



HUMAN RESOURCES  
ASSOCIATION  
OF NEW YORK

# Inside HR/NY

Vol. 28. No. 5

JANUARY 2011

## HR/NY Wins 2010 SHRM Pinnacle Award Innovative HR-PRO Program Helps Community and HR Practitioners

The Society of Human Resource Management (SHRM) named HR/NY one of 11 2010 SHRM Pinnacle Award winners, the highest honor given to HR organizations for innovative programs.

The SHRM Pinnacle Awards, sponsored by ADP, annually honor excellence and achievement in HR management by recognizing innovative projects designed and implemented by SHRM Chapters and State Councils.

"It is an honor to be presented with this prestigious award," said HR/NY President Jennifer Loftus, who accepted the award on behalf of the chapter at the SHRM Leadership Conference in Arlington, VA. "HR-PRO is an amazing program that continuously achieves its goals of giving back to the local non-profit community in need of HR assistance, while providing HR/NY members-in-transition the opportunity to continue practicing their skills and knowledge during the economic downturn. We are incredibly proud of this extraordinary program and everyone involved with it."



Front row l. to r.: Debbie Cibelli, Jennifer Loftus, Brendan Williams, and Barbara Adolf; back row Charlie LaManna and Jeanne Stewart

HR-Providing Resources to Organizations (HR-PRO) was the brainchild of HR/NY Board member Barbara Adolf, who through her work with NYC-based social service non-profits, became keenly

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### BEGIN HERE

## We've Reached a Pinnacle!

by Jennifer C. Loftus, MBA, SPHR-CA, GPHR



There is excitement in the air. Do you feel it? On November 19th, during the Annual SHRM Leadership Conference in Arlington, VA, HR/NY received a 2010 SHRM Pinnacle Award in recognition of our HR-PRO initiative! This is our chapter's first award since national SHRM recognized HR/NY's post-9/11 efforts under the leadership of then-President Bob Nadel.

While only nine chapters and two state councils nationwide earned 2010 Pinnacle Awards for their groundbreaking work in advancing the HR profession and serving their local communities, we had strong competition that evening! Hearing HR/NY announced as a winner for our HR-PRO initiative was a thrill that ranked with the joy of receiving my first telephone (as a 'tween), being named valedictorian of my High School

graduating class, seeing Rockapella perform live at Town Hall, and passing my PHR on the first try as a new college graduate. Moments such as the one experienced that evening are rare!

From HR/NY's perspective, Barbara Adolf was the well deserved star of the evening. Barbara and her HR-PRO Committee have done so much for the greater good. What started as an idea explored over coffee in a corner Starbucks grew into a program that affects the lives of thousands of individuals in NYC. Without Barbara there would be no HR-PRO. Her vision, commitment, and follow through have ensured HR's positive influence on the lives of many.

My only wish was that all our members could have attended in person that evening,

*continued on page 11*

### MARK YOUR JANUARY CALENDARS

- 12 HR Fundamentals #3: HR Development, the Career Planning & Prof. Development SIG
  - 13 Effective Administration of Discipline, the Employee & Labor Relations SIG
  - 19 Cultural & Linguistic Diversity: Communicating in Global Organizations, the International SIG
  - 26 Chapter Meeting
- (See page 12 for our complete listing of upcoming events)



## Resolving Recurring New Year's Resolutions

by Roberta Jackson, SPHR, GPHR

**H**ow long will it take you to automatically—without *any* thought—write *2011* instead *2010*? That is one of the fastest adjustments we can incorporate into our everyday activities. However, more significant life changes can take two full years to become ingrained into how we behave, think, and react in our daily life. Considering that most of us have more than one significant life change happening at any given moment, that is a lot to incorporate while living life!

With a brand new year at my doorstep, and a few fresh New Year's resolutions in my pocket alongside the recurring ones (like finally adding exercise in my daily routine), I wonder how to incorporate all of this into an already full life. Is the drive really there? And if it is, which will I tackle first? And will I succeed in the execution?

Once that is decided, what is the first step and the steps that follow? And what is the timeline? Must there even *be* a timeline for every change? Before I go into those things, it is important to think about what is *fueling* the desired change.

