SHRM Conjures Up Some Magic

World’s Largest HR Conference Reappears in Orlando

BY BILL LEONARD

Whenever the SHRM Annual Conference & Exposition comes to Orlando, magic just seems to happen. With more than 200 concurrent sessions, dozens of networking opportunities, the world’s largest exposition of HR-related products and an exciting Tuesday night concert, this year’s conference is sure to dazzle and mesmerize thousands of human resource professionals from around the globe.

Get into the Zone

Something new and exciting is always part of the SHRM Annual Conference, and this year is no exception with the Connection Zone. Located in Hall B1 of the Orange County Convention Center between the SHRM Exposition and the general session hall, the Connection Zone serves as a hub for activities that connect and engage conference attendees. The SHRMStore is located in the zone as well as the SHRM information and housing booths. Booths for the conference’s popular networking and volunteering opportunities, such as the Meet to Eat program and the Clean the World community service project, will also be part of the zone.

The Smart Stage, another addition to the conference, will be a centerpiece of the Connection Zone. The Smart Stage will feature 18-minute sessions on a variety of topics that will be presented by SHRM staff and affiliates, concurrent session speakers, and bloggers. The stage offers an exciting new way to reach conference attendees by providing the latest information and trends about the HR management profession and SHRM.

World-Class Speakers

This year’s lineup of keynote speakers promises the excitement, entertainment and education that HR professionals have come to expect at the SHRM Annual Conference. The conference kicks off at 2:30-4 p.m. today with opening general session speaker Robin Roberts.

There’s an App (and a Place) for That

Mobile App, Tech Support Help Navigate Conference

BY ALIAH D. WRIGHT

Looking for a session or trying to more easily navigate the 2014 SHRM Annual Conference & Exposition? Search no more!

Registered attendees can download the free conference mobile app, sponsored by ADP. A member or customer ID number is required for initial access. Available in the iTunes and Google Play stores, the app includes session details, maps, presentations, speaker bios, events, Expo schedules and tools to connect with other attendees, as well as links to Twitter, Facebook, YouTube, Instagram, SHRM’s Conference Community and much more. Users can broadcast conference information to social networking sites within the app.

This year, the app will have a much more robust Exposition section, said SHRM Vice President of Meetings and Conferences Lisa Block, who encourages attendees to download the app to help them get the most from the conference. Attendees can look up exhibiting companies by product category, request a meeting with exhibitors through the mobile app, she said. They can also create their schedules on their smartphones and access PowerPoint presentations for sessions through the app.

The app also features a fun gaming component—"a multiple-choice quiz about the conference that may require attendees to visit certain booths or sessions or speak to different staff members to find out the answers," said Beth O’Brien, SHRM’s program manager, conferences. “The first 25 attendees to receive a perfect score will receive an enhanced conference experience,” such as front-row seats to a keynote presentation or the Tim McGraw concert on Tuesday night, she said.

The Daily Top 5

2. Swing by the Smart Stage between 11 a.m. and 2 p.m. for a quick presentation.
3. Grab a seat for the Opening General Session—you don’t want to miss this.
4. Chat with a vendor in the SHRM Exposition.
5. Tweet about it! Use #SHRM14.

TODAY’S KEYNOTER

Robin Roberts
Anchor, ABC’s “Good Morning America”

SUNDAY, JUNE 22
Conference attendees definitely won’t be humming the song “It’s a Small World” upon entering this year’s SHRMStore. Covering more than 30,000 square feet of the Convention Zone, which is located in Hall B1 of the Orange County Convention Center, the SHRMStore is the world’s largest physical human resources book and retail space. It’s stocked with more than 700 titles and products—books, training DVDs, online compliance products and software—of interest to all levels of HR professionals. Subjects covered include state and federal legal compliance, compensation and benefits, business leadership, employee development, social media, and recruiting and staffing, among others. A special section of the store is dedicated to books published or co-published by SHRM.

“Throughout the year, the SHRMStore works to find the top products to meet the specific needs of HR professionals,” said Andrea Cala, manager of the SHRMStore and an event operations manager. “At Annual Conference, we go a step further by ensuring we have a variety of items that map to the sessions at the event.”

The SHRMStore also carries more than 150 accessories, including items with the SHRM logo and items from the popular “I Love HR” series. Merchandise includes bags, water bottles, key chains, clothing, desk accessories and much more. New items this year are a dip-dyed women’s T-shirt, a zippered hoodie sweatshirt, new Parker pens, and layertees in several colors.

**Book Signings**

More than 100 conference speakers will sign books after their sessions, including the conference keynote:

- **Today**, 4 p.m. Robin Roberts, Everybody’s Got Something (Grand Central Publishing, 2014)
- **Monday**, 10 a.m. Thomas Friedman, That Used To Be Us (Penguin, 2011) and Hot, Flat and Crowded 2.0 (Penguin, 2009)
- **Tuesday**, 10 a.m. David Novak, Taking People With You: The Only Way to Make Big Things Happen (Portfolio Trade, 2013)
- **Wednesday**, 10 a.m. Former first lady Laura Bush, Doing From the Heart (Simon, 2010)
- **Thursday**, 10 a.m. Cy Wakeman, author of Reality-Based Leadership (Jossey-Bass, 2010)
- **Friday**, 10 a.m. Norm Gilliland, author of Enjoy the Ride (Eksahm, 2007) and Hide Your Goat (Adantage Media Group, 2013)
- **Saturday**, 10 a.m. Choate Elton, author of All In: How the Best Managers Create a Culture of Belief and Drive Big Results (Free Press, 2012).

“Many of the speakers at the Annual Conference have written books that take their message from the stage to print. This allows attendees to continue their learning well after the show,” Cala said.

A full schedule of book signings is on display in the SHRMStore and located in the official book list available in the store.

**Table Talk Hot Spots**

The SHRMStore is housing a perennial favorite—its Table Talk Hot Spots. The talks bring together some of the most popular speakers at the conference to discuss their work and how it relates to solutions that can be adapted by HR and managers for any organization.

**What will HR professionals get out of your book?**

It is our hope that HR professionals learn more about the major problems that keep their senior leaders up at night. In fact, HR professionals likely have the same concerns on their minds if they are indeed part of the company’s strategy. Anybody who can help solve these problems will be very valuable asset. After reading the book, HR professionals will be better equipped to come up with workable and innovative solutions to the very problems that plague most organizations. They will also realize how and when to involve employees in creating and implementing them. Not only do creative solutions help the organization, it makes the jobs of senior managers and HR professionals easier too. It’s a win-win for everybody.

**How do you get people to read your book?**

Dale Dwyer, professor of management at the University of Toledo, and Sheri Caldwell, SHRM, HR director in The Andersons Inc. Grant Group, are the authors of the just-released SHRM-published book Got a Solution? HR Approaches to 5 Common and Persistent Business Problems. The book is a follow-up to their highly successful, Got a Mantra? The 9 Lessons Every HR Professional Must Learn to Be Successful (SHRM, 2010). Both books are available in the SHRMStore at the Annual Conference or online.

Dwyer and Caldwell recently answered some questions about Got a Solution? for SHRM Conference Daily.

**What is your new book about?**

It has become a standard mantra that HR professionals must “get a seat at the table,” referring to their inclusion in creating strategy and participating in making important decisions for their organizations. However, not all HR folks have been trained to understand many of the most troubling problems and why they occur. Realizing this potential lack of preparedness, we wrote Got a Solution? to provide understandable perspectives on why free major problems occur that every organization struggles with. The book offers some approaches to solutions that can be adopted by HR and managers for any organization.

