



Alabama Small Business Development Center Network

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

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UNA's 16th Annual North Alabama Human Resource Management Conference - Registration Underway!

Registration is now underway for UNA's 16th Annual North Alabama Human Resource Management Conference offered by UNA 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. We accept all major debit and credit cards. Please share this email with others who may be interested.

****The Conference has been approved for 6 hours of Strategic HRCI Credit****

Course Number: 11-HR0602

June 2, 2011 * 8:00 am - 4:30 pm * Price: \$119/\$99 for SHRM® Members

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

COURSE DESCRIPTIONS:

THE FUTURE OF HR: WHAT'S NEXT FOR THE PROFESSION?

For most organizations today, the business focus has shifted from short-term survival to long-term sustainability as the U.S. and global economy continue to recover slowly from the 2008-2009 recession. Achieving sustainability will be a true test of HR leadership in the uncertain economy ahead. In this presentation, you will explore four major challenges HR professionals are facing today and a two-part strategy for turning the challenges into opportunities for your organization. In addition, you will look at a case study of Zappos.com, where the strategies have brought impressive bottom-line results, as well as employee retention, engagement, and productivity.

BEST PRACTICES IN TALENT MANAGEMENT STRATEGY:

Do you have a comprehensive strategy in place to meet your critical talent needs over the next five or ten years? If not, you are probably as concerned as the CEOs in many surveys who worry that they will not have the talent they need to compete in a recovering global economy. In this presentation, you will explore the main demographic and other drivers of the global competition for critical talent, the six components of an integrated talent management strategy, and some tactics for making this strategy a real priority at your organization.

"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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ORGANIZATIONAL EXCELLENCE THROUGH COMPETENCY BASED HR SYSTEMS:

This program will introduce participants to building a competency based HR system. Topics to be discussed include; using competency programs to help the organization produce financial results, best practices in building competency programs, and using competencies in hiring, training and other HR based activities.

Course Objectives:

- Using competencies to drive financial performance
- Gaining organizational support for your competency program
- Best practices in building a competency model
- Integrating competencies into hiring, retention, succession planning, performance management and employee development

TAKING HR TO THE FRONT LINES:

How many Human Resource managers do you have in your company? In reality, every manager in your company needs to know human resources. Human Resources Management does not operate in isolation but rather must be integrated into the fabric of your business. Failure or success will largely be determined by how you manage and maximize your human capital. The most important component of strong Human Resource Management is not the plan or the implementation of the plan (although both are important). Where you will fail or succeed lies in the people who must carry out the plan: your supervisors. Do your supervisors know human resources? If not, they can increase liability, hurt retention, and tolerate inefficient production. On the other hand, supervisors who know how to manage human resources can not only limit risks but also cultivate and maximize the key to success: our people.

AGENDA

7:30-8:00	Check-In
8:00-8:30	Welcome/Introductions
8:30-9:30	The Future of HR: What's Next for the Profession, Janet Parker, SPHR, GPHR
9:30-9:45	Break/Visit Exhibits
9:45-10:45	Best Practices in Talent Management Strategy, Janet Parker, SPHR, GPHR
10:45-11:00	Break/Visit Exhibits
11:00-12:30	Organizational Excellence through Competency Based HR Systems, Mike Van Rensselaer, SPHR
12:30-1:15	Lunch
1:15-2:45	Organizational Excellence through Competency Based HR Systems, Mike Van Rensselaer, SPHR
2:45-3:00	Break/Visit Exhibits
3:00-4:00	Taking HR to the Front Lines, Matt Oglesby, SPHR
4:00-4:20	Conference Wrap-Up

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SPEAKER INFO:

JANET PARKER, SPHR, GPHR is the Chief Global Membership Officer of the Society for Human Resource Management (SHRM), the world's largest association devoted to human resource management. Parker oversees all strategic outreach and liaison activities with SHRM's 250,000 members throughout the United States and in more than 140 countries. Prior to joining SHRM, Janet Parker was executive vice president of human resources at Regions Financial Corporation in Birmingham, Alabama. Parker's department had responsibility for providing strategic HR direction to Consumer Services, Business Services, Trust, and the bank's Management Associate program. Parker also held various senior HR positions in small and medium sized organizations in non-profit, insurance and manufacturing. A SHRM member for 21 years, Parker has held a variety of volunteer leadership positions at the local, state and national level. She was chair on the 2007-2008 SHRM Board of Directors and Immediate Past Chair on the 2009 SHRM Board of Directors. In January 2008, Parker was appointed by President Bush to serve on the President's Advisory Council on Financial Literacy. Her role on the Council was Chair of the Workplace Committee. Most recently, Parker served on the Advisory Council for the Birmingham Society for Human Resource Management (BSHRM) and was also on the board of the Central Alabama Financial Education Coalition. She received her undergraduate degree from Jacksonville State University in Jacksonville, Alabama.

MIKE VANRENSELAER, SPHR is the Human Resources Officer for Bank Independent, a regional financial institution based in North Alabama. His professional background includes experience as the Human Resources Manager for a manufacturing company, staffing specialist for a Fortune 500 staffing firm, and owner of HR Advantage, an employee training and consulting organization. Mike is past President of the Shoals Chapter of Society of Human Resources Management (SHRM). He is a certified Senior Professional in Human Resources (SPHR). He received an M.B.A. and a B.S. in Finance from the University of North Alabama. Mike is certified through The Institute for Personality and Ability Testing, Inc. (IPAT) to deliver and evaluate the 16-PF and other IPAT approved behavioral assessments. He is certified through the Platinum Rule Group to deliver Platinum Rule workshops and seminars. Mike has designed and delivered dozens of training programs for organizations such as Sunshine Mills, Walgreens Customer Care Center, Gold Kist, SCA Tissue, Essex Wire, Huntsville City Schools, Domco, Tarkett, The University of North Alabama, Martin Supply Company, Southern Accounting Systems, and Buffalo River Service.

MATT OGLESBY, SPHR currently works for CB&S Bank as an HR Generalist. He has a broad range of experience, including almost 20 years of management experience and over 13 years of public speaking experience. He serves as the President-elect for the Shoals Chapter-SHRM. He earned his BS in Human Resource Management at the University of North Alabama, and he is currently working on his MBA. In addition, he teaches several human resource classes for the University of North Alabama's Continuing Education.

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