States rate of 5%. To remain competitive, now more than ever, we need to look at agile employment models and think outside of the box to attract new talent.

HISTORIC TIMES IN RECRUITING AND RETENTION

Companies' concerns about talent come amidst historically complex economic conditions. Since the Great Recession of 2008, growth has been slow but steady. The U.S. banking and auto industries that once seemed doomed are on solid footing. Demand for durable and non-durable goods, particularly consumer technology and electronics, and consumer confidence – long trusted measure of economic health – have been solid. Yet the slowing of China's economy and recent drop in Asian stock markets is another reminder of how quickly times can change. Technological advancement and the rise of emerging markets has placed an unprecedented importance on speed – to innovate, produce, deliver products and services, and to ensure customers have a place to go with their compliments and complaints. New work models abound, a byproduct of new technologies. Companies that delay because they don't have the right employees risk losing growth opportunities.

All this has underscored a burning need for talent.

Yet many organizations can't find the right workers. Earlier this year, Manpower Group's 10th annual Talent Shortage Survey found that 38 percent of nearly 42,000 hiring professionals worldwide were unable to find the skills they need. That was the highest level since prior to 2008's crisis and represented the second consecutive year that there had been an increase.

As the survey shows, the tangible problems resulting from the shortage are clear:

- A whopping 54 percent of hiring professionals said that the talent shortage was having a high to medium impact on their ability to serve clients.

Among that total:

- More than four in 10 hiring professionals said that this scarcity would reduce their ability to serve clients and their competitiveness.
- Three in 10 said that they expected an increase in worker turnover.
- About one in four said they anticipated lower creativity.
- One in four said that compensation costs would ultimately rise.

“Not having the right talent in place can greatly affect an organization's ability to succeed. Whether a manufacturing plant or customer service center, companies suffer when positions go unfilled. In some cases, we have seen the talent shortage affect a company's ability to sustain a competitive advantage. Now, more than ever, it is critical that employers attract high-quality candidates,” Sunny Ackerman, Vice President and General Manager for the West Division of Manpower

(Continued on page 6)

IT'S TIME TO THINK OUTSIDE OF THE BOX - ADAPT AN AGILE MINDSET!

Only 10% of employers are seeking to explore previously untapped talent pools such as women, young people, military veterans, and people with disabilities, immigrant populations, virtual workers, part-time employees, and older workers. What many local employers aren't aware of is that a multitude of underutilized talent populations are right here under our noses. A majority of our community based non-profits offer on the job training programs which are subsidized by government funds. We have seen that these programs have been a tremendous asset to the employers who are using them as well as to the employee participating. When an employer is willing to take a chance on an individual-this individual becomes very loyal to the employer. It's really a win-win situation! Hiring from these pools of workers can also provide tax benefits. As the talent shortage deepens, the need to up-skill workers is also becoming more critical than ever. Offering programs such as ongoing education and tuition reimbursement programs is a great way to retain workers. Connecting with your community non-profit partners can be a great way to build your workforce of tomorrow.



CONCLUSION

The top five reasons employers are having difficulty filling jobs are:

- 1) Lack of available applicants - 35%
- 2) Lack of technical competencies (hard skills) - 34%
- 3) Lack of experience - 22%
- 4) Lack of technical competencies (soft skills) - 17%
- 5) Looking for more pay - 13%

It's time to be creative, partner with our community based resources, and work to develop our current workforce. Winning in today's world of work will require more agility as we move into tomorrow's economic climate.

SOURCES:

ManpowerGroup's, *ManpowerGroup's 10th annual Talent Shortage Survey*

The Great Talent Shortage Awakening: Actions To Take for a Sustainable Workforce

See more at: <http://www.manpowergroup.com/wps/wcm/connect/manpowergroup-en/home/thought-leadership/research-insights/talent-shortage-2015/talent-shortage-2015#what-employers-can-do>

Thank you to the following LHRMA members who helped conduct mock interviews with our 1st Job-Lincoln students on Friday, April 22:

Jen Chartier – Continental Western

Judy Ganoung – Disability Rights of Nebraska

Laurie Gyhra – State Farm

Carol Loper –State of NE Personnel

Kelley Misty Muff – YMCA

Michael Walkowiak – Molex

Carmen Wiles – Nreca.coop

Jennifer Dalbec – Health and Human Services

Michaela Griffen – Legacy Retirement Center

Denise Jensen – Nebr. Dept. of Corrections

Natalie Mares – Cabela's

McKay – LES

Jill Watkins – Verizon

It's your support that makes our program possible!