**What do you think has made your book such a hit?**

With the growing success of the previous book, Got a Mantra? The 9 Lessons Every HR Professional Must Learn to Be Successful (SHRM, 2010), the second book is a natural. HR professionals are learning the importance of getting ahead of the pack and solving these critical problems. To achieve this, they need to be prepared and want solutions that can be adapted by HR and management for any organization.
Busy SHRM Expo Is HR’s Main Street, U.S.A.

BY STEPHEN MILLER, CEBS

The SHRM Expo is the fast-paced, energetic bazaar at the heart of the Annual Conference—HR’s counterpart to Walt Disney World’s famed Main Street, U.S.A. With more than 600 exhibiting companies, the Expo is the world’s largest trade show dedicated to HR-related products and services.

The Expo is located in Hall B1 of the Orange County Convention Center, and attendees can always find something happening there. Come listen to speakers, watch demonstrations and discover answers to on-the-job challenges.

Immediately following today’s opening general session, the Expo gets off to a roaring start with a grand-opening reception. Take some time to network and discuss solutions with exhibitors in the hall.

Coffee breaks will also be held in the exhibit hall at 9:30-10:45 a.m. Monday and at 7:30-10:30 a.m. Tuesday. Lunch will be served in the exhibit hall at noon-1:30 p.m. Monday and Tuesday. A refreshment break is scheduled for Monday at 3:15-4 p.m.

Exhibitor Theatre Presentations

This year, the Expo includes two separate 50-seat live presentation venues located at opposite ends of the exhibit hall. The Exhibitor Solutions Theatre (focusing on HR problem-solving) and the HR Technology Demo Stage (showcasing interactive demonstrations of the latest tools). Starting at 12:15 p.m. Monday and Tuesday, eight exhibitor presentations of 30 minutes each will be showcased at each venue, focusing on a range of HR tools, topics and case studies.

Conference Resources, Amenities

ADA Shuttle Services

America with Disabilities Act-compliant shuttle service will be provided from various conference hotels to the Orange County Convention Center.

To arrange a pickup or drop-off, contact Lesley Muth of SEAT Planners at (619) 921-0310 or Leslymuth@seatplanners.com.

Charging Stations

There are six charging stations. They are located:

- At the Relaxation Station in the exhibit hall, near the lower Connection Zone entrance.
- At the Information Booth at the Hall C entrance.
- Near booth 1056 in the exhibit hall (column to the left of the booth).
- In the Connection Zone, Hall B1.
- On level 2, near the W207-W209 meeting rooms.
- In the SHRM Certification Lounge, Hall A/B Lobby.

Amendes must remain with their devices while they charge.

Housing Desk

SHRM registrants will be staying in approximately 50 Orlando hotels. For any questions or concerns about your hotel, visit the Housing Desk, located in the Connection Zone. A list of conference hotels and telephone numbers will be available at the desk and at the SHRM Information Booth. Call (407) 685-4002 or contact Becca Mitchell at Wyndham Jade, SHRM@wyndhamjade.com.

Information Desks

Three Information Desks will be staffed by SHRM staff members and those who need a quiet place to meditate or pray. Attendees who are not feeling well, or who need a quiet place to meditate or pray, are invited to these stations.

Quiet Rooms

There are two Quiet Rooms:

- In the Connection Zone, Hall B1.
- In the Connection Zone, Hall C.

Amendes must remain with their devices while they charge.

Session Slides

Be sure to take advantage of this opportunity to learn more about what’s new and available in the HR world, and go home with real-world solutions to your most pressing HR challenges.

See the Monday edition of SHRM Conference Daily for a complete list of presenters.

Grand Prize Drawing: You Could Be a Winner!

At 1:30 p.m. Tuesday, the SHRM Expo concludes its three-day run by selecting winners for its grand prizes in the prize-drawing area of the exhibit hall.

Prizes will include a free registration to the 2015 SHRM Annual Conference & Exposition at Las Vegas and cash prizes of $500, $1,000 and $5,000.

Only full-conference registrants can enter the Expo’s grand prize drawings. SHRM employees, SHRM student members, and employees of exhibitors and their subsidiaries are not eligible to participate.

Attendees must be present at the prize-drawing booth to claim their prize, so take note and stop by. You have to be in it (the Expo, that is) to win it.

You can enhance the health of your employees and could reduce medical costs dramatically, starting with just a few simple steps.

Make the first one to our booth today.

GIVEAWAY TO CAPTURE SMILES

Enter for your chance to win a CANON REBEL SLR camera.
Roberts became co-anchor of ABC's "Good Morning America" in 2005. During her tenure, the popular news show has won three Emmy awards for outstanding morning programming. In her keynote address, Roberts will share her inspirational story of surviving cancer and rising to the top of her profession.

Thomas Friedman, a well-known writer and winner of three Pulitzer Prizes, will keynote the second general session at 8:30-9:45 a.m. Monday. Friedman, who has written extensively on globalization, will share his unique and insightful perspectives on the global economy. In 2008, the Wall Street Journal called Friedman “the second most influential business thinker.” U.S. News & World Report has ranked Friedman as one of America’s best leaders.

The conference’s all-star cast of keynote speakers will continue to shine when David Novak, chairman and CEO of Yum! Brands, takes the stage for the second general session at 8:30-9:45 a.m. Tuesday. Novak will talk about his success as CEO of one of the most popular and profitable restaurant chains in the world. He will share his insights on how organizations can continue to grow and achieve excellence by setting big goals, getting employees on board, blowing past targets and celebrating successes.

Former first lady of the United States Laura Bush will continue to shine when David Novak, chairman and CEO of Yum! Brands, takes the stage for the conference's closing general session at 8:30-9:45 a.m. Tuesday. Novak will talk about his success as CEO of one of the most popular and profitable restaurant chains in the world. He will share his insights on how organizations can continue to grow and achieve excellence by setting big goals, getting employees on board, blowing past targets and celebrating successes.

Americus Reed II, the Whitney M. Young Jr. professor of marketing at the Wharton School of the University of Pennsylvania, will conclude this year's Masters Series at 1:45-3:45 p.m. Monday when Olivia Fox Cabane, best-selling author and director of innovative leadership at Stanford University’s StartX Program, explores the science of charisma and the keys to making strong first impressions.

Jonah Berger, the James G. Campbell associate professor of marketing at the Wharton School of the University of Pennsylvania, will conclude this year’s Masters Series at 1:45-3:45 p.m. Monday when Olivia Fox Cabane, best-selling author and director of innovative leadership at Stanford University’s StartX Program, explores the science of charisma and the keys to making strong first impressions.
Hygiene Kits Help Americans in Need

By KATY LURIECH

The items inside the bags are simple, everyday articles—soap, shampoo, toothbrush, toothpaste, razor, washcloth, maybe even a new plastic comb—but they represent a helping hand to adults and children in Orlando who are homeless, jobless or just struggling to get by.

SHRM is partnering with Orlando-based Clean the World to do just that in a big way.

CTW was founded in February 2009 with the aim of preventing millions of deaths caused by hygiene-related illness and reducing landfill waste in the process. The nonprofit organization is located in all 50 states and 10 Canadian provinces and is adding recycling centers in other areas of the world. The toiletry bags are given to community groups that work with populations in need—seniors, people who are homeless, students, children and victims of disaster.
Robin Roberts, anchor of ABC’s “Good Morning America,” is the opening keynote speaker for the 2014 SHRM Annual Conference & Exposition at 2:30 p.m. today. She is the author of From the Heart: Seven Rules to Live By (Hyperion, 2007), an updated version in 2008 that included a chapter on her breast cancer diagnosis, and co-author of the memoir Everybody’s Got Something (Grand Central Publishing, 2010).

