

SHRM NEBRASKA STATE COUNCIL

Society for Human Resource Management

August, 2005

Message from Your State Council Director Ruth Jones, SPHR

Dates to Remember

- September 15-16 SHRM Nebraska State Conference Omaha, NE
- October 24-26 SHRM Workforce Diversity Conference Las Vegas, NV
- October 26-28 SHRM Strategic HR Conference New York, NY
- December 1-January 31 HRCI PHR/SPHR Exam Window
- December 1-31 HRCI GPHR Exam Window

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AFFILIATE OF



She's gone, oh I, oh I'd
Better learn how to face it
She's gone, oh I, oh I'd
Pay the devil to replace her
She's gone – what went wrong.
Hall & Oates

My personal highlight from the 2005 SHRM National Conference in San Diego was the Hall & Oates concert. Not that the sessions weren't outstanding, the keynotes motivating and the networking, well, really fun. There was just an overwhelming amount of information and change to bring back and assimilate into the workplace.

Hall & Oates were inspiring. Their musical genius is a given. Woven in with their melodies are some wonderful lyrics that just happen to reflect some HR lessons. For instance, take their song "She's Gone". It's about a guy who loses a girl and laments about the loss. Or could it be about a corporation who loses a talented employee and laments the loss? Picture a manager, coming to the realization that he's lost a key employee that keeps his department running. He shouts – "she gone-on-on-on-on", in the same way Daryl Hall does near the end of the song. Now that's a mental image with a stickiness factor.

The song, "She's Gone", doesn't have a lot of HR lessons beyond the basic theme. There is a good point about "paying the devil to replace her". I assure you that this is not a reference to the moral character of who ever will help replace her. I take it as a statement about how much turnover costs. It's just a vivid image, no raw data about the costs of turnover.

Turnover in general can be good and bad, painful and include the occasional pleasant party to celebrate the moving on of a not-so-team-player. There are moments, acting like a Lamaze coach, reminding the manager about to let someone go to breathe. "We have to let you go. You have some great strengths, but for some reason we chose not to use them between 8 and 5."

At any rate, there's emotions tied to these events. It helps embed the memory of events into our cerebral cortex.

If you've read the tipping point, it talks about the stickiness factor of a message. Does it stay with you? Those emotional employee conferences sure stick. As I look back I can still remember the first employee I let go. The memory has faded over time, but it's still there. It was one of those shocking meetings without tears where the employee simply states "I can't believe you didn't fire me weeks ago". And here I'd agonized over the decision.

If you really want a message with a stickiness factor, look to 80's pop music. Last year I spent 3 plus hours in an 80's bar and was amazed that I could recall every single song and lyric. The seasonal entertainment exemption under the FLSA that I just read – well I can barely recall the facts.

If only we could somehow combine 80's music, or any music, to our educational conferences. Imagine the stickiness factor of Eric Chester at the Nebraska State Conference belting out a few lines about "Generation, why, why, why, why, why". Of course it's not what we are expecting, so it will be sticky in the way an awkward, uncomfortable moment sticks with you, not in the way a catchy tune sticks.

Until singing about white-collar exemptions becomes main stream, I'll have to rely on Hall & Oates for my HR lessons. Next time, we examine the meaning of "Say it Isn't So". I'm sure the line "say it isn't so painful to tell me that you're dissatisfied" has something to say about employee retention and morale.

I hope to see you next month at the SHRM Nebraska State Conference in Omaha. I know you will find an unbeatable educational value, some fond moments at the opening reception and an educational stickiness that you can take back to work.

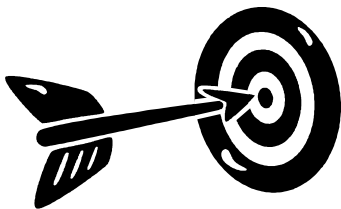
Ruth Jones, State Council Director

EEOC National Mediation Program

The U.S. Equal Employment Opportunity Commission (EEOC) is eager to share with human resource professionals information about our National Mediation Program. When a charge of discrimination is filed against a company, mediation usually is an alternative to the traditional investigation process. An early resolution also can avoid the need for litigation down the road.

Participating in mediation is always voluntary and 96% of employers who have tried the EEOC's mediation program tell us that they would do so again. That's why we are proud to bring you a brand new video - 10 Reasons to Mediate - featuring testimonials from employers about their positive experiences with the National Mediation Program. To view a trailer, and learn more about the program, please visit our web site at www.eeoc.gov.

The EEOC will be pleased to send every requestor a free compact disc containing the entire 14-minute presentation. You are welcome to obtain one for your own company and/or for display at an upcoming group meeting. To request a copy, please send an e-mail request to MediationCD@eeoc.gov or leave a voice message at (202) 663-4823.



2005 SHRM Nebraska State Conference September 15th and 16th in Omaha

HR: On the Hunt, the 2005 SHRM Nebraska State Human Resource Conference, will be held on **September 15 and 16** at the Qwest Center Convention Center in Omaha. Pre-Conference activities include; a SHRM Academy Workshop, "Building Business Strategy for HR Professionals", presented by Dr. Gautam Ahuja, Professor of Corporate Strategy and International Business at the University of Michigan Business School, and "Creating an Issue Free Workplace" presented by Ray Weinberg of SilverStone Group. The SHRM Academy value priced at \$299 (instead of \$499 at SHRM Conferences) and will run from 8-5. This workshop qualifies as Strategic credit for SPHR recertification. Ray Weinberg's session will run from 3-5 and is included in the base price for the State Conference.

