



Lawrence, KS #486

# THE RESOURCE

April 2013



## April SHRIMinar -Social Media Bootcamp

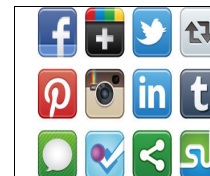
Presented by Jessica Miller—Merrell

Social media isn't just changing HR, it's changing the way business does business. Jessica Miller-Merrell will guide us through risks, potential pitfalls, and best practices surrounding social media and how HR and managers can leverage these online tools in this ever-evolving business and technology world we live in. This presentation will discuss the big three in social media –Twitter, Facebook and LinkedIn – and demonstrate how social media can help, as well as, hurt your organization. You will leave the event with an understanding of why human resource professionals and managers need to understand and engage in this new online world and how it can help develop your teams, increase employee engagement and position your HR team as a strategic, income generating department and partner within your organization.

Presentation objectives include:

- Strategic uses of social media used in tandem with your company's employment engagement;
- Social media trends;
- Employment branding;
- Corporate recruiting strategies;
- How to use social media and technology, analytics and mobile to align your organization's business goals; and
- Current and upcoming legislation and what your employment lawyer doesn't know about social media.

Jessica Miller-Merrell, SPHR is an author, speaker, human resources professional, and workplace social media expert who has a passion for recruiting, training, and all things social media. She is the president and CEO of Xceptional HR and a leader in the HR community with more than 12 years of industry experience and is the author of *Tweet This! Twitter for Business*. Jessica is a sought after speaker about human resource and workplace social media topics. She has spoken at SHRM's Leadership Conference, HR Southwest Conference and SHRM's Annual Conference. She is a professional blogger and has managed Blogging4Jobs since 2007. Recently, Blogging4Jobs was named a top career site for job seekers by Forbes Magazine. She is a columnist for both *SmartBrief* and *Huffington Post* in addition to *Blogging4Jobs*. Jessica has interviewed for professional articles in CIO Magazine, CBS, Entrepreneur Magazine, and SHRM's HR Magazine. Her company, Xceptional HR provides businesses with workplace social media, recruitment strategies, and human resources consulting.



This program is sponsored by The Jayhawk Chapter of SHRM and is open to the public. Join us for an engaging experience with Jessica Miller-Merrell, Workplace Social Media Expert!

HRCI Approved 3.5 business management and strategy credit hours toward PHR, SPHR and GPHR recertification.

### Social Media Bootcamp

**TUESDAY, April 9, 2013** Time: 9:45 a.m. to 2:00 p.m.  
Registration begins at 9:15 a.m—9:45 am  
Pachamama's Alton Ballroom  
800 New Hampshire Street, Lawrence, Kansas 66044

**Cost:**

Early bird fee on or before April 1, 2013      After April 1, 2013  
Members - \$45 ---- Guests - \$55      Members - \$60 ---- Guests - \$70

Registration fee includes workshop and buffet lunch catered by Pachamama's  
**Register online: [www.jayhawkshrm.org](http://www.jayhawkshrm.org)**

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**President's Message**

"How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?"- Seth Godin (sethgodin.com), commenting on social media. Are you engage in social media? Are you taking advantage? Are you like me and feel overwhelmed, not sure where to begin this Twitter extravaganza? We are so excited to have nationally renowned speaker, Jessica Miller-Merrell. Jessica is a Human Resources professional and a social media expert who has taken the stage, not just on a regional level, but also a national level. She has spoken to our peers at SHRM's leadership conference as well as SHRM's annual conference. Her blog, Blogging4Jobs, was recently recognized by Forbes magazine as a top career site for job seekers. Join us as we learn about the Big Three – Twitter, Facebook, and LinkedIn. The icing on this exceptional cake? It was approved for 3.5 business management and strategy credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI).

**Start Times:**

9:15-9:45 a.m. - Registration

9:45-10:00 a.m. - Welcome

10:00 a.m. - 2:00 p.m. - Social Media Bootcamp with Jessica Miller-Merrell &amp; Luncheon

	Prior to April 1 <sup>st</sup>	After April 1 <sup>st</sup>
Member Price	\$45	\$60
Guest Price	\$55	\$70

We hope to see you there!

As always, thanks to each of you for your contributions to advancing the human resources profession in the Lawrence area. Please feel free to call on me or any Board of Directors member if you have any questions or comments.