Whether at home, work, or play, motivation is key to getting anything done. As an HR professional, when I think about how to get employees to embrace change, I must look deeper into what motivates them. We all must do this, and it is important for us to understand the theories of motivation. There are several, and many of us use a combination of them. We incorporate Maslow's Hierarchy of Needs, Herzberg's Motivation/Hygiene Theory, the Expectancy Theory, and others into our own planned motivation structures. Each theory speaks to the desire within a person that influences that person to act. Some influence can be provided through HR initiatives; some the individual provides.

Motivation is a goal-directed drive and does not occur in a void.

This is where we, as HR professionals, come into play for each employee. This can be a massive task. In fact, in larger organizations, it may not be possible to personally meet and get to know each individual employee. However, as HR, we know that corporate culture is a factor in motivation, so we need to understand the company culture well and address that aspect first as we try to create change in larger organizations.

This year, in order to successfully achieve my own New Year's resolutions, I know that I must first question my motivations. Why am I seeking to make this change? What is driving me?

For our employees, too, there are a number of motivations driving them to reach new goals—personal, professional and organizational—and many revolve around “better health,” whether that be for the person, the department, or the company. Without a healthy foundation, the rest is a struggle—and change may never come about.

When thinking about any change, large or small, we should learn and understand our motivators, and never forget to use them to drive the change. As for New Year's resolutions, I have accomplished many, and failed at others. To be more successful, I know that I will need to look at those that end up on my list every year, and dig deeper into what motivates me to want them among my goals!

I wish you all success in achieving the goals you truly desire.

*Roberta*

– Roberta Jackson, SPHR, GPHR  
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## WHY I VOLUNTEER

**J**ames Glock is the Chair of HR/NY's Benefits SIG, and serves as Director of Account Management for Corporate Synergies Group, Inc. He can be reached at [James.Glock@corpsyn.com](mailto:James.Glock@corpsyn.com).

“I joined HR/NY for two primary reasons: to network with other professionals, and to learn more about Human Resources from a broader perspective.

When I attended my first HR/NY event six years ago, I was impressed with the enthusiasm of the members. I volunteered to help with programs, and then got involved with the Benefits Special Interest Group. It has been very rewarding to share my experience as a benefits professional, and lend insight to HR Managers. In turn, I have really enjoyed gaining a larger perspective of every-

thing that impacts the HR profession. It has also helped me appreciate all the different issues that organizations face, as well as the creative solutions to help solve them.

HR/NY has been a great part of enhancing my career development and has made me a more well-rounded professional.”

*HR/NY has many volunteer opportunities, and can match each member to the opportunity that suits his or her desires and time availabilities. Interested in getting more involved? Contact one of our Committee and SIG Chairs and Co-Chairs—you can find them listed [here](#). We welcome your time and talents.*



## Congratulations to:

Nancy Ancowitz was recently quoted in the CNN story “Why Introverts Can Be Great Leaders.”



*Have you recently been interviewed or cited in a national media outlet? Please send the name of the publication or website, and include the date, and, if possible, the website link, to [roberta@navnyc.com](mailto:roberta@navnyc.com). Be sure to put “Members in the Media” in the subject line of the e-mail.*

# Annual Legislative and Legal Update

by Janet L. Riesel, MBA, SPHR

An audience of more than 75 HR professionals convened for the day-long Annual Legislative and Legal Update, November 16th at the Executive Conference Center in midtown Manhattan. Presenting were Phil Rosen, Partner, Jackson Lewis; Nancy B. Schess Esq., of Klein Zelman Rothenmel LLP; Barbara Meister Cummins, Esq.; and the professional team of Brian P. Savidge, CIG, CFE, Director Business Fraud and Investigations at Holtz Rubenstein Reminick LLP and Richard L. Steer, Esq. Partner, Tarter Krinsky & Drogin LLP.

Rosen said that although it is harder to sue in a difficult economy, verdicts and settlements will continue to rise if employees perceive unfair treatment. In 2009, retaliation claims were the highest (with record numbers expected for 2010), with racial prejudice claims a close second.

He urged HR leaders to caution their organizations about the high costs of lawsuits and to encourage management “to do the right thing.” He added that wage-hour litigation has become extremely prevalent, and noted misclassification of employees and off-the-clock cases as the most frequent causes of overtime violations.