Kim Michael, PHR, SHRM-CP

Workforce Readiness Director

1st Job-Lincoln Chair

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Thank You to Celebrity Staff for being our Gold Sponsor this month!

Legal Update

Nebraska Adopts Workplace Privacy Act

Mark A. Fahleson, Attorney

Rembolt Ludtke LLP

During its recent session, the Nebraska Unicameral adopted the Workplace Privacy Act (LB 821). The legislation, introduced by Sen. Tyson Larson and adopted by the Legislature on a 46-0 vote, was signed into law by Governor Pete Ricketts on April 19, 2016 and goes into effect on or about July 19, 2016.

The stated purpose of the Workplace Privacy Act (“Act”) is to “restrict employers from requesting or requiring that employees or applicants provide an employer with account information so that the employer can access their private social networking site profile or account.”

The specifics of the Act, which is patterned off similar legislation adopted by other states, are as follows:

- **Coverage.** Covers “employers,” which is broadly defined as “a public or nonpublic entity or an individual engaged in a business, an industry, a profession, a trade, or other enterprise in the state, including any agent, representative, or designee acting directly or indirectly in the interest of such an employer.” Unlike other employment laws, the definition of a covered “employer” is not limited to those that employ a certain number of employees or have a threshold amount of revenue. Essentially, it’s all employers, public and private, regardless of size.
- **What it prevents.** The Act prohibits “employers” from:
 - ◇ Requiring or requesting that an employee or applicant provide or disclose any username or password or any other related account information in order to gain access to the employee’s or applicant’s personal Internet account by way of an electronic communication device;
 - ◇ Requiring or requesting that an employee or applicant log into a personal Internet account by way of an electronic communication device in the presence of the employer in a manner that enables the employer to observe the contents of the employee’s or applicant’s personal Internet account or provides the employer access to the employee’s or applicant’s personal Internet account;
 - ◇ Requiring an employee or applicant to add anyone, including the employer, to the list of contacts associated with the employee’s or applicant’s personal Internet account or require or otherwise coerce an employee or applicant to change the settings on the employee’s or applicant’s personal Internet account which affects the ability of others to view the content of such account; and
 - ◇ Taking any adverse action against an employee or applicant for failure to provide or disclose any of the information or to take any of the actions specified above.
- **Discrimination/Retaliation.** The Act mandates that employers cannot discriminate or retaliate against employees or applicants for filing a complaint under the Act or participating in an investigation, proceeding or action concerning alleged violations of the Act.
- **How it is enforced.** The Act provides that an aggrieved employee or applicant may, in addition to any other available remedy institute a civil action in state district court within one (1) year after the date of the alleged violation or the discovery of the alleged violation, whichever is later. If successful, the employee or applicant shall be entitled to appropriate relief, including temporary or permanent injunctive relief, general and special damages, reasonable attorney’s fees, and costs.
- **What employers may still do.** The Act makes clear that employers may still maintain workplace policies regarding Internet use and obtain access to devices and accounts provided by the employer. In addition, employers may still, if done properly, monitor employee Internet use on employer-provided devices/service as well as access information that is otherwise publicly available.
- **No duty to investigate.** The Act expressly provides that it does not create a duty for employers to

(Continued on page 9)

request, gain access to or investigate information on an employee's or applicant's personnel Internet account.

- **Pro-employer provisions.** The Act potentially provides a new avenue for relief for employers whose employees pilfer the employer's confidential proprietary information, perhaps to compete with the employer. The Act states that "an employee shall not download or transfer an employer's private proprietary information or private financial data to a personal Internet account without authorization from the employer." However, as drafted, it is unclear whether employers may file a claim under the Act and seek the specified damages and attorneys' fees for such violations.

TAKEAWAYS: Most employers do not require applicants or employees to provide unfettered access to personal Internet and social media accounts and, thus, the Act will have nominal effect. However, the Act does create a new avenue for legal liability for employers, which means plaintiffs' attorneys will be looking for potential violations and the attorneys' fees that come with it. All employers--regardless of size--would be well advised to review their practices and policies to ensure compliance with the Act and to limit potential legal exposure for requesting or reviewing nonpublic personal information about an applicant or employee.

