



# HRLA of Eastern CT

## Special Updates for **Nov. 2012**

November 1, 2012

### Hurricane Sandy



Many continue to be without power and experienced damage from this devastating storm. We're glad the storm moved more quickly than anticipated and we hope everyone stayed safe during this past week!



### Career Links News:

These meetings are open to all HRLA Members and all HR Professionals in transition

Questions? Please contact Bonnie DeCosta at [bldecosta@sbcglobal.net](mailto:bldecosta@sbcglobal.net)

Our Career Links group is growing with both HRLA members in transition and HR professionals looking to advance their career and broaden their HR skill sets.

#### Upcoming SCHEDULE:

Some of the speakers to watch for at upcoming Career Links meetings:

Nov. 8 Thurs. 7:00-9:00 AM HRLA meeting Norwich

Increase your networking and online exposure through Twitter and other social media.

Go to the HRLA website and read more about this **Social Networking** event! Great career event, **no Career Links meeting after this meeting.**

Dec 6<sup>th</sup> - 5:30 - 8:00 HRLA Holiday Party at the Norwich Inn & Spa



Human Resource Leadership  
 Association of Eastern Connecticut  
**November 8th Breakfast Meeting**



## Social Media: As a Recruitment & Job Searching Tool

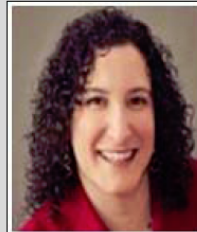


### Subject Matter Experts Presenting

**Marc W. Halpert:**  
 LinkedIn Evangelist & Positioning Trainer



**Linda Van Valkenburgh:**  
 Executive Career Coach and  
 Twitter Certified Career Strategist



**Jennifer Scott:**  
 Director, Talent Acquisition;  
 Workforce Engine



**Date:** Nov. 8, 2012  
 7:00 - 9:00 a.m.

**Location:** Holiday Inn  
 10 Laura Blvd  
 Norwich, CT

\$25 HRLA Members  
 \$35 Guests

**Register:** [www.hrlact.org](http://www.hrlact.org)

*Breakfast,  
 Networking, Door Prize*



1.0 General HRCI Credit

### What You Will Learn

**How to Utilize Social Media as a Recruiting Tool:**

- Create a proactive social recruiting strategy. Get your team aligned.
- Write a job ad that gets the right candidates;  
 Craft profiles that generate responses.
- Choose and leverage the appropriate social media tools for your specific needs.
- Build and engage with your network.
- Show your company's LinkedIn personal profile best.
- Create personal branding for your company.

**How to Utilize Social Media as a Job Searching Tool:**

- Write a resume that gets noticed & generates responses by recruiters.
- Find the right job: Searching Skills.
- Show your personal profile best. Why YOU should be hired.
- Create your personal branding.
- Search out connections that can help you find a new (unadvertised) position using LinkedIn networking tools.

**Who Should Attend**

HR Professionals      Recruiters  
 In Transition Professionals



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# Bring More *Joy* into Your World



HRLA's Holiday Party  
Thursday, December 6, 2012  
5:30 – 8:00 p.m.  
the beautiful, historic, premier resort  
the Spa at Norwich Inn



Bring your spouse or friend & look forward to a **fantastic, relaxing, fun** evening.

Featured Speaker **Joy Baldrige, CPC, CSP**  
**Bring More Joy into Your World!**  
**Making the Best Even Better**

How the Best Adapt and Cope with Change –  
Be more confident, secure and productive during change.



### Delicious Menu:



Butter-baked roast turkey breast, cranberry chutney & gravy, lobster bow ties.

**Raffle Baskets** **Door Prizes** **Cash Bar**

**Networking!**

*What a magnificent way to start off your holiday season!*

Register: [www.hrlact.org](http://www.hrlact.org) Guests: \$55 HRLA Members & Sponsors: \$45

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The CT SHRM State Council Presents  
**“Alzheimer’s In the Workplace”**

**November 8, 2012**

**8:00 a.m. to 12:30 p.m., Crowne Plaza®, Cromwell, CT**



Alzheimer’s disease has been a growing health problem for the American population. When it is discovered in the workplace, it has specific implications, from a work, personal and caregiver perspective. Although this insidious disease has been around for over 100 years, employers and their workforces are just starting to come to grips with its economic, business and social impacts and solutions.