## Tips for avoiding lawsuits

By way of prevention, Rosen offered a few key tips:

- Conduct an internal or external HR policy/practice audit
- Have a pro-active strategic plan well suited to your organization/industry
- Hold regular management/employee trainings on EEO, Harassment, and FLSA
- Be aware and enforce non-retaliation policies

HR should be alert to pending Federal Legislation including the Paycheck Fairness Act; the Healthy Family Act; Discrimination Law against Older Workers; Discrimination Law against Sexual Orientation (covered by NY state and city, but not by Federal legislation); the Arbitration Fairness Act; and the Working Families Flexibility Act.

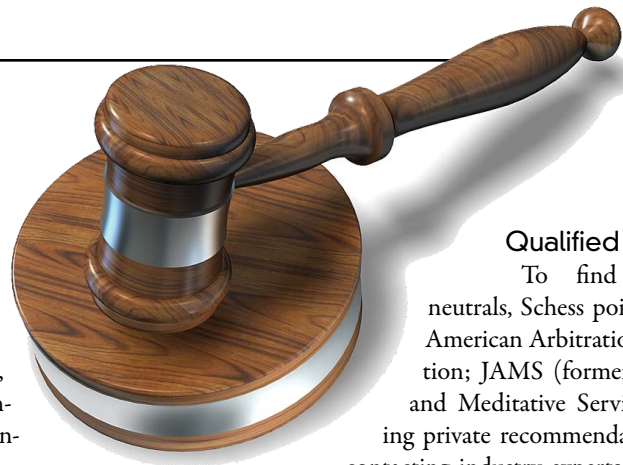
On NY State’s legislative landscape are the Domestic Workers Bill of Rights, the Construction Industry Fair Play Act, and the Funeral Leave Benefits for Same-Sex Couples.

Rosen noted that the Faragher / Ellerth affirmative defense to workplace harassment claims—available to employers under federal law—is not available to NYC employers for similar claims brought under the NYC Human Rights Law.

His humorous and serious discussion of bed bugs questioned whether employers should be worried. He cited OSHA requirements and industry-specific applications such as hotels and restaurants.

Schess discussed “Mediating Employment Disputes: The Defense Perspective.” The advantages of neutral third party mediation include avoiding the expense and uncertainty of litigation, and providing confidentiality and the opportunity to explore creative solutions. Among the cons, mediation can harden positions; make later settlements more difficult; and share too much information without resolution.

She defined a successful meditative process as one that includes commitment to the process; preparation; flexibility and openness; a need for closure; a realistic “needs assessment;” and good communication.



## Qualified neutrals

To find qualified neutrals, Schess points to: the American Arbitration Association; JAMS (formerly Judicial and Meditative Services); seeking private recommendations; and contacting industry experts. Both employee and employer should attend the meditative process as well as the employer’s counsel and any other relevant parties. The meditative process generally takes longer than people expect, and any resolution should be put in writing, including terms of taxation, non-disparagement, and confidentiality. When done correctly, the meditative process can be a great alternative to litigation.

Meister Cummins addressed HR issues that have resulted from the electronic age. She discussed the implications of social media on recruiting and hiring, and warned that policies regarding electronic communication must be created and consistently applied.

“It is not advisable to ‘friend’ an applicant, nor is it advisable for supervisors to provide references on LinkedIn.” She also urged employers to be mindful of “distracted driving” by individuals operating PDAs or other electronic devices, as the liability to employers can be huge. Overtime considerations must also factor into non-exempt employees’ use of such devices to retrieve and answer e-mails—which is considered work. Employers need policies regarding proprietary information to avoid loss of data or employees taking sensitive information to the competition.

## Delicate balancing act

Monitoring employees and respecting their privacy can be a delicate balancing act. It is important to formulate consistent policies and have employees sign off to ensure that they read and understand the implications of non-compliance.

Lastly, Savidge and Steer presented on “The New DOL: A Changing Landscape.” Independent contractors have come under fire and now have to prove and pass tests to show that they are, in fact, independent contractors and not employees. The IRS has streamlined a test which is broken into three categories: Behavioral Control; Financial Control; and Type of Relationship.