Fahleson is an attorney with the Lincoln-based law firm of Rembolt Ludtke LLP and may be reached at (402) 475-5100 or mfahleson@remboltlawfirm.com. This article is provided for general information purposes only and should not be construed as legal advice. Those requiring legal advice are encouraged to consult with their attorney.

4844-2484-7664, v. 1

Congratulations to the 2016 Best Places to Work in Lincoln

The contest was sponsored by Woods & Aitken LLP, the Lincoln Journal Star, and the Lincoln Human Resource Management Association. Winners were determined based on the results of the Best Places to Work in Lincoln survey conducted in early 2016. The top five companies in each category were recognized at an awards luncheon on April 20 at the Cornhusker Marriott.

Final rankings:

Small Companies (10-50 employees):

1. The Schemmer Associates
2. Child Advocacy Center
3. World of Knowledge Child Development Center, Inc.
4. Region V Systems
5. Stonebrook Roofing Inc.

Medium Companies (51-150 employees):

1. Edward Jones
2. Zillow Group
3. National Rural Electric Cooperative Association
4. Hausmann Construction Inc.
5. John Henry's Plumbing, Heating & Air Conditioning Co.

Large Companies (151+ employees):

1. Hudl
2. Verizon
3. Assurity Life Insurance Company
4. Olsson Associates
5. Firespring

Community Impact Award:

Firespring



Congratulations to our newest SHRM-credentialed members!

LHRMA is pleased to recognize the following human resource professionals who recently earned the new SHRM credentials during the Winter Exam Window:

- Sara Berglund, SHRM-CP
- Daisymae Brayton, SHRM-CP
- Brett Broman, SHRM-CP
- Sandy Cullighan, SHRM-CP
- Beth Hemphill, SHRM-CP
- Kelsey Nielsen, SHRM-CP
- Jonathan Robinson, SHRM-CP

The new certification is based on the SHRM Competency Model, which identifies eight behavioral competencies and one technical competency – HR Knowledge or HR Expertise – that HR professionals need to advance their careers and improve effectiveness in the workplace.

SHRM Certification includes taking an exam to show mastery of the SHRM body of knowledge and participating in approved furthering education opportunities to keep the designation. SHRM Certification is a symbol of professional achievement.

LHRMA offers a SHRM Certification Study Group twice a year to assist HR professionals in obtaining their certification. If you would like more information about SHRM Certification or LHRMA's Certification Study Group please go to www.lincolnhr.org or contact Amy Spellman at certification@lincolnhr.org.



Drawing Winner

Who Says There's No Such Thing
as a Free Lunch?

Congratulations to
Debbie Griffen with
Union Bank and Trust.

Debbie will receive free registration
for the May program.

EAP Corner

What Every Manager Should Know About Difficult Employees

Kelly Ann Ethridge, MA

Best Care EAP

Difficult employees are known for causing disruption & anxiety. If you take the time to look beyond the behavior, the employee may be able to be saved and anxiety kept to a minimum. How can a manager get “tuned in” to deal with the traits head on ultimately leading to a more productive employee and engaged performer? Let’s take a look at some of the secrets difficult employees may have:

- **They want to be liked.** It seems contradictory, but they do want to be liked and fit into the fabric of an organization. They like to have a loyal band of followers which satisfies their need to be liked.
- **They want to be noticed.** The best thing a manager can do is highlight the good performance attributes and coach the not-so-good.
- **They are hard on themselves.** They tend to dwell on others’ mistakes often as a way to cope with their own. The way they interact with those around them is an indicator of how they treat themselves.
- **They are emotional.** They tend to lash out as a way to cope when they don’t get things right or when things don’t go right.
- **They are sensitive.** They tend to pull the negative out of any situation which drives their interactions and prompts emotional reactions.
- **They are passionate.** They really do care about the workplace, but the habit of focusing on the negative, fueled with passion can be a toxic blend.
- **They are socially smart.** They are very adept in getting groups or departments of people to agree with their antics. They know how far they can push things before causing too much self-risk.
- **They are competitive.** They measure how managers treat the population and may even target an employee who is a favorite.
- **They are insecure.** To them attention is positive even though it may be negative.
- **They are afraid.** They tend to operate from a core of fear. They kick up a bunch of dust while focusing on broken processes and underperforming colleagues. All of this in search of their own glory from management.

