



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

May 2008

GVFHRA 's 25th Anniversary Gala!

Thursday, May 22, 2008

1.0 HRCI Credits

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.

Join us for cocktails and hors d'oeuvres, a sumptuous dinner, chapter recognitions, a stroll down GVFHRA 'memory lane', musical and comedy entertainment, plus a thought-provoking presentation "*HR Strategies for the New Millennium*" by Steve Miranda.

Steven A. Miranda, SPHR, GPHR
**Chief Human Resource and Strategic Planning
Officer SHRM**

Steve is the Chief Human Resource and Strategic Planning Officer for the Society for Human Resource Management (SHRM). In this role, Steve is HR responsible for both the development of world-class programs for the world's largest professional HR

organization as well as globalization and planning strategies focused on serving both existing and future members.

Prior to taking this role, Steve ran his own business and created HR initiatives and programs targeted at improving global organizational effectiveness at a variety of companies. Steve is a former HR Vice President at Lucent Technologies where his work took him around the world, including a 3 ½ year assignment as head of Lucent's HR operations for the Asia Pacific region. Steve also serves as one of three United States representatives into the North American Human Resource Management Association, the representative body for North America into the World Federation of Personal Management Associations (WFPMA).

College Night Scholarship Presentation



With extra student attendees and the presentation of our annual *Michael R. Losey Scholarship Awards*, the 2008 College Night Dinner Meeting was a wonderful experience for all who attended. Our two scholarship award winners this year were Erik Johnson, Undergraduate Award, and Alana Ferreira Dasilva, Graduate Award, both shown here following the award presentation.

Erik attends the Temple University undergraduate program in Human Resource Management. He is the current President of Temple SHRM. He has worked two Human Resource internships and is a member of Philadelphia SHRM on the Student Relations Committee.

Alana is attending the Villanova Graduate Human Resources program. She is Director of Campus Community & Secretary for SHRM at Villanova as well as H.R.D. Graduate Student Council Representative. She is planning to become a growth leader in Human Resources.

Following the awards presentation, attendees were treated to a lively presentation on Employee Incentives and the ‘Carrot Principle’.

Thank you to our sponsors and our speaker, and congratulations to both scholarship winners. Please plan to join us next year for our April College Night.

Have you caught ‘Gala Fever’ yet?

By Lynne Kester, President

What is ‘Gala Fever’, you might ask? It’s the feverish excitement within the Greater Philadelphia HR Community for the upcoming celebration event to commemorate the 25th Anniversary of the Greater Valley Forge Human Resources Association. The gala will be held on Thursday, May 22, 2008 at the historic Normandy Farm, located in Blue Bell, PA.

This is a unique and different type of event for our chapter. The gala will kick-off with a cocktail reception on the terrace over-looking the beautiful gardens and grounds, which should be stunning in late May. Terry Parrett will dazzle us with his magical mind-reading comic routine. And our featured speaker, Steve Miranda, SPHR, GPHR, and Chief Human Resources and Strategic Planning Officer of National SHRM, will challenge us with his thought-provoking presentation, “HR Strategies for the New Millennium” in which he will discuss the “7 Deadly Sins” for the HR Strategist and ways we can avoid these pitfalls.

We will also reminisce about the chapter’s rich 25 year history. GVFHRA has had many “firsts” among the Greater Philadelphia SHRM Affiliated Chapters, and we will be sharing stories about those accomplishments. (Did you know, for example, that GVFHRA sponsored the first ever PA State Conference?) We have also reached into the chapter archives to locate photos that chronicle the special history that helps make our chapter unique, and they will be on display.

A record-breaking turn out of HR professionals throughout the Delaware Valley is anticipated. However, to ensure the success of the gala event, and to demonstrate the spirit and pride among our members for their chapter, we are asking each of our members to support your chapter by registering and attending the gala. Please join us for the Delaware Valley HR Event of the Quarter Century! To register or learn more, please visit: www.gvfhra25.org.

Anniversary Gala
Thursday, May 22nd, 2008
6:00 p.m. – 10:00p.m.

