



AUGUST 2007

<http://www.ohioshrm.org/butler>**August 1st – MONTHLY MEETING**

SPEAKER: Amy Walsman, NAS Recruitment Communications
COST: \$13.00 Members, \$15.00 Non-Members
DATE: Wednesday, August 1, 2007
TIME: 7:15 AM – Registration/Networking
 7:30 AM – Breakfast
 8:00 AM – Presentation
LOCATION: Wetherington Country Club

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Directions: Take 75 to Tylersville & turn west. Go to the entrance of Wetherington Homes, which is just past Shell & Encore Café, turn right and follow to the stop at corner of Country Club Lane. Turn right at stop and follow road to left. It takes you into Country Club parking lot.

Interactive Recruitment Marketing: Navigating the Internet to Attract 'A' Level Talent

Navigating the world of on-line recruitment is an ever-changing, and often complicated, endeavor. Gone are the days when everyone looking for a job went straight to the newspaper classifieds. The Internet has caused the process to become more fragmented and organizations must now go beyond traditional mediums to ensure that they will reach and attract the right talent. That means that they must use the Internet but with products and services popping up every day, it's often hard to know where to turn.

This program will illustrate just how complicated on-line recruiting has become while showing how it is possible to cut through the clutter and develop the most effective on-line strategy. The audience will be engaged, challenged and leave with new ideas that can impact their organization immediately. Key take aways will include:

- A clear picture of the current on-line recruiting landscape.
- A thorough understanding of interactive strategy development from website design and execution to on-line recruitment advertising.
- A sneak peak into the next generation of on-line products.

About Amy: Amy Walsman serves as Director, Business Development for NAS Recruitment Communications. Having spent the last 10 years as a recruitment strategy consultant for a diverse client roster, including both Fortune 500 firms and small start-ups, Amy has worked with a wide variety of clients to develop effective online strategies that define and shape an organization's recruiting efforts in the interactive marketplace of today.

Please reserve your seat by **Monday, July 30th** by emailing Kristi Cain at kcain@amtex-lh.com or by calling (513) 933-6205.

President's Message

The summer is rushing by and we hope you are enjoying it. We took July off from our monthly meetings and have not seen or talked with many of you since our June meeting where we discussed proposed FMLA updates with attorney Marc Fleischauer. The National SHRM conference was great with phenomenal speakers and over 22,000 HR professionals in attendance. SHRM's new logo was introduced with great response.

We hope to see all of you at our August 1st meeting.

Kristi Cain, SPHR - President B/WSHRM

Take Pride in how far you have come and have faith in how far you can go

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BWSHRM Local Membership Drive

Once again, we want to challenge our members to participate in another year of growth by inviting a new member to join our chapter. In return for a new member application, you are invited to join us at the next breakfast meeting at no cost to you. Together, we can make it happen!

To request a membership application, please contact our Membership Advocate:

Marc Fleischauer, SPHR – Partner, Porter Wright Morris & Arthur, LLP
 1 S. Main St., Suite 1600, Dayton, OH 45402
 937-449-6720 or mfleischauer@porterwright.com

Or visit our website at www.ohioshrm.org/butler and click on the membership link for more information. If you are a SHRM National Member, your local dues are only \$45 per year. If you want to join our local organization only, your local dues are only \$90 per year.

We hope to see you soon!



Challenge

In summary, the "Generation Mix" of the Swartzkopf population, Baby Boomers, Gen Yers, Gen Xers all have challenging attributes that managers and co-workers will need to adapt to in order to work effectively and efficiently together.

Bottom-line result is that the workplace of the future will have a shortage of skilled prime working-age talent, involve managing age diversity will be more important than ever, and reshape the workplace due to the norms and values of the younger workers.

Are you prepared?

