

# ISU STUDENT SHRM NEWSLETTER

## Highlights...

- Superior Merit Award
- Anita Gabbard wins FOCUS Award
- SHRM Officers
- Calendar of Events
- Valarie Eversole
- Outstanding Employee
- Procrastination
- How to Keep a Job
- 25 Best Medium Co. to Work For
- Become The Author of Your Won Story
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## SUPERIOR MERIT AWARD GOES TO ISU & SMWC STUDENT CHAPTER

The Wabash Valley Collegiate SHRM Chapter of ISU and SMWC has been awarded for the 2003/04 academic year, the Superior Merit Award by the National Society for Human Resource Management. . This award program recognizes college chapters for outstanding activities and programs in four areas:

- Chapter support of the professional development of members
- Chapter support of the Society for Human Resource Management (SHRM)
- Chapter support of the profession
- Professional operation of the chapter

The student organization has been successful because the members take an active role and have a passion for their field of study. This passion led the

group to become one of the 94 chapters out of 430 to receive this outstanding award. The society is the leading voice of the human resource profession and provides students with an opportunity to network with professionals in the human resource field.

This organization is sponsored by the ISU Industrial Technology Education Dept., College of Technology, Student Government Association, and the Business Dept. of St. Mary of the Woods College. The chapter is starting their third year in existence and has seventy members. It is supported by the local professional chapter, the Wabash Valley Human Resources Association, where the student members receive mentors, participate in job shadowing and internships, and attend professional development activities. Faculty advisors

for the Chapter are Carole Yaw, ITE Dept. at ISU and Frank Whittle, Business Dept. at SMWC. Any student with an HR/HRD focus is welcome to join by contacting either advisor.

## SHRM OFFICERS FOR 2004-05 SCHOOL YEAR

- Angela Fox—President
- Madeline Harrison - vice president
- Lisa Nicholas - secretary
- Cindy Crowder - historian
- Lisa Stein - PR Director

## ANITA GABBARD FOCUS INDIANA SCHOLARSHIP WINNER



**Anita Gabbard**

Anita Gabbard, a student majoring in Human Resource Development at ISU, has been awarded a Focus Indiana Scholarship for Fall 2004. This scholarship is collaboration between Indiana State University, private industry, and community leadership aimed at the creation of career opportunities for Indiana State Univer-

sity graduates. Focus Indiana is supported by a grant from the Lilly Endowment.

Anita is a full-time staff member at ISU in the Hulman Memorial Student Union, where she has been employed since 1986. She has held a variety of positions and has advanced to Auxiliary Services Manager and supervises the Visitor Pay Lots, Information Center, Sam's Club, and Marketing Operations of the Union.

She holds a A.S. degree in Accounting and Business and is a junior at ISU. She is a member of the Wabash Valley Collegiate SHRM Chapter of ISU and SMWC. Her career goal is to ad-

vance within the ISU organization.

**“Networking is people connecting with people, linking ideas and resources.”**

**Jessica Lipnack and Jeffery Stamps, The Networking Book.**

### YOUR CAREER PLAN — VALARIE EVERSOLE, ASST. DIRECTOR, CAREER CENTER

Valarie Eversole, Assistant Director of the ISU Career Center, came and spoke with us at our first SHRM meeting. Ms. Eversole spoke on Your Career Plan and Strategies for Marketing Yourself at a Gathering.

#### YOUR CAREER PLAN:

[Begin NOW](#)  
[Resume/Cover Letter](#)  
[Get Involved](#)  
[Job Shadowing](#)  
[Mentors/Networking](#)  
[Professional Organizations](#)  
[Internships](#)  
[Interviewing](#)  
[JOB!](#)

## Strategies For Marketing Yourself At A Gathering

- HAVE AN AGENDA
- HAVE YOUR BUSINESS CARDS HANDY
- BECOME AWARE OF THE ROOM'S LAYOUT
- STRATEGIES TO MAKE THE MOST OF THE EVENT
- BE PREPARED TO TALK
- AVOID RETREATING TO YOUR "SAFE ZONE"
- WHAT TO WEAR
- REMEMBER YOUR CHUTZPAH
- BRING YOUR SENSE OF HUMOR

(Info. Adapted from Susan RoAne's book—How To Work A Room.)

## BECOME THE AUTHOR OF YOUR OWN STORY—Margaret M. Clark

NEW ORLEANS—When Krispy Kreme Doughnuts chief executive office Scott A. Livengood says “hot doughnuts now,” he means “now” - delivering more than 10,000 doughnuts at dawn on Wednesday for attendees at the Society for Human Resource Management Annual Conference.