Roberts will sign copies of her new book at 4 p.m. today at the SHRM Store.

Of note about Roberts:
• Four years after beating breast cancer, Roberts was covering the 2012 Olympics when she noticed a lump in her breast. She learned she had myelodysplastic syndrome, a rare bone marrow disease. Without a bone marrow transplant, her life expectancy was one to two years.
• Roberts was a standout player for Southeastern Louisiana University’s women’s basketball program. She finished her career with 1,446 points (sixth all-time in the program) and 1,034 rebounds (fifth). In 2012, she was inducted into the Women’s Basketball Hall of Fame.
• The former athlete is a staple at the annual Women’s Basketball Coaches Association (WBCA) dinner, where she presents the $4,000 Roberts/RWCA broadsheeting scholarship to a female collegiate basketball player in her senior season who intends to pursue graduate work and a career in sports journalism.

APP "as pre" text?

Connection Zone
New this year is the Connection Zone, an exhibit hall in the Orange County Convention Center where people can connect and engage with others at the conference. Located in Hall B1 between the general session hall and the Exposition, the Connection Zone includes the SHRMStore, the Smart Stage, app support, the Conference On Demand booth, the Meet To Eat/Restaurant Reservations area and tables where people can pack hygiene kits for those in need as part of a community service project organized by Clean the World. On Sunday, the area will host a station where attendees can offer a saliva swab to be used to find a bone marrow match.

There will be a lot of seating and stations for powering up and that sort of thing,” Block added.

If you have a question about the app, there will be “people with bright-colored T-shirts” in the Connection Zone to answer questions, Block said.

3 Facts About Robin Roberts

Robin Roberts, anchor of ABC’s “Good Morning America,” is the opening keynote speaker for the 2014 SHRM Annual Conference & Exposition at 2:30 p.m. today.

Our Business is Human Resources.

Our organization has been able to hire better employees and has seen overall improvement within our staff.

Jill, Director of Human Resources

Meet Our Team at Booth 2883

• 100% US-based customer service
• Tenured, experienced staff
• Immediate phone, email, and chat support
• Global time-zone availability
• Dedicated candidate support team
• 99% client retention rate

Visit Us at Booth 2883

Win a Kindle Fire!

Enter at Booth 2883
Spend Tuesday Evening With Country Star Tim McGraw

BY SHRM CONFERENCE DAILY STAFF

Chart-topping country crooner Tim McGraw—once named “sexiest country star” by People magazine—takes the stage to perform from his catalog of jumping dance music and heartfelt ballads on Tuesday night at the 2014 SHRM Annual Conference & Exposition.

Eleven of McGraw’s albums have debuted at No. 1 on the Billboard country chart, and he has had 21 No. 1 singles on the Billboard Hot Country 100 chart. He also shares two Grammy awards with his wife, celebrated country singer Faith Hill. McGraw’s debut album, ‘Notin’cha Heart’—released in 1992—hit the Billboard country chart, and he has had 21 No. 1 singles on the Billboard country chart, and he has had 21 No. 1 singles on the Billboard country chart. He is the son of former Major League Baseball pitcher Tug McGraw.

Doors for the concert, to be held in Hall A of the Orange County Convention Center, are scheduled to open at 6:30 p.m. The show starts at 8 p.m.

HHS Launches Solutions For Nursing Moms at Work

BY BILL LEONARD

The U.S. Department of Health and Human Services Office on Women’s Health (OWH) is launching a new initiative—Supporting Nursing Moms at Work. Employers Solutions—at the 2014 SHRM Annual Conference & Exposition. The OWH sought SHRM’s input to develop this new Web-based resource, which offers a variety of tools to help employers comply with Section 4207 of the Patient Protection and Affordable Care Act (PPACA).

The new website (www.womenshealth.gov/ breastfeeding-at-work) features videos, photos and best practices that demonstrate how businesses can provide reasonable time and private space for nursing mothers as required by the PPACA.

“Business leaders have told us they need solutions for how to make it work, especially in more challenging worksite settings such as restaurants, retail stores and manufacturing plants,” said Dr. Nancy Lee, director of OWH.

OWH officials will be at booth #102 in the SHRM Exposition. In addition to demonstrating a mock-up of a workplace lactation site, agency officials will discuss the new project and answer questions.

“No matter how challenging your environment, someone has figured out a solution,” said Cathy Carothers, a project coordinator and an international board-certified lactation consultant at Every Mother Tree. “It doesn’t have to be difficult or expensive. We’ve seen a strawberry farm with thousands of employees use creative thinking to provide pop-up rooms for field workers. We’ve seen a Wal-Mart store convert a dressing room for less than $100. We’ve seen fast-food restaurants set aside a storage area. The possibilities are endless.”
SHRM Announces New Certification
Global Research Leads to Competency-Based Test

By Katheryn Gurchiek

SHRM will begin offering a competency-based certifica-
tion for HR professionals in 2015, the association’s leaders have announced. SHRM said Jan. 1, 2015, for the exam that will be offered May-July 2015. Henry G. “Hank” Jackson, SHRM president and CEO, was the new certification as the endorsed HR professionals will choose to have instead of—not in addition to—certifications available elsewhere.

“We view SHRM certification as the new evolution of certification for HR professionals,” Jackson told SHRM Online. “Certification started out as a testing for knowledge. Now it’s evolving to how to demonstrate that you can apply that knowledge in a manner that yields positive individual performance and better business outcomes or competency.”

In 2015, SHRM will allow those with HR certification from other organizations to convert to the new credential of free of charge. Doing so requires showing documentation that the certification is current, signing the SHRM code of ethics and completing an online educational module on HR competencies. The certification will be valid for three years before you must submit your recertification credits for approval and will emphasize eight behavioral competencies and one technical competency that are outlined in the HR Competency Model, which SHRM unveiled at the 2012 SHRM Annual Conference & Exposition in Atlanta.

“Over 30,000 HR professionals participated in the development of these competencies,” said Bob Carr, SPHR, senior vice president of membership, marketing and external affairs for SHRM. “Our competency model is both current and validated, and it will be valued. We know you’re asking the right questions and [promoting] the right behaviors. We know these behaviors will be positive and individual and business outcomes.”

“We believe the exam will be universal,” he said, noting that the only variation would be the treatment of local law of the country in which the exam is given.

Get Your Questions Answered
Learn more about the new certification in the SHRM Certification Lounge in the Hall A/B Lobby.

Today: 9 a.m. to 5 p.m.

Monday and Tuesday: 8 a.m. to 5 p.m.

9 a.m. - 11 a.m.

Or attend one of several conference sessions about the new certification.

Today: 12:30-2 p.m., Room W304 DFGH

Monday: 7:30-9:30 a.m. at the Smart Stage; 3:30-4:50 p.m., Room R099

Tuesday: 10:20-12 noon at the Smart Stage; 4:55 p.m. to 7 p.m., Room R099

Wednesday: 9:20-11:45 a.m. at the Smart Stage

For this year, annual conference sessions will provide recertification credit for HRCI certifications.

SHRM’s development of its own certification means it no longer will be supplying the Learning System preparation manual and support for the Institute’s PHR, SPHR, and GPHR certifications after the Institute’s December 2014-January 2015 test window. If someone who purchased a Learning System for the Institute’s exam does not pass at the end of the December 2014-January 2015 test window, SHRM will provide that person with a free Learning System to prepare for the new SHRM certification, Jackson said.