Employee classification, or rather misclassification, has also become a hot topic as organizations struggle with the exempt vs. non-exempt status of their workforce. When responding to a DOL letter of request for a government audit, Savidge and Steer suggested offering to conduct a self-audit and, if penalties are imposed, suggesting a fair settlement in order to avoid a lengthy process. It is also important to ascertain who is signing the letter and its reason for existence.

In conclusion, all presenters emphasized the importance of documentation to substantiate any rules and regulations, and to serve as assets for legal proceedings that often occur as a result of doing business.

– Janet L. Riesel, MBA, SPHR

Recruitment and Training Leader

Chair, Career Planning and Professional Development SIG

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# Diversity SIG Explores Best Practices in the Advertising Industry

by Brenda B. Wiley

On October 13, the Diversity SIG presented a panel discussion titled “Diversity & Inclusion: Best Practices in the Advertising Industry.” The session was hosted by Drafftcb and moderated by Brenda B. Wiley of 24 Seven Inc. Panelists included Sallie Mars, Senior Vice President, Director of Creative Services and Chief Diversity Officer for McCann Erickson; Keisha Vaughn, Chief Diversity Officer & Senior Director of Leadership Development for Drafftcb; and Singleton Beato, Senior Vice President, Diversity & Inclusion Strategy and Talent Development for American Association of Advertising Agencies.

The panelists share a mission to promote diversity and inclusion within their respective organizations and the advertising industry. This mission promotes organizational competitiveness while reflecting the global economy in which the firms operate, and the demographics of increasingly multi-cultural consumer targets to which advertising messages are directed.

The panel discussed a variety of topics, including:

- How the economy has impacted training and recruitment, supplier diversity efforts, and retention and promotion strategies

- How current business and economic trends are evolving the Human Resources function within the advertising industry
- What some of the most successful diversity and inclusion initiatives have been—and which ones have been more challenging to establish
- How to inspire involvement of organizational leadership in and support of diversity and inclusion programs, and how their participation impacts program success

## Take-aways

The audience left with many take-away ideas, among them:

- With the Advertising industry playing catch-up in the areas of diversity and inclusion, it is an exciting time for HR to play a key role in shaping new ways of thinking and operating.
- A diversity and inclusion strategy should align organically with an organization’s mission and strategic plan.
- Involving executive leadership is critical for an effective program and sends the message that the initiative is important. Executive

support also helps eliminate roadblocks and cross-departmental barriers.

- HR professionals need to practice patience and persistence in introducing and selling the payoff of diversity and inclusion initiatives to the C-suite. In so doing, HR can help shape their organization’s culture and add value beyond HR’s traditional functional role.
- Senior-level buy-in ensures diversity and inclusion program initiatives trickle down through the organization, which encourages managers to share knowledge and train their teams. Employees are more likely to adopt new ways of doing things if it is evident that management embraces the change.
- Seeking ways to involve employees at all levels in the diversity and inclusion initiative, from setting objectives and goals through identifying causes worthy of the organization’s support.

– Brenda B. Wiley

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# New Year, New Opinions

Everyone has an opinion.

The problem is, sometimes employees are reluctant to share them.

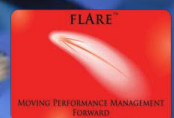
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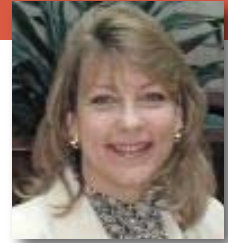
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## Debbie Cibelli: Helping Employees Feel Like Family

by Linda Simone

As Director of HR for Vendome Group, Debbie Cibelli helps the company achieve its mission of commitment to creating high value information and events for professionals improving the productivity and efficiency of customers in the healthcare, and real estate industries, providing the tools required to bring their services and products to market digitally, in print or face-to-face.

After gaining extensive experience in publishing, Cibelli joined Vendome in January 2008, as Director, Human Resources taking on the management of all HR functions including talent management, employee engagement, performance management, and benefits administration.

“Initially, the challenge was to bring all the offices and divisions together following many acquisitions so everyone felt a part of the same company.” To accomplish this, she visited every facility to “connect names to faces, let everyone know who I was as well and what Vendome was about, and speak with each employee individually to find out their aspirations.”

As part of senior management, Cibelli provides guidance in organizational development, succession planning and compensation forecasting, promoting a responsible and receptive work environment through the art of influence, mentoring and coaching.

