

April 2013

Issue 24



Chapter 0175

## Letter From the President

by Brandon Brazeel, SPHR



### Ready to be a Rock Star? A Rock Star HR that is!!

Spring is here and that means it is time for the annual Oklahoma Human Resources State Conference and Expo. This year's rock-n-roll themed event will be May 8-10 in Norman, Oklahoma. The conference committee has once again done an amazing job of bringing in outstanding speakers allowing attendees to learn and grow as HR professionals, while earning plenty of general, strategic and international HRCI credits. Register before it is too late! <http://www.okhrconference.com/index.php>. We hope to see you there!

And don't forget that right around the corner is another great conference; SHRM Annual Conference and Exposition is June 16-19 in Chicago, IL. With an impressive keynote lineup, hundreds of sessions, the world's largest HR marketplace, and the iconic Chicago skyline as a backdrop, the SHRM 2013 Annual Conference & Exposition will give you everything you need to become BOLDER, STRONGER and BETTER. There is an exciting list of keynote speakers including Blake Myciskie, who started the TOMS shoe company and great entertainment from Kelly Clarkson. Visit the website [www.annual.shrm.org](http://www.annual.shrm.org) to register today.

A little closer to home, on April 17th at our Program Meeting, Cindy Morrison will show us how to **Demystify the Social Media Madness**. Cindy is nationally recognized as a Social Media Strategist and you won't want to miss her presentation. Also, on April 25th, Adam Seaman will present our Learning Lab. **StrengthSmart: Accelerating Engagement, Teamwork and Performance**, is a strength identifying and building lab designed to help HR professionals at all levels leverage their strengths and use them to promote themselves and their organization. A **free** StrengthSmart Assessment is included in this lab!

With such an impressive spring schedule, HR in Tulsa is sure to bloom with great success! I look forwarding to seeing each of you soon!

### April Program Meeting

Wednesday, April 17 |11:15am - 1:00pm|  
Renaissance Tulsa Hotel & Convention Center  
Members - \$20, Guests - \$30

**[Register now!](#)**



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2013 Oklahoma  
Human Resources  
State Conference and  
Expo

May 8-10, 2013  
Norman, OK

**[Click here for details.](#)**

Click

*Join us on...*

## Demystifying the Social Media Madness: What REALLY Works for Growing Today's Brands Online

Presented by Cindy Morrison

- Are you on the fence about utilizing social media for your company?
- Do you feel skeptical about how to enlist social media to benefit your company?
- Are you impressed by social media success stories and frightened of the horror stories?

Emmy award winning journalist and Social Media strategist, Cindy Morrison is going to show you how to stay relevant to your customers, deliver customer service that creates raving fans and empower your employees to become brand ambassadors. You'll leave with action steps that you can use to mobilize or energize your social media plan TODAY.

At this meeting you will:

- *Learn how to develop a social media strategy that grows your influence in the marketplace and brings in more customers to build your bottom line.*
- *Understand how to meet customer's expectations of your brand's presence on social media.*
- *Gain some insight into mobilizing your employees to build your brand online (and not damage it!).*
- *Benefit from real world examples to inspire your own online strategy.*
- *Learn the top 5 optimizing strategies for your Facebook, Twitter and LinkedIn pages that pay off.*

Emmy-winning journalist **Cindy Morrison** teaches everyone from network TV journalists to corporate CEOs how to strategically use social media to build brand loyalty, raving fans and their bottom line. Her social media savvy has been highlighted on national TV shows like FOX News, CBS's "The Talk", The Washington Post, The New York Post & The Huffington Post. Good Morning America's Tory Johnson calls Cindy her favorite Social Media Strategist and they've spent two years together on the 2011 and 2012 National Spark and Hustle Tour to help women entrepreneurs across the country make more money. Cindy has helped create social media buzz at events from star-studded Hollywood fundraisers to national conferences.

The 20 year TV news anchor and investigative reporter discovered the power of this media to connect with viewers and get exclusives. After corporate downsizing, Cindy reinvented herself as a nationally sought speaker and used the platform to promote her self-published book. Her social media marketing strategy sold more copies of "Girlfriends 2.0" in the first month alone than the vast majority of first time authors ever sell! That's when Cindy developed her SOCIALVENTION programs and coaching to show entrepreneurs as well as big corporations & franchises how to utilize social media engagement, video and branding to rise above the competition and not only survive but thrive our changing world.



### April Learning Lab

Thursday, April 25 [2:00pm - 4:00pm]

Location: University of Phoenix

Members - \$15, Guests - \$25

**Register Today!**



Facebook



LinkedIn

### TAHRA Partners

TAHRA Partners are regular supporters of TAHRA and helps our organization continue to develop and present quality continuing education programs, create opportunities for peer networking and enhance our overall contribution to the human resources profession. For information on becoming a TAHRA Partner [click here.](#)

### Meet our TAHRA Partners...

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sponsored by the Tulsa Metro Chamber



## StrengthSmart: Accelerating Engagement, Teamwork and Performance

Presented by Adam Seaman  
Positive Leadership

Join us in April to identify your own strengths and how to leverage them within your organization. This lab, presented by Adam Seaman of StrengthSmart, will teach HR professionals to lead based on utilizing their strengths. StrengthSmart sessions guide participants through a complete understanding of their top 5 strengths to unlock strategies to reach their peak performance. When people play to their strengths, research shows improvement in engagement, teamwork, retention and quality.

