

MAY PROGRAM MEETING

Culturetopia

Speaker: Jason Young,
LeadSmart

Marriott Southern Hills
1902 E. 71st Street

May 20, 2009

Program Meeting 11:15-1:00



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TAHRA NEWS

May 2009



2007 SHRM **SUPERIOR MERIT AWARD**
CHAPTER Chapter 0175

MAY MEETING

Culturetopia: Creating the ultimate high-performance workplace

by Jason Young



This program has been approved for 1.00 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit the HR Certification Institute website at www.hrci.org. The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

This keynote presentation is an introduction to Jason Young's innovative perspective on how to create and sustain a high-performance workplace where people can do their best work. A wide range of cultural factors combine to drive the behavior of managers and those employees who do the real work of serving customers and making products. Jason shows how companies can create a high performance culture that will produce the desired performance outcomes in productivity, profitability, employee retention and customer satisfaction. The key is intentionally identifying and developing the essential factors that impact performance for any organization: leadership principles, management practices, team alignment and employee behavior.

These are the elements that truly define great leadership and organizational culture that have the greatest impact on results. Jason uses his experience as a manager, trainer, and consultant to dozens of leading companies to develop the concept of Culturetopia: the ultimate high-performance workplace. In this presentation, Jason provides practical, easy to implement guidance to the seven key determinants that make a healthy, productive and profitable culture of any team or organization.

Jason Young

Jason Young, president of LeadSmart, Inc., has been called a "rare breed" when it comes to developing leaders, teams and customer service initiatives.

As a former executive at Southwest Airlines, Jason learned the value of a successful workplace culture. During his 10 years with them, the airline was consistently rated No. 1 in customer service and employee satisfaction. He was a key driver in creating and developing the company's innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today.



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Must be web-ready GIF with size 125/99. All banner advertisements must be submitted in electronic format. No mechanical products will be accepted for placement. Animated ads are acceptable. All advertisers must provide their own artwork acceptable to TAHRA. All production charges will be the advertiser's responsibility and TAHRA does not pay any commissions or fees. Mechanical copies must be submitted for TAHRA files.

Home Page, Career Center and Directory Pages - \$500 for 90 Days—\$1,500 Annually

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\$1,500 (individual ads valued at \$2,100)

Full Page \$450

\$2,000 (individual ads valued at \$3,150)

PROGRAM SPONSOR ~ MONTHLY MEETING OR SPECIAL EVENT \$400 (avg. 100-175 members in person)

1. Exclusive sponsor for the meeting.
2. Display table in the registration area. Banner, brochures, and giveaways are acceptable.
3. Three (3) minute organizational presentation.
4. Company name and logo included in the e-newsletter the month announcing the program.
5. Written company informational packets at each place setting.
6. Door prizes are acceptable, but will be presented after collection of business cards, when the educational session is completed (at the end of the meeting).
7. Organizational name on meeting agenda.
8. Food & beverage for two (2).

NEW!! Let us develop your CUSTOM MULTI-MEDIA PROMOTIONAL PACKAGE

All packages earn discounts on further options. Run a banner or website ad, sponsor a hole at the golf tournament, a program or a networking event, run ads in the newsletter, get a set of mailing labels, and send e-blasts at holidays... We'll build a package you can afford that will keep your name in front of HR professionals all year long!

Contact Susan McGinnis, Fundraising Chair, 918-369-5900 or susan@benex.org



Visit the new
TAHRA.org website!



"Making A Difference"



I am pleased to announce Goodwill Industries of Tulsa has selected TAHRA to receive its Community Partner Award. Each year Goodwill Industries recognizes the organization who partners with Goodwill in a way that allows them to successfully further their mission.

Mission: Goodwill Industries of Tulsa, Inc. provides work opportunities, job training and support services for people with disabilities or other employment barriers.

TAHRA members have volunteered at life skills classes conducting mock interviews to assist and prepare Goodwill clients for real life interviews for jobs across Tulsa and the surrounding communities.

Edgar J. Helms started Goodwill Industries in 1902 in Boston. He was inspired to help the poor immigrants of the area to improve their quality of life by searching out unwanted clothes for them to repair and sell.

