



CPM Times

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APRIL 1, 2009

From the FSCPM President

by Jerry McCarthy and Sabrina Hartley

Sabrina Hartley, President of the North Chapter, attended our last FSCPM Board Meeting in Orlando following the 19TH Annual FSCPM Symposium and Awards Luncheon and presented some good ideas about chapter outreach. Sabrina is the co-author of this issue of the President's message.

When times are tough, the tough get going....We've got to roll with the punches....Change is the mother of invention...Pick your cliché but times they are a changing' and as an organization of public managers, so must we. The debate about recession or depression can rage but the facts are clear that times are tough, people are nervous, jobs are scarce, and Certified Public Managers must adapt. Hey, we're trained to deal with change. We're also trained to learn from one another. In keeping with that learning loop, here are a few things chapters may wish to consider as they adapt to the changing needs of their CPM members and Agencies.

1. **Chapters acting as an advocate for CPM students/graduates.** This could be done at the local chapter or state level. The idea is to draft a letter to administrators outlining, in general terms, the CPM program and its advantages to employers and employees of Public Agencies. In the letter we could offer to meet with administrators to discuss the program and its benefits or offer a presentation on the subject. This would require coordination with Shawn Baldwin (or a designee) to identify the agencies and organizations that

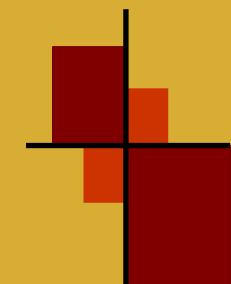
have or are participating in the CPM program. The purpose of this effort is twofold – first, to highlight the talent in the organization CPM Graduates; second, to try and nudge the organizational culture in a way that CPM graduates return to an organization willing to benefit from their new knowledge and open to trying new things. Granted, it's a pretty optimistic goal but you've got to start somewhere.

2. **Chapters providing free training for organizations/agencies.** Chapters can design and provide 'lunch & learn' training at a time when training budgets are shrinking or already gone. These sessions could take a variety of formats from lecture to panel discussions to interactive dialogues focused on a specific topic. Depending on how ambitious the chapter wants to be, a menu of training options could be offered, allowing agencies to choose what best suits their needs. In fact, agencies may opt to formally host a training session for employees rather than simply make it available during the lunch hour. Clearly, details would have to be worked out; things like volunteers to design and conduct the training, how and to whom to offer the training options, how often the training would be available, how to get the word out, etc. This option could engage graduates in a whole new way, bring more notice and prestige to the organization and its graduates, and hugely benefit people and organizations when money is particu-

larly tight.

3. **Chapters connecting with other like-minded organizations.** What professional organizations exist in your area that share or overlap in their mission/vision with CPM? The North Florida Chapter routinely extends a monthly meeting invitation to the local members of the American Society for Public Administration (ASPA). The two organizations continue to discuss the possibility of co-sponsoring a quarterly presentation/meeting or, at some point in the future, collaborating on a training conference. Partnering will allow us to share resources, increase networking for our membership, and bring more awareness and recognition to the chapter. In addition, the North Florida Chapter participated in the Southeastern Evaluation Association's (SEA) Annual Conference by conducting a training session on 'Motivating and Recognizing Employees When Your Wallet's Empty'. While these specific organizations may not have a chapter in your area, it's a good bet that there are other organizations that overlap your mission/vision and might be eager to partner for the benefit of all. On the other hand, there are surely organizations that would love to have a CPM speaker/presentation at one of their meetings. Who knows what kind of opportunities will come from partnering and collaboration efforts?

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From the CPM President - *continued*

4. **Chapter Representatives or Agency Administrators can attend another FSCPM Chapter's Board Meeting.** There are many new ideas that one chapter may be using that the other chapters have not thought of. For example, the Polk County Chapter has been having book reviews where a chapter member presents a review of a leadership or management book at the chapter meeting. This allows the chapter members to see if they would like to read the book. While the Polk County Chapter started book reviews, now there are many FSCPM chapters using the book reviews at their CPM Meetings. A synopsis of the book review can also be placed in the FSCPM Newsletter so CPM members statewide can read

the review. This is a great benefit to all the members.