Prior to joining Vendome, Cibelli held a senior HR position with SourceMedia, and managed the divisional HR Departments of Advanstar Communication, Horizon Practice Management, and TD Bank. She holds a bachelor’s degree from what is now Rowan University.

Cibelli has been an active member of SHRM for over 15 years, and a member of HR/NY for four years. She joined HR/NY because “I had always worked in New Jersey, and I needed to learn about New York State laws, legislation and regulations--and HR/NY provided the best opportunity.” Currently she sits on HR/NY’s Board of Directors as Vice President of Membership, where she helps attract new members into the HR/NY family.

“We reach out to potential members through email blasts to SHRM members-at-large; an annual networking cruise; annual Holiday party; and by joining other non-SHRM-based organizations. In 2010 we hope to increase our membership by 10% over 2009 and, by the time you read this article, we hope to have earned the prestigious ‘Platinum’ status with SHRM national as we’re just shy of attaining this goal.”

Cibelli enumerates four key issues that HR professionals must keep on their radar: healthcare reform; little or low merit increases (averaging 2.7% this year); the still-slow economy; and increases to the payroll taxes--all of which have a direct impact on recruitment, retention, and engagement.

Each summer, Cibelli migrates to the Jersey Shore to enjoy the sound of the waves and the smell of salt air. In colder months, she enjoys spending time with family and friends.

– Linda Simone

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## Your Foundation@Work

### Effective Practice Guidelines

The SHRM Foundation produces [Effective Practice Guidelines](#) as well as other valuable tools for HR professionals. The Effective Practice Guidelines present important research findings in a condensed, easy-to-use format for busy HR professionals. Click on the report title below to learn more, and to download your complimentary copy.

- [New! Onboarding New Employees](#)
- [New! The Search for Executive Talent](#)
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You will find each of these guidelines a valuable resource!

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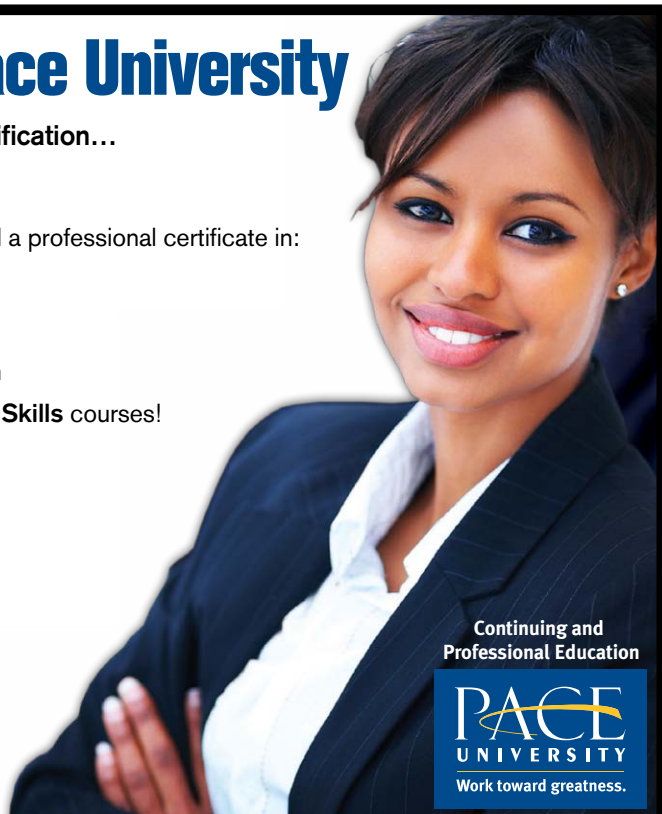
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# Bridging Generational Gaps Starts with Good Collaboration

by Stacey Jerrold, MBA, SPHR, CBC & Mary-Anne Walsh, EdD

In the December issue of *Inside HR/NY*, we spoke about how the subject of Aretha Franklin's trademark song, "R-E-S-P-E-C-T" reinforces the first step in building synergistic organizations. By addressing the questions posed and simply looking beyond our own narrow perspective, HR can help create a foundation for developing a culture of respect that paves the way for recognizing the value of creating a culture of collaboration. Keep in mind that the goal of collaboration is improved results. It requires team work, trust, an atmosphere of open communication, and, of course, respect.