Participants will take the StrengthsFinder assessment prior to the Learning Lab (complements of TAHRA). At the lab, Adam will take participants through the positive psychology of strengths, strengths vs. talents, the strengths match team-building game, the shadow side of strengths, and creating a personal strengths plan. Participants will also receive a customized StrengthsFinder report, reference materials and hand-outs specially prepared for this workshop and methods for applying your strengths to your team.

***You will receive instructions to complete the StrengthsFinder Assessment prior to the Lab. To get the full benefits of the lab, you will want to complete the assessment before the lab.***

**Adam Seaman** is an organizational development consultant and executive coach in practice for the past 15 years. He has worked with a wide array of organizations from public and private sectors. Past clients include Pepsi, Ford, Honeywell, United States Navy and Williams. In addition to supporting clients from a wide variety of industries, he has also worked with employees at all levels, from the front line to the executive suite.

This breadth and depth of experience helped him formulate the concepts that resulted in the Positive Leadership model. His purpose is to articulate relevant and insightful principles of leadership that are universally applicable. The Positive Leadership model began as an outgrowth of his term as Board President of Leadership Tulsa in 2002. Since then he has refined his methodology to include research from a wide range of social sciences in order to make Positive Leadership as useful as possible.



## USCIS ANNOUNCES REVISED I-9 FORM

by Kirk Turner, VP of Legislative Affairs

By notice in the March 8, 2013 Federal Register, the United States Citizenship and Immigration Services ("USCIS") announced a newly revised I-9 (Employment Eligibility Verification Form). The new form (available at [www.uscis.gov](http://www.uscis.gov)) has been expanded from one page to two (not including the substantial instructions which now run to six pages and the List of Acceptable Documents). The USCIS believes that improvements to the new form, such as adding data fields, revising the layout of the form and improving the instructions, will minimize employer and employee errors.

Employers are directed to use the new Form I-9 immediately to comply with their employment eligibility verification responsibilities; the new forms should have a revision date of "(Rev. 03/08/13)N" in the lower right hand corner of the form. The USCIS does recognize that some employers may need additional time to make necessary updates to their business processes to implement the new I-9; also, additional time may be needed for those employers who use electronic Form I-9s to modify their systems. Therefore,



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employers have 60 days to make any necessary changes in order to implement and utilize the new I-9. However, in all cases, after May 7, 2013 all prior versions of Form I-9 can no longer be used.

Please do not hesitate to contact us if you have any questions about the new I-9 or its implementation and use. In addition, please note that if you are interested in hiring employees who need a new H-1B visa, now is the time to contact us. H-1B visas for FY2014 will be available effective October 1, 2013 and employers can apply for them no earlier than April 1, 2013. Just as a reminder, last year, all available new H-1B visas were utilized (applied for) by mid-June and it is expected that they will go even faster this year.

Should you have any questions regarding the information contained in this article, please do not hesitate to contact Kirk Turner at (918) 587-0101, or by email at [kturner@newtonoconnor.com](mailto:kturner@newtonoconnor.com).



Resolution Center Mediation and Arbitration (RCMA), a full-service dispute resolution organization located in downtown Tulsa, is pleased to announce that David E. Strecker has become affiliated with the group. David is a former Vice President and General Counsel of TAHRA. He has been involved in the labor and employment area for over 30 years and will now be available for private mediations and arbitrations involving labor and employment issues. He holds a J.D. and Master of Industrial and Labor Relations from Cornell University. If you would like to consult with David about mediation or

arbitration please call RCMA at 918-591-2551 or email [contactus@rcmaok.com](mailto:contactus@rcmaok.com).

You may visit the RCMA website at [www.rcmaok.com](http://www.rcmaok.com).

*This is a paid advertisement.*

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*by Barbara Ware, VP of Diversity and  
Justice Waidner Smith, VP of Community Relations*

As part of TAHRA's on-going commitment to diversity and inclusion as well as our dedication to the Tulsa community, we are again encouraging Human Resources professionals in the Tulsa area to join the YWCA's efforts to eliminate racism. The TAHRA Board understands the sensitive nature of conversations regarding racism and feels that the strongest message an organization can deliver to their employees and the Tulsa community is to take a stand against racism publicly. To that end, TAHRA would like to invite you to join us as we support the YWCA's 4th annual Stand Against Racism™ on Friday, April 26, 2013.

The Stand Against Racism™ is a movement of the YWCA that aims to eliminate racism by raising awareness through its annual event. A total of 2,349 organizations and over 300,000 people participated in the Stand Against Racism™ in 39 states in 2012! Some examples of Stand Against Racism™ efforts from across the country include the following:

- an opportunity to publicly sign the pledge board in a common area
- hosting a lunch & learn with a speaker discussing issues of diversity in the community or race in the workplace (contact the YWCA for suggestions)
- taking a group photo with a company branded Stand Against Racism™ banner
- selecting a particular color for all employees to wear in solidarity



- organizing a team to participate in the Race Against Racism on April 27th
- providing custom designed t-shirts that employees can purchase to wear on April 26th and donating the profits to YWCA Tulsa

For more ideas, visit the Ideas and Inspiration page on the YWCA's website.