In 1927, Goodwill Industries of Tulsa was incorporated after humble beginnings in the basement of the West Tulsa United Methodist Church. Goodwill of Tulsa has grown considerably in the last 80 plus years and currently is located at 2800 Southwest Boulevard.

Goodwill is proud of the services they have provided to clients of the Tulsa area. In 2008, their community impact included the following:

- ~ Employed more than 750 individuals
- ~ Placed 152 people in job assignments with community businesses through Goodwill's Staffing Services
- ~ Provided job training, case management and placement services to 2,100 individuals with barriers to employment through Goodwill's Workforce
- ~ Assisted 244 dependent family members of TulsaWORKS trainees through case management services provided by Goodwill's Workforce Development programs
- ~ Placed 335 individuals in jobs in the community
- ~ More than 336,000 community members donated clothing and household items to Goodwill
- ~ Over 636,000 customers shopped in Goodwill's stores

As you can see, Goodwill is "Making a Difference" and I am honored that we are "Making a Difference" with them.

Holly Fisher

Holly Fisher, PHR
2009 President



Leave a L.E.G.A.C.Y.:

Developing Inclusive Leaders for High-Performing Teams

This interactive workshop will guide you through exercises and an integrated strategic approach that will

- Increase your own effectiveness as a leader of diverse teams
- Improve self awareness and an understanding of how reactions to team members will impact their ability to reach their full potential
- Enhance skills for speaking up against stereotypes without blame or guilt
- Support your efforts as an HR professional to develop inclusive leaders within your organization

Attendees will actually participate in exercises that can be used with a number of audiences and settings to drive inclusive behaviors that support diverse team success.



Alison Anthony
Williams Director of Diversity and Community Relations
President, Williams Foundation

Alison Anthony is the Director of Diversity and Community Relations at Williams and President of the Williams Foundation. She joined Williams in 1999, and previously served in roles at the company as manager of diversity, human resources business partner, consultant for performance management and leadership development, and director of Employee Relations. Alison's previous professional experience includes work in the staffing industry, as well as in higher education at Oklahoma State University.

A graduate of Oklahoma State University, Alison has a bachelor's and master's degree in English.

Alison is dedicated to helping people reach their full potential and demonstrates that commitment in both her professional and personal life. The Mayor's Commission on the Status of Women honored Alison with the Pinnacle Award in 2007 for significant contributions toward improving the status of women in the community and for taking risks on behalf of others. Her current community involvement includes serving on the board of directors for the Oklahoma State Human Resources Council, Community Service Council of Tulsa, and Planned Parenthood of Arkansas and Eastern Oklahoma. Alison also serves on the Tulsa Reaches Out Advisory Committee and the Fine Arts Advisory Board for Tulsa Public Schools.

Alison and her husband Mark Wilson reside in Sand Springs, Oklahoma and have five children.

Visit the new
TAHRA.org website!





- Reduce health care costs, absenteeism, and stress while increasing productivity and retention
- Develop a corporate fitness center
- Promote Wellness and Healthy Lifestyles
- Improve your wellness program participation by offering onsite fitness classes

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Contact Scott
 Ph: 918-798-8144
 email: Scott@wellfitresource.com
www.wellfitresource.com

*Something
New:*

EVENT TRACKING HELPS MAINTAIN CERTIFICATION

Ann Ferguson, Registration Committee Chair

Our new website now allows us to track how many events you attend in a year. This is most helpful for maintaining your certifications. It could also be helpful for companies that want to track the events you attend. You must register for each event online in order for us to do that. Paying at the time of online registration is also a way to make our registration process go smoother. If you must pay at the door you can speed up your trip past the registration desk by having your check made out before you get there.

SHRM Foundation

Beverly Griffin, Chair

We had a great response when we passed the hat in our April 15 program meeting. Throwing in some loose change myself, we officially collected \$66.00 for the SHRM Foundation.

This is approximately 25% of the \$278.50 that we need to increase our last year's contribution by 10% which is what we, as a local chapter, have been challenged by our State Council to do.

The SHRM Foundation has committed a total of \$100,000 annually for scholarships to be awarded to national SHRM members pursuing a degree in human resources or SPHR, GPHR, PHR or California certification. Members working in the media industry and pursuing a college degree are eligible to apply for the Barbara Sanchez Scholarship.

