

Volume 36, Issue 6
July 2016



THE RESOURCE

San Diego Society for Human Resource Management

ARE YOU READY?

“Complying with the New FLSA Minimum Salary Requirements: A California Perspective”

Join us for our live presentation on Tuesday, July 12
from 4-6:30 p.m. at Hewlett Packard Enterprise

Presented by: Brenda Kasper, Esq. SPHR-CA, SHRM-SCP & Lisa Frank, Esq., Kasper & Frank LLP

Join Lisa Frank, Esq., and Brenda Kasper, Esq., SPHR-CA, SHRM-SCP, for a two hour workshop that explores compliance options for the new minimum salary requirements of the FLSA. The workshop will address topics such as best practices for reclassifying exempt employees, whether to “bump” the salaries of those presently classified as exempt and other tips for complying with the new rules.

This workshop is specifically geared toward California employers, so it will help you understand the important differences between California law and the FLSA. Employers must be in compliance with the new rules by December 1, 2016, so take advantage of this workshop while you still have time to make some crucial compliance decisions.

Register Today!

In This Issue

Contents

Exempt or Non Exempt? Employer Strategies for Complying with New FLSA Requirements	3
HR Career Day	6
San Diego SHRM Legal/Legislative Update.....	7
News from San Diego State University’s Student SHRM Chapter	9
Are You in Transition?	11
What is an Elevator Speech?	12
June Membership Mixer Wrap-Up	14
Knowledge Bowl Questions	15

Calendar

July 12

Monthly Program: Complying with the New FLSA Minimum Salary Requirement-A California Perspective

August 17

Membership Mixer

September 21

Workplace Strategies Conference

October 19

Monthly Program: Abolishing the Employee Performance Review

President

Heather Whitley
Manpower

Immediate Past President

Brenda Kasper, Esq., SPHR-CA, SHRM-SCP
Kasper & Frank LLP

Vice President, Secretary

Sarah Hall, SHRM-CP, PHR
Proven Recruiting

Vice President, Treasurer

Jeff Hobbs, SHRM-SCP, SPHR
Corovan Moving & Storage Company

Vice President, Communications

Ann Wilson, SHRM-CP, PHR
Wilson Consulting

Vice President, North Coast Programs

Michelle Deitrich, SHRM-CP, IPMA-CP, PHR, CLC
County of San Diego

Vice President, Conferences

Laurie Chua, SHRM-SCP
Society for Human Resource Management

Vice President, Certification

Andy Covell, SHRM-SCP, SPHR
Garden Communities

Vice President, Legislation

Christine Mueller, Esq.
General Dynamics NASSCO

Vice President, Membership

Marshall Moore, MBA, SPHR-CA, SHRM-SCP

Vice President, Programs

Karla Boudreaux, PHR
ESET

Vice President, Workforce Readiness

Jennifer Dar
Innovative Employee Solutions, Inc.

Vice President, Foundation

Trisha Zulic, SHRM-SCP, SPHR
My Efficient Edge

Vice President, Marketing and Sponsorship

Meisha Sherman
Hewlett Packard Enterprise

Vice President, Diversity

Brett Pugliesi, SHRM-SCP, SPHR
Superior Mobile Medics, Inc.

Student Liaison

Debbie Te'o
San Diego State University

Executive Director

Emily Cabbage
The Grassley Group

New Members

San Diego SHRM Welcomes All New Members Since June 1!

Riddhi Aeron

Janki Dave

Renee Anthony

Carol Sheckler

Allison Ball

Peggy Tomasello

Luda Bruce



Workplace Strategies Conference

Connect > Build > Sustain > Contribute

REGISTER TODAY AND SAVE!

Deep discount for first 40 attendees

[CLICK HERE TO REGISTER TODAY!](#)

Looking to sponsor or exhibit?

We have opportunities available for any budget.

Contact Emily Cabbage at 866-632-1492x301
or emily@grassleygroup.com.

Exempt or Non-Exempt? Employer Strategies for Complying with the New Minimum Salary Requirements of the FLSA

Brenda Kasper, Esq., SPHR-CA, SHRM-SCP, Immediate Past President

This article is written as a companion piece to the upcoming workshop presented by Brenda Kasper and Lisa Frank on compliance with the new minimum salary requirements of the Fair Labor Standards Act.

[CLICK HERE TO REGISTER TODAY!](#)

Employers have until December 1, 2016 to comply with the new exempt employee minimum salary requirements of the Fair Labor Standards Act (FLSA). The minimum annual salary has been increased from \$23,600 to \$47,476. This means employers are faced with the difficult choice of providing a salary “bump” to certain exempt employees or reclassifying them as non-exempt.

