



HANNA RESOURCE GROUP LLC

TRUSTED ADVISORS IN STRATEGIC HR CONSULTING AND OUTSOURCING

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Hanna Resource Group, LLC

January 2012



2012: Focus on Recruitment

Are you getting ready to ramp up recruitment for the New Year? We're hearing that a lot of our clients and friends are preparing for growth in 2012, so we've devoted our entire January briefing to focus on this critical component of human resources.

Many have said that talent acquisition and talent management are the most essential and strategic components of HR's role, and I have to agree. If we don't get the best talent on our teams, we can't possibly achieve our strategic objectives.

Are you thinking strategically about talent acquisition? Are you planning about what human resources it will take to move to the next level? If you're not, your organization will likely be missing the mark.

We have recently ramped up our own staff by bringing Jayne Jarvis onboard as our Manager of Recruiting. She has a proven track record in the successful recruitment and placement of high caliber, experienced and dynamic candidates! Call Jayne at 859-514-7724, ext. 107, or email her at Jayne@hannaresource.com to discuss how Hanna Resource Group can partner with you to meet your growth objectives for 2012 and beyond!

Lyle Hanna, SPHR
President

Hanna Resource Group, LLC.
[Contact via email](#)

HRG Welcomes JAYNE JARVIS as Manager of Recruiting

Jayne joins the HRG team in the position of Manager of Recruiting. She is a 2005 graduate from the University of Kentucky with a BA in Integrated Strategic Communications with a focus in Public Relations from the College of Journalism. She began investment recruiting in 2005 for a national firm. In 2006 she switched gears and began recruiting in the healthcare industry. Jayne has placed candidates all over the United States including placements in Kentucky, Florida, California, Ohio, Nebraska, North Carolina, South Carolina, Georgia, Tennessee,

HRG and Business Lexington Present:



What Every Small Business Needs to Know about HR

(to stay out of trouble!)

Are you willing to serve six months in jail for violating OSHA Recordkeeping and Compliance issues?

Are you able to pay up to \$1000 per employee for every I-9 form that is out of compliance?

Not willing or able to pay the fines and costs associated with poor HR policies and practices, not to mention the costs of poor morale, increased absenteeism and tardiness, lowered productivity, and high turnover?

Then come to this interactive session about how to improve the HR policies and practices for your organization so you can *stay out of trouble!*

This session, led by veteran HR professional Nancy Skiba and talented HR professional Kasey Powers, explores the basics in maintaining a highly functional HR department. These pros will review best practices, and give

Mississippi and Louisiana. Her most recent experience was as Corporate Recruiter for a local home health agency where she was responsible for recruiting and retaining medical staff for the Kentucky and Florida markets. Jayne has vast experience in working with large hospital systems and also recruiting for Director and Professional level positions.

Contact Jayne for all of your recruiting needs!

She can be reached via phone at 859.514.7724, ext. 107, or via email at Jayne@hannaresource.com.

Client Testimonial

"When we initially hired Hanna Resource Group to conduct a Human Resource Assessment for our Company, we had no idea we would develop a long-term relationship with Nancy Skiba, SPHR, and her team of HR professionals.

The thorough and comprehensive HR assessment supplied us with valuable compliance information and industry "best practices." They also provided us with a written plan outlining short-, mid-, and long-term goals for the HR function. We elected to partner with HRG to accomplish important projects. They provided us with an implementation timeline that was aggressive, but attainable. They customized HR solutions to fit our specific business, and that was an important consideration for us.

The management team at EMS considers the level of professional HR experience that HRG brings to our organization to be an invaluable resource!"

Mary Smith
Chief Administrative Officer
Energy Management & Services

Try Image-Building for Muscle-Building Your Recruitment Strategy

You want to get the best employees.

How can your organization better position its image in the community in order to recruit and retain the best?

The first thing is to remember that your reputation as an employer will impact your ability to attract top candidates. If you have employees who are satisfied with the organization, they will tell their friends and contacts about their employer, whether or not you have a referral program or bonus. Word of mouth communications about your organization can either help or hinder your formal recruitment strategy.

Beyond providing a work environment that is positive, what are the other things you can do to build the image of your business

you tips and tactics for reviewing your HR function, and help you develop an employee handbook that will help you sleep better at night!



Nancy Skiba, SPHR



Kasey Powers, MBA, PHR

Friday, January 13
8:00 a.m. - 12:00 noon

Commerce Lexington Offices
330 East Main St # 100
Lexington, KY 40507

Cost: \$55
(includes breakfast and Program Materials)

REGISTER NOW!

Upcoming Events &
Speaking Engagements

TRAINING EVENTS

January 11, 2012

Cathy Fyock
Panel Discussion
Inclusive Communities
Leadership Southern Indiana
Ken Ellis Center
Jeffersonville, IN_

January 13, 2012
8:00 a.m.- 12:00 p.m.

as a great place to work? Here are some ideas for image-building that should help muscle-build your recruitment strategy.

Media releases about your employees and about your business. Why not let the community know when you and your employees are doing positive things within the community? By putting your employee's name in front of the press, you are likely to establish a positive reputation as a good place to work. Ideas for articles include:

- A feature story on an employee who has just accomplished a major goal (completing a degree, returning to get a high school GED)
- A story about an employee who was the hero (for example, one employer notified the press about an employee who saw a house fire and rushed in to rescue two small children)
- A news brief about the company's new commitment to training or education for employees
- A feature on a new initiative to hire from non-traditional labor markets, such as older workers or workers with disabilities
- A brief on your new wellness programs

Be a good community citizen. Sponsor a Distributive Education Club of America (DECA) student through the local high school. Become a Little League sponsor. Participate in community activities, such as the Special Olympics. Encourage your employees to participate in the local walk-a-thon, and provide t-shirts and hats to those who join. Invite the media to learn about your commitment to the community. Look for opportunities to apply for local and regional HR awards demonstrating you are an "Employer of Choice."

Develop your business network in the community. Be a joiner, and participate in community organizations and activities. Join the local Chamber of Commerce. Become active with the Rotary. Let others know about your organization, what you are doing, and about your need for quality employees.

Promote your company as a great place to work on-line. Be sure to post these kinds of issues on your web site, and include examples of the good work you do when you post a job opening. You might also explore participation in the Best Places to Work in KY program, where you'll not only learn about the issues of importance to your employees, but you'll also get some good PR if your organization is among the top companies.

By creating a more positive image about your business, more employees will want to remain with your company. And, when more employees want to stay with your organization, you don't have to recruit as hard because your current employees stay longer and help build that good reputation in the community.

"What Every Small Business Needs to Know about HR (to stay out of trouble!)"

Nancy Skiba and Kasey Powers
Commerce Lexington Building
330 East Main St.
Lexington, KY
(859) 254-4447
\$55 per person

January 25, 2012

Cathy Fyock and Lyle Hanna
"Social Capital Analysis:
The Key to Optimizing
HR Strategy"
Wells Fargo Insurance Svcs.
Big Spring Country Club
502-326-4080

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SPEAKING ENGAGEMENTS

January 24, 2012

Nancy Skiba
CFO Roundtable
Waterfront Plaza
Louisville, KY

February 22, 2012

Nancy Skiba
FMLA and ADA Updates
Lexington Employee Benefits Council
Lexington, KY

FOR ADDITIONAL INFORMATION
CONTACT US AT 859.514.7724 OR
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CATHY@HANNARESOURCE.COM

VISIT OUR WEBSITE AT
WWW.HANNARESOURCE.COM