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Fall 2007 Certification Preparation Course

The Fall, 2007 Certification Preparation Classes will be offered on Tuesday evenings from 6:00 - 8:30 PM beginning September 4, 2007. The sessions will be held at **Fairfield Senior High School at 8800 Holden Blvd, Fairfield OH 45014.**

The cost for the Fall 2007 Certification Class is \$685 for GCHRA or BWSHRM Chapter members; \$785 for non-members. The rate includes your SHRM Learning System, the class syllabus, at the discounted rate plus 12-weeks of preparation classes facilitated by certified HR professionals. Having your own learning system is critical for exam preparation as you will need to reference this material for additional self study and class homework. **Registration deadline is 8/17/07.**

For attendees who may already have the Learning System from a previous course, or those who are new to the HR field and are interested in the class as exposure only, the class cost is \$250 GCHRA or BWSHRM members; \$350 non-members.

SHRM LEARNING SYSTEM

The Learning System will be the curriculum for the program. The Learning System includes texts, CD's, sample exams, and many other tools to enhance your preparation for the exam. Participants may elect to use the Mathis/Jackson text titled Human Resource Management, 11th Edition and or PHR/SPHR Professional in Human Resources Certification by Sybex for additional materials exposure. These supplemental resources can be obtained at Amazon.com, other retail sites, and many local bookstores.

HRCI EXAM

The PHR and SPHR exams are on a computer based system through Thomson Prometric. There are two testing periods each year; May 1st - June 30th and December 1st - January 31st. Registration for the exam can be handled through www.hrci.org. Please note that registration for the Study Group does not register you for the exam.

Should you have any questions, or want additional information, please contact the GCHRA Office at 513.554.4747 or gchracincinnati@aol.com or Jeff Harvey on the BWSHRM Education Committee at 513-887-0001 or jharvey@gmvyvymca.org.

Accent on Human Resources: Avoiding National Origin Discrimination

A June 2007 case from the Sixth Circuit Court of Appeals provides an additional avenue for plaintiffs seeking to recover damages for employment discrimination based on national origin. The court in *In Re Rodriguez* expanded the concept of national origin discrimination, which is prohibited under Title VII and most state laws, to include “accent discrimination.” According to the court, “accent and national origin are inextricably intertwined.”

The plaintiff in the case sued his former employer, FedEx Freight East, Inc., under state law for national origin discrimination. He submitted affidavits from two co-workers asserting that a human resources manager for FedEx had made disparaging comments about his Hispanic accent and speech pattern. Allegedly, the HR manager had expressed concern about Rodriguez’s ability to “move up” in the company because of his accent. When he was passed over for a promotion, the plaintiff quit his job and sued.

The trial court had initially granted summary judgment in favor of FedEx, noting that such comments about an employee’s accent, even if they occurred, were insufficient evidence of national origin discrimination to warrant a jury trial. However, the appellate court reversed this employer-friendly decision, holding that Rodriguez’s evidence was sufficient to constitute direct evidence of national origin discrimination. Now a jury gets to decide the employer’s fate.

The Sixth Circuit’s decision illustrates a trend among circuit courts recognizing “linguistic discrimination” as being part and parcel with national origin discrimination. As a practical matter, managers and supervisors should be trained not to consider an employee’s accent or ethnic speech pattern in making employment decisions, and to refrain from comments and conduct that could later be used to support such a claim.

For questions, you may contact Marc Fleischauer, J.D., SPHR – Partner. Marc is a Butler/Warren County SHRM member and an employment lawyer with:

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HRCI's Question of the Week

Q. How many re-certification credits would I receive for attending **SHRM’s 2007 Annual Conference & Exposition**?

A. In calculating the credit hours for the SHRM Annual Conference please refer to the re-certification credit form at the back of the onsite program and add up all of the hours that you documented for all the sessions you attended. Please do not send this form to HRCI; instead, use the form to record your hours in your online re-certification record once you return home. We award credit on an hour-for-hour basis for the educational sessions attended. Credit is not awarded for general/keynote sessions or time spent in the Exhibit Hall. Typically if you were to attend all concurrent sessions you would receive approximately 12 re-certification credit hours. To receive credit in excess of this amount, for instance, if you attend pre-conference workshops, it will be necessary to list all sessions attended separately. You will also need to record your sessions separately if you plan on obtaining credit for sessions approved for strategic management or international credit.