While it may first appear as the most simple and least risky alternative, converting employees to non-exempt status may create increased cost and legal risk. This article discusses compliance issues employers must consider as part of the conversion process.

Increased Cost

Many employees are classified as non-exempt because they regularly work more than 40 hours per week (or more than eight hours per day in California). Converting exempt employees to an hourly-paid status without modifying their job will likely increase payroll cost because these employees will now have to be compensated for any overtime work. Employers need to consider the following issues before setting an hourly rate of pay for newly-converted non-exempt employees.

The first question to answer before determining the new hourly rate of pay is how much overtime is the position expected to work? The answer to this question will help the company determine the anticipated salary cost in converting the exempt employee to non-exempt. Let me give you an example. If the Company simply divides the current annual salary of an employee by 2,080 hours to set the hourly rate of pay, the employee who works overtime will receive an automatic pay increase. This pay increase may be dramatic if the employee regularly works large amounts of overtime because the employee must receive his or her hourly rate of pay plus additional pay for any overtime worked.

Let’s put pay and overtime numbers to a real life example to illustrate the issue. Assume an employee is

paid an annual gross salary of \$40,000. If the employer divides \$40,000 by 2,080 hours, the employee’s gross hourly rate of pay is \$19.23. Now, assume the employee works 45 hours per week, with 5 hours of overtime each workweek of the year. Based on the required overtime, the employee will make an additional \$913.26 each week for the year, with overtime totaling \$7,500 for the year. Once the employer adds the additional overtime pay (\$7,500) to the regular pay for the year (\$40,000), the employee will be paid a total of \$47,500, which is nearly as high as the new FLSA minimum salary requirement the employer was attempting to avoid.

From a strategy perspective, it may be smart to set the hourly rate of pay so the employee receives a small bump in annual compensation when taking into account overtime. This may help an employee swallow the difficult reclassification pill. But the salary increase should not be overly dramatic for at least two reasons. First, the Company is likely trying to avoid increased salary costs by converting employees to non-exempt status. Second, employees who receive dramatic pay increases after being converted to non-exempt may start to think they should have been non-exempt the whole time of their employment. Employees could go back two or three years to claim unpaid overtime under federal law and as far back as four years under California law.

When considering expected overtime, don’t forget to count all “off-the-clock” work – or work that is performed outside of the employee’s regular work hours. Depending on all of the circumstances, the following activities typically count as “hours worked” and employees need to be paid for the following tasks:

- Time spent responding to emails, texts and phone calls outside of regular work hours, including time spent responding during any rest breaks or meal periods;
- Time spent monitoring websites, responding to “crisis” situations or other work activities expected during “on call” periods, including controlled time periods spent waiting for a call;
- Time spent in certain types of work travel, including



Brenda Kasper, Esq., SPHR-CA, SHRM-SCP, Immediate Past President

travel as part of the day's work, overnight travel to a different location and/or travel in one day to another location that creates a longer than usual work day for the employee;

- Preparatory and concluding activities that are a required part of the job; and/or
- Company-required attendance at meetings and training programs, including time spent during breakfast, lunch or dinner meetings (either in a "virtual" capacity or in person).

To appreciate increased salary costs that might be required as part of the conversion to non-exempt status, employers must understand that employees need to be paid for all time spent performing work. Under the FLSA, employees must be paid for any time the company "suffers or permits" them to work. The "suffer or permit" to work standard means the employer is allowing the employee to work – even if the work is not requested by the employer. This time is considered hours worked because the employer knows or has reason to believe that an employee is continuing to work and the employer is benefiting from the work being done. This time is commonly referred to as "working off the clock".

The most effective way to avoid paying for work time is to expressly prohibit the work in writing. Prohibiting "off-the-clock" work in writing is smart, but only if that's the policy the employer really wants to enforce. This type of prohibition means that employees cannot answer work-related emails, telephone calls and text message outside of work hours. If the employer wants the employee to be available for work outside of regular work hours, the better practice might be to allow such work, but tell employees in writing to record all such hours of work.

Another component of compensation that should be considered, before setting the hourly rate, is how much of the non-exempt employee's compensation will come in the form of non-discretionary bonuses and/or commission. These types of payments must be included as part of the regular rate of pay when calculating overtime pay. Remember, overtime is based not on the hourly rate of pay, but on the "regular rate." The regular rate includes many forms of remuneration in addition to the hourly pay rate, including, but not limited to, non-discretionary bonuses, incentive payments, shift differentials, commission pay and other types of payments made to induce employee performance. If a non-exempt employee receives these types of remuneration and works overtime in a given workweek, the value of the extra remuneration must be added to the hourly wage rate and then divided by the total hours of work for that workweek. The new and higher rate is the "regular rate" from which to calculate the overtime rate. In other words, bonus and commission payments will increase the cost of the employee's overtime, adding to overall labor costs.