Respecting the talents, orientation, and expertise of our multi-generational colleagues gives us a fresh perspective to consider how to best work together to achieve a greater group performance and gain improved results. The coming of age of Millennials (soon to be 50% of work force by 2020)—who were raised on collaboration and new technology, and expect to work in an environment of collaboration—makes this an imperative.

Why is collaboration so critical to the success of organizations? Good collaboration—that habit of working together and experienc-

ing the thrill of shared achievement if done well—allows us to accomplish more than one very talented employee could ever do. Collaborators know how to gather allies, build teams, and work together to achieve shared goals. Those who are versed in a collaborative style of working are more productive than those who insist on working independently.

A word of caution here: while the genius of collaboration seems a given, careful attention must be paid to getting it right. You need to accurately calibrate the opportunity. Even smart people can get it wrong and, if you think about it, bad collaboration could be worse than no collaboration at all. Knowing when to collaborate and when not to begins by evaluating the value relative to opportunity and collaboration costs. Is there a better use of people's time and effort? Is the extra hassle of time spent working across units worth it?

As an HR manager, how do you foster a collaborative environment within your workplace? By asking yourself the following questions:

- How collaborative is our current workplace environment?
- Is our current organizational culture sup-

portive of collaboration? If not, what are the barriers to collaboration? How can HR address those barriers?

- Which are the teams/divisions with strong collaboration? What are they doing differently? How effective have they been?
- What role can HR play in increasing collaboration within the workforce?

Although collaboration is the buzzword of the moment, remember the goal—results. To collaborate for the sake of collaborating is ineffective. As you begin to think about good collaboration start to look at those informal working relationships among people that cut across formal lines of reporting—your organizational networks—because collaborative companies run on terrific networks.

- Stacey Jerrold, MBA, SPHR  
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## Career Planning & Professional Development SIG Hosts Self Promotion for Introverts

by Pei-Cen Lin

On November 9, 2010, HR/NY's Career Planning & Professional Development SIG welcomed Nancy Ancowitz, business communication coach and author of *Self-Promotion for Introverts*, who gave a lively, interactive presentation.

According to Ancowitz, introverts make up half the population. Despite the staggering stigma around introversion, Ancowitz pointed out that there is nothing wrong with you if you are an introvert. Introverts are not necessarily shy. Shyness, which introverts and extroverts alike can suffer, is social anxiety. It can be resolved through many ap-



Nancy Ancowitz (seated) and Rich Atkins (standing).

proaches including psychotherapy. Introversion is not curable—because there is nothing to cure. High-profile introverts include Warren Buffett, Bill Gates, Andrea Jung, CEO of Avon, and Carol Bartz, CEO of Yahoo.

Ancowitz herself owns up to being an introvert. However, she was able to overcome her introversion through her quest to solicit quotes for her book from celebrities including former President Bill Clinton, and legendary investor Warren Buffett. Ancowitz shared the message that Clinton gave her: “Keep throwing yourself out there. Go after what you want. Be unstoppable!”

Ancowitz shared eleven tips from her book:

1. Pick one activity to raise your visibility and advance your career this week. If you are an introvert, the activity is more likely to involve quiet activities like writing and one-on-one conversations rather than working the room at a cocktail party.
2. Get yourself videotaped to see how you come across and to enhance your presentation skills.
3. No need to brag to promote yourself. Just state the facts—say what you do that helps others.
4. Promote yourself with the same confidence you have when promoting someone else you believe in.
5. Practice articulating your accomplishments so you are not caught off guard when you need to discuss them.
6. Host events to boost your visibility and build your network if you are a sociable introvert.
7. Stay in touch with colleagues, bosses, and clients throughout your career. Check in on one today.
8. E-mail attendees after meetings to confirm your contributions and acknowledge the contributions of others.
9. Compile a “fan file” of all the laudatory e-mails, testimonials, and glowing performance reviews you receive.
10. Rest up, prepare, and practice sharing your key points before networking events, job interviews, and other important meetings.
11. Be a connector. Position yourself as a generous source of information, ideas, and introductions.

Ancowitz led participants in a discussion on the advantages and challenges of introvert/extrovert managers. She also advised the participants on how introverts can work with extroverts, and vice versa. She said that the most important element in securing success is to have positive self-talk—and that goes for both introverts and extroverts alike.

