



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

Save The Date ~ UNA & SHRM Offers 17th Annual North Alabama Human Resource Mgmt Conference!

Registration is now underway for UNA's 17th Annual North Alabama Human Resource Management Conference offered by Continuing Studies and Outreach and the Shoals Chapter Society for Human Resource Management (SHRM®).

You can register online at www.una.edu/continuing-studies (select Human Resources), or contact our office at 256-765-4862 to register by phone. Please share this email with others who may be interested.

17th Annual North Alabama Human Resource Management Conference

The Conference has been submitted for HRCI credit

June 13, 2011 * 8:00 am - 4:00 pm * Price: \$119/\$99 for SHRM® Members

Location: UNA Guillot University Center, Main Campus, Florence, AL

AGENDA

7:45-8:30 Check-In & Continental Breakfast

8:30-8:40 Welcome/Introductions

8:40-9:00 The Importance of HR In Driving Economic Change, Steve Holt

9:00-10:00 Understanding The Numbers: Accounting Skills For HR, Dr. Mark Lawrence

10:00-10:15 Break/Visit Exhibits

10:15-11:45 Leading & Managing Organizational Change, Dr. Gary Huckaby

11:45-1:00 Lunch/Visit Exhibits

1:00-2:15 Building A Business Case: Fact vs. Fluff, Paula Watkins, SPHR

2:15-2:30 Break/Visit Exhibits

2:30-3:30 Going Beyond The Numbers: Balanced Scorecards, Mike VanRensselaer, SPHR

3:30-4:00 Conference Wrap-Up & Door Prizes

"The SBDC at University of North Alabama is a part of the Alabama SBDC Network. Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Phillip Marks, UNA-SBDC, 143 Keller Hall on the UNA Campus, UNA Box 5248, Florence, AL 35632, Phone: 256-765-4668."



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COURSE DESCRIPTIONS

UNDERSTANDING THE NUMBERS: ACCOUNTING SKILLS FOR HR

For HR professionals to effectively influence the direction of the organization, they need to understand the language and tools of business. For most HR professionals this means developing an understanding of basic accounting and finance concepts. In this session you will learn valuable accounting fundamentals: including budgeting concepts, balance sheets, income statements, and financial ratios.

Course Objectives

1. Understand common accounting and finance terms
2. Learn to analyze tools such as balance sheets and income statements
3. Calculate simple financial ratios

LEADING & MANAGING ORGANIZATIONAL CHANGE

Leading change means identifying what an organization or group needs to do differently in the future, and developing and implementing plans for change. This business skill is crucial because all organizations need significant, ongoing change - in structure, work process & technology.

Course Objectives

1. Understanding the four phases of change
2. Leading through change
3. Overcoming the resistance to change from within organizations and from within people personally
4. What we can do from the HR position to be an agent of change



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BUILDING A BUSINESS CASE: FACT VS. FLUFF

Often having a great idea is not enough. Before the change process can begin managers must sell the idea to senior managers and key stakeholders. In most organizations this means building a solid business case.

Course Objectives

1. Gaining a basic understanding of the fundamental principles for building and presenting a business case
2. A best case / worst case understanding of why some business cases fail while others succeed
3. Understanding the key success factors of the business case for supporting decision making and planning
4. Providing the rules for deciding which costs and benefits belong in the case
5. How sensitivity and risk analysis work for building confidence and credibility into the case

GOING BEYOND THE NUMBERS: BALANCED SCORECARDS

Ever since Robert Kaplan and David Norton introduced the concept of the Balanced Scorecard in the mid 1990's, organizations large and small have used it to help translate strategy into results. This program provides a simple introduction into what the Balanced Scorecard is and how it can be used to help drive change in your organization.

Course Objectives

1. Introduce the Balanced Scorecard concept
2. Discuss four pillars within the Balanced Scorecard framework
3. Understand the concept of Strategy Maps
4. Learn about Key Performance Indicators



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SPEAKER INFO

DR MARK LAWRENCE, CPA, CMA, CFM, CB, has been a Professor of Accounting at the University of North Alabama since January 2004. Prior to joining UNA, Dr. Lawrence was an Adjunct Professor in Accounting at the University of Alabama at Birmingham, Jefferson State Community College, and Faulkner University. He has over 20 years of Professional accounting experience working for Sonat Inc., Southern Natural Gas Company, El Paso Corporation, and Vulcan Materials Company. He is a member of the American Institute of Certified Public Accountants (AICPA), the Institute of Management Accountants (IMA), the American Accounting Association (AAA), and the Alabama Society of Certified Public Accountants (ASCPA).