If you would like to join TAHRA and YWCA Tulsa in taking a Stand Against Racism™, please visit [www.standagainstracism.org](http://www.standagainstracism.org) to become a Participating Site. You'll receive access to numerous tools and resources to pledge as an employer to raise awareness that racial disparities still exist, and that racism and violence should not be condoned. Your organization's Stand can take place during a 15-minute break period or over an entire day.

Once you sign up you will receive a Stand Against Racism™ toolkit in the mail within a week, including:

- 25 buttons or 75 stickers saying "Racism Hurts Everyone"
- 25 color bookmarks with "What You Can Do To Combat Racism"
- 3 color 11x17 posters

For more information about the Stand Against Racism™ and Race Against Racism, contact YWCA Tulsa Director of Racial Justice Mana Tahaie at [mtahaie@ywcatusla.org](mailto:mtahaie@ywcatusla.org).

TAHRA also provides resources to build a diverse and respectful workforce through our diversity committee and Tulsa Area Diversity Professionals Network LinkedIn Group. If you would like more information or to be a part of the TAHRA Diversity Committee, please feel free to contact Barbara Ware by email at [Barbara.Ware@dtag.com](mailto:Barbara.Ware@dtag.com).

## Grow > Retain > Attract a Skilled and Diverse Workforce

*By Denise Reid, Chamber Liaison*



The chamber offers several resources to assist you with your recruiting and development needs.

### **MosaicTulsa.com**

The chamber diversity business council meets monthly plus has four separate committees to delve into legislative agenda, business services, membership and communications. All of Mosaic's work is tied to the business case for diversity and inclusion.

### **InternInTulsa.com**

Post your internship opportunities on this site at no cost. Postings are promoted through ChooseTulsaJobs.com social media outlets and more. The site also has a HIRE Education: Guide on How to Start Your Own Internship Program.

### **FinishForGreaterTulsa.com**

Listing of all the fast-track programs tied to post-secondary training in our region along with resources for funding, education assistance, how to choose an education provider and monthly blog with RSS feed.

### **TYPros.com**

Tulsa's Young Professionals (TYPros) is one of the top young professional organizations in the United States. They have several work crews, events and programs to provide networking, development and resources for our region's young professionals.

### **ChooseTulsaJobs.com**

This website was developed to assist area businesses to attract talent to our region. It includes a cost of living calculator, relocation networking/resources, community information, education, healthcare and general resources for anyone exploring a move to our region. The website also has a Facebook fan page and Twitter account to promote job postings, job fairs, announcements and more.

For more information or assistance related to any of these programs please contact Denise Reid at [denisereid@tulsachamber.com](mailto:denisereid@tulsachamber.com) or (918) 560-0255.



## Welcome New Members!

Patrick Grafton	Flexjet	James Morzelewski	InsideOut Development
Sean Kilian, J.D.	Strecker & Associates, P.C.	Justin Tomberlin	IMWell Health
Jennifer Bryant	Laredo Petroleum	Mirna Rodriguez	Dollar Thrifty Automotive Group
Matthew Clutter	Systech Environmental Corp.	Scott Sharpe	Level3 Communications
Jena Jackson	Express Employment Professionals	Dr. Jeff Baenziger, SPHR	Bacone College
George Cagle	U.S. Cellular	Megan Medina	The Rowland Group
Craig McNeill, SPHR	Dollar Thrifty Automotive Group	Angela Hicks	Regent Bank
Josh Miller, GPHR	The Persimmon Group		

The Membership Committee would like to invite all new members for 2013 to join us for a **New Member Orientation**. The Orientation will be held immediately before the April 17th Program Meeting at the Renaissance Hotel and Convention Center. Please register for the Orientation and the Program separately. Please contact Diane Hewitt at [dhewitt@keyjobs.com](mailto:dhewitt@keyjobs.com) if you have any questions.



## Calendar of Events

### April

17 - [New Member Orientation](#) - Renaissance Tulsa Hotel |10:30 - 11:15|

17 - **Program Meeting** - [Demystifying the Social Media Madness: What Really Works for Growing Today's Brands Online](#) presented by Cindy Morrison.

26 - **Learning Lab** - [StrengthSmart: Accelerating Engagement, Teamwork and Performance](#) presented by Adam Seaman.

### May

8-10 - [OKHR State Conference and Expo](#) - Deadline to register is approaching quickly!

15 - **Program Meeting** - [Journey Management: Unleashing the Strategic Power of Change](#) presented by Jimmy Brown, Ph.D.

23 - Learning Lab

### June

16 - 19 - [SHRM 2013 Annual Conference and Exposition](#)

Tulsa Area Human Resources Association  
[admin@tahra.org](mailto:admin@tahra.org)  
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