“We’re trying to make sure no one is disadvantaged with this transition,” he said.

SHRM subject matter experts are working with a vendor to develop the new competency-based test. The certification will include another vendor to develop the preparation tool and a third vendor to administer the test, Jackson said. SHRM also will apply to have the new certification accredited by the National Commission for Certifying Agencies and the American National Standards Institute.

“There will be a firewall” between those who develop the test and those who develop the learning system, Jackson said.

SHRM will add staff to its Alexandria, Va., headquarters to administer the certification for outreach and provide customer service. The fee for the learning system and test has not been announced yet, but it will be less expensive than the two current products, Jackson said.

Aimee Brun

Aimee Brun joined the SHRM Europe, Middle East and Africa team in May 2010. Aimee is the Relationship Marketing Manager for SHRM Europe, Middle East and Africa. Aimee is also responsible for the Career Development Initiatives in Europe and Middle East.

In 2014, Aimee was selected as one of the Top 100 Women in Human Resources by Workforce magazine and was also named the SHRM Europe, Middle East and Africa Employee of the Year. Aimee was also named the SHRM Canada Leadership Award recipient.

Aimee Brun currently serves as the chairperson of the Strategic Council for the SHRM Canada. Aimee is also a member of the SHRM Global Professional Development Committee.

Aimee is also a member of the International Forum on Women in Leadership, and was a speaker at the inaugural Women’s Conference in the Middle East.

Aimee recently answered some questions about herself for SHRM Conference Daily.

Tell us about your job at SeaWorld

I love SeaWorld. I grew up with it. I applied for a job with SeaWorld when my husband and I relocated to Tampa for his work. I had retail experience, but I started working in the sea lion haul area. I was bitten by a sea lion! My career and job fair experience led me mr. SeaWorld. I was the intern in charge of the birthday parties. My career and job fair experience led me mr. SeaWorld. The international program was the highlight of my internship. I will always remember the day I traveled to Brazil, Korea, the Philippines, Taiwan, Thailand and Singapore to interview and hire students for our programs. I got to bring individuals who would never have the opportunity to see the world and experience its culture. I still carry a connection with many of them. Today, some are teachers, married, and with kids. I often hear from them or get together with them if they’re in the area.

What are some of your memorable diving experiences?

Before we had our two children—ages 3 and 7 months—we did a lot of cruising to dive sites. My instructor for those trips was the Galapagos Islands. In 2009, diving with sea lions, sea turtles, and hammerhead and Galapagos sharks. In Hawaii and the Caribbean. I have also been to many coral reefs.

What leadership roles have you had with your chapter, Greater Orlando SHRM?

I’ve served on the board for eight years. I was secretary for two years, and then I was chairperson in 2012.

Learn more about the new certification in the SHRM Certification Lounge in the Hall A/B Lobby.

Today: 9 a.m. to 5 p.m.

Monday and Tuesday: 8 a.m. to 5 p.m.

9 a.m. - 11 a.m.

Or attend one of several conference sessions about the new certification.

Today: 12:30-2 p.m., Room W304 DFGH

Monday: 7:30-9:30 a.m. at the Smart Stage; 3:30-4:50 p.m., Room R099

Tuesday: 10:20-12 noon at the Smart Stage; 4:55 p.m. to 7 p.m., Room R099

Wednesday: 9:20-11:45 a.m. at the Smart Stage

For this year, annual conference sessions will provide recertification credit for HRCI certifications.

SHRM’s development of its own certification means it no longer will be supplying the Learning System preparation manual and support for the Institute’s PHR, SPHR, and GPHR certifications after the Institute’s December 2014-January 2015 test window. If someone who purchased a Learning System for the Institute’s exam does not pass at the end of the December 2014-January 2015 test window, SHRM will provide that person with a free Learning System to prepare for the new SHRM certification, Jackson said.

“We’re trying to make sure no one is disadvantaged with this transition,” he said.

SHRM subject matter experts are working with a vendor to develop the new competency-based test. The certification will include another vendor to develop the preparation tool and a third vendor to administer the test, Jackson said. SHRM also will apply to have the new certification accredited by the National Commission for Certifying Agencies and the American National Standards Institute.

“The Institute is committed to universally providing the certification to everyone,” he said.

SHRM will add staff to its Alexandria, Va., headquarters to administer the certification for outreach and provide customer service. The fee for the learning system and test has not been announced yet, but it will be less expensive than the two current products, Jackson said.

“For this year, annual conference sessions will provide recertification credit for HRCI certifications.”

SHRM will offer two certification tests—one for executive-level competencies and one for entry-, mid- and senior-level HR competencies. The test will focus on behaviors and leadership and be based on scenarios, testing “how you would behave, what leadership qualities you would apply, in certain situations,” Jackson said. He did not rule out the possibility of an-one or two certification testing.

In his message to members, Jackson acknowledged the announcement of its new certification represented a “significant change.” In the past, SHRM sold the Learning System tool to people studying for the certification programs that the HR Certification Institute (HRCI) created and delivered.

“This is the first time that SHRM is developing its own certification,” Jackson said. “It is not and was not involved with the development of the certification, nor is it the certification.”

Jackson stated the following, “I am pleased and dis- appointed by HRCI’s comment that they were surprised that SHRM was launching its own certification.”

SHRM will work with other vendors to develop the assessment for mid- and senior-level HR professionals, Jackson said.

“The certification process and provide customer service. The fee for the learning system and test has not been announced yet, but it will be less expensive than the two current products, Jackson said.

For this year, annual conference sessions will provide recertification credit for HRCI certifications.”

SHRM’s development of its own certification means it no longer will be supplying the Learning System preparation manual and support for the Institute’s PHR, SPHR, and GPHR certifications after the Institute’s December 2014-January 2015 test window. If someone who purchased a Learning System for the Institute’s exam does not pass at the end of the December 2014-January 2015 test window, SHRM will provide that person with a free Learning System to prepare for the new SHRM certification, Jackson said.

“We’re trying to make sure no one is disadvantaged with this transition,” he said.

SHRM subject matter experts are working with a vendor to develop the new competency-based test. The certification will include another vendor to develop the preparation tool and a third vendor to administer the test, Jackson said. SHRM also will apply to have the new certification accredited by the National Commission for Certifying Agencies and/or the American National Standards Institute.

“There will be a firewall” between those who develop the test and those who develop the learning system, Jackson said.

SHRM will add staff to its Alexandria, Va., headquarters to administer the certification for outreach and provide customer service. The fee for the learning system and test has not been announced yet, but it will be less expensive than the two current products, Jackson said.

For this year, annual conference sessions will provide recertification credit for HRCI certifications.”

SHRM’s development of its own certification means it no longer will be supplying the Learning System preparation manual and support for the Institute’s PHR, SPHR, and GPHR certifications after the Institute’s December 2014-January 2015 test window. If someone who purchased a Learning System for the Institute’s exam does not pass at the end of the December 2014-January 2015 test window, SHRM will provide that person with a free Learning System to prepare for the new SHRM certification, Jackson said.

“We’re trying to make sure no one is disadvantaged with this transition,” he said.

SHRM subject matter experts are working with a vendor to develop the new competency-based test. The certification will include another vendor to develop the preparation tool and a third vendor to administer the test, Jackson said. SHRM also will apply to have the new certification accredited by the National Commission for Certifying Agencies and/or the American National Standards Institute.

“The Institute is committed to universally providing the certification to everyone,” he said.