Normandy Farm
 Route 202 & Morris Road,
 Blue Bell, PA 19422
 (215) 616-8500

Dress
Business Professional Attire

Ticket Price: \$50 per person

Register at:
www.gvfhra25.org

Event Agenda

6:00 pm – 7:00 pm Cocktails and
 Hors d’oeuvres with musical
 entertainment by John Loftus.

7:00 pm – 8:00 pm Dinner and
 Networking

8:00 pm - 8:15 pm Chapter
 Recognitions

8:15 pm – 9:15 pm Keynote Speaker
 Steve Miranda “*HR Strategies for the
 New Millennium*”

9:15 pm – 10:00 pm Magic &
 Comedy Performance by Terry Parrett



Sponsor of the Recruiting and Retention Committee Seminar

For over 30 years, Bradley Burns, Inc. has consistently placed exceptional candidates with leading companies in the local market. Our candidates, direct hire and temporary, stand out from the rest in their field of expertise. We specialize in staffing Executive and Administrative Assistants, Receptionists, Customer Service Representatives, as well as, a variety of other office professional positions.

Bradley Burns/Bradley Temps Inc.
440 E. Swedesford Road Suite 1070
Wayne, PA 19087

P: (610) 254-9999 F: (610) 971-9480
www.bradleyburns.com

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

The Recruitment and Retention Committee of the GVFHRA Presents:

Advanced Recruiting Techniques: "The Art of the Cold Call and More..."

Monday May 12, 2008 1:30 pm- 4:30pm
Strategic HRCI credits - 2.5
Villanova University Connelly Center Cinema
Villanova, PA

Does a shiver go up your spine when your boss asks you to make "Cold Calls"?

Do you instantly think- what's the point of making cold calls, it won't go anywhere, I will just get hung up on and waste my time?

Think again.....

Make effective cold calls that lead to valuable contacts and hires.

Strike up conversations easily. Generate valuable information.

Consistently connect with top-notch people that have the exact experience you are seeking.

IT CAN HAPPEN FOR YOU!!!!!!!

Paul Siker, CEO of Advanced Recruiting Trends and Managing Partner of The Artisan Group, will present proven and vital cold call methodologies that will help you uncover and recruit passive candidates.

During this presentation you will learn how to use a consultative approach on introductory calls, overcome reluctance, send voicemails that prompt callbacks, and implement strategies that lead to candidate generation. You will also have the opportunity to listen to actual demonstration calls to see just how effective these strategies can be.

If you are in the business of locating top talent in your market place then this is a **Can't-Miss Seminar!!!!** You will leave the seminar with a call format that will distinguish you from your peers and generate results.

Biography of Paul W. Siker, CPC

Paul is the Founder and CEO of Advanced Recruiting Trends, a recruitment training and consulting firm. He is also Managing Partner of The Artisan Group, an executive search firm. In March 2007, Paul released his first book, "*Proactive Recruiting In A War For Talent Economy.*"

Previously, Paul served as an Officer, Partner, and Senior Executive Search Consultant at The Guild Corporation. He has successfully executed assignments on a contingent, retained, and contract placement basis. Paul is a featured speaker at the American Staffing Association (ASA) Recruiting Symposiums, the ASA World Expo and Convention, the National Association of Personnel Services (NAPS) Annual Conference, SHRM, chapter presentations, and other events focused on recruiting.

Paul received a B.A. in Political Science from Wittenberg University and holds the NAPS CPC (Certified Personnel Consultant) designation.

Seminar will begin promptly at 2:00PM

Cost: \$35 per GVFHRA member, \$50 per non-member.

Location and Directions:

Villanova University Connelly Center Cinema. I- 476 (Blue Route) to Exit 13 (Villanova/St. Davids) to Route 30 East. To reach the Main Gate entrance, proceed east on Route 30 (Lancaster Avenue) for one-half mile and turn left at the 5th light (Ithan Avenue). Main entrance is the second driveway on left, directly

across from the The Pavilion Sports Complex. Please notify the attendant that you are attending the GVFHRA Seminar to gain access. Parking will be most convenient in the SAC (Saint Augustine Center) lot, which is directly across the street from the Connelly Center. Once in Connelly, there are signs which will direct you to the Cinema, on the first floor.