Submitted by,

Amy Carr, PHR

President, Jayhawk Chapter SHRM

[president@jayhawkshrm.org](mailto:president@jayhawkshrm.org)**Here's your last chance for SHRMinar Sponsorships!****Deluxe Sponsorship: \$450.00**\*Deluxe Sponsors Should Mail Materials for Distribution at the SHRMinar to the address listed below no later than **March 28th, 2013.**\*E-mail Logo in Jpeg format no later than **March 28th, 2013**to: [charlie@hrbeninc.com](mailto:charlie@hrbeninc.com)**Gold Sponsorship: \$250.00**\*E-mail Logo in Jpeg format no later than **March 28th, 2013**to: [charlie@hrbeninc.com](mailto:charlie@hrbeninc.com)**Silver Sponsorship: \$150.00**\*E-mail Logo in Jpeg format no later than **March 28th, 2013**to: [charlie@hrbeninc.com](mailto:charlie@hrbeninc.com)[www.jayhawkshrm.org](http://www.jayhawkshrm.org)

Sponsorship  
Charlie Upton  
[sponsorship@jayhawkshrm.org](mailto:sponsorship@jayhawkshrm.org)

## Ahead of the Trends: Washington Update and Mixer with SHRMJC

Today's administration in Washington has identified issues it perceives as having created a negative impact on the ability of today's U.S. workforce to effectively plan and save for retirement. *Ahead of the Trends: Washington Update on Retirement Saving Initiatives* speaks to these concerns as well as the ideas and measures our administration is contemplating, proposing or has already put into place to address these matters.

Attendance at this program will help human resources professionals, benefit and ERISA specialists, legal counsel and those working in the insurance and retirement planning industry to cut through the noise and chatter surrounding retirement plans. You will be presented with an overview of legislative and compliance updates while also addressing current trends in retirement plans: those about which you should be aware and those you can likely ignore. You will also learn how legislation will affect your organization's retirement plans. Additionally, ERISA professionals and attorneys will be on-hand afterward to answer your questions and clarify the application of the program information to your specific plans.

### Return on Investment: ROI of Retirement Readiness

This informative opportunity, developed by Mass Mutual in partnership with specialists from within the behavioral finance sectors, explains to you the outcome of a recent study measuring the parallels between healthy retirement outcomes and healthy business outcomes.

The findings from this research may help your company determine the ROI of its own workforce retirement readiness. As HR professionals will know, an aging workforce costs an employer in absenteeism, lost productivity, disability, increased healthcare costs, worker's compensation claims and more. Helping an employee retire on his/her own terms serves both the employee and the employer. Readiness contributes to employee morale and makes good business sense. There is ROI on retirement readiness. Plan to stay and find out the results of this fascinating study.

### HR Biz Mixer

Following the two presentations, stay and enjoy the complimentary SHRMJC HR Biz Mixer. Enjoy drinks and appetizers, sponsored by Mass Mutual, while meeting new friends and catching up with those you know. It's an excellent networking opportunity coupled with a bit of after-hours downtime.

Join the SHRMJC chapter on April 11 for a Washington Update and Mixer at the Overland Park Convention Center at 6000 College Blvd.

Check-in begins at 3:45 p.m. and the program will start promptly at 4:00 p.m.

The program is eligible for 1.0 Strategic HRCI credit hours and is free to active members of SHRM-Jayhawk.

To receive the free rate, create a non-member account and use the special promotion code. Register at [www.shrmjc.org](http://www.shrmjc.org), click on "Calendar of Events", and the program is "Ahead of the Trends: Washington Update". If you are not an active SHRMJC member, select "Non-Member Account" from the sign-up page and create an account. From the "Registration" page, select the radio button for "Non-Member" fee of \$20.00. Enter your company name and preferred email address. When done, select "Continue". At the "Billing Summary" page, enter the special **promotion code: Jayhawk** and click on Apply button. Event is sponsored and presented by staff at Columbia Investments.

**Refresh Leadership Live Simulcast** sponsored by Express Employment Professionals, Wednesday, April 17, 2013 from 8:00-12:00pm, \*7:45a.m to grab donuts and coffee! Simulcast will be held at Paul David Restoration, 1420 N. 3rd Street, Lawrence, Ks 66044.

There is no cost to attend this event. However we will be taking donations for the Children's Miracle Network! Please visit [www.refreshleadership.com/live](http://www.refreshleadership.com/live) to register and learn about this event

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## Leavenworth County Opportunities 2013



An Employment, Training, & Community Expo in partnership with Ft. Leavenworth's Army Career and Alumni Program (ACAP)

Tuesday, May 7<sup>th</sup> 2013

9:00 a.m. to 1:00 p.m.

9:00 to 10:00 Exclusive to veterans

10:00 a.m. to 1:00 p.m. open to the public

Riverfront Community Center

123 S. Esplanade, Leavenworth, KS 66048

Job Opportunities, Education Providers, & Community Organizations.

Reserve your space today!