Employers who consider, and take into account these increased costs before setting the employee's new hourly rate of pay, will avoid unanticipated payroll expenses that occur in the months after the conversion takes place.

Increased Legal Risk

Converting employees to non-exempt status will not eliminate legal risk. The wage and hour rules that govern non-exempt employees are, in many ways, more cumbersome and difficult to document than those governing exempt employees. Employers must therefore strengthen their wage and hour compliance practices for non-exempt employees as part of the conversion process. To help mitigate risk associated with non-exempt employees, employers must ensure compliance with the following:

- **Track and pay for all hours of work.** As explained above, employers must pay for all time non-exempt employees are "suffered or permitted" to work. The wage and hour rules also require employees to record their start and stop times, including any rest breaks and meal periods lasting longer than 20 minutes. Employers who want to implement "exception only" time reporting rules, where employees only record work times that are different from their regular work schedule, should consult with legal counsel to determine whether this practice complies with wage and hour rules in their state. Employers may apply "rounding" rules for timekeeping as long as the time is rounded both forward and backwards, and employees are compensated for all of their time when viewed over a representative period. Finally, employers should not apply "lock-out" rules as part of their timekeeping system, where employees are automatically clocked-out regardless of whether they are working. Lock-out periods may be viewed as the employer failing to pay employees for their hours of work.
- **Calculate overtime correctly.** All overtime hours that are worked must be recorded by the employee and paid by the employer. For the most part, there is no such thing as "compensatory time" for private sector employers. This means that you cannot have employees work overtime in one week, and then save-it-up and use it in a different pay period. Additionally, overtime is based not on the hourly rate of pay, but on the "regular rate" as described above. Don't forget that states like California have special overtime rules.
- **Provide, and prove that you provided, state-required rest and meal periods.** Federal law does not require employers to provide rest and meal periods to employees. However, many states, including California, require employees to receive rest and meal periods in accordance with state-specific rules. Failure to comply with rest and meal period rules adds an additional layer of legal risk and potential cost for employers.

- **Comply with state-specific time of pay, pay stub and other notice requirements.** A number of states have laws governing when non-exempt employees must be paid and the type of information about their pay that must be provided on pay stubs. States like California require employers to provide written information to non-exempt employees on their pay and benefits at the time of hire and any time changes are made. Employers need to take these rules into account as part of any conversion process.

Polish and Improve the Company’s Non-Exempt Employee Infrastructure

The final step the employer should take during the conversion process is polishing and improving its non-exempt employee infrastructure. Employers need to consider the following compliance areas as part of this process:

- **Update job descriptions.** Create and/or update job descriptions for newly-converted positions. If employees regularly worked more than 40 hours per week when performing their jobs prior to conversion, consider appropriate modifications to reduce anticipated overtime.
- **Update non-exempt employee policies and procedures.** Review and/or update rest and meal break policies to ensure compliance with applicable state laws. Also, review vacation/sick pay/PTO and other paid time off policies to ensure employees accrue time

in accordance with employer policy. Don’t forget that certain sick pay laws require non-exempt employees to accrue sick pay for each overtime hour worked.

- **Consider upgrades to the employer’s timekeeping process.** Ensure the employer’s timekeeping practices sufficiently capture all hours of work, do not have “lock-out” periods where non-exempt employees are prohibited from recording required work and capture the information required for non-exempt employees under the FLSA and any applicable state or local wage and hour laws. In California and other states with mandatory breaks and meal periods, ensure the timekeeping process accounts for such breaks and allows the employer to audit time records to ensure compliance.
- **Provide management training.** Train managers on how to supervise non-exempt employees without inadvertently creating additional wage and hour risk. Providing this type of training is especially crucial in California and other states with wage and hour rules that significantly deviate from the FLSA.

The good news is employers still have a number of months to put together a well-thought-out process for converting employees from exempt to non-exempt. The bad news is employers need to start planning now to ensure they do not create additional cost and inadvertent legal risk as part of the conversion process.



Join the Disneyland® Corporate Ticket Program today.

Help your employees show their Disney Side by making it easier for them to experience all there is to see and do at the Disneyland® Resort!