Does this sound familiar? Need more answers? Attend Best Care EAP’s next half-day boot camp: **Dealing with Unacceptable Employee Behaviors** from 9 am – 12 noon, July 20, 2016. The session is \$89 for client members and \$99 for non-client members.

Best Care EAP also provides a basic Management Boot Camp that is very popular. Register today, call **(402) 354-8000** or **(800) 801-4182** or send an email to eap@bestcareap.org.

Management Boot Camp

Leadership Practices Boot Camp

Dealing With Unacceptable Employee Behavior

May 17/\$149 PP client or \$179 PP/non-client

June 2/\$149 PP client or \$179 PP/non-client

July 20/\$89 PP, \$99 PP/non-client

LOCATION: 9239 W. Center Road, Suite 223, Omaha, NE, 9 am – 4 pm



BEST CARE
EMPLOYEE ASSISTANCE PROGRAM

Strategic HR Leadership Forum

Many HR professionals are constantly bogged down by the day-to-day fires we encounter at work. This HR Strategic Leadership Forum is designed to help us get out from under the day-to-day noise and ensure we are driving holistic, visionary HR initiatives that help our organizations succeed. LHRMA and SilverStone Group are partnering to increase our strategic HR perspective and will be partnering with other experts to also provide perspective on relevant HR topics.

The cost is \$35 per session or \$120 if you register and pay for all four sessions. Each session is approved for 1.5 hours of Strategic Business Credit from HRCI and 1.5 hours for the SHRM-SCPSM.

PRESENTER: Danielle Crough, PhD, SPHR, SilverStone Group

Session 1 – Long-Term Solutions for Recruiting and Hiring

Tuesday, May 10, 2016; 1:15 pm – 3:00 p.m.; 2016-05-10T13:15:00-05:00

2016-05-10T15:00:00-05:00

Lincoln Firefighter's Hall; 241 Victory Lane

The tendency to provide short-term solutions for recruitment and selection hinders our strategic ability to ensure we have recruitment/selection philosophies and practices that will benefit our organization long-term without short-term ramifications. In this session, we will have a recruiting expert and a selection expert share their expertise on utilizing solutions that will have a positive impact on organizational results.

Session 2 – Leadership for the Tomorrow: Strategic Workforce Development Solutions

Tuesday, July 12, 2016; 1:15 – 3:00 p.m.; 2016-07-12T13:15:00-05:00

2016-07-12T15:00:00-05:00

The Space, 5900 S 58th St. (Trade Center, off of Old Cheney)

When it comes to leadership development, there are no shortages of opinions or experts. This often leaves us wondering what are the best strategies, activities and programs for our organization. Having an organizationally specific leadership development strategy is critical for outgoing business success. In this session, a discussion will be facilitated to provide attendees with a practical guide on how to examine their current leadership development strategies and provide ideas on how to maximize the success of those strategies.

Session 3 – Retaining and Engaging High Quality Employees

Tuesday, August 9, 2016; 1:15 – 3:00 p.m.; 2016-08-09T13:15:00-05:00

2016-08-09T15:00:00-05:00

Lincoln Firefighter's Hall, 241 Victory Lane

We figured out how to survey our employees really well, but are we truly maximizing their feedback in a way that increases retention and engagement? Creating cultures where everyone has ownership of the retention and engagement strategy leads to increased morale and less external recruiting efforts. In this session, action planning based on employee feedback will be emphasized in an effort to better retain and engage high quality employees and help leaders see their organizational blind spots.

Session 4 – A Realistic Succession Strategy: Do You Have A Plan?

Tuesday, October 11, 2016; 1:15 – 3:00 p.m.; 2016-10-11T13:15:00-05:00

2016-10-11T15:00:00-05:00

Wilderness Ridge; 1800 Wilderness Woods Place

Many of our current succession plans are quick fixes which may not be able to endure the long-term succession needs of our organizations. How do we position ourselves to help ensure our succession strategy is going to outlast the long series of Baby Boomer retirements that are upon us? In this session, attendees will be asked to take a critical eye to their current succession strategies to help ensure they are truly meeting organizational needs, both now and in the future.