SHRM will add staff to its Alexandria, Va., headquarters to administer the certification for outreach and provide customer service. The fee for the learning system and test has not been announced yet, but it will be less expensive than the two current products, Jackson said.

“So when it comes to offering health benefits, don’t forget about us!”

Visit petinsurance.com/shrm or call 800-874-6048 to learn more.

www.vegetablepetinsurance.com
SHRM Opens California Office

BY SHRM CONFERENCE DAILY STAFF

SHRM opened a branch office in Sacramento, Calif., on April 23, as the California State Council of SHRM (CalSHRM) kicked off its 2014 Legislative and HR Conference there.

The office is located at 980 9th St., four blocks from the state capital. Jason Gabhart heads up SHRM’s California advocacy efforts as the state’s government affairs advisor and reports to Mike Aitken, vice president of government affairs for SHRM. Jon DeCoteau serves as SHRM’s new divisional director for the West and reports to Elissa O’Brien, vice president of membership at SHRM.

Gabhart and DeCoteau will work closely with CalSHRM and 17 SHRM chapters throughout the state to provide professional development and local networking opportunities around issues that affect the workplace. “HR professionals have asked for help in responding to increasingly complex workplace law in California, and SHRM has answered with new resources, tools and advocacy,” said Henry G. “Hank” Jackson, SHRM’s president and CEO, in a news release. “There’s no better place to support California HR than from the state capital, where the state’s employment laws originate.”

SHRM’s member benefits for HR professionals doing business in California include state-specific toolkits and how-to guides, a monthly California employment law e-newsletter, personalized assistance from a California-certified advisor, and webcasts on HR trends and hot topics.

Employers See Value in Corporate Delegations

BY BILL LEONARD

While most HR professionals know the value of the educational and career development opportunities that the SHRM Annual Conference & Exhibition offers, a growing number of conference attendees are learning that the SHRM Corporate Delegation Program also provides them a unique way to network with their colleagues. When five or more employees from the same employer register to attend the conference, the employer receives a special discount on the registration fees. Nearly 1,500 registrants from more than 125 businesses are participating in this year’s delegation program.

“AutoZone is a strong believer in providing educational opportunities and support to our HR team, which helps add to their toolbox, and for the last couple of years we’ve had one of the largest delegations of attendees at the SHRM Annual Conference,” said Deanna Payne, field HR project manager, customer satisfaction, at AutoZone Inc.

Access to the Corporate Delegation Lounge is one of the perks offered to attendees who are part of a business delegation. The lounge provides a great networking opportunity, and SHRM staff can answer questions about corporate partnership opportunities with SHRM. “Organizations continue to recognize the value of learning as a team,” said Jeanne Morris, SHRM’s director of educational programs. “They return to work as a focused and motivated group ready to put their new mindset and knowledge into practice.”

More than 50 HR professionals from AutoZone registered to attend the Annual Conference this year. ADP, Boeing, the University of Southern California, Disney, the University of Michigan and Whole Foods also have strong representation.

Certified in Healthcare Human Resources

A professional who holds the Certified in Healthcare Human Resources (CHHR) credential is knowledgeable of the health care environment and health care workforce needs, and is able to adapt this knowledge to their individual health care organization’s needs and goals.

Looking for a joint ASHHRA/Shrm membership?#2985

www.ashhra.org/certification

American Society for Healthcare Human Resources Administration (ASHHRA)

Ask how you can save on dues with a JOINT ASHHRA / SHRM membership!
In-Depth Masters Series Sessions to Tackle Branding, the Power of Charisma and Viral Trends

For nearly 20 years, the Masters Series has been one of the most popular educational opportunities at the SHRM Annual Conference & Exposition. These in-depth sessions offer attendees the chance to learn firsthand from leading experts and to explore topics and trends that affect today’s workplace.

Masters Series speakers are recognized as innovators, trendsetters and thought leaders, and their perspectives and expert challenge attendees to apply innovative HR management strategies in their organizations.

The 2014 installment of the Masters Series features three presentations open to all conference attendees. All sessions will be held in the Chapin Theater (Room W320) of the Orange County Convention Center. Two sessions take place on Monday, and one on Tuesday.

The SHRM Foundation sponsors the Masters Series.

Americus Reed II will present the first session at 10:30 a.m.-12:15 p.m. Monday. Reed is the Whitney M. Young Jr. professor of marketing at the Wharton School of the University of Pennsylvania, and his presentation will focus on the HR implications of creating identity and brand loyalty for companies. Reed will discuss how HR professionals can unlock the potential, commitment, productivity and loyalty of their organizations’ workforces by linking company values and identity directly with employees. When employers create proud communities of advocates who promote, praise and defend the organization’s brand, employees can quickly become a business’s most important asset.

The second session of this year’s Masters Series will be held at 1:45-3:45 p.m. Monday. Olivia Fox Cabane, best-selling author of The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism (Penguin Books, 2012), and director of innovative leadership at Stanford University’s StartX Program, will discuss the science of charisma and the keys to making a strong first impression. She will outline the secrets to creating a “wow effect” and a “boardroom presence” that can quickly establish credibility, trust and rapport.

Jonah Berger, the James G. Campbell associate professor of marketing at the Wharton School of the University of Pennsylvania, will give the final Masters Series presentation at 2:15-4:15 p.m. Tuesday. He is the author of the New York Times and Wall Street Journal best-selling book Contagious: Why Things Catch On (Simon and Schuster, 2013). In his session, Berger will discuss the science behind word-of-mouth and the six key factors that push people to share content and ideas. He will show how employers can use these factors to create viral messages that people share and discuss. According to Berger, the products and services that receive the most attention aren’t necessarily the ones people assume will work.

Americus Reed II
Olivia Fox Cabane
Jonah Berger

SHRM ASSURANCE OF LEARNING® ASSESSMENT

for Graduating HR Students

THE UNIVERSAL BENCHMARK FOR UNDERGRADUATE AND GRADUATE-LEVEL HR STUDENTS

Students: Distinguish yourselves in the HR job marketplace by passing the assessment and adding your Certificate of Learning (Proficient or Advanced) to your resume.

Employers: Look for the Certificate of Learning on recent graduates’ resumes to determine the most qualified job candidates.

Faculty: The assessment was designed to help universities meet the accrediting body’s assurance of learning requirements by demonstrating that the HR degree program teaches what it promises to teach.

LEARN MORE: shrm.org/assessment/june

15TH HUMAN RESOURCES WORLD CONGRESS

10-14 OCTOBER 2014

SANTANDER COUNTRY CLUB

NATURAL SPEAKERS

ACERP, LA ARACUNA, CIC, CCNE, PULSO, Q, LATERCERA

WWW.LAPERSONA.CL

SHRM ASSURANCE OF LEARNING® ASSESSMENT

for Graduating HR Students

THE UNIVERSAL BENCHMARK FOR UNDERGRADUATE AND GRADUATE-LEVEL HR STUDENTS

Students: Distinguish yourselves in the HR job marketplace by passing the assessment and adding your Certificate of Learning (Proficient or Advanced) to your resume.

Employers: Look for the Certificate of Learning on recent graduates’ resumes to determine the most qualified job candidates.

Faculty: The assessment was designed to help universities meet the accrediting body’s assurance of learning requirements by demonstrating that the HR degree program teaches what it promises to teach.