Bringing the magic to your company has never been easier!

- Employees can save over box office prices.
- It’s FREE to join.
- Tickets are sold online for easy access.
- Earn complimentary tickets when sales minimums are achieved.

To set up this exciting benefit for your employees, contact Mary Ann Waters at mary.ann.waters@disney.com or visit shrm.org today!



HR Career Day: Looking Forward to Being an HR Professional

On August 3, San Diego SHRM will be holding our first HR Career Day in an effort to increase student awareness of HR careers and pathways, and educational opportunities linked to these pathways. The Career Day will also introduce youth to students engaging in post-secondary human resources programs and to HR professionals, so as to aid in their own career journey process. Working closely with the San Diego Workforce Partnership, and their program to help prepare students for opportunities

and careers, our interaction will be focused on youth in the program ages 16 to 24. We will provide career professionals to interact with the students to help them with resumes and interview skills, as well as insights into HR careers. This will be a three-hour program in the following locations: Cal State San Marcos Campus, UCSD Faculty Club and the San Diego Continuing Education Cesar Chavez Campus.

STUDENT PARTICIPANT REGISTRATION FORM

Agenda:

- 12:30 p.m. Registration and Lunch
- 1:30 p.m. San Diego SHRM President Greeting
- 1:45 p.m. Listen to HR Professionals Give their Elevator Speech
- 2:05 p.m. Rounds 1-3 of Interviews and Interaction
- 2:35 p.m. Leveraging Social Media to Build a Personal Brand for Success with Guest Speaker, Tara Fournier, SHRM-SCP, SPHR, Director of HR at Revana Digital Cal SHRM Social Media Director and Brandman University Student.
- 2:55 p.m. Rounds 4-6 of Interviews and Interaction
- 3:25 p.m. Award of "Shadow Day" Opportunities and Closing Remarks

How You Can Volunteer:

San Diego SHRM is currently seeking HR Professionals to assist in one or two ways. The first is to give your time at one of three locations on our HR Career Day on August 3. The second is to allow a student to job shadow you for one day between now and December 31. HR Professionals will receive recertification credits for their time. Please use the links below to sign up for these volunteer opportunities!

[HR CAREER DAY VOLUNTEER FORM](#)

[SHADOW DAY VOLUNTEER FORM](#)

Meet the Team:

- Heather Whitley-Quinn**, San Diego SHRM 2016 President: Strategic Direction
- Nina Woodard**, SHRM-SCP, SPHR, GPHR, 2013 Past President: Project Manager
- Andy Hall**: San Diego Workforce Partnership
- Debbie Te'o**: President SDSU Student SHRM Chapter
- Alisa Watjara**: UC San Diego HR Certificate Course
- Brett Pugliesi, SHRM-SCP, SPHR**: San Diego SHRM VP Diversity
- Meisha Sherman, MBA**: VP Sponsorships
- Jennifer Branch**: Member Volunteer

Sponsors:

Disney Corporate Ticket Sales
Manpower

Supporters:

CSU San Marcos University Center
Ed Abeyta
Michael Smithfield, President CSUSM Student Chapter
San Diego Continuing Education Cesar Chavez Campus
UCSD Faculty Club

If you have any questions, please email Brett Pugliesi, San Diego SHRM VP of Diversity, at Brett.J.Pugliesi@questdiagnostics.com

San Diego SHRM Legal and Legislative Update.....

Christine Mueller, Esq., VP of Legislation



Christine Mueller, Esq., VP of Legislation

Legislative Update:

City of San Diego Governed by New Earned Sick Leave and Minimum Wage Ordinance

On June 7, 2016, San Diego voters approved an Earned Sick Leave and Minimum Wage Ordinance that applies to employees working in the geographic boundaries of the City of San Diego. The ordinance will become effective once the City Council passes a resolution declaring the results of the election, which is expected to occur in July 2016. The ordinance will not apply retroactively. The City Council has confirmed that it will adopt the ordinance, but at the time of the writing of this update, the implementation ordinance has not yet been published.

Once the ordinance goes into effect, San Diego's minimum wage will be \$10.50 per hour, increasing to \$11.50 per hour on January 1, 2017. Thereafter, it is expected to increase again on January 1, 2019, at which time it will likely be equivalent to the state minimum wage.