In addition, chapters and state councils are eligible to compete for the scholarship monies to fund programs that promote SPHR, GPHR, PHR or California certification. (Note: National SHRM members includes professional, general or associate members. Student members and local-only members of chapters are not eligible for this scholarship program.)

<http://www.shrm.org/about/foundation/scholarships/Pages/Default.aspx>



METRO TAHRA – Issues related to HR & our community...

Denise Reid, Chamber Liaison

The Tulsa Metro Chamber has launched three new websites to showcase, highlight and sell Tulsa to individuals, new businesses, site selection consultants, college students and job seekers. The new sites are www.tulsachamber.com, www.growmetrotulsa.com and www.choosetulsajobs.com. The ChooseTulsaJobs.com site provides excellent tools for recruiters and HR professionals for introducing the live, work and play quality of life Tulsa has to offer job seekers. The site can also be utilized as a retention tool for reminding current employees about the many benefits Tulsa offers from cost of living, 2nd shortest commute, housing, entertainment venues and more.

Summer Youth Program – ijobs

iJobs is a new summer youth employment program funded by the Tulsa Workforce Investment Board. The funding for the program came from the American Recovery and Reinvestment Act (ARRA), which was signed by President Obama in February.

Workforce Tulsa will use the funds to employ 200 youth ages 16-24 in jobs across the Metro Tulsa area. The program will feature a three week work readiness camp to prepare students for their six week on-the-job opportunity with local businesses. Youth will work on-the-job 32 hours a week (Monday -Thursday) with Fridays reserved for leadership development. Youths will be paid \$8 an hour and all wages and insurances are covered by Arbor Education and Training (an agent of Workforce Tulsa).

Employers who participate are asked to manage youth and provide quality hands-on training experience during their six weeks on-the-job at their businesses. Employers are NOT responsible for paying youth. Career coaches, summer academy leaders and staff will all work to support the youth and businesses throughout the summer program.

If you are interested in learning more about how you can get involved with this program please contact Monroe Nichols at monichols@cityoftulsa.org or at 918-720-5271 or visit www.ijobstulsa.com.

ADVANCING THE PROFESSIONAL – MEMBER MOVES

TAHRA's New Fundraising Chair: Susan McGinnis, RHU, BenEx

A TAHRA member over the last 5 years, Susan McGinnis has stepped up to Chair the PR Committee's Fundraising efforts. Imagine our joy!

Susan is a partner and Vice-President of BenEx Insurance, an employee benefits insurance agency in Tulsa. As a broker she sells and provides ongoing customer service for group insurance products –Health, Dental, Life, Disability, Cafeteria Plans, Health Savings Accounts, Wellness Programs, and Voluntary Worksite Products. BenEx also handles larger client needs for Self-Funded benefit plans, Reinsurance, Business Travel Accident, Employee Assistance Programs and COBRA Administration.



Besides TAHRA, Susan is a member of the National & Tulsa Associations of Health Underwriters (NAHU & TAHU), Tulsa Employee Benefits Group (TEBG), and Bixby & Tulsa Metro Chambers of Commerce. Under Susan's leadership as its President, TAHU earned the National Outstanding Chapter award for 2006. In 2007 she won both the Health Underwriter of the Year Award recipient by the Oklahoma State Association of Health Underwriters (OSAHU) and the Presidential Citation Award from the National Association of Health Underwriters.

Contact Susan for information on TAHRA partnerships, sponsorships and advertising at 918.369.5900 or susan@benex.org.



NEW MEMBER ORIENTATION

1. Welcome, New Members!

2. New Members consider committees to join.

3. New Members hear about volunteer opportunities.

4. New Members learn about TAHRA activities.

5, 6, 7, 8. New Members play the Penny Game.

9. New Members at Orientation.

Members Helping Out:

1. Travis explains the Hospitality Committee.

2. Bryan Wempen, at-large Website.

3. Debbie Brown, answers an HRCI question.

4. Georgeanna McCombie, Education Committee.

5. Having welcomed the new members, Sharon tries to recall what she was doing the year of her penny.

6. Laura Messer, College Relations Chair.

7. Jeff Matthews, VP Diversity.

8. Rebekah Hipp, VP Programs.



MEMBERSHIP

Sharon Goss, VP Membership & Travis Jones, Hospitality Chair

WELCOME NEW MEMBERS

Ashle Hollander	American Airlines	Judy Horvath	Metro Builders Supply
Eric Smith	Blackwell Smith, P.C.	Katherine Carns	Osage Million Dollar Elm Casino
Sara Natale	Knightsbridge Resources, LLC	Leslie Thonsgard	Linde Process Plants, Inc.
David Patterson	Parkside Psychiatric Hospital & Clinic	Lynn Peters	Cricket Communications

TAHRA NETWORKING EVENT

Please join your TAHRA colleagues for an evening of networking and fun! This will give you a chance to meet new members, seasoned members and the TAHRA Board.