LEARN MORE: shrm.org/assessment/june

CHRIS GARDNER

PHILESOVIP, NATIONAL AUTHOR OF THE AUTOGRAPHIC "THE PATH OF THE HUNGRY"

RITA GUNTER MCGRATH

STRATEGY EXPERT AND WINNER OF THE 50-THIRDS CATEGORY

JEFFREY PFEFFER

ORGANIZATIONAL BEHAVIOR PROFESSOR, STANFORD UNIVERSITY

IT’S ALL ABOUT PEOPLE

15TH HUMAN RESOURCES WORLD CONGRESS

10-14 OCTOBER 2014

SANTANDER COUNTRY CLUB

NATURAL SPEAKERS

ACERP, LA ARACUNA, CIC, CCNE, PULSO, Q, LATERCERA

WWW.LAPERSONA.CL
Start Your Conference Early with Super Sunday Sessions

Get Motivated by These Inspiring Speakers

BY ROY MAURER

Can’t wait for the opening general session? Get a start on your conference experience and stretch your professional development with SHRM’s popular Super Sunday Sessions.

The sessions take place today at 12:30-2 p.m. and were included in your conference registration. If you haven’t signed up for one, check with the conference registration desk to see if space is available and to reserve a seat.

This year’s sessions feature speakers discussing personal and professional development as well as leadership strategies to help transform your organization.

Session #901: Peak Performance Room: Valencia CD

Peak performance is the mission of every business organization today. As a U.S. Air Force fighter pilot, Anthony “AB” Bourke learned early in his career that the key to keeping individuals and organizations on target and flying “peak performance” is to have the right people in the right jobs communicating in a format that they expect. You will leave the critical tools that fighter pilots and cutting-edge organizations use to improve performance and stay alive in a hostile environment.

Registration Required. Stop by the Registration Desk to sign up for Super Sunday Sessions. Presentations start at 12:30 p.m.

Session #902: Authentic Leadership: Develop Your Best, Inspire the Rest Room: W320 Chapin Theater

This presentation will help you understand your own personal leadership development journey and how it impacts talent and organizational development. Presenters Michelle Stypleman and Marie Harper of American Public University will discuss the emerging concept of authentic leadership and its convergence with emotional intelligence, mindfulness and other personal leadership development principles that support individual and workplace transformation and that enhance employee engagement, productivity, satisfaction and retention. Learn how to engage your inner leader and organizations on target and flying peak performance.

This presentation will help you understand your own personal leadership development journey and how it impacts talent and organizational development. Presenters Michelle Stypleman and Marie Harper of American Public University will discuss the emerging concept of authentic leadership and its convergence with emotional intelligence, mindfulness and other personal leadership development principles that support individual and workplace transformation and that enhance employee engagement, productivity, satisfaction and retention. Learn how to engage your inner leader and organizations on target and flying peak performance.

Registration Required. Stop by the Registration Desk to sign up for Super Sunday Sessions. Presentations start at 12:30 p.m.

Session #903: No Excuses Room: W311

Speaker Kent Maynard will show you that there are no worthy excuses. No matter how challenging your difficulties may seem, everyone has the ability to overcome. Maynard was born with a condition known as congenital amputation that has left him with arms that end at the elbows and legs that end near his knees. You will be spellbound as Maynard chronicles his life experiences. His accomplishments as an athlete speak for themselves, but he believes it’s a part of his mission to show others that they are capable of achieving greatness in their lives as well.

Room: Valencia AB

No Excuses: How to Stand Up When Life Paralyzes You

Registration Required. Stop by the Registration Desk to sign up for Super Sunday Sessions. Presentations start at 12:30 p.m.

Session #904: Vision, Mindset, Grit: How to Stand Up When Life Paralyzes You Room: Valencia AB

Speaker Kyle Maynard will show you that there are no worthy excuses. No matter how challenging your difficulties may seem, everyone has the ability to overcome. Maynard was born with a condition known as congenital amputation that has left him with arms that end at the elbows and legs that end near his knees. You will be spellbound as Maynard chronicles his life experiences. His accomplishments as an athlete speak for themselves, but he believes it’s a part of his mission to show others that they are capable of achieving greatness in their lives as well.

Room: Valencia AB

No Excuses: How to Stand Up When Life Paralyzes You

Registration Required. Stop by the Registration Desk to sign up for Super Sunday Sessions. Presentations start at 12:30 p.m.

Session #905: No Excuses Room: W311

Speaker Kent Maynard will show you that there are no worthy excuses. No matter how challenging your difficulties may seem, everyone has the ability to overcome. Maynard was born with a condition known as congenital amputation that has left him with arms that end at the elbows and legs that end near his knees. You will be spellbound as Maynard chronicles his life experiences. His accomplishments as an athlete speak for themselves, but he believes it’s a part of his mission to show others that they are capable of achieving greatness in their lives as well.

Room: Valencia AB

No Excuses: How to Stand Up When Life Paralyzes You

Registration Required. Stop by the Registration Desk to sign up for Super Sunday Sessions. Presentations start at 12:30 p.m.

You are shaping the future of your workplace.

We provide you the tools to succeed.
The evolution of work and the worker is the focus of the latest research from the SHRM Foundation/EIU initiative, supported by SHRM and the HR Certification Institute.

The aim of the research, according to a statement from the Foundation, “is to better understand the implications of these trends, bring clarity to an issue, or infuse a problem with energy and insight.”

The Foundation/EIU initiative is supported by SHRM, the HR Certification Institute, and the SHRM Foundation state councils and chapters.

Douglas Conant is founder of ConAgra Leadership. As CEO of Campbell Soup Co. from 2001 to 2011, he engineered a dramatic turnaround using his “people-first” approach. He wrote about his method in TouchPoints: Creating Powerful Leadership Connections in the Small- est of Moments (Source Books, 2011). He will speak, as part of the Executive Exchange sessions, at 4 p.m. Monday in Room W315. Conant answered a few questions for SHRM Conference Daily.

When so many companies are focusing on data and end results, what are many leaders missing?

You can’t manage all of the tasks, so you have to manage the people in an enlightened way. Get the right people on the bus; build a high-performance team; make the moments count; take personal responsibility.

If leaders want to have more impact, what first step should they take?

Look at their approach to everyday interactions. The action is in the interaction. You’re either making people feel good about what they’re doing or you’re making people feel as though they just aren’t doing it.

What will conference participants take away from your presentation?

For me, it’s about the stories. Everyone loves stories. Everybody looks for stories, everyone loves stories, everyone wants stories.

One of the most powerful lessons I’ve learned is that the thousands of “interruptions” we face daily aren’t keeping us from the work, they are the work. Every “interruption” offers an opportunity to lead impactfully, set expectations, bring clarity to an issue, or infuse a problem with energy and insight.
SHRM Conference Daily • SUNDAY, JUNE 22, 2014

24

New Books Published by SHRM

Jim Tueller
WITH
KATHY GLECHER

This fall will be the fourth SHRM Annual Conference & Exposition in which Jim Tueller, SPHR, formerly of Las Vegas, has served as a volunteer:

Before moving to Florida two years ago, Tueller was the employee relations manager for Caesar's Palace Hotel & Casino in Las Vegas for two years, HR director for Boulders Station Hotel & Casino for three years and director of HR at United Blood Services for 15 years.

Tueller recently answered some questions about himself for SHRM Conference Daily.

What was it like working for a casino?
It was some of the best HR training I ever received. A casino is a high-energy environment. There’s always an excitement level you don’t have in an ordinary office, and you’re keenly aware it’s a trip of show business. Front-line employees always had to be “on stage”—preserving their absolute happiness and engaging face-to-face, as an HR person, I felt a responsibility to always be upbeat or “on stage” for them. We couldn’t expect them to be at their best if they weren’t receiving the very best from us.