GVFHRA Job Bank

Find Jobs:

Free to Job Seekers

Post Jobs:

Discounted rates for GVFHRA Employers

Check the website www.gvfhra.org under Careers for more details

Does Your Career Need A Boost???

Come Find Out What They Don't Teach You in Business School

Speaker(s): Margaret Morford

Sponsored By CCHRA

To maximize your professional effectiveness, you must do more than work hard—or even “work smart.” You must master office politics. Now, in this breakthrough session, discover the secrets of forging alliances and avoiding counter-productive animosities. Zero in on the rules of “positive politics” you are most likely to violate—and exactly how to turn that around. In just half a day, you’ll learn the powerful secrets of being smart about your conduct, powering-up your business communication, and enhancing your relationships with co-workers and your supervisor. Session Bonus: Discover 11 ways to recognize who really holds power and influence in any organization—and exactly how to tap into that power. This seminar will be held at the Inn at Chester Springs in Lionville, Pa.

To Register, E-mail- denamcvicker@dejazzd.com

Mark Your Calendars for: The Diversity Forum

Grace Odums will direct sessions on:

- Diversity Strategic Planning
- Recruiting and Retention
- Performance Alignment
- Building Partnerships
- Diversity Education

June 17, 2008 1:00p-4:30p

Penn State Great Valley HRCI credits available
Sponsored By HR Backbone

Employee Relations Committee

Back to Basics – Employee Relations Comes Down to “Relationships”

by: Mary Ellen Harris, PHR

As I reflect on the multitude of employee relations issues and situations that I have been involved with over the years, I see one common thread – relationships. There seems to be a direct correlation between employee relations issues and the quality (or lack thereof) of the relationship between the parties involved in the situation. Commonly, the employee sitting in my office complaining about another party has a poor relationship with the party with whom they are in conflict.

That being said, what do we normally do during and after the initial complaint meeting....we go into problem solving mode, right? If I may be so bold, I’d like to suggest that we consider getting back to basics by considering shifting our focus from problem solving to focusing more on the relationship, lack thereof, and how to help build a stronger relationship among the involved parties.

As Human Resources Professionals we can add additional value to our organizations by facilitating relationship building among the employee populations we serve. Here are a few quick points with regard to relationship building skills that we can offer our employees:

- **Seek common goals** – facilitate a conversation with both parties to help them find common goals as opposed to focusing on their differences of opinion and conflicting priorities.
- **Disclose honest feelings about the situation** – encourage them to use the “when you said x, I felt y” model to help the parties share their feelings and demonstrate the impact of the situation on each party.
- **Offer sincere commitment to each other** – help them move forward by having each party be accountable to and sincerely committed to working constructively with the other. This will, hopefully evolve into building trust and a productive relationship among them.

So there you have it, some “food for thought” that you may want to consider the next time you hear those frequently uttered words “Do you have a minute” from the mouth of the random employee visitor standing at your office door. Sometimes the simple, basic concepts are the best way to approach the complexity of employee relations situations.

GVFHRA Career Networking Group

GVFHRA’s Career Networking Group provides a forum for HR professionals in transition to receive guidance, resources and networking opportunities which should contribute to a more effective career campaign

Location: Right Management, Berwyn PA

Dates/Time: First Monday (with some exceptions) of the month from 5:30-7:00

Hosted by: Shelley Potente

Questions? 610-251-9250, ext 110

Post your resume go to:

<http://gvfhra.hrdpt.com/cgi-bin/a/mycenter.cgi>

Monthly Agenda:

- Networking, job sharing opportunities
- Brief introduction of each member with “commercials” guidelines
- One or two common campaign concerns may be discussed
- Key Topic Review

Guest speakers/presenters are regularly invited not only for topic presentation but from various client

organizations to share knowledge. Recruiters and Senior HR Executives will join us at various meetings

Additional Resources: Marketing plan templates, List of Executive recruiters, Access to Right Management, Inc. RightLinks resource database.

Both GVFHRA Members and Non-Members are invited to this event.