**Thursday May 14th 5:30 to 7:30
at Dave & Busters**

Details: Appetizers, drinks and game cards will be provided (complimentary for members)

There is no cost to attend as a TAHRA member but you must register on the TAHRA website. Guests are welcome and also must be registered on the TAHRA website. The cost for a guest is \$10 (food costs) and then they would be responsible for any drinks or games that they want to play.

Join us for some...

**NETWORKING
& FUN**

**Door Prizes
for
Members!!**

LEADERSHIP DEVELOPMENT

Bill Young, VP Leadership Development

Development In A “Down” Economy

If you are a human resources professional and have worked in the HR field for at least 10 years you have probably had the experience of being in a “down” economy. (Of course we are currently in a similar economy now but if this is the first one you have been in, in your career, you may lack a basis for comparison.) If you have, you know that one of the first things that companies typically cut is discretionary travel and training. This usually hits things like seminars and workshops since they are usually held in some nice locale such as Southern California or Florida and involve travel and lodging in addition to the actual registration fee.

The next thing to go is more traditional training and development activities. This may be things like local classes or training offered on topics that are helpful but not necessarily mandated or required such as environmental, health or safety training. If times continue to get tougher then not only is the training budget cut, but actual reductions in force of training personnel occurs. In training and development circles, training is generally thought of as the last position to be hired and the first to be fired.

As I wrote in this Newsletter in January, development is something that you personally have to do, good economy or bad. By the same token, development is something you should be encouraging your employees to do as well, good economy or bad. So, you ask the question, how can I develop my company’s employees if we don’t have a training and development budget? I’m glad you asked because that is what I am going to tell you. In fact, I am going to tell you ten ways you can develop both yourself, and your company’s employees that won’t cost you a dime.

Before I list the ten no-cost development options, I’d like to reintroduce a concept that I also wrote about in an earlier article. That concept is the 70%/20%/10% model of development.

This concept suggests that over the working lifetime of an individual that 10% of their development occurs through formal classroom training which can be a combination of formal training within a company or formal training outside of company such as workshops, seminars, continuing education, etc. Generally, when employees think of training and development, it is this formal training to which they refer.

Twenty percent of development occurs through feedback which can be both formal and informal. Informal feedback activities are things such as coaching, mentoring and peer feedback. Formal feedback is usually annual performance reviews or 360 multi-rater feedback or something similar. Of these various feedback techniques, multi-rater feedback is the only one that has a cost associated with it.

Finally, the greatest percentage of development (70%) consists of on the job and off the job experiences. These can be things such as targeted development experiences, stretch assignments, job rotations or other experiences that can naturally occur through the course of one’s job or intentionally seeking out activities that would be developmental in nature. In almost all of these cases, there is no cost associated.

Having established that a significant amount of development can occur without incurring any expense, here are ten suggestions on how to develop (both yourself and your company’s employees) in a down economy. (These are not in any particular order or priority.)

1. Ask somebody to be your coach. This could be your supervisor which would be a more formal arrangement or it could be somebody either in or outside your organization who might have greater expertise in an area in which you wish to learn.

2. Be a coach to someone else. This will build not only the skills you have in the area or focus in which you are providing the coaching but it would also build your coaching skills as well. Remember, the more you practice something, the better at it you become.

3. Find and ask a person to be your mentor. Mentoring is similar to coaching except it is a longer term relationship and can cover a broader range of topics. Mentors can provide advice, feedback, suggestions, a receptive ear and most importantly their experience to you to assist you in your development.

4. Volunteer somewhere. This can be a community agency, a service club, a church or a variety of other organizations that need help. You will have the opportunity to meet other people, learn new skills, be exposed to different processes and build your own experience base. If you already volunteer somewhere, maybe you can take the next step and move into a leadership role or volunteer to be in charge of an event or a project.