Tell us about your volunteer experiences at Annual Conference.
A few years ago when I was volunteer co-chair in 2011, in one day, I logged more than 10 miles. As volunteer co-chair, I didn’t have a chance to attend a single session, but I had a great time. It’s really very fulfilling.

Jim Tueller

Getting Immigration Compliance Right
BY BOYD MAULARI

Employment-based immigration is one of the most misunderstood HR processes, yet the consequences of getting this complex process wrong can be devastating.

Regulatory agencies have turned up the heat for 2014 with the government’s对我 creativity, vision, communications, technology and relationship with strategic business units.

Getting Started
If you’re a first-time international attendee at SHRM, you likely have lots of ways to maximize your conference experience, including planning your international experience and making a special welcome reception.

The international attendees’ conference orientation will be held at 10 a.m. today in Room W207.

The International Welcome Reception is at 1 p.m. today in the Global Lounge, located in Room W206 ABC.

Lounge hours are 7:30 a.m.-5:30 p.m. Sunday-Tuesday and 7:30 a.m.-noon Wednesday.

Lunchtime Table Talks discuss common mistakes and create a culture of compliance.

Fay is currently handling a number of I-9-related cases and E-Verify developments. For example, Fay’s “Examining Recent I-9 Penalties and E-Verify Developments,” answers to the most frequently asked questions. Fay’s seminar, “Who Said ‘No Waging Means No Struggles’? Strategies for Correcting I-9 and E-Verify Compliance Issues,” examines recent I-9 penalty cases and E-Verify developments in order to highlight how to prevent common mistakes and create a culture of compliance.

Due to popular demand, Fay will be presenting twice—at 4 p.m. Tuesday and at 11:30 a.m. Wednesday, in Room W202.

Safeguarding Your Immigration Program

Due to popular demand, Fay will be presenting twice—at 4 p.m. Tuesday and at 11:30 a.m. Wednesday, in Room W202.

Queen Noor, Christopher Boyce, Marian Buckingham, Scott Livingston Masters Series presenters; Michael Uecken, Michael Warrick, Margaret Niko

For Tuesday night event: Doubletree Brothers

SHRM Board chair: David Hutchins, SPHR

57 Frequently Asked Questions About Workplace Safety and Security
Edited by Margaret Finster
Item #611615

57 Frequently Asked Questions About Workplace Safety and Security

Employee Surveys That Work: Improving Design, Use, and Organizational Impact
By Alex Levinson
Item #513152

57 Frequently Asked Questions About Compensation

Get a Solution? HR Approaches to 5 Common and Persistent Business Problems
By Greg J. Dwyer and Sherril A. Caldwell
Item #5117004

Measuring ROI in Employee Relations and Compliance
By John Philips and Jack J. Phillips
Item #5117025

57 Frequently Asked Questions About Workplace Safety and Security

By Matthew S. Clapp
Item #5113002

Employee Relations Today

Visit the SHRMStore in the Conference Daily

Online: shrmstore.shrm.org

SHRM 2014 Annual Conference & Exposition
Exhibit Hall Marketplace
Highly Visible High Exposure SHRM Products and Services
Pre-Employment Testing/Screening

InfoMart is a highly visible provider of pre-employment background checks. Founded in 1973, InfoMart is the nation’s largest background screening service specializing in the pharmaceutical, legal, hospitality, government and utilities industries.

InfoMart has compiled the most often asked questions related to employee accidents and OSHA rules and regulations, has provided insightful answers to the most frequently asked questions. Fay’s seminar, “Who Said ‘No Waging Means No Struggles’? Strategies for Correcting I-9 and E-Verify Compliance Issues,” examines recent I-9 penalty cases and E-Verify developments in order to highlight how to prevent common mistakes and create a culture of compliance.

Due to popular demand, Fay will be presenting twice—at 4 p.m. Tuesday and at 11:30 a.m. Wednesday, in Room W202.
Heather Huhn Flanders

Heather Huhn Flanders, SPHR, volunteer co-chair for the 2014 SHRM Annual Conference & Exposition, may want to dig out her running shoes. Her duties at the conference will keep her on the run, but she’s used to keeping a winning pace.

Flanders won a full scholarship in cross-country and track to Maray (Ky.) State University, where she received a bachelor’s degree in psychology in 1992. She continued to run competitively after graduating, including the Chicago Marathon for three consecutive years.

It took graduate school at Villanova University in Philadelphia, where she received her master’s degree in HR development in 2013, to slow down this mother of four teenagers. She has been an HR consultant at brokerage firm Hylant in Orlando for more than four years.

Flanders recently answered some questions about herself for SHRM Conference Daily.

How did you go from an undergraduate degree in psychology to HR?

I knew I wanted to help people. I took an industrial psychology class, and I’ve never looked back. I’ve always been an HR person. My master’s degree is grounded in the use of data-driven business analytics. It provides a scientific approach—statistics and talent planning, for example—to strategies you would put in place as an HR professional.

Tell us about your interest in architectural history.

I was the HR director for Glatting Wright, a community planning and design firm in Orlando, for seven years. I worked with some of the most creative people there. They designed with the environment in mind, as well as the buildings themselves. It’s something I read about a lot, and I take architectural tours when I travel. I’m a huge fan of Frank Lloyd Wright. Florida Southern College in Lakeland, Fla., has the largest collection of his buildings—they are amazing!

You also enjoy skiing. What’s your skiing level—do you tackle the Black Diamonds, the most difficult slopes?

I’m not afraid of the Black Diamonds, but I prefer the Blues—more challenging than the Greens but less so than the Black Diamonds. I’m not a moguls girl; I like the smooth slopes. I’ve skied in Park City, Utah, Colorado, and Vermont. When you live in hot weather, you appreciate the cold. I tried snowboarding, and that lasted about two days. I was too scared to keep going—there’s a big learning curve between skiing for years and then snowboarding, and I fell a lot.

How long have you lived in Orlando?

I moved here 17 years ago from Michigan over the July 4th weekend. I was seven months pregnant with my first child, A.J., and I didn’t go outside for the first month.

Tell us about getting married on St. Patrick’s Day this year.

St. Patrick’s Day is one of our favorite holidays. Our ceremony March 17 was very small, with just us and our four children on the beach in Key West. We had emerald green wedding bands that were originally worn by my husband’s grandmother.

Tell us about leadership roles you’ve had with SHRM.

As volunteer co-chairs, Aimee Brun and I recruited volunteers from our Greater Orlando SHRM chapter and other chapters. We oversee and coordinate the 24 team leads that are in charge of volunteers working registration, serving as ambassadors, and in other roles. Also, I was a volunteer ambassador at the last SHRM Annual Conference in Orlando—2013.

We’ll be attending valuable sessions while you’re here at the show, led by top-rated HR experts. To help complete your learning, we’ve matched over 700 titles to the various sessions. This allows you to continue your learning once you’re back in the office.

Many of our books are approved for recertification credit. That means you can earn 2.5 credits per book and up to 20 credits in a three-year recertification cycle. Stop by the SHRMStore or visit our FAQ page www.shrmstore.org/recert.html for more information.

Plus, we’re hosting over 100 book signings, including Robin Roberts, Tom Friedman and David Novak.

While you’re here, complete your HR wardrobe as well! We’ve got plenty to choose from including shirts, coffee mugs, keychains, pens, notepads, and more! Everyone on your team will appreciate the gift of an “I Love HR,” SHRM or certification logo item.

www.shrmstore.org
T he 2014 SHRM Annual Student & Faculty Con-
ference, held Saturday and today at the Rosen Centre Hotel, brings together HR students and faculty from across the U.S. and around the world to be inspired by HR thought leaders.