At the end of the presentation, Ancowitz raffled off a private 60-minute phone coaching session—won by Nancy Liss.

– Pei-Cen Lin

Professional Development Program Manager

HR/NY member

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We welcome article suggestions from our readers. Please e-mail your proposed article of 500 words or less (as a Microsoft Word attachment—not a PDF) to **Roberta Jackson** at [roberta@navnyc.com](mailto:roberta@navnyc.com) and put “Newsletter Submission” in the e-mail subject line. **Copy deadline for the February issue is January 6, and for the March issue is February 2.**

Please adhere to copy deadlines and word count guidelines. All articles are accepted and published at the discretion of the Editor.

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## Certification

### Phasing Out the Old, Preparing for the New

by Roberta Jackson, SPHR, GPHR & Lisa Siefert, SPHR

January is the final month of the present winter testing window for HRCI Certifications, and a significant one in that it marks the last month under the “old” guidelines. The new guidelines, which we have been notified of over the past two years, go into effect with the close of this testing window—at the beginning of February.

For those of you sitting for your exams this month, you have met the “old standards,” which are more relaxed than the ones that soon start with regard to both levels of experience and education for each HRCI exam. However, that does not mean you should prepare any less nor does it mean you will not experience exam stress!

Consider these tips for taking your January exams:

- On the day before the exam, STOP studying at the dinner table. If you do not know it by that time—it is unlikely that you will learn it now. And that is okay, because you will NOT remember everything!
- Treat yourself to a stress-free dinner, go out if you can with good company.
- Stop thinking about the exam and get a good night’s sleep.
- At the exam, remember to pace yourself. If you are taking more than one minute for any question, take your best guess, and go back to it *after* you have answered all the questions.
- An educated guess gives you at least a 25% chance of getting a question right so leave no item unanswered!
- You get no extra points for finishing before the allocated time, so take all the time you are given to complete the test and reduce stress.

If you do not pass during this testing window, you will need to apply again, and, yes, pay a test fee again. Most important, your eligibility qualifications are not grandfathered for future tests, so you will need to meet the new eligibility guidelines, as outlined below:

#### PHR Eligibility:

- 1 year of demonstrated professional HR experience with a Master’s degree or higher
- 2 years of demonstrated professional HR experience with a Bachelor’s degree
- 4 years of demonstrated professional HR experience with less than a Bachelor’s degree

#### SPHR Eligibility:

- 4 years of demonstrated professional HR experience with a Master’s degree or higher
- 5 years of demonstrated professional HR experience with a Bachelor’s degree
- 7 years of demonstrated professional HR experience with less than a Bachelor’s degree

#### GPHR Eligibility:

- 2 years of demonstrated global professional HR experience with a Master’s degree or higher
- 3 years of demonstrated professional HR experience (with 2 of the 3 being global HR experience) with a Bachelor’s degree
- 4 years of demonstrated professional HR experience (with 2 of the 4 being global HR experience) with less than a Bachelor’s degree

#### California Eligibility:

- Must have a current PHR or SPHR

Many, and in some testing windows the majority of, test takers do not pass the HRCI Exams on their first try. Please do not let that stop you from trying again... and again if need be! You will get your letters!

Please email your questions or news of your certification achievements to [roberta@navnyc.com](mailto:roberta@navnyc.com) so that we can share your success with our other members, and encourage others to achieve this important goal. Remember to indicate “Certification Now” in the subject line.

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## QUOTE OF THE MONTH

*“Go confidently in the direction of your dreams!  
Live the life you’ve imagined. As you simplify your  
life, the laws of the universe will be simpler.”*

– Henry David Thoreau

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### SHRM Pinnacle Award

*continued from page 1*

aware of their struggles with complex HR issues. NYC's economic downturn highlighted these needs, as the organizations struggled through challenging HR issues, often while lacking a staff HR professional. Despite these challenges, the agencies provided critical services to the community, including child welfare, senior care, and support for AIDS patients, homeless adults and homeless children.

### All-volunteer committee

In February 2009, an all-volunteer committee worked together to create a ground-breaking program that would assist these agencies, and, at the same time, meet the needs of their own HR/NY members. HR/NY members-in-transition due to the economic downturn were invited to serve as volunteer consultants to these agencies, enabling these volunteers to stay active in the HR field by continuing to use their HR skills and knowledge while giving back to the community.