VILLANOVA
UNIVERSITY

Advance Your Human Resource Career

Prepare For PHR/SPHR Certification
Pursue Professional Development
Earn 39 HRCI Recertification
Credit Hours

Malvern, PA

Class Starts Tuesday, September 2, 2008

GVFHRA is once again partnering with Villanova University in offering the 13-week Villanova/SHRM Learning System Course for the Fall 2008 semester. If you’ve been planning to earn your Professional Human Resources (PHR®) or Senior Professional in Human Resources (SPHR®) designation, now is the time to enroll in Villanova’s updated and expanded HRCI exam preparation course based on the SHRM Learning System®. This program is also ideal for certified HR professionals seeking PHR/SPHR recertification credits or professional development.

Villanova University is a National leader in providing the SHRM Learning System course within an instructor-led and on-line environment. The Certificate in Professional Human Resource Management program is offered in full partnership with SHRM, and it covers all six functional areas, responsibilities and associated knowledge defined by the Human Resource Certification Institute (HRCI). The curriculum is designed by subject-matter experts and includes application exercises that develop specific competencies and decision-making skills.

Class Location and Information:

SunGard Higher Education – 3 Country View Road, Malvern, PA

Tuesday evenings, September 2, 2008 – November 25, 2008, 6:00 p.m. - 9:00 p.m.

Instructor: Angela Francesco, JD, SPHR, Consultant and Instructor, The Wharton School and Villanova University

There's never been a better time to pursue your PHR or SPHR designation. With Villanova's blended approach, you will learn from printed workbooks, software, on-line tools and a dynamic classroom experience. Each student will receive the 2008 SHRM Learning System and CD ROM, and have access to the on-line HRM Learning Resource Center for one year. Upon successful completion of the course, participants will receive the Certificate in Professional Human Resource Management from Villanova University as well as 3.9 Continuing Education Units (CEU's). For those taking the course for recertification purposes, successful completion will result in the awarding of 39 HRCI credits.

Fall 2008 classes will also be offered in Center City, Philadelphia; West Chester; Langhorne; Dresher; Pottstown; Harrisburg; Newark, DE, and at the Villanova Conference Center in Radnor. The Wednesday night class at the Villanova Conference Center is designed for the experienced HR professional preparing for the SPHR examination.

Register today by contacting the Department of Continuing Studies at 610-519-4310. You can also visit www.constudies.villanova.edu for more

information, and to complete your registration process on-line.

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!

Great Advertising – Great Value

Newsletter Ads for as little as \$50/month!

Bus. Card size	(3-1/2" w x 2" h)	\$ 50
¼ page	(3-1/2" w x 5" h)	\$ 75
½ 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.

Website Banner Ads as low as \$250/month!

½ price for GVFHRA meeting/seminar sponsors.
Details at gvfhra.org and click on sponsor/ad ops.

Contact Bruce Zanar (610) 792-2105 or
Lori Stokes-Powers (610) 551-4736

Do you have a career or educational milestone to share?

Please contact us and let us know at:

James.mcquire@agedwards.com

Anniversary Gala!



**Thursday, May 22, 2008, 6 p.m. to 10 p.m.
Normandy Farm, Rt 202 & Morris RD, Blue Bell, PA**

The Greater Valley Forge Human Resources Association is proud to announce their 25th anniversary gala!

The affiliate chapter of SHRM 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.

Register Now!

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. Register at www.gvfhra25.org.

Sponsorship Opportunities

Showcase your organization to over 200 Human Resources professionals in one evening including dinner, music and comedy! Various sponsorship packages are available for download at www.gvfhra25.org.

Keynote Speaker & Entertainment

SHRM's Chief HR & Strategic Planning Officer, Steven Miranda, SPHR, GPHR, says whether we like it or not, HR is in the risk management business and you must be prepared to manage these challenges effectively. NBC's Lynn Berry lends her talents at the podium while Terry Parrett, The MBA Comedy Magician, engages you in a professional, entertaining and FUN presentation, keeping you on the edge of your seats wondering, "How did he do that?"

Questions?

Contact event manager, Connie Pearson-Bernard, Seamless Events Inc., at 484-461-1067 or connie@seamlesseventsinc.com

www.gvfhra25.org