Joking aside, Livengood, more than any other conference keynoter, embodied what strategic human resource management can really mean. He began his career at Krispy Kreme as a “personnel trainee” in 1977. He became the president in 1992, then chairman and CEO in the late 1990’s. But he still considers himself “chief human resource officer,” he said.

Krispy Kreme has gone from “a hole in the wall” with a secret doughnut recipe in

1937, to a multi-billion dollar publicly held company today. But in 1996, the company was “standing at the edge of the abyss,” he said.

Under Livengood’s leadership, the company transformed itself from a lackluster wholesale enterprise into an on-premises customer experience he call “doughnut theater,” complete with live action doughnut making the neon sign announcing “Hot Doughnuts Now.”

Livengood rejects the former as a “mechanistic reality” emphasizing return on human capital, and embraces the latter as a framework in which “people are people, not roles or categories.” Within that paradigm, he said the role of a leader is to:

- Establish a consistent

environment.

- Create a feeling of relevance, providing reasons and assigning responsibilities.
- Reflect the vision, mission, values and strategy of the company.
- Be obsessed with building a capable, cohesive team.
- Measure success not based on what has been, but on what can become.

Become the author of your own story, Livengood counseled. If you do not, others will constantly try to do so.

Go to [www.shrm.org/hrnews](http://www.shrm.org/hrnews) for the full article.

### CALENDAR OF EVENTS:

Nov. 17, 4:30P COT, Rm 101E  
(Speaker: Jeff Mikula—Pfizer)

Dec. 7th, Holiday Luncheon at the Olive Garden, 11:30 am.  
(Toys for Tots Gifts)

Jan. 19, 4:30P, COT, Rm. 101E  
(Speaker: Chuck Salvetti-SHRM)

Feb. 16, MARDI GRAS PARTY,  
4:30P, COT, Rm 101E

March 16th, 4:30P, St. Mary of the Woods  
(Speaker: Gary Brown—Bemis)

April 20th, 4:30P, COT, Rm 101E  
(Speaker to be announced)  
(Election of Officers)

### Becoming An Outstanding Employee...Five Steps to Take:(WIETS @ Work)

- BE VISIBLE
- BRANCH OUT AT WORK
- BE VOCAL
- KEEP BUSY
- BE OPEN TO CHANGE

### Putting a STOP to Procrastination.(WIETS @ Work)

- Fear of Failure
- Indecisiveness
- Perfectionism
- Last-minute syndrome
- Setting priorities
- Realistic goals
- Be disciplined

### How To Keep The Job Once You Get It:(WIETS @ WORK)

- Be dependable/ reliable.
- Go above and beyond your job description.
- Communicate with supervisor.
- Team Player.

## 25 BEST MEDIUM COMPANIES TO WORK FOR ACCORDING TO SHRM

1. ACUITY
2. Russell Investment Group
3. Orange County Teachers Fed. Cred. Union
4. Genencor International
5. The Hospice of Marion County Healthcare Alliance
6. Synapse Group Inc.
7. BMW Financial Services NA LLC.

8. Cascade Engineering Inc.
9. Green Mountain Coffee Roasters Inc.
10. GRANITEROCK
11. CXtec
12. Digital Fed. Cred. Union
13. Holder Construction Co.
14. Patagonia Inc.
15. Ohio Nat. Fin. Services
16. Mitretek Systems
17. HKS Inc.

18. Pioneer Fin. Services Inc.
19. Johnsonville Sausage LLC
20. Vanasse Hangen Brustlin Inc.
21. Heineken USA Inc.
22. Sandy Spring Bank
23. EILEEN FISHER INC.
24. Texas Assoc. of School Boards Inc.
25. Lincoln Plating



## **CONGRATULATIONS TO FATOUMATA**

**ASKOFARE** for successfully passing the Professional in Human Resources (PHR) exam. She is a former member of the Wabash Valley Collegiate SHRM Chapter of ISU & SMWC.

**Way to go Fatoumata!!!**

## **PROFESSORS CINDY CROWDER AND CAROLE YAW ATTEND THE NATIONAL SHRM CONFERENCE IN NEW ORLEANS**

Professors Cindy Crowder and Carole Yaw attended the National SHRM conference in New Orleans in June. Our student chapter was given recognition for receiving the National Superior Merit Award. Queen Noor was the opening speaker, and on Monday Christopher Reeves was the keynote speaker; he was a great inspiration. We are very sorry that he passed away on October 10, 2004 and our condolences go out to his family. Cindy and Carole gained a vast amount of knowledge in many areas of HR.

They also enjoyed the many attractions in New Orleans and stayed close to Bourbon Street.

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They met our former VP of the student SHRM organization, Min Ho Cho, while there and enjoyed an evening with him; he was there with a delegation from South Korea.