5. Ask for a stretch assignment. If finances at your organization are tight, chances are there is more than enough work to go around. Meet with your boss and ask for an opportunity that would stretch yourself by assuming additional responsibilities or a broader role.

6. Try something new. Maybe it is doing something differently rather than the same old way. Maybe it is involving different people in the task. When we try something new, we are required to expand our skills set and broaden our experience base.

7. Job shadowing. Find somebody in your company that you have always wondered what they do and ask to shadow them for a few hours a week over a period of several weeks. Who knows what you will learn and who else you might meet.

8. Intentional networking. Typically most people only “network” when they want something like information or a different job. Intentional networking is you deciding that you want to meet 5 (pick a number) new people a month and learn what they do and how they do it.

9. Self-study. Just because your company won’t pay for a class does not mean that you can’t sign up for one on your own. There are numerous seminar companies that will bring workshops and seminars to your city and you can attend a day-long program for typically around \$100 or less. Also, you can find and read the latest business text or development text at your local library or bookstore.

10. Teach someone else. You may be an expert on any number of topics or within your company, there are many people who have an expert level of knowledge. Organize a “brown bag” series where you or other topical experts make a presentation and share knowledge over lunch or before work.

None of these ideas are unique or new but when you find that you no longer have a training and development budget or the company is eliminating what they consider non-essential expenses, there are still numerous non-monetary ways to develop that are effective and easily implemented with a little effort.

If you have other ideas on how to develop yourself or your team email me at bill@cdpartnersinc.com and I will pass them on in future newsletters. **Don’t forget that we are working to start our TAHRA Mentoring Initiative, so contact me if you would like a mentor or would volunteer to be a mentor.**



This article appeared in the Thursday April, 9, 2009 Tulsa World. TAHRA Member Kevin Kennemer is president of The People Group, a consulting firm committed to improving employee lives, business performance and society through positive people practices. Kennemer is a member of the board of directors for Tulsa CASA, Inc., where he assists the agency in speaking for the rights of abused and neglected children. He also serves as a board member for the Oklahoma Business Ethics Consortium's Tulsa Chapter, a non-profit group raising awareness for ethical standards and integrity in the workplace.

LAYOFFS SHOULD BE COMPANY REMEDY OF LAST RESORT

By Kevin Kennemer, MA, SPHR

A small business owner told me the other day he recently met with his staff and jointly worked out an arrangement where employees voluntarily reduced their hours to help account for the recent slow down in business. Rather than layoff a few employees, it was decided that everyone would share in the pain and work together to solve the company's financial dilemma. Rather than sending talent to the exits, this company is poised to quickly respond in full force when the recession lifts. Teamwork was their response to bad news rather than cutting coworkers.

Why is this CEO motivated to approach his company's economic issues in this manner? I suspect it is because he is closer to his people. He sincerely cares for them as individuals. This small business owner has to look employees in the eyes most every day so he is motivated to work out a solution rather than simply pull out a quick fix tool and layoff employees.

Employees of large corporations are not so lucky. Their CEO's and leadership teams are typically far removed from the workforce. A Fortune 500 CEO can simply call their human resource division and command, "layoff five percent of the workforce." Workforce reduction plans can be developed and implemented without senior management getting their hands dirty. Employees are given the tragic news and sent home with little or no interaction from leadership.

This impersonal approach is why you will notice the initial response to economic bad news from medium to large companies is to layoff workers. The same companies who often state, "Our employees are our most important asset" are the same companies kicking people to the curb at the first sign of bad economic news. To appease shareholders and initiate positive action in the eyes of Wall Street, a layoff is considered the expected and financially responsible quick fix.

The really bad news is that employee layoffs rarely result in long-term cost savings. The data does not support this knee-jerk reaction to reducing expenses.

It is not hard to find bad news. Evidently bad news sells advertising and all the network news programs have signed up for a double portion of negative news coverage. This has created a steady diet of fear and frustration for business leaders who typically stay electronically plugged in most of the day.