***Join us for a half-day conference designed for the business and HR professional who want to learn more about:***

- The impacts and solutions (management and otherwise) that employers have used in dealing with affected employees and caregivers
- The support networks that exist in CT for the employee and employer
- The “warning signs” and terminology of Alzheimer’s

**Keynote Speaker:**

Kristen Cusato, Southwest Regional Director of the CT Chapter of the Alzheimer's Association, and former WTNH News 8 *Good Morning Connecticut* Co-Ancor, will speak about **"Dealing With Dementia: A Professional and Personal Journey"**



**Two Workshops:**

- Alzheimer’s: A Primer For the Workplace—Ten warning signs, caregiver stress, and resources available
- Workplace Perspectives on Alzheimer’s—A panel discussion including employer, employee, caregiver and legal counsel

*Connect with business professionals and individuals who are part of the Alzheimer’s community for networking, education and support.*

To register visit [www.CTSHRM.org](http://www.CTSHRM.org) or <http://tinyurl.com/CTAlzheimers>

**Cost: \$45 for members of SHRM National,  
and members of any local Connecticut SHRM Chapter;  
\$60 for all others (prices include continental breakfast)**

Thank you to our sponsor:s



**HRCI CREDITS PENDING.**

**New!** Alzheimer's' in the Workplace: What You Need to Know!

**November 8<sup>th</sup>** in Cromwell - Morning Symposium

Featuring Kristen Cusato, former co-anchor of WTNH's Good Morning Connecticut

Visit: [www.ctshrm.org](http://www.ctshrm.org) to register and learn more about this event!

## Collecting Raffle Baskets for the HRLA Holiday Party



Now is the time to show your appreciation and creativity!

Contact Stacey Jimenez at [Stacey@bucaccisolutions.com](mailto:Stacey@bucaccisolutions.com) if you or your company would like to donate a Raffle Basket as one of our fun Door Prizes for the HRLA Holiday Party!

Some popular baskets have included: wine baskets; coffee/chocolate baskets; cookie baskets; movie baskets.

Show us YOUR creativity.

## Join Us – Stay Current on HRLA Happenings!

**Website**     [www.hrlact.org](http://www.hrlact.org)  
**Facebook**    [HRLA of Eastern CT](#)  
**LinkedIn**     [HRLA](#)  
**Twitter**      [@HRLAofEasternCt](#)



## Become Certified: PHR, SPHR or GPHR

For information on becoming PHR, SPHR or GPHR Certified or for Recertification tips and information:

Visit The Human Resource Certification Institute (HRCI)

[Click here to access](#)



## **New! SHRM/AARP Co-Sponsor Best Employer Award**

Hank Jackson and Barry Rand -- the CEOs of SHRM and AARP -- announced at the SHRM Annual Conference that SHRM will co-sponsor AARP's 2013 "Best Employers For Workers Over 50 Award."

Applications will be accepted through November 12, 2012 and can be submitted at [www.aarp.org/bestemployers](http://www.aarp.org/bestemployers) or [www.shrm.org/aarp](http://www.shrm.org/aarp). If your organization is interested in working with an AARP state office to help promote this award and other SHRM-AARP joint projects, please contact Fred Emmert at [fred.emmert@shrm.org](mailto:fred.emmert@shrm.org), who can put you in touch with the appropriate AARP executive in your state.

## **Would you like to be on one of HRLA's Fantastic Committees?**

### **Positions opening up:**

- **Programs**
- **Membership**
- **Diversity**
- **Communications**
- **Legislative**
- **Workforce Readiness**
- **College Relations**

**Please contact Cathy Bates, HRLA Immediate Past President, at [catb1000@gmail.com](mailto:catb1000@gmail.com) to volunteer or for further information.**

## **HR Best Practice**

Do you have *best practices* that you would like to share amongst your professional HR colleagues?

Please contact Sonja Sieling-Boumenot at [communications@hrlact.org](mailto:communications@hrlact.org)

We'd love to hear them!