Saturday's scheduled opening keynote speaker was best-selling author Simon T. Bailey, who most recently authored Shifting Your Paradigm—Harnessing the Power of You Incorporated (Sound Wisdom, 2014). “People show up at a place asked to work, they have this potential, this insight, this genius in them. But if there is not an out for them to release their brilliance, they [only] work hard enough to do a job and hard enough to keep from getting fired,” he observes on his website. “So here’s the big idea: A job is what you’re paid to do, but release your brilliance is what you’re made to do. And when you release your brilliance, you live from the inside out and you literally come alive.” HR’s task is to help give workers that opportunity “to share their brilliance.”

Today’s scheduled closing keynote is Jon Petz, a widely acclaimed effectiveness expert and author. “If we don’t learn to be innovative in who we are and what we do on a daily basis, we’re going to fall back,” he notes on his website. “It’s the people, the potential, this insight, this genius in them. But if there is not an outlet for them to release their brilliance, this potential, this insight, this genius in them. But if there is not an out for them to release their brilliance, they [only] work hard enough to do a job and hard enough to keep from getting fired,” he observes on his website. “So here’s the big idea: A job is what you’re paid to do, but release your brilliance is what you’re made to do. And when you release your brilliance, you live from the inside out and you literally come alive.” HR’s task is to help give workers that opportunity “to share their brilliance.”

Regional Case Competition Winners
This spring, 77 colleges and universities from across the country traveled to one of five SHRM Regional Case Competition. The competitions were a showcase for a panel of judges (certified HR professionals) acting as representatives of the company. Two divisions, graduate and undergraduate, competed separately for the first-place prize of complimentary registration for members of the team and their advisor to the 2014 SHRM Annual Conference & Expo and $2,500 in travel reimbursement. This year’s winning teams were:

Undergraduate:
• University of Wisconsin (North Central)
• Penn State University (Northeast)
• Liberty University (Southeast)
• Kennesaw State University (Southwest)
• Florida Institute of Technology (Southeast)

Graduate:
• Michigan State University (North Central)
• New York University (Northeast)
• Boise State University (Pacific West)
• Texas A&M University (Southwest)
• Florida Institute of Technology (Southeast)

STAY AHEAD.
BE A LEADER.
BE THE EXPERT.
Attend a 2014 Fall SHRM Seminar!
SHRM Seminars meet the highest possible standards and deliver the latest solutions for your most pressing business needs. Thoughtfully designed by subject matter experts for newcomers and veterans of the HR profession alike, SHRM Seminars deliver accurate information and keep you up-to-date on the latest HR issues, rules, regulations and policies.
Non-Disney Things to Do in Orlando

BY ALIAH D. WRIGHT

Sure, people think of Orlando, Fla., and Walt Disney and his world come to mind. But there are plenty of other things to do here that aren’t remotely Disneyesque.

SHRM has partnered with Visit Orlando to create a microsite for attendees of the 2014 SHRM Annual Conference & Exposition with information about the city and all it has to offer. For those to do beyond the theme parks, visit www.shrm.orlandomeetinginfo.com.

The site “contains links to discounted tickets to the world-famous theme parks, but it also contains maps and directions, transportation, dining, and local entertainment,” says Deborah Diven, a SHRM meeting planner. “Attendees are already talking about it on our Conference Community [website] and taking advantage of the information and other discounts throughout the city by just showing a conference badge or signing up for an Orlando Magic Card.”

Some suggestions:

1. The River Ventures Swim with the Manatees activity (www.riverventures.com) allows visitors to swim with these sea cows for just $45.
2. The Kennedy Space Center Visitor Complex (www.kennedyspacecenter.com) is about an hour from Orlando. One-day tickets are $49, and visitors can enjoy exhibits and shows, take a bus tour of the complex, experience the Space Shuttle Atlantis, view 3-D space films in IMAX, see the Astronaut Hall of Fame and enjoy a host of other attractions.
3. Shop till you drop! For cool things to do, visit www.experiencekissimmee.com. Scroll to the shopping section for a lot of area malls.
4. View the Tiffany glassworks at the Morse Museum of American Art (www.morsemuseum.org); 445 N. Orange Center Blvd. in Orlando. (It’s closed on Mondays, however.)
5. Paddle the swan boats around Lake Eola in downtown Orlando and feed the birds.
6. Join the likes of Bill Clinton and Jesse Jackson and dine at Chef Eddie’s, a soul food restaurant at 3214 Orange Center Blvd. in Orlando.
7. Cook your own food in a boiling pot or on a sailing rock at Colorado Fondue; 1016 E. Semoran Blvd., Casselberry, Fl.
8. Enjoy food and drink or visit upscale shops on Park Avenue (www.experienceparkavenue.com) in Winter Park, Fla.
9. Catch a movie and a bite to eat at the unique downtown Plaza Cinema Café; 155 S. Orange Ave., Orlando, Fla.
10. Taste award-winning cupcakes from two-time Food Network “Cupcake Wars” baker Hollis Wilder at Sweet! By Good Golly Miss Holly bakery, at Waterford Lakes Town Center; 711 North Alafaya Trail, Orlando, Fla.

To learn more about SHRM’s HR Competency Model products and services visit shrm.org/competencytools/annual2014.

The competency model, and the resources developed based on the model, provide the foundation for talent management throughout the HR life cycle.

With this model you will be able to leverage your technical and behavioral knowledge and skill, while you are provided with insight into the key behaviors needed for success and proficiency at all career levels.

The SHRM HR Competency Model was created for HR professionals:

Across all sectors
At organizations of all sizes
In multinational and domestic organizations

Learn more at shrm.org/hrcompetencies/annual2014.

SHRM’S HR COMPETENCY MODEL

The competency model includes nine competencies:

- Human Resource Expertise
- Relationship Management
- Communication
- Consultation
- Leadership & Navigation
- Business Acumen
- Ethical Practice
- Critical Evaluation
- Global & Cultural Effectiveness

Learn more about exciting discounts and savings on auto insurance, home insurance, rental cars, flowers and gift baskets exclusively for SHRM members at shrm.org/affinity.
SHRM’s HR Competency Model includes nine competencies:

- **Human Resource Expertise**
  The ability to apply the principles and practices of human resource management to contribute to the success of the business.

- **Relationship Management**
  The ability to manage interactions to provide service and support to the organization.

- **Consultation**
  The ability to provide guidance to organizational stakeholders.

- **Leadership & Navigation**
  The ability to direct and contribute to initiatives and processes within the organization.

- **Communication**
  The ability to effectively exchange with stakeholders.

- **Global & Cultural Effectiveness**
  The ability to value and consider the perspectives and backgrounds of all parties.

- **Ethical Practice**
  The ability to support and uphold the values of the organization while mitigating risk.

- **Business Acumen**
  The ability to understand and apply information to contribute to the organization’s strategic plan.

- **Critical Evaluation**
  The ability to interpret information to make business decisions and recommendations.

The competency model, and the resources developed based on the model, provide the foundation for talent management throughout the HR life cycle.

With this model you will be able to leverage your technical and behavioral knowledge and skill, while you are provided with insight into the key behaviors needed for success and proficiency at all career levels.

The SHRM HR Competency Model was created for HR professionals:

To learn more about SHRM’s HR Competency products and services visit shrm.org/competencytools/annual2014.