GARY C. HUCKABY, JR., Ph.D., is a nationally recognized author, consultant and professional speaker. He received his Ph.D. in Industrial/Organizational Psychology from the University of Mississippi, his Bachelor of Science degree from the University of Alabama in 1986. In the past twenty years he has built an impressive resume including, teaching at both the elementary and collegiate level, owning a construction company, hosting a daily talk radio show, and taking an interim role as President of an international manufacturing company. As a founding partner and President of Huckaby Consulting Group, Inc., he has been the recipient of the "National Durrance Award" given to the most outstanding academic advisor, the "Delta Leadership Award", the Small Business Administration "Excellence in Consulting" Award-Mississippi, 1995, and the Junior Achievement "Instructor of the Year" Award- 2001 for the State of Alabama. Dr. Huckaby provides keynote speeches, leadership training, executive coaching and HR related consulting to companies all across the country. He maintains a busy schedule consulting and speaking to a wide variety of corporations ranging from small family owned businesses to Fortune 500 companies throughout the United States and abroad. He has published numerous articles in both professional journals and trade magazines and authored two books, "Lead Like a Lizard" and "Build a Bridge and Get Over It." He has shared the stage with names such as Zig Ziglar, Ken Blanchard, First Lady Barbara Bush, Katie Couric, Dave Ramsey, Joe Montana and Senator Trent Lott. His hobbies include golf, hunting, and fishing, coaching softball, welding, scuba diving, houseboating, carpentry and flying. Gary and his wife Stacey have two daughters and reside in Huntsville, Alabama.

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PAULA WATKINS, SPHR - Vice President, Human Resources has over 30 years of experience in Human Resources and Operations. Her expertise includes employee relations, compliance, workers' compensation and risk assessment, recruitment and retention, compensation and benefits. She has written and executed three OSHA safety training grants for her own company, Priority Two, Inc. She has been successful in worker' compensation reduction programs and, to date, she has a perfect positive record with EEOC complaints. Her background includes extensive experience with recruiting and staffing for manufacturing, services and government entities with which she held Executive Vice President and Regional Management positions. Paula received her undergraduate degree from UCLA and her Masters from the University of Missouri-St. Louis. She has been certified as a Senior Professional in Human Resources (SPHR) since 1997 and retains currency through the Human Resources Certification Institute (HRCI). Paula is past director of the Alabama SHRM State Council and served on a national Board of Governors for SHRM. She continues to support her local chapter and the State Council by holding a variety of positions. She is Chairman of the Board for the Anniston Museum Complex; is a graduate of Leadership Calhoun County; served six years on the Chamber of Commerce Board; and is an active Rotarian. Paula has been honored by the Girl Scouts of America as Business Woman of the Year and three times by the Calhoun County SHRM as Human Resources Professional of the Year and with a Human Resources Lifetime Achievement Award.

MIKE VANRENSELAER, SPHR is the Human Resources Officer for Bank Independent, where his primary areas of focus are developing and coordinating the talent management programs (succession management, competency modeling, performance management, etc) as well as managing the training and development function. Mike's resume includes experience as the Human Resources Manager for a manufacturing company, staffing specialist for a Fortune 500 staffing firm, and owner of HR Advantage, a training and Human Resources consulting organization. Mike is Past President of the Shoals Chapter -SHRM, and a certified Senior Professional in Human Resources (SPHR). He has received an M.B.A. and a B.S. in Finance from the University of North Alabama. In 2008 he became certified through The Institute for Personality and Ability Testing, Inc. (IPAT) to deliver and evaluate the 16-PF and other IPAT approved behavioral assessments, and in 2009 he became certified through the Platinum Rule Group to deliver Relationship Strategies workshops and seminars. Mike lives in Muscle Shoals with his wife, two children, a dog, a cat, a fish, and two hamsters.

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