The ordinance also provides for the accrual of paid sick time at the rate of one hour for every 30 hours worked, and provides that employees must be allowed to use 40 hours of their accrued paid sick leave in each 12-month period. The ordinance contains some key differences from California's sick leave law (the Healthy Workplaces, Healthy Families Act of 2014, Labor Code section 245 et seq.). For example, under the San Diego ordinance as it is currently written:

- An employee will be eligible for paid sick leave if he or she works two hours in one or more calendar weeks of the year in the City of San Diego.
- There is no exclusion for employees covered by certain collective bargaining agreements or employees in the construction industry.
- The reasons for which an employee may use sick leave are expanded.
- The "up-front" or "advance" method of providing sick leave is not expressly allowed. Employees must accrue at least one hour of paid sick leave for every 30 hours worked.
- Accrual is unlimited.
- The employer can limit use of paid sick leave to 40 hours in a 12-month period.
- Sick leave is accrued and provided on the basis of hours, not days.
- The employer may require medical documentation of the need for sick leave only for absences of more than three consecutive days.

We are awaiting further guidance from the City Council, which has received recommendations from the Office of the City Attorney proposing to revise and clarify some of the above provisions. Nonetheless, organizations with employees who work in the City of San Diego will need to comply with both the local ordinance and the California law, and must provide whichever benefit is more generous to employees. In addition to looking at their minimum wage employees, affected employers should confirm that their sick leave policies comply with the new ordinance. Employers who provide sick leave through a paid time off policy will need to consider the implications of the new ordinance, particularly since it is unclear at this time whether the ordinance will require unlimited accrual and carryover. With multiple paid sick leave laws in San Diego, Los Angeles, San Francisco, Oakland, and other cities and counties, employers with operations throughout California are encouraged to consult with employment council to ensure compliance with all applicable state and local laws.

Judicial Update:

U.S. Supreme Court Clarifies Limitations Period for Filing Constructive Discharge Claim

In *Green v. Brennan*, the United States Supreme Court determined that the statute of limitations for filing a charge with the Equal Employment Opportunity Commission (EEOC) in a constructive discharge claim began to run at the time the employee resigned.

After working for the United States Postal Service (“USPS”) for 35 years, Marvin Green (“Green”) applied for a promotion and was not selected. After he complained to his supervisors that he was denied the promotion because of his race, his relationship with the USPS deteriorated. Two of his supervisors accused him of intentionally delaying the mail, a criminal offense. A formal investigation was initiated and Green was taken off duty. Ultimately, the USPS agreed not to pursue criminal charges if Green left his post, and the parties signed a settlement agreement under which Green could either retire or accept a demotion. Green later submitted his resignation and retirement papers.

Green then complained to the EEOC, alleging unlawful constructive discharge. He contended that his original EEOC complaint resulted in threats by his supervisors and effectively forced his resignation in violation of Title VII. Green eventually filed suit in federal court, and the USPS moved for summary judgment, arguing that his EEOC complaint was untimely. At issue was whether the limitations period for submitting his EEOC complaint began to run on the date of the settlement agreement, or the date of his resignation.

The Court found that the clock for a constructive discharge claim begins running only after the employee resigns. Furthermore, an employee is deemed to resign when he gives his employer definite notice of the resignation, not on the effective date of the resignation. Thus, when an employee resigns and gives two weeks’ notice, the limitations period begins to run on the day he gives notice, not the last day of employment. While this decision does not change the law regarding constructive discharge claims, it provides clear guidance on assessing the timeliness of a constructive discharge claim under federal law.

Ninth Circuit Affirms Class Certification in Sales Associate Class Action

The Ninth Circuit certified a class of sales associates in *Vaquero v. Ashley Furniture Industries, Inc.* in a claim for unpaid wages and overtime under California’s wage and hour laws.

The group of sales associates worked for Stoneledge Furniture, LLC (“Stoneledge”), which operated retail furniture stores in California. Stoneledge paid its sales associates solely on commission, but the associates alleged that they were required to perform tasks unrelated to sales, such as cleaning the store, attending meetings, and carrying furniture. The case was removed to federal court, where it was ultimately certified as a class action.

The Ninth Circuit determined that there were questions of law or fact common to the class and affirmed class certification. It reasoned that if the company required sales associates to do work not directly involved in selling, and failed to compensate them for such work, then it violated California law for all such employees, which was an issue capable of class-wide resolution. The Ninth Circuit further determined that common questions predominated over individual questions because Stoneledge either paid or did not pay sales associates for work performed. Even if there was a need for individual damages calculations, the class could still be certified.

This case is a reminder that a common pay practice will make it easier for a wage and hour class to be certified, even where each individual employee might have different damages.