From a positive people practices perspective can we logically think through this layoff strategy? Are there not other alternatives to handing out pink slips? The Wharton School of Business has made these following suggested alternatives to layoffs:

- *Voluntary retirement and attrition*
- *Company-wide salary reductions*
- *Reduced-salary sabbaticals with benefits*
- *Reduction of working hours*
- *Hiring freezes*
- *Cancellation of company business travel*
- *Suspension of the 401(k) matching contribution*
- *Develop and implement employee performance standards*

When faced with challenges, leaders and employees will rise to the occasion and deliver viable solutions if an atmosphere of teamwork is propagated rather than an environment where everyone must fend for themselves. Before handing out pink slips, involve the team to determine preventive and innovative alternatives to the dreaded layoff.



CAMPUS CORNER

Laura Messer, College Relations Committee Chair

Did you know that the Society for Human Resource Management (SHRM) has established a scholarship program to help finance higher education for children of its members?

Applicants must be children of national members of SHRM, and may be either high school seniors, high school graduates or first-year college undergraduates enrolled or planning to enroll in a full-time course of study at an accredited four-year college or university.

Awards are \$1,500 each and may only be used for the first or second year of undergraduate study only. A total of twenty-four scholarships are awarded annually.

Students must complete the application and mail it along with a complete high school or college transcript of grades to Scholarship America, postmarked no later than **May 15**.

To get an application or to find out more about this scholarship opportunity please visit www.shrm.org.

**A
Special Thanks
to the
ORU Student
Chapter**

The college relations committee would like to thank the Oral Roberts Student HR Group for their generous donation of \$50.00 towards the TAHRA student scholarship fund.

COMMUNITY RELATIONS

Melissa Adkison, Chair

The Community Relations Committee is very committed to making a BIG impact on our community, but we won't be able to do it unless we have the support of other TAHRA members!! TAHRA Members have special skills to give. To help with any of these outreaches, please email madkison@benefit1.com.

We would appreciate you volunteering for any of the projects below:

The signature project this year for TAHRA - *"Making A Difference"* is providing workshops for local parents of Head Start children to help with job search and employability. Some of our ideas are:

- interviewing skills,
- how to create a resume and
- how to cut costs in your family budget during tight economic times

Immediately after the workshop presentations we will offer one-on-one attention for up to one hour. We hope TAHRA members participate in these workshops by attending to provide one-on-one counseling for parents with specific questions and/or needs.

Other Volunteer Opportunities include:

1. Mock interviews at Goodwill, held the second Friday of each month
2. Food Drive at a TAHRA program meeting collecting food items or monetary donations
3. School Supplies Drive for the Laura Dester Center at the August program meeting
4. Outreach collaboration with the local Dress for Success Program
5. Breast cancer awareness promotion at our October program meeting and a group of TAHRA members to participate in the Race/Walk for the Cure, which is also held in October.



Maybe one day we won't even have to talk about this subject. Just maybe, one day. We have made great progress in our recognition of women in the workplace as members of mid-level management, Senior Directors and VPs. But we continue to struggle with the premise that these traditional roles are for and should be filled by males. This is without consideration of the fact that there is a wealth of females ready and capable of operating at the position of CEO, who can help steer an organization on the path of growth, sustainability and return on investment.

Managing diversity is a business imperative, especially in light of the fact that three-quarters of the American population and nearly two-thirds of the nation's work force [comprises] women and minorities. Imagine the talent and creativity lost when women employees don't reach their full potential. Gender diversity could be worth billions to American business if the commitment was made to fully embrace this portion of the talent pool.

Although women account for 47% of the US labor force, they have secured only 15.7% of the corporate officer positions in Fortune 500 companies. Women report that the predominant barriers to success are exclusion from informal networks, female stereotyping and inhospitable corporate cultures. All are at the heart of diversity and inclusion. Networks and support groups have been proven to help reduce turnover for women and minorities. Recruitment and retraining for a key manager can cost 3 to 5 times their overall compensation, not to mention lost productivity and goodwill. The following article continues to heighten the awareness of women and leadership roles or the lack thereof in today's cooperate environment.

WOMEN & LEADERSHIP

By Tory Clarke

While it is encouraging to know that 'women in leadership' is now viewed as the norm rather than an oxymoron, it remains disappointing that only a select few women are making it to top management.

Research conducted by Catalyst, the White House Project and the journal Psychological Bulletin shows that female leadership positively impacts the bottom-line and employee performance, yet companies are still reluctant to shatter their own glass ceiling.