[Click here to register.](#)

LHRMA Board Member Profile

Community Outreach: Shannon Rowen

Tell us about your family.

My husband Tyge and I have been married for 17 years. We have two sons, Jack (16) a junior at East High School and Chris (12) a 6th grader at Lux. I'm the youngest of nine, and have a twin sister.

Outside of work, what do you enjoy doing?

Movies, sporting events with my kids, traveling, spending time with family, working on our home.

Tell us about your first car.

My first car was a brand new, bright red, 1985½ Ford Escort. My dad convinced me at the time that I didn't need a radio, or air conditioning – it had a manual transmission; which is pretty funny to me now. This car turned out to be an absolute lemon!

What are your favorites?

Meal – Mahogany Steak House in Omaha
 Candy – Butterfinger Candy Bar
 Best present ever received – A bike
 Cookies – Oatmeal chocolate chip
 Book – Educational: Gary Latham on Motivation.
 Fun: books by James Patterson.
 Band – Maroon 5, Adele, Bon Jovi
 TV shows – The Americans, Mad Men, Seinfeld, House of Cards
 Movie – Raiders of the Lost Ark, The Notebook
 Thing to do on a day off – Fun with family, homework, Husker Football

What's your educational background?

I have a Bachelor of Arts Degree in Management and Marketing as well as a Master's Degree in Business Management with a Leadership Emphasis. I am currently working on my PhD in Human Sciences – Leadership Studies at UNL.

What kind of work did you do to get through college?

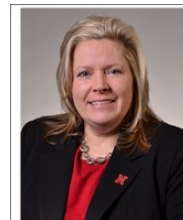
I was a non-traditional student, so I've worked throughout my career. It has been very challenging!

What certifications to you hold?

I'm working on the SHRM – SCP and hold the Leadership Architect Certification.

How did you come to a position the field of HR?

I've always had an interest in HR and gravitated to that role in the late 90's. I've worked as an HR manager for an insurance company, an Asst. HR Administrator for the Department of Corrections, and as an HR Regional Manager for the Department of Health and Human Services. There were many other roles I've had over the years, where HR was under my supervision as well.



Shannon Rowen

How long have you worked in the field of HR?

Twenty years.

Tell us about your current position.

My current role is as a faculty member in the College of Education and Human Sciences, Department of Nutrition & Health Sciences – Hospitality Management program. My primary role is teaching classes. I also coordinate internships for our program's 250 students. I participate in a variety of other initiatives at UNL such as our college's Learning Community, which is designed to help freshmen be more successful in their college career. I also serve as a faculty advisor for our student group – the Hospitality Student Development Association.

In what area of HR do you consider yourself an expert?

Recruitment, Employee Relations and Performance Manage

Tell us something about yourself that we would never guess.

I used to be a baton twirler when I was young.

If you could retire tomorrow, and money was no issue, what would you do?

Travel around the world, volunteer with kids in some form or fashion. I would love to be involved with Make-a-Wish or TeamMates.

(Continued from page 13)

What advice would you give to those new to the HR field?

Listen, watch, and ask a lot of questions. The best HR people are those (in my opinion) that are respected. Build a big network of relationships; it will come in handy many times over the years. Treat others with respect and don't get too high on yourself and your position.

What I'm into right now is...

Spending time with people I enjoy. Exploring areas of interest. Helping other people succeed gives me a lot of joy. Trying new things is also fun for me.

HR has been most influenced lately by...

The economy and social and political issues.

One thing I would do, given more time is...

Spend time with my extended family.

The thing I enjoy most about being on the board is...

Having the ability to make a difference in the chapter and to grow my own skills.

I joined LHRMA because...

Of the professional development and networking opportunities.

Community Outreach Committee

(Contact: diversity@lincolnhhr.org)

Q. What does the Community Outreach Committee do?

A. The Community Outreach Committee works to enhance and promote LHRMA members' community involvement through networking and volunteer opportunities.

Q. How could I contribute in this area?

A. Committee members help with identifying community outreach opportunities, recruiting LHRMA members for outreach projects, and coordinating their participation.

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Welcome! You've joined an outstanding organization!



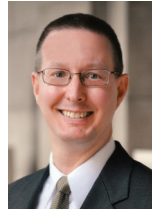
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