To date, 25 non-profit NYC agencies and numerous HR/NY members who served as consultants have immensely benefited from the HR-PRO program. Among the areas that HR-PRO has provided support are: developing employee handbooks, determining employee status under the FLSA, developing sick-time policies, addressing performance management issues, designing benefits programs, and handling layoffs. Additionally, the many hours given so generously by HR-PRO consultants have saved these non-profits thousands of dollars in expenditures, allowing more money to go directly to programs that serve the neediest in local communities.



**l. to r.: Charlie LaManna, Barbara Adolf, Jeanne Stewart, Debbie Cibelli, and Jennifer Loftus**

### Join a Committee or SIG

Start the New Year off my resolving to move to the next level of Association membership. Volunteer your time and get more out of your HR/NY experience. Find out how by contacting one or more of HR/NY's Committee or SIG Chairs and Co-Chairs.

### Begin Here

*continued from page 1*

to share in our joy and exhilaration, although I know you were all there in spirit. You will also have the opportunity to experience the thrill of victory during our February 16th, 2011 chapter meeting. ADP, proud sponsors of the Pinnacle Awards, will attend our breakfast to lead a local award ceremony. In addition, national SHRM is preparing an informational webinar on our HR-PRO initiative, so you can learn more and get involved with Barbara and her team!

There was more to the SHRM Leadership Conference than the Pinnacle Awards ceremony, however. The Conference provides chapter leaders with an opportunity to network with others from across the country. Attendees also learn what is new at national SHRM. As a result of HR/NY's participation in the 3-day event, your Leadership team has developed new ideas to bring more value to you.

We are exploring new approaches for bringing you educational opportunities and strategic credits, as well as creating useful resources including tools such as "Work Right...Don't Let the Bedbugs Bite" for addressing workplace issues surrounding New York City's newest insect residents.

2011 is going to be HR/NY's best year ever. With new programming and member benefits focused on the NYC market, HR/NY is your HR resource. Thank you for entering 2011 with HR/NY!

Here's to our collective success!

– Jennifer C. Loftus, MBA, SPHR-CA, GPHR  
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National Director, Astron Solutions  
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## SAVE THE DATE

- January 12** **SOLD OUT!** “HR Fundamentals Session 3: Human Resource Development,” presented by the **Career Planning & Professional Development SIG**. Speakers: Frank Congiu, Ferrazzi Greenlight; Todd Cherches, Co-Founder, BigBlueGumball Consulting, LLC; and Suzanne Rosenberg, Credit Suisse. 8:00-10:30am. Location: Davis & Gilbert, 1740 Broadway at 55th Street. **Approved for 2.0 recertification credits**. For more information, please visit [www.HRNY.org](http://www.HRNY.org). +
- January 13** **SOLD OUT!** “Effective Administration of Discipline,” presented by the **Employee & Labor Relations SIG**. Speaker: Eric Simon, Partner, Jackson Lewis LLP. 8:30-10:00am. Location: Jackson Lewis LLP, 666 Third Avenue. **Approved for 1.0 recertification credits**. For more information, please visit [www.HRNY.org](http://www.HRNY.org). +
- January 19** “Cultural & Linguistic Diversity: Communicating in Global Organizations,” presented by the **International SIG**. Speaker: Lauren Supraner, President, CAL Learning. 8:45-10:30am. Location: The Ayers Group, 99 Park Avenue, 8th Floor. **Approved for (specified International) 1.25 recertification credits**. For more information or to register, please visit [www.HRNY.org](http://www.HRNY.org). +
- January 26** **Chapter Meeting.** “Managing the Intersection of Work and Life: Current Trends & Future Practices.” Speaker: Adam Sorenson, GRP, WorldatWork. 1:00-2:30pm. Location: Webinar. **Approved for 1.0 recertification credits**. For more information or to register, please visit [www.HRNY.org](http://www.HRNY.org).

+ denotes a members-only event. Members-only events are complimentary. Please visit our website [www.HRNY.org](http://www.HRNY.org) and click on “Events” for more information or to register.



*Happy New Year to All Our HR/NY Family!*

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