



GREATER VALLEY FORGE HUMAN RESOURCE ASSOCIATION, INC.



2119 County Line Road, Villanova, PA 19085 ☎ Phone: (610) 551-4736 ☎ Fax: (610) 525-2187 ☎ www.GVFHRA.org

February 2008

February 19th Dinner Meeting Transformational Leadership: Is Your Leadership Development Program Preparing 21st Century Leaders?

Description:

The 21st century is demanding a new type of leadership. The changing world of work requires a leadership style that is much more complex, personally challenging and depends on continual learning. Find out what the leaders in the field are considering “state of the art” in terms of leadership style and determine if your leadership development programs are incorporating these critical tenants.

Participants will:

- Be introduced to a model to understand the change in leadership from the 20th to the 21st century.
- Identify the foundational leadership principles that will guide successful state or the art leadership.
- Take a short survey to consider how your leadership development programs measure up.
- Discuss how HR can build an organization’s capacity for 21st century leadership.

Elizabeth C. Guman started doing freelance instructional design work over 15 years ago. She has been a part-time faculty member in the graduate program in Instructional Design and Development at Penn State Great Valley, where she received her Master’s Degree.

(Continued on Page 3)

Our February 7th Breakfast Meeting Presentation: “Relational Capital Becomes Newest Differentiator of Competitiveness”

Tangible assets are no longer the primary differentiators driving a company’s competitive advantage. Rather it is an organization’s “relational capital” that separates it from competitors in terms of both market dominance and employer branding, according to the findings of a new report released at the World Business Forum in New York on October 10, 2007.*

The pace of technology and competition leads to faster commoditization of products and services. This applies to people and their skills as well. Firms that win are those that create strong, long term relationships with not just employees but with all stakeholders, customers, vendors, partners etc.

So what is “relational capital” and how do you and your firms create more of it?

Participants will learn:

- The latest research on the true impact of business relationships on performance
- Why creating relational capital is so easy, “even a taxi driver can do it!”
- To identify the essential qualities of relational capital

(*abstracted from an article by Pamela Babcock, October 2007)

(Continued on Page 3)

(Continued from Page 1 Dinner Meeting)

Elizabeth is a past president of Great Valley Chapter of the International Society for Performance and Improvement (ISPI). She has been a featured presenter at international, regional, and local professional conferences and meetings, and has published in the *Performance Improvement Quarterly*. She serves on the Advisory Committee for Chester County's Leadership Connection program and is a board member of the Philadelphia Leadership Society.

Elizabeth believes that business organizations can be major agents of change in the world and that learning is a critical element to that happening.

(Continued from Page 1 Breakfast Meeting)

- How to balance hard and soft skills through an actual process and move relationships from being acquaintances to professional peers to respected advisors with colleagues and customers.
- How to focus on, assess, and proactively attempt to improve their own important business relationships

Ed Wallace

Ed is a business author and President of The Relational Capital Group. Ed worked previously as the Vice-President of Business Development at Vertex, Inc. and brings a practical business approach to helping sales and leadership professionals create 'relational capital' with every business contact. His processes and workshops have been licensed by CustomerCentric Systems and other management consulting firms.

He has written two books: *Fares to Friends: How To Develop Outstanding Business Relationships*, and *Creating Relational Capital: A CustomerCentric Selling® Approach*. Ed has appeared on *Money Matters TV*, Michael Dresser's *Business Talk*, *The Small Business Advocate*, *Mitchell and Morely*, and *Cross Street*.

Ed was a Teaching Fellow at Drexel University while he earned his MBA, has a B.S. in Accounting (cum laude) from Villanova University, and has a CPA designation in the State of Pennsylvania. He is a frequent guest lecturer at Penn State University's Smeal College of Business and Villanova University.

www.relationalcapitalgroup.com

Thank you to our GVFHRA February Dinner Meeting Sponsor

Why Peirce College?