Nowhere is this more evident than in the boardroom. As noted in the recent Wall Street Journal's 'Top 50 Women to Watch Out For', the number of women serving on boards of directors is decreasing, despite workplace gains for some high-powered professional women.

The lack of gender diversity on boards (as well as diversity of ethnicity, international exposure, functional background, etc.) is just as unacceptable as women not making it to the executive suites.

To put it simply, the board of directors makes important corporate decisions, with far-reaching impact. Who is, or isn't, represented on the board can affect how a company is governed, which strategies are put in place to recruit and retain employees, how the organization goes about understanding and fulfilling customers' needs, etc. – all of which have a direct influence on corporate growth, and on success or failure. Board diversity increases the likelihood that the interests of all stakeholders (including investors, employees, consumers, suppliers, regula-

tors, communities, and consumer advocacy and activist groups) are considered when making important decisions.

If the business case for board diversity is clear, then why aren't more companies appointing diverse candidates to board positions? Bridge Partners LLC, an executive search firm with a focus on placing senior-level women and diversity executives to corporate and board roles, has conducted several senior management & board director diversity surveys.

Commentary on these surveys highlights a primary reason for the continued lack of board diversity – often an executive is appointed to a board position via a recommendation from a current board director.

Larry Griffin and Tory Clarke, co-founders of Bridge Partners LLC, state that there is a "significant 'untapped supply' of qualified, engaged senior-level female and minority executives who are rarely approached for these Board roles because they are not on the 'traditional' radar."

Having identified a need for diverse board members and a supply of qualified candidates, Bridge Partners LLC (<http://www.bridgepartnersllc.com>) created the Directorship Insights service in 2007. This service is aimed at connecting corporations with potential diverse board members. Within a year of launch, it had gained over 200 senior executive members. This membership continues to grow, dispelling the myth that there are not enough qualified diverse candidates interested in board director positions. Hopefully corporations will take up the challenge to diversify their Board of Directors.



ROLL OUT THE RED CARPET

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Always happy to see our TAHRA colleagues.



Presenter, Lizz asks how many of us Tweet each other on Twitter.



Almost time for the program.



...an estimated 700K are on LinkedIn.



HOW many people are on LinkedIn?



Network, network, network.



Lizz explains the assets and pitfalls of social networking online.



Exchanging business cards with presenter, Chris Kelleher.



Golf Chair, Amber amuses the speaker table.



April Program Sponsor Bob Dotson, Oklahoma Central Credit Union.



Christy De Pasquale invites everyone to the State HR Conference.



Fascinating stuff, Facebook.



Bob Dotson, with Sponsor Host, Carey Baker.



TAHRA Members share knowledge.

TAHRA EVENT CANCELLATION POLICY:

If you are unable to attend a TAHRA event, please cancel your reservation(s) by sending an e-mail to admin@tahra.org. Your e-mail must be received prior to the event registration deadline. If you do not cancel your registration before the deadline, you will be invoiced. An invoice will also be sent to those individuals that do not show for the event.



COMING ATTRACTIONS

MAY

Goodwill's Fatherhood Coalition Career Fair - May 14th, 10:00 a.m. - 2:00 p.m.
Registration Information: Von Williams vwilliams@goodwilltulsa.org.

TAHRA Networking & Fun! - May 14th, 5:30 - 7:30 p.m. - Dave & Buster's
Free to TAHRA members, but you must register at www.tahra.org...guests also must register.

The Best of TCC 2009 - May 18th - Renaissance Tulsa Hotel (See page 7 for more information)

TAHRA PROGRAM MEETING - May 20th, 11:15 a.m.-1:00 p.m.
Presenter Jason Young, Culturetopia-The Ultimate High Performance Workplace

TAHRA LEARNING LAB - May 28th, 2:00-4:00 p.m.
Presenter Alison Anthony, Leaving a L.E.G.A.C.Y, TTC Lemley Campus

Oklahoma State HR Conference begins May 31st. Register at www.okhr2009.com

JUNE

Oklahoma State HR Conference continues through June 2nd

Oklahoma Aerospace Summit - June 15th-18th

TAHRA does not have program meetings or newsletters in June and July. For event information and activity updates...

Visit tahra.org

See you all in August!



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