The South Florida and Turnpike Chapters are using video conferencing for members who can't travel great distances to attend a CPM meeting or training session. They can see and hear the chapter board members or other participants without travelling. Other chapters will be using video conferencing once the equipment becomes available.

5. **Chapter Representatives or Agency Administrators or FSCPM members can visit the FSCPM Website.** The FSCPM website gives the vision, mission and goals of the organization. The website also posts the FSCPM By-Laws and upcoming main events for the

year. The site provides a link to the AACPM and the Center of Public Management at FSU. Each chapter is listed on the FSCPM website with contact and chapter information. There is a vast amount of information on the website and every member should visit the site to stay informed about events and what other chapters are doing.

These are just a few "outside the box" ideas to get the creative juices flowing. Please share your ideas with other chapters so each can tailor its outreach to meet ever-changing membership and organizational needs while, at the same time, enhancing the program and the society.



FSCPM Website News

by Beatriz Isaza

If you've checked out the FSCPM website recently you probably noticed some changes!

I have now become your webmaster, taking it over from the diligent Jan Wright who managed the site for so long.

A little bit about me: I work for the Florida Department of Transportation in South Florida where I am the webmaster for eight office websites and I am the administrator of a pro-

gram of training for the operations employees in our District.

I look forward to the creative challenge that keeping your website(s) accurate and easy to maneuver entails.

Some of you have already contacted me with changes to your sites, and I look forward to working with everyone.

In the meantime, if you spot something that needs to be

changed, or if you would like to add something please feel free to [let me know](#).

Think of items that can be placed on your site that can facilitate communication for your local chapter, would having your meeting agendas posted on your site so everyone can access them be helpful? Do you have photographs of events you'd like everyone to see? Email it to me!

beatriz.isaza@dot.state.fl.us

Dear FSCPM Members

by Fred Levinson

Last month membership renewal reminders were sent out to all expired FSCPM members and many people have already renewed their memberships. If your membership has expired, please fill out a membership renewal form <http://www.fscpm.org/membership.htm> and return it to me as soon as possible. As of today, we have 469* "current" members. (* It is important to note that this includes 138 memberships that expired on 1/1/2009. Effective April 1, 2009 these memberships will be deleted from the "current" membership total and reclassified as "expired").

It would be great if we had a robust economy and travel/training budgets were being increased and that everyone could afford to attend events throughout the State. But this isn't the case. The economy is getting worse, travel/training budgets are being reduced (if not eliminated) and people can no longer afford to spend money on luxuries. Now it is more important than ever for us to work together to find new membership benefits for our members and agencies.

Nothing is impossible and as FSCPM members and government servants, we're dedicated to producing results, not excuses. So how can we create new benefits for our members and agencies? It's not difficult, but it's going to take all of us to succeed. Here are some ideas and I'm sure there are a million more!

Encourage members and non-members to participate in FSCPM events. New members and new ideas are essential to our success.

Talk to your unit / agency leaders

and discuss how FSCPM can provide benefits to the organization, then deliver results.

FSCPM members can volunteer at your agency to provide free training for CPM and non-CPM members. Leadership / Management / Personal Development "Lunch 'n Learns" are easy and effective ways to share information. Facilitating group discussions encourage participation and provide opportunities to learn best practices from a variety of attendees. CPM Level 2 Group Assignments are excellent ideas for agency specific meetings.

If your agency has multiple locations, try video-conferencing so that people to don't have to travel to one location.

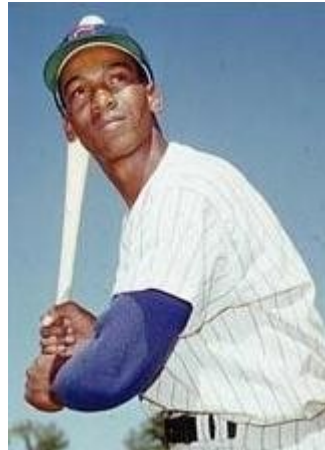
Many Chapters are having book reviews at their meetings. Try having a book review at your agency or within your unit. There are many books / articles to choose from. Don't forget to consider "Encouraging the Heart" and the corresponding CPM Level 1 Assignment for your book review.