News from San Diego State University's Student SHRM Chapter (SHRM SDSU)

Debbie Te'o, SHRM SDSU President and San Diego SHRM Student Liaison

SHRM SDSU had an amazing, award-winning year! The 2015-2016 academic year for San Diego State University's student chapter was full of rewarding professional, educational and personal development events for all students. We received 11 awards collectively from National SHRM, SDSU and the College of Business Administration.

We were pleased to receive the 2016 **Superior Merit Award** from National SHRM. This award recognizes the superior growth and development opportunities the chapter provides its members. The SHRM student chapter merit award program, which began in 1972, was created to encourage student chapters to require ongoing excellence in the following areas: student chapter requirements, chapter operations, chapter programming and professional development of members, support of the human resource profession and SHRM engagement.

"These chapters truly represent the future of the HR profession," said Susan Post, SHRM-SCP, East Divisional Director at SHRM and the lead for SHRM's Student Programs. "Their achievements go above and beyond their everyday academic and work commitments, and we applaud the positive impact their efforts have on their schools, their local communities and beyond."

SHRM student chapters have the opportunity to earn an award based on the number of activities they complete during the merit award cycle, which lasted from April 1, 2015 to March 31, 2016.

Moreover, we are very proud to congratulate our wonderful faculty advisor, **Dr. Dean**, who is more than deserving of the 2016 **SHRM Advisor-of-the-Year Award!** Her dedication, support and genuine passion for SHRM SDSU and all students is appreciated and recognized. Each year, SHRM's national organization honors one "student chapter advisor who is recognized for his/her outstanding service and leadership based on a variety of criteria, including contributions to the development of student leaders and the development of

innovative initiatives conducted by the chapter." There are 250 SHRM student chapters in the U.S. **Dr. Dean** received her award during this year's Annual SHRM Conference and Exposition held June 19-22 in Washington, D.C. Congratulations **Professor Dean!** You rock!

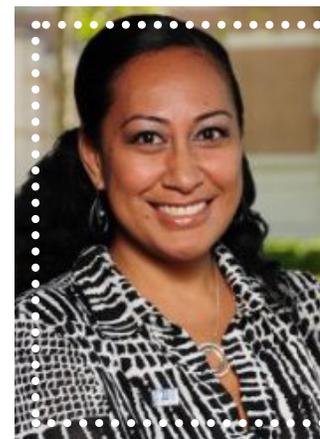
SHRM SDSU was pleased to receive recognition for our chapter from SDSU.



SHRM SDSU received five 2016 SDSU Student Life & Leadership Dean of Students Awards! SHRM SDSU received the **Dean of Students Awards** for **Impact and Contribution to SDSU** and **Outstanding Collaboration** for our Clean the World community service event. Individual SDSU SHRM officers also received awards for their work with the student chapter, including SHRM SDSU Past President and Secretary **Ryan Prout**, who received the **Dean of Students Award** for **Outstanding Team Player** and **Sophie Zavala**, who received the **Dean of Students Award** for **Dedication to Philanthropy & Service**, and **Dr. Dean**, who received the **Dean of Students Award** for **Outstanding Advisor**.

SDSU SHRM also received recognition within the SDSU College of Business Administration. In addition to this achievement, I'm so proud to announce SHRM SDSU also received SDSU's **Business Achievement Award** for **Outstanding Student Chapter**, **Outstanding Event** and recent graduate and past SHRM SDSU chapter Vice-President **Sophie Zavala** received the **Outstanding Business Student Award** in the College of Business, and **Dr. Dean** received a **Business Achievement Award** for Most Influential Professor.

As the new semester approaches, I am delighted to welcome the incoming officers for Fall 2016. Every one of our new officers has played an active role in the organization this past semester helping to make each event successful. Incoming Chapter President (and former Treasurer), **Travis Doderlein**



Debbie Te'o, SHRM SDSU President and San Diego SHRM Student Liaison

will lead this team in meeting the organization's dual-purpose mission of developing professional development and exposing students to a career in human resources. I have absolute faith that our new group of SHRM SDSU leaders will continue the chapter's success and make each experience a positive learning opportunity. We wish our new President and chapter officers success in leading our chapter to another award winning year!



Are You In Transition?



Join the San Diego SHRM In Transition Group!

Meetings are held every second and fourth Thursday of the month at 6 p.m.
in the Conference Room at Brandman University.

Brandman University
7460 Mission Valley Road
San Diego, Calif. 92108

There is no charge to attend these meetings.