Peirce College® is a private, four-year, specialized institution providing practical, high quality degree programs to primarily working adult learners.

Breakfast Meeting
Thurs, February 7th, 2008
8:00 a.m.

Desmond Hotel
One Liberty Boulevard
Malvern, PA
For directions, call (610) 296-9800
Menu
Breakfast Buffet

Dinner Meeting
Tues, February 19th, 2008
5:30 p.m.

Sheraton Park Ridge
480 N Gulph Road
King of Prussia
For directions, call (610) 337-1800
Menu
House Salad
Grilled Chicken stuffed with Spinach and Goat Cheese
Oven Roasted Potatoes
Fresh Seasonal Vegetables
Chocolate Cup with White Chocolate Mousse

Meeting Costs:

GVFHRA Members who have registered in advance:

\$25.00 with payment by February 4th (breakfast), February 15th (dinner)
\$30.00 with payment at the door

GVFHRA members who are NOT pre-registered and all guests:

\$35.00

Students:

\$20.00 (enrolled in a minimum 2 courses of 6 credit hours & not in a full time exempt HR job) **Checks Only, No Cash please!!**

To Register:

Mail payment to GVFHRA, phone (610) 551-4736 or visit www.gvfhra.org.

Deadline for registration is 3:00 p.m. February 4th (breakfast), February 15th (dinner).

Cancellations must be received no later than 12:00 p.m., February 4th (breakfast), February 15th (dinner). GVFHRA will bill "no-shows" who do not cancel reservations by the above dates.

Peirce College offers you convenience and flexibility whether you study on campus, onsite, or online. You can even mix and match your courses, whatever works best for you.

Accelerated

Our 3 credit courses are 7 weeks in length, allowing you to attend school part-time and complete your AS degree in as little as 18 months and your BS degree in an additional 18 months.

Affordable

Peirce College offers a low, private school tuition rate. Over 70% of our students receive generous [financial aid packages](#) including grants and scholarships.

Flexible

We know how busy you are. At Peirce College, you can choose between on campus, online, or on site courses. All courses include a companion website to assist you with test-taking, assignments, and communication between students and faculty.

Historic

"Peirce means business" has been our credo since 1865, when the school was founded to provide educational opportunities to Civil War veterans transitioning to the civilian workforce. Located in historic Center City, Philadelphia, Peirce College has been home to day, evening, and weekend students for over **140 years**. Not all students need to come to campus, but we do hope you'll visit.

Practical

Earn a degree in [Business Administration](#), [IT](#), or [Paralegal Studies](#). Choose from concentrations in Accounting, Business Law, Marketing, Management, Real Estate Management, Application Development and Programming, Desktop Applications for Business, Network Security, Networking, Technology Management, and Paralegal Studies.

Student Services

Tutoring, workshops, student organizations, library resources, and other student services are offered on campus and online.

We will work with you in person, over the phone, and via email. We provide a 24/7/365 helpdesk to assist when technical difficulties arise.

The above advertisement is a paid sponsorship not endorsed by SHRM or GVFHRA.

Thank you to our GVFHRA February Breakfast Meeting Sponsor



Human Resource (HR) managers often find themselves without the time or resources to address all of their organization's demands. Many times essential work goes undone and revenue or opportunity are lost because "other fires need to be fought". That is why, A Respected Colleague, Inc. (ARC) was founded in 1994 to assist HR leadership accomplish all of their essential work by providing cost effective, workable solutions and services.

A Respected Colleague, Inc. (ARC) reduces our client's cost of doing business by

- Suppling interim HR professional for short and long term assignments
- Outsourcing project related human resources work
- Providing sourcing, recruiting, staffing and ATS services and management

Today, ARC has a team of HR professionals with expertise in all facets of human resource management and experience within many industries and environments. Whether the work is accomplished on or off-site we will ensure that your needs and expectations are met and exceeded.