A Welcome to the Hunt Networking and Exhibitor Reception will be held on the 15th from 5 to 8 p.m. Join us for food, drinks and entertainment. Relax, visit with exhibitors at their booths, and enjoy the blue grass sounds of the Toasted Ponies. All SHRM academy and conference attendees are invited at no additional cost.

Margaret Morford, President of The HR Edge, Inc., kicks off the conference on the 16th with her funny and telling presentation "Running with the Big Dogs". If you want to grow in your professional role, do not miss Margaret's advice. The conference offers three break out sessions with four tracks; Strategic Management, Staff Development, Skill Building and Compensation and Benefits. Cy Wakeman, sponsored by Career Design, Inc./OI Partners, will be back by popular demand providing two training sessions. Plan to stay to the end and enjoy the entertaining and valuable lessons from Eric Chester, the premier expert on Generation Why; in fact, he coined the term. Register early for the best rates - September 15th and 16th. Prices are \$149.00 for SHRM or state chapter members and \$179.00 for non-members. After August 26, rates increase by \$30.00. Visit www.shrm-ne.org for complete details. All registrations are on-line. Pick pay by credit card or pay by check. If you pay by check, please print the receipt to mail with your check.

Study: Workers Worldwide Seek Improved English Skills By Bill Leonard

English is generally recognized as the dominant language of corporate globalization. And a recent worldwide survey of more than 4,000 workers reveals that most workers believe their skills in speaking and writing English are definitely lacking. More than 90 percent of the 4,000 employees responding to a worldwide survey conducted by English language instruction firm GlobalEnglish said English is either "critical" or "important" for performing their current jobs. Only 9 percent, however, said their current skill level is "sufficient" to do their jobs. Nearly 90 percent of respondents, meanwhile, believed they would be more likely to be promoted if they could speak and write English better. "The results of the research surprised even us. The need for English is much greater and growing faster than we anticipated," says Ron Hoge, President and CEO of GlobalEnglish. "Global companies that are aware that English is critical and know improved English skills will help to improve productivity and avoid costly communication errors and delays."

Local Culture, Language Skills Still Important

Recent statistics would seem to support Hoge. According to Internet World Stats, for example, English is the primary language of about one-third of all Internet users. Chinese is the second most common language, but is used by a comparatively low 13 percent. According to some statistics, meanwhile, more than 70 percent of all web sites use English as the primary language and nearly 90 percent of all commercial web pages are posted in English. But while English is the dominant language of international commerce, some global business analysts believe organizations that concentrate on using English only will be cutting themselves off from a huge sector of the global marketplace. Worth keeping in mind: More than 5 billion of the estimated 6.5 billion people in the world don't speak or write the language. Increasingly, then, many employers are now challenged by the need for multilingual workers. English proficiency is important because the vast majority of coding for all computer software is based on English, but global employers also need workers who can perform on the local level. Some economic development specialists have coined the term "glocalization" to describe the balancing act global organizations must do to merge global business interests with the economic and cultural facets of competing in local markets. (A recent report issued by the U.S. National Intelligence Council urged multinational organizations not to forcibly export Western practices and culture when globalizing operations.)

Finding a Balance

"Glocalization means sensitivity to social interest and sensitivity to community needs and to local culture and language." Users prefer that their computers 'speak' to them in their own language, challenging businesses to develop communications systems that work both on the global and local levels. "On the web, product information, product support information and even web-based software applications must be updated whenever necessary," said Bert Esselink, a software developer for multilingual web-based projects and author of the book *A Practical Guide to Localization* (John Benjamins Publishing, 2000). Global business experts generally agree that the most successful international organizations will be those that can build systems that enable global communications.

Bill Leonard is senior writer for HR News and HR Magazine.

WIN A FREE STATE CONFERENCE REGISTRATION

It's easy and rewarding to nominate an individual or a company for the **HR Professional of the Year** or **HR Employer of the Year** Awards. If you submit a nomination application for one of these awards and your nominee is selected, **you will receive one free registration** to the 2005 Nebraska Human Resource State Conference. See article on page 2 of this newsletter for conference information. It's SIMPLE to nominate! Answer these questions for your application:

HR Employer of the Year

How is the company advancing the HR Profession?

What are the best HR practices of this company?

HR Professional of the Year

What have they done to advance the HR Profession?

What is their HR experience? Provide a summary only.



Email information to Nancy Conway at nancy.conway@cabelas.com and put **HR Nomination** in the subject line. Nancy can be reached at (402) 323-4447 if you have any questions.

SHRM NEBRASKA STATE COUNCIL NEWSLETTER

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Society for Human Resource Management

The SHRM Nebraska State Council serves the needs of Human Resource management practitioners by providing the most essential and comprehensive resources available to promote individual growth. Additionally, the Council is committed to advancing the Human Resource profession and capabilities of all Human Resource practitioners to ensure that human resources is an effective partner in developing and executing organizational strategy. The Council is affiliated with the Society for Human Resource Management and serves the nearly 2000 Human Resource professionals in Nebraska. For information on programming, including the Nebraska State Conference, visit www.shrm-ne.org.

This is a publication of the SHRM Nebraska State Council. SHRM Chapter members are encouraged to submit items for publication to the Public Relations Director: Roger Hays, Senior Vice President, Career Design, Inc./OI Partners, 9802 Nicholas Street, Suite 375, Omaha, NE 68114. Phone: (402) 399-8181; Fax: (402) 392-1029 or send e-mail: RogerLHays@aol.com.

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Advancing the Profession