*The purpose of this group is to provide support, learning and job lead(s) for those seeking new career opportunities primarily in the HR field, however other fields are also welcome.
A San Diego SHRM membership is encouraged, but not required.*

Meeting format:

- ▶ Networking — bring business cards to exchange
- ▶ Introductions — practice Elevator Speech (see page 12)
- ▶ Topic
- ▶ 4 Leads/sharing/open forum

- 7/14: Time is Money – for Job Search Strategies
- 7/28: Identifying Your Ideal Job & Overcoming Perceived Obstacles
- 9/8: Using LinkedIn Effectively
- 9/22: Professional Branding for Your Ideal Job, Including Your Resume
- 10/13: Where to Find Your Ideal Job/Networking
- 10/27: Interviewing Part 1
- 11/10: Interviewing Part 2
- 12/8: Negotiating an Offer and Starting out Right

Contact Susan Wheeler for more information at susanjoycewheeler@gmail.com.

“What Is an Elevator Speech and How Do I Get One?”



Think of your elevator speech as a 30 second to 1 minute commercial that you would give about YOU to someone while in an elevator. The concept of the elevator speech is that, because an elevator ride is short, you only have a limited amount of time to tell

someone about yourself. It's also a part of your Personal Brand and necessary as part of the networking and interviewing process.

Although when you meet someone in a networking situation, your speech should be short, it is important to have a somewhat longer version for the interview question; tell me about yourself. Generally 1-3 minutes.

Memorize it because you never know when you will need it, but make sure that it doesn't sound memorized. It should be effortless, conversational/natural and what makes you YOU; your skills, values, background makes you engaging. The goal is to have the listener want to know more about you.

Make it one YOU believe!

An elevator speech is more effective if you believe what you are saying and is authentic to you. It shouldn't come across as forced or uncomfortable for you. By believing what you are saying, you can convey more emotion and passion in your delivery. Those listening will hear this and likely want to hear more from you.

A great elevator speech should:

- Clearly articulate what you do, and if time allows, something that indicates expertise. (We like to work with experts, don't we!)
- Be succinct.
- Have an impact.



Do's and Don'ts:

- Do write and rewrite your speech, sharpening its focus and eliminating unnecessary words and awkward constructions.
- Do practice your speech. Experts disagree about whether you should memorize it, but you should know your speech well enough so

you express your key points without sounding as though the speech was memorized. Let it become an organic part of you. Many experts suggest practicing in front of mirrors and role-playing with friends.

- Do project your passion for what you do.
- Do maintain eye contact with your listener.
- Don't get bogged down with industry jargon or acronyms that your listener may not comprehend.
- Do be prepared to wrap up earlier than you were planning if you see the listener's eyes glazing over or interest waning.
- Don't hesitate to develop different versions of your Elevator Speech for different situations and audiences.
- Do incorporate examples and stories to help support your points. Provide examples of successful outcomes of deploying your skills. Stories make your speech memorable.
- Do focus on how you can benefit employers and help them solve their problems. Remember as you deliver your Elevator Speech that the listener may be mentally asking, "What's in it for me (or my company)?"
- Do use concrete, listener-friendly language, but at the same time, don't be afraid to paint vivid word pictures.
- Don't forget to include your competitive advantage also known as your Unique Selling Proposition (USP); in other words; how you can perform better than anyone else.



How do you craft your elevator speech?

- 1) Write down everything you'd like a prospective employer to know about your skills, accomplishments and work experiences that are relevant, even characteristics that may be applicable to the job you are targeting. Then start deleting/editing everything that is NOT critical to your speech.

- ▶ You could start with an entire page, then cut it in half, then in half again and so forth, until you get a snapshot of you and your career.
- 2) Keep editing until you've got the speech down to a few key bullet points or sentences. Your goal is to interest the listener in learning more about you; not tell your whole life story.
- 3) Format it;
 - ▶ A good elevator speech should answer three questions: Who are you? What do you do? What are you looking for?

Examples:

1) "Hi. I am Jessica Hill. I am an accountant with 10 years experience in the insurance industry and I'm looking for opportunities in the Dallas area with both insurance and finance companies." That speech would take about 15 seconds. Jessica would then want to use her next 15 seconds to add details about her unique selling proposition, special skills and specific ways she could help a potential employer.

The key is to make it interesting and thought-provoking to ensure you say more than 'just the facts.'

- 2) "I spent 25 years on Wall Street heading up a staffing organization for Fortune 500 companies. Now I take those insider secrets and teach people how to run an efficient, effective job search."
- 3) The short version: "I am a seasoned, award-winning HR Leader, most recently in the healthcare setting. I am enthusiastic about helping individuals succeed at work while achieving business objectives. I am looking for a similar environment where I can make a meaningful, positive impact."