For more information about our HR services and solutions please visit our web site at: www.arespectedcolleague.com and/or contact:

Meghan McCullough
Business Development Manager
A Respected Colleague, Inc. (ARC)
(215) 880-8284 or (800) 220-1020
meghan@arespectedcolleague.com

The above advertisement is a paid sponsorship not endorsed by SHRM or GVFHRA.

Thank you to our GVFHRA February Breakfast Meeting Sponsor

Kistler Tiffany Benefits sponsors our February Breakfast

Kistler Tiffany Benefits (KTB) is one of the region's premier employee benefits and human resources consulting firms. KTB provides customized employee benefit programs and human resources consulting directly to companies and organizations. We strive to offer cost-effective strategies for a wide range of group plans, we offer traditional and innovative plan designs, plan installation, account management and regular reviews of our client's benefit programs along with offering comprehensive human resources services and a customer service unit to provide service for both you and your employees. KTB specializes in providing small, mid, and large size employers, unions, municipalities, school districts, and associations with comprehensive health benefit plan services. We strive to be the most forward thinking and innovative group benefits firm in the industry.

As one of the largest brokerage firms in The Delaware Valley, KTB has over 90 employees spread across our 6 office locations including: Berwyn, PA (Corporate Offices); Allentown, PA; Wyomissing, PA; Mt. Laurel, NJ; Wall Township, NJ; and Wilmington, DE.

KTB provides access to an unparalleled and comprehensive range of product, services and technology to meet the needs of our clients, including and not limited to:

- Fully insured and self-funded medical
- Life, short-term and long-term disability
- Stand alone dental, vision, and Rx drug coverage
- Voluntary products
- Retirement Plan Solutions
- Long-term care
- Medicare supplement programs
- Human Resources compliance and consulting
- Benefit technology solutions

The above advertisement is a paid sponsorship not endorsed by SHRM or GVFHRA.

GVFHRA Welcomes New Members

Name	Company
Timothy P Andrel	Tozour-Trane Energy Systems
Dan Bulkley PHR	Allan A Myers
Joan Dobias-Davis SPHR	ACME
Jason S Dusak	Drexelbrook Catering
Johnson Eapen MS,MBA	American Baptist Churches, USA
Elissa L Klein	Nutrisystem
Rosina M Luberto	Gwynedd Mercy College
Lauren C McVay	Adolor
Catherine R Merkle PHR	Integrated Benefits
Kathleen R. Muscarella	MEA/MidAtlantic Employers' Association
Erica Tarpey	Coviden
Colleen Tinney	Corporate Synergies

Resource for Employee Relations

Please welcome the Employee Relations Committee this year to GVFHRA. For the first time in years, we are active. Fellow members can count on us as a resource for Employee Relations to include but not limited to; Conflict resolution, coaching and counseling, performance management, federal & local policy, and general human resource subjects. Please watch for more information on our committee and any exciting events we have coming up. Also look for our newsletter spotlight each month offering information, tips and or resources to help you with your employee relations needs.

We meet via conference and face-to-face as needed.

Introducing... The Employee Relations Committee

John Anderson, PHR	Total Facility
Paula Gill	Independent
Mary Ellen Harris, PHR	Kreischer Miller
Laura La Buda	Signal Holdings
Lynn Schlegel	Davita Inc.
Diane Tarka, PHR	PrestoHR, Inc.
Cristy Waite, SPHR	Genex Services, Inc.
Lisa Yerges, SPHR	Penn State Brandywine

ATTENTION NEW MEMBERS!!

GVFHRA encourages you to attend a New Member Orientation session held at 5:30 pm prior to each dinner meeting. Come learn all about us and meet new people!

Look for the RESERVED table at the back of the meeting room, or ask an Ambassador Member for assistance. We look forward to seeing you!

GVFHRA 25th Anniversary Gala

An event you don't want to miss!

