



North Central Arkansas Society for Human Resource Management

Affiliate of Society for Human Resource Management

May 2013 Newsletter

May Meeting

- Date:** May 22 (Please note date change due to speaker availability.)
- Time:** 11:30 a.m.
- Location:** Searcy Chamber of Commerce
- Speaker:** Tara Mauk Arthur, PHR
- Topic:** How to utilize social media in HR

Next Meetings

- June 19
- July 17

Secret Member Clues

Born in: Heber Springs
If I changed careers, I would: Be a librarian.
In my spare time I like to: Collect children's books.
If I had it to do over again I would: Have more children.
Best advice I ever received was: You will never regret doing the right thing.

Social Media:

Engage in the Conversation. Embrace the Medium.

In today's society, going social takes on a whole new meaning with the advent of social media tools such as Twitter, Facebook, LinkedIn, Instagram, and Blogging. Tara will discuss how



to utilize the tools to not only build relationships, but also how to effectively use to learn new information, while maintaining ethical standards. She will also talk about legalities revolving around social media, what HR professionals should know about the potential liabilities, how to protect themselves and their companies, and provide sample social media policies. She will show how HR professionals can embrace the medium to engage their workers and their communities, while enhancing the workplace culture. Tara will explain common terms, tools, tips and applications that will allow participants to easily understand the mediums.

Tara E. Mauk Arthur, PHR, is the Senior Vice President, Corporate Services with direct focus on the Human Resources and Compliance for Selected Funeral and Life Insurance Company in

Hot Springs, Arkansas.

Tara is very active with the Society for Human Resource Management and most recently served as the Membership Advisory Council (MAC) representative for the SHRM Southwest Central Region. She previously served as the Director of the Arkansas Society for Human Resource Management State Council, Inc., and has held many volunteer positions within the SHRM state council and chapter structure. In 2007, she was named the Arkansas HR Professional of the Year. She currently handles the social media for ARSHRM and her local chapter, WCASHRM.

Tara, a graduate of the University of Arkansas at Little Rock, is a certified Professional of Human Resource (PHR) practitioner by the Human Resource Certification Institute, and has achieved several life insurance industry designations through the Life Office Management Association, an internationally recognized insurance education organization. She is a graduate of Leadership Hot Springs Class XX and serves in an appointed position on the West Central Arkansas Workforce Investment Board.

Tara's Twitter name is @temauk, and she hopes you'll become a follower, as well as ARSHRM's and WCASHRM's Twitter account @ARSHRM and @WCASHRM.



ASHRM Annual Awards



Chapter Presidents



Broderick Daniels



Charles Frost



Thomas Dunlap



Tammy Barthel



Jim Corter

**See press
release
below!**



Contact:
Tara E. Mauk Arthur
501-624-2172
tara.arthur@sflic.net

For Immediate Release
May 6, 2013

The Arkansas Society for Human Resource Management recently presented several prestigious awards at its annual conference held in Hot Springs.

Jim Corter, SPHR, of Jonesboro, Arkansas was named the Jim Wilkins Arkansas SHRM Lifetime Achievement. Jim has served as chapter President, the Arkansas SHRM State Conference Chair, ARSHRM's Leadership Director and District Director. He was previously recognized as the Arkansas Human Resources Professional of the Year. A leader in his community and a member of his local Chamber of Commerce, Jim served as the HR manager for two Fortune 500 companies, and currently operates Corter Consulting.

The 2013 Arkansas HR Professional of the Year was awarded to Charles Frost, PHR, of Sherwood. Having served his chapter in a number of roles including President, Board Chair and Membership Vice-President, Charles was also previously named his chapter's Professional of the Year. In addition, he has served on the state conference committee, and as the Arkansas SHRM Director of Communications and Awards. A graduate of the University of Arkansas, he served over 13 years in the United States Air Force including as a Squadron Section Commander, and is employed with North Little Rock Wastewater Utility as Human Resource Administrator. Charles is an ordained minister and serves as Senior Pastor in the 12th Episcopal District of the A.M.E. Church, and holds a honorary Doctorate of Divinity.

Thomas Dunlap, PHR, of Rogers, Arkansas was named the recipient of the Russell Gunter Legislative Advocacy Award. Currently, serving ARSHRM as the Director of Federal Legislative Affairs and represented ARSHRM at the SHRM Employment Law and Legislative Affairs conference, Thomas has communicated directly with Arkansas' members of Congress and the Senate regarding issues of interest to the Human Resources Profession. Most recently, he researched, developed, coordinated and lobbied to establish Act 598 which provides for a voluntary veterans' preference program for private employers. Currently, serving as the HR/Benefits Administrator for Benton County, Arkansas, he led the County's worksite wellness initiative several years ago.

Southern Personnel Management, Inc. (SPMI), a family owned and operated Arkansas company in Van Buren, who realigned operations in multiple areas to have a positive

impact in product recognition, customer service, daily task processing and internal process flow, was named the HR Best Practice. The SPMI staff developed the use of Quick Links to organize hyperlinks, allowing staff to efficiently located up-to-date checklists, forms, and procedural instructions and manuals. The Benefits Administration Department, Human Resource Department, and Retirement Plan Services all have fully realized Quick Links, providing these departments with centralized information and processes, rather than information scattered across the Company's network.

Broderick Daniels, the Human Resource Director at Northwest Arkansas Newspapers in Fayetteville, received the J.C. Cote Scholarship. Broderick is a MBA student at Webster University, and is a longtime volunteer with the Arkansas SHRM association.

In addition, Arkansas SHRM provided appreciation awards to the eight 2013 chapter Presidents.

More information about the organization's awards can be found at www.ARSHRM.com.

- 30 -