



For Immediate Release

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Southwest Iowa ECI: “Ten Challenges That Keep Human Resources & Diversity Professionals Up At Night”

COUNCIL BLUFFS, IOWA – The United States is currently experiencing major shifts in its demographic landscape, its economic and political climate and its business environment. These shifts bring new opportunities and new challenges, all of which will require HR and Diversity professionals to build stronger links between the business cases for diversity, innovative strategies that enable organizational success and the accountability measures that demonstrate value and impact.

The Southwest Iowa Employers’ Council (ECI) will be hosting “Ten Challenges That Keep HR & Diversity Professionals Up at Night” on Thursday March 24, 2011 from 1:00 to 3:30 pm at Iowa Workforce Development in Council Bluffs. Iowa Workforce Development is located at the Omni Business Centre, Suite 13, 300 West Broadway, Council Bluffs.

Featured speaker will be Phyllis Shurn-Hannah, NE Field Services Director with SHRM, Norristown, PA. Phyllis Shurn-Hannah has over 25 plus years of experience in human resources, management, sales and marketing from working in both recruiting agencies and corporations, including Fortune 500 companies such as GE Capital and Sears Roebuck. She founded a million dollar HR Company specializing in staffing and HR consulting prior to joining SHRM. She has been a member of the SHRM staff since 2004 in a regional position.

Phyllis is the past president for the Greater Valley Forge Human Resource Association (GVHRA) and in the past has chaired and volunteered on many committees including several chapters annual conferences. She’s also held a seat on the Board of Directors for the Philadelphia chapter of the National Association of Women Business Owners (NAWBO) and chaired various committees. She also a past member of several local Chamber of Commerce in the Greater Philadelphia area, and involved in several of their “Leads” groups. She also had active involvement in the local OIC, National Assoc. for Women in Personnel, United Way Allocations Committee, United Way Focus Chairperson, Lincoln University Advisory Board, Minneapolis YMCA Board Member, and served as a Better Business Bureau Auto Arbitrator.

She has been published in various national and local magazines, newspapers and websites on topics ranging from recruiting, diversity, and work/life programs. She has attended and taught various management courses.

Program topics include: Economic Uncertainty, Globalization, Recruiting Top Talent and Building a Pipeline with Leadership Capability, Becoming More Strategic and Aligning with Key Business Objectives, Establishing an Inclusive Culture, Religion and Spirituality, Practitioner’s Skills, Competencies and Personal Well-Being and Legal Risks and Reputation.

All business owners, human resource personnel, diversity professionals, managers, attorneys, paralegals, human resource outsourcing companies and accounting firms are invited to attend.

Pre-registration is requested by Monday March 21st to Carol Morgan at 712-242-2131 or carol.morgan@iwd.iowa.gov. There is no fee to attend, but space is limited. This program has applied to be approved for 2.5 (General) recertification credit hours towards PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI).

The Southwest IA Employers’ Council is a local employer group supported by Iowa Workforce Development Region 13 including Harrison, Shelby, Pottawattamie, Mills, Cass, Fremont and Page counties, and is part of the statewide Employers’ Council of Iowa system. All businesses, including Iowa, Nebraska and Missouri employers are welcome to attend ECI events. This employer’s group addresses workforce issues, and provides both educational and networking opportunities for employers and human resource professionals.

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