GVFHRA is kicking off their 25th year with a celebratory event to recognize the accomplishments, trends, leaders, influences and innovations of their chapter. Today and looking to the future, the chapter continues to dedicate itself on influencing growth and change for the Human Resource profession. All HR professionals are invited including GVFHRA members, SHRM members and nonmembers as well as family, friends, colleagues, and significant others for a night of excitement and entertainment. Be a part of an event that will magnify the spectacular accomplishments our past leaders influenced by daring to dream big and putting their ambitions into action. Please join us to celebrate this milestone anniversary!

Thursday, May 22nd, 2008

6:00 PM – 10 PM

Normandy Farm, Blue Bell, PA.

For additional event information and registration, please visit our event website at www.gvfhra25.org.

Delaware Valley HR Person of the Year

We invite you to nominate an HR professional in the Delaware Valley to be recognized as the 2008 HR Person of the Year.

The Delaware Valley HR Person of the Year Award Committee seeks candidates who represent "the best" in the human resources management profession. This highly prestigious award recognizes creative approaches and consistently high performance that

benefits an organization. We share the belief that human resource professionals play a critical role in determining the strategic direction of organizations. This event recognizes Human Resource professionals who have exemplified outstanding achievements within the local HR community. The deadline for nominations is February 21, 2008.

Mark Your Calendar!

Radisson Valley Forge

Thursday, May 8, 2008

5:30 pm - 9:00 pm

The Delaware Valley HR Person of the Year Award is a joint effort between HR Association of Southern New Jersey, Chester County Human Resource Association, Delaware SHRM, Greater Valley Forge HR Association, Philadelphia Regional SHRM, Tri-State HR Management Association chapters of the Society for Human Resource Management (SHRM).

For questions, please contact our event management company, Seamless Events at 484-461-1067 or connie@seamlesseventsinc.com.

ONLY A FEW SPONSORSHIPS REMAIN

We only have two sponsorships remaining for the rest of our 2008 Dinner and Breakfast Meetings. We are also looking for sponsors for our 25th Anniversary Gala to be held on May 22nd at Normandy Farms. What a great opportunity to get your message in front of HR decision makers. Visit our website or call our Chapter Office at 610-551-4736 before it is too late.

Scholarship Applications Currently Being Accepted

GVFHRA is pleased to invite students to apply for its annual *Michael R. Losey Undergraduate and Graduate Merit Scholarship Awards*. Scholarships will be awarded during the GVFHRA's Annual College Night Dinner Meeting on Tuesday, April 22, 2008. Michael R. Losey, for whom the scholarships are named, is the Past-President and CEO of the Society for Human Resource Management (SHRM). Prior to being named to SHRM's top position in 1990, Losey served over 30 years in the human resources profession. GVFHRA is proud to name these awards in Mr. Losey's honor and will award **\$2,000 for the undergraduate and \$3,500 for the graduate scholarship**.

Who is eligible:

- **Graduate students** currently enrolled in an MBA or MS program with a concentration in Human Resources, Organizational Management, or Industrial Relations.
- **Undergraduate students** enrolled in any of the following programs: Human Resources Management; Organizational Management; or Business Administration with a concentration in Human Resources. Students who are **NOT** enrolled in the programs listed above, but who have demonstrated a strong desire to become an HR professional **AND** have interned during the summer of 2007 or plan to intern during the summer of 2008, are also eligible to apply.

All applicants must be enrolled in a degree program and must be planning to continue their education after the Spring 2008 semester. Please note that all applicants must complete and submit an application, including essays and a faculty recommendation, to the College Liaison Committee no later than **March 3, 2008**. As part of the application process, finalists will be interviewed by a panel of judges. Awards will be presented at the College Night dinner meeting. Winners and finalists will be asked to join us as our guests for the event!

Applications are available on GVFHRA's website. Contact Jeffrey Snyder at 610.722.1207 or at kmayro66@aol.com with any questions. Further details on the College Night event will be forthcoming.

President's Award

The President's Award recognizes outstanding GVFHRA members who are respected and admired by the GVFHRA community. Eligible candidates include Human Resource Management professionals, vendors and consultants who are GVFHRA members in good standing. GVFHRA members, including board and committee members, are asked to nominate candidates for this prestigious award.