4) The long version: "I am a seasoned, award-winning HR Leader, most recently in the healthcare setting. I am enthusiastic about helping individuals succeed at work while achieving the business objectives. I have reported to the CEO for the last 12 years and worked closely with BOD's. My style is one of openness and being approachable, and I am skilled at communicating and working with all levels in the organization. I enjoy being in a leadership role because I am ambitious and able to create trusted relationships. My curiosity and forward-thinking makes me focus on continuous improvement in myself first, and then others. When it comes to problem-solving, I am told I have a calm, analytical, and decisive style. Because of this and my strong work ethic, I achieve results."

Let's practice:

Take a few minutes to quickly write a first draft elevator speech. The purpose here is to get to some key bullet point points formulated. Then come back to the speech to expand, clarify, and refine as needed.



References:

<http://effectivejobsearch.com/elevator-speech/>
http://www.quintcareers.com/elevator_speech_dos-donts.html
<http://www.getajobtips.com/2014/04/creating-effective-elevator-speech-for.html>
<http://jobs.answers.com/sample-letters-and-templates/the-short-pitch-creating-an-effective-elevator-speech>
<http://www.forbes.com/sites/nextavenue/2013/02/04/the-perfect-elevator-pitch-to-land-a-job/>
<http://www.forbes.com/sites/susanadams/2012/03/29/how-to-craft-a-job-search-elevator-pitch-2/>

June Membership Mixer

On Wednesday, June 15, 40 individuals gathered at the Council for Supplier Diversity for our June Membership Mixer! The Council for Supplier Diversity's mission is to use the disciplines of Supplier Diversity initiatives as an engine for economic development in underrepresented communities. Throughout the mixer, attendees enjoyed food, drinks and great company! Congratulations to Lisa Willhate who won our \$300 Apple giftcard! As always, thank you to our sponsors Hewlett Packard Enterprise, Manpower and SDGE.



Join Us
for our next Membership Mixer on
Wednesday, August 17 from 5:30-7:30 p.m.

Manpower

1855 First Avenue, Suite 300 • San Diego, Calif. 92101

[CLICK HERE TO REGISTER TODAY!](#)

CA-Knowledge Bowl Questions

1. **An employee earns \$9 an hour, and the pay range is \$8 to \$12. What is the compa-ratio?**
 - A. 66%
 - B. 80%
 - C. 90%
 - D. 111%
2. **A window manufacturer guarantees its installers a base wage plus an extra \$25 for each job completed to specifications. The employer is using a:**
 - A. Merit pay system
 - B. Productivity-based system
 - C. Competency-based system
 - D. Flat-rate system
3. **The first consideration in developing a compensation system is for the system to:**
 - A. Fit the organization's strategy
 - B. Lead the market
 - C. Fit the workforce
 - D. Be internally equitable
4. **A major disadvantage of time-based pay systems is that they:**
 - A. Are subject to equal pay litigation
 - B. Require performance appraisal systems
 - C. Can raise pay levels over time even if performance is mediocre
 - D. Favor quantity of work over quality
5. **The purpose of a gap analysis is to:**
 - A. Determine which employees are underinsured
 - B. Revise benefits that are not meeting employee or organizational needs
 - C. Eliminate benefits that are the most costly
 - D. Ensure that all employees receive the same benefits
6. **According to COBRA, an organization with at least 20 employees must offer:**
 - A. Health insurance to its employees
 - B. Continued medical coverage to employees terminated for gross misconduct
 - C. COBRA benefits to workers if the organization terminates its health plan
 - D. COBRA benefits to spouses of deceased workers
7. **After using employer-sponsored EAP services to visit a psychologist, an employee pays out of pocket for additional sessions—beyond the EAP coverage. The employee's manager calls the psychologist without the employee's consent. Based on information learned from the conversation, the manager terminates the employee. This action:**
 - A. Ignores progressive discipline procedures
 - B. Demonstrates reasonable and prudent behavior
 - C. Violates the employee's expectation of privacy
 - D. Upholds HIPAA Privacy and Security Rules
8. **According to USERRA, employees called up for active duty are entitled to:**
 - A. Higher limits for salary deferral contributions
 - B. Credited service for retirement plan purposes
 - C. Lower copayments and deductibles for continued family medical benefits
 - D. An early vesting schedule for retirement benefits

Answers

1.C The midpoint is \$10. Divide the pay rate by the midpoint ($\$9 \div \$10 = .9$ or 90%). 2.B 3.A 4.C 5.B 6.D 7.C (Leggett v. First National Bank of Oregon) 8.B