If interested in reserving a booth at this event, please contact:

**Deanna Michaud**, Business & Industry Manager  
Workforce Partnership, [deannam@workforcepartnership.com](mailto:deannam@workforcepartnership.com)  
Phone (913) 577-5946 Fax: (913) 642-7260

Submitted by:  
Barry Kingery  
Workforce Readiness  
[schooltowork@jayhawkshrm.org](mailto:schooltowork@jayhawkshrm.org)



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### Welcome New Members!

**Kristin Robinson, PHR**  
HR Director at The Guidance Center

## Mark Your Calendars—2013 Upcoming Events

### May 14th Meeting—"Outcome Based Incentives for Wellness"

Co-Presenting by Scott Buxton and Brett Buxton  
Willis of Greater Kansas, Inc.

### June 12th Meeting @ Macelli's

#### "Health Care Reform & How it will Affect Kansas Citizens and Employers"

Presented by Sandy Praeger  
Kansas Insurance Commissioner

### July 9th Meeting—"Change your conversations..... Change the World"

Presented by Don Gallagher, LLC

### August 13th Meeting—"Developing Compliant Employment Screening Practices"

Presented by Darren Dupriest  
President & Owner Validity Screenint

### September 10th Meeting—To be announced



VP of Professional Development  
Debbie Snyder  
[professionaldevelopment@jayhawkshrm.org](mailto:professionaldevelopment@jayhawkshrm.org)

Jayhawk Chapter SHRM meetings are held on the second Tuesday of each month with registration and buffet beginning at 11:15 a.m. and the presentation from Noon to 1:00 pm at Pachamama's, 800 New Hampshire, Lawrence, Kansas.

## Financial Report

### Current Assets: 2/28/2013

Checking Account: \$ 5,108.49

#### CD's:

91-Day (5/7/13)	\$ 4,129.91
182-Day (3/8/13)	\$ 5,107.10
12-months (5/13/13)	\$ 8,408.04
	\$17,645.05

Pay Pal Account \$ 881.74

Petty Cash: \$ 100.00

**Total: \$ 23,735.28**

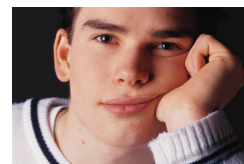


VP of Finance  
Mary Seyk  
[finance@jayhawkshrm.org](mailto:finance@jayhawkshrm.org)

## ARE YOU BORED??

New Directions Behavioral Health

Boredom can be one of the most insidious forms of stress. Even when busy, you can feel bored if you lack challenge.



To stop boredom in its tracks, learn something new. Aim to learn every day. You will reduce stress and you also keep your brain young.



## LEGISLATIVE NEWS

USCIS Issues New Version of I-9 Form  
By: Donald Berner

The USCIS released a new version of the I-9 on March 8, 2013. Employers should begin using the new I-9 form immediately. The old version of the form can continue to be used until May 7, 2013.

The new I-9 information employees. the inclusion employees in designate the new form required. The



data or simply put N/A in those boxes.

The real impact of the new look I-9 is the layout. Instead of cramming all the required information into one single page, the employee portion is now one page and the employer portion is now a second page. This allows the form to make it much clearer where data is to be recorded in each area of the form. This change is likely to reduce the number of I-9 forms filled out with data on the wrong line or incomplete forms.

form contains very little in the way of new employers are required to collect from The primary difference in the new form is of email and phone number boxes for the Section 1. While the form itself doesn't these boxes as optional, the instructions to reflect that these two boxes are not employee can choose to provide the contact

You can find the new form on the USCIS website.

### Legislative Affairs

Scott Criqui

[legislative@jayhawkshrm.org](mailto:legislative@jayhawkshrm.org)



Are you looking for other HR Professionals to share ideas with?

The SHRM Jayhawk Chapter Book Club was organized to read and discuss books related to personal and professional development, leadership, and/or human resources issues. For 2013 we are discussing a different topic each quarter. While a couple different books will be recommend, you can certainly read something else related to the topic. The idea is to compare what we have read and discuss each topic in more depth.

On Thursday, May 2<sup>nd</sup> the book club will tackle "Leadership". Some potential books include: Leadership 2.0 by Travis Bradberry and Jean Graves, Reality Based Leadership by Cy Wakeman, and Leadership Beyond Reason by John Townsend. If you are unable to make it this time then you might consider August when we discuss "Change".

If you have any questions or would like more information, feel free to reach out to either Lori Carnahan at [lcarnahan@lawrenceks.org](mailto:lcarnahan@lawrenceks.org) or Heather Bunker at [heather.bunker@manpower.com](mailto:heather.bunker@manpower.com).

Submitted  
by:  
Heather  
Bunker



## What is the **MYSTERY** word?

It will be published in next month's, *THE RESOURCE*.