For more information and candidate submissions go to www.GVFHRA.org click on News/Events, then Presidents Award. Deadline for submissions is no later than May 1, 2008. Final selection for 2008 President's Award will be made by GVFHRA Board at the May Board meeting and presented at the September 16, 2008 dinner meeting.

'Rev up Your Search Engine' Seminar a Huge Success!

92 attendees arrived at Villanova's Connelly Center Cinema on January 8th to hear about the latest techniques for finding highly talented candidates. Presented by Brian Jasinski, a National Trainer with AIRS, the highly respected recruitment training company, attendees learned how to use innovative techniques and the latest Internet search tools to find strong candidates anywhere on the web. The seminar covered sourcing concepts for quick ways to find candidates, utilizing Google to find hidden documents and novel search engines to facilitate the entire process.

Congratulations to the Recruiting and Retention Committee for organizing this terrific event! For those who may have missed it, future sessions on this same topic are already being considered, and GVFHRA committees are presenting other seminars on a variety of issues. Visit GVFHRA.org for more details.

GVFHRA Board Elections

As per our bylaws, a Nominating Committee has been established to prepare a slate of officers the Executive Board for 2008-2009. Elections will take place at the April 22nd Dinner Meeting which will be our official 'Annual Meeting' as well as College Night. The Committee is accepting nominations from the membership for Pres. Elect, Secretary, Community Partnership, Special Projects, and Marketing. Successful nominees must be (a) an active committee member; or (b) a current Executive Board member; or (c) on a nominating petition with signatures from 10 members. The Nominating Committee consists of David Benglian, Treasurer; Alvin Dohl, Community Partnership Board member; and Edwina White, SIG Board member. Please submit nominations to Lynne Kester, kester@fast.net or Lori Stokes-Powers, gvfhra@aol.com for distribution to the committee.

Save the Date for our March 'Diversity' Dinner!

On March 18th, 2008, GVFHRA will sponsor a special speaker for a Diversity dinner presentation . . . our own Grace Odums will present *Diversity: Strategic Imperative for the 21st Century*.

The marketplace has never been more diverse than it is today! The workplace is equally diverse. Companies that employ a **diversity strategy** as part of their overall business strategy, realize higher productivity, efficiencies and profitability. According to the New Zealand Herald, "...organizations with a diverse employee base yield a shareholder return that is 12.4% higher than their counterparts." In this high energy session, participants will interactively experience how to:

- Identify 3 reasons why diversity must be an anchor component of every overall business strategy
- Formulate a company-wide diversity strategy
- Recruit and Retain only those employees who provide customer solutions
- Build a High Performance Diversity Council
- Create a Diversity Strategic Plan
- Secure Executive Sponsorship
- Lead Organizational Change
- Implement Your Diversity Strategy

Whether you are just beginning your diversity focus, or you have established diversity focus - this session is customized just for you! You will never look at "diversity" the same way again - GUARANTEED!

Grace A. Odums is an independent consultant with a growing consultancy spanning over thirteen years. Her impressive client list boasts Fortune 500 and Fortune Global 500 companies. Grace is a much sought after international conference speaker. She has been featured on CN8 – Comcast Newsmakers, sharing proven strategies for creating and sustaining a

highly engaged workforce. Her insights addressing "Avoiding Stereotypes" were initially featured opposite the Don Imus recap on the national SHRM website and is available for viewing via video stream at SHRM's Multimedia Store.

In October, 2007, Ms. Odums served as the Friday morning keynote speaker at the National Diversity Conference for the Society of Human Resources Management, SHRM. At this conference, her recently released book: *Diversity Principles: Strategic Integration*, sold out.

Don't miss this 'must-see' presentation!

Great Advertising Space – Great Value

Reach 600 HR professionals for as little as \$50/month!

Bus. Card ad	(3-1/2" w x 2" h)	\$ 50
1/4 page	(3-1/2" w x 5" h)	\$ 75
1/2 page	(3-1/2" w x 10" h) or (7-1/2" w x 5" h)	\$ 150
Full page	(7-1/2" w x 10" h)	\$ 300

Discounts available for multiple monthly insertions.

Contact Bruce Zanar (610) 792-2105 or Vikki Dycus.

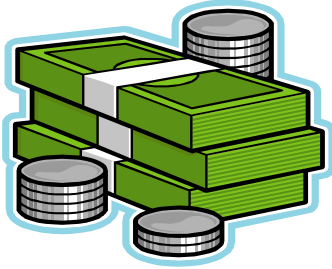
Do you have a career or educational milestone to share?

Please contact us and let us know at:

James.mcquire@agedwards.com

GREATER VALLEY FORGE HUMAN RESOURCES ASSOCIATION (GVFHRA)

Michael R. Losey SCHOLARSHIP



\$3,500.00 * graduate award
\$2,000.00 * undergrad

Completed applications must be received by
Monday, March 3, 2008!

Awards will be presented during GVFHRA's Annual College Night Dinner Meeting on Tuesday, April 22, 2008.

WHO IS ELIGIBLE?

- Graduate Students currently enrolled in an MBA or MS program with a concentration in Human Resources, Organizational Management, or Industrial Relations.
- Undergraduate Students enrolled in any of the following programs:
 - Human Resources Management
 - Organizational Management
 - Business Admin (with a concentration in Human Resources)

Undergrad Students who are **NOT** enrolled in the programs listed above, but who demonstrate a strong desire to become an HR professional **AND** have interned during the Summer 2007 or plan to intern during Summer 2008 are also eligible to apply.

For applications and additional info, contact your HR faculty and/or Career Center. Also feel free to contact the GVFHRA Representative, Jeffrey Snyder, at 610-722-1207 or email at Kmayro66@aol.com



PHR/SPHR Certification Study Group

Offered by Greater Valley Forge HR Association

April 11 & April 18, 2008 (2 day class)
8:30 a.m. - 5:00 p.m.

Location: Associated Builders and Contractors, Inc. - Southern PA Chapter
430 W. Germantown Pike, East Norriton, PA 19403
Phone: (610) 279-6666

Do you have the credential that proves you're an HR expert?
Over 82,000 HR professionals do!

If you are an experienced professional in the field of Human Resource Management and do not have your **PHR** (Professional in Human Resources) or **SPHR** (Senior Professional in Human Resources) certification, you are missing the boat!

Certification is the mark of a professional, signifying a mastery of your professional body of knowledge and your commitment to staying abreast of new developments in your field.

Certification is important to HR professionals because it provides:

- Recognition of your professional achievement
- A tool for career advancement (more and more employers are looking for certified individuals)
- A visual reminder of your professional status
- A personal challenge to stay abreast of new developments in Human Resource Management

Greater Valley Forge HR Association (GVFHRA) is pleased to offer a Study Group designed to assist you in preparing for the certification exam. Please plan to register.

The cost for the Study Group is just \$200.00 to members of GVFHRA and \$260.00 to non-members. Lunch will be served. Non-members will have the opportunity to join GVFHRA and pay the reduced rate.

To register for this two-day study session, go to:

http://www.gvfhra.org/upcoming_events.asp

The next PHR/SPHR testing window is May 1, 2008 through June 30, 2008.

(These dates are tentative and subject to change)

Exam	Exam testing window	Regular exam registration deadline date	Late exam registration deadline date – Additional fee
PHR/SPHR	May 1, 2008 - June 30, 2008	March 14, 2008	April 18, 2008
PHR/SPHR	December 1, 2008 - January 31, 2009	October 19, 2008	November 14, 2008

To register for the exam, go on-line: www.hrci.org.

Both GVFHRA Members and Non-Members are invited to this study group.