Share your success stories (including recognition) and lessons learned with FSCPM. An easy way to share these stories is by submitting an article for the FSCPM Times Newsletter. (Note: March 25, 2008 is the deadline for newsletter articles. Contact Beatriz Isaza beatriz.isaza@dot.state.fl.us) for additional information.

Mentor CPM and non-CPM students. One of the fundamental lessons from CPM Level 1 is to share the information with others.

Always have a positive attitude. One of my favorite baseball players, Ernie Banks (Chicago Cubs) once said "You must try to generate happiness within yourself. If you aren't happy in one place, chances are you won't be happy anyplace."

You don't know what works until you try it. Enthusiasm and positive attitudes are contagious and that is what's needed today in our professional and personal lives. Have a great month and as always, please let us know how we can serve you!



"You must try to generate happiness within yourself. If you aren't happy in one place, chances are you won't be happy anyplace."
- Ernie Banks

Update: FSCPM 2009 Symposium

by Christine Taylor, Chairperson of the FSCPM 2009 Symposium Committee

The **2009 Annual FSCPM Symposium** was held at the Embassy Suites Hotel in Altamonte Springs on January 22nd and 23rd. We were very blessed this year with our speakers who entertained and enlightened the 46 participants who were able to attend.

We had a very dynamic speaker kick off the event for us this year, *Bob Kodzis* with *Flight of Ideas*. Bob did a presentation on *Burning the Box*. He was full of energy and had everyone laughing and thinking. Bob presented us with some simple games that really were enlightening and humorous. At one point he gave us a simple drawing and asked us to complete it. We were given no further instruction or boundaries. Some of the pictures were very creative and comical.

Dr. Freddie Groomes-McClendon talked to us about *Marching to a Different Beat: Survival and Success*. She started with "These are the best of times and the worst of times". Dr. McClendon shared with us her recent experience in Washington at the inauguration. She also shared with us some of the experiences she had in her life and about how things have changed through the years for people of different races and sexual orientation. Dr. McClendon was both eloquent and interesting.

Howard Rasmussen did a half day session on "The Leadership Challenge". We learned that leadership is not a place, or a gene, and it's not a

secret code, but is an observable set of skills and abilities. Howard presented a very enlightening video and had several really good break out sessions that encouraged everyone to share their ideas and experiences with different scenarios. Howard also talked about encouraging the heart and reinforced the teachings we learned.

Dr. Jack Gant spoke to us on "Leadership through appreciative inquiry". Dr. Gant did several break out sessions where we exchanged ideas and discussed what we were doing in our organizations to reward and recognize individuals.

Our final speaker was *Teri Ridler* with *Sea World*. Her presentation was titled "They're not difficult, just different: Celebrating our differences". Teri did a very humorous presentation on the generational differences and what motivates us and why. She had us laughing at ourselves one minute and recognizing some things that made us do or behave some of the ways we do.

All in all our speakers did an excellent job and were enjoyed by all.

The awards banquet was very nice. The change from dinner to lunch was a change welcomed by all. We shared excellent conversations, good food, and were able to recognize our outstanding members for their contributions to the organization.

We have started planning the 2010 Symposium and with the status of the economy and restrictions being experienced by all we will be burning the box this year and should be offering something completely different.

In closing the committee would like to again thank everyone who attended the event, we can plan and put things in place, but it is you who make the event a success.



Presenter: Bob Kodzis



Presenter:
Dr. Freddie Groomes-McClendon

Update: FSCPM Awards Banquet

by Fred Levinson

Each day in all of our agencies, great people do great things. These efforts often go unnoticed and the people receive little or no recognition for their commitment to Customer service. One of the foundations of the CPM program is to recognize people for their efforts, dedication, and passion for providing outstanding Customer Service.

It was an honor and privilege to be the 2008 FSCPM Awards Committee Chairperson. It takes a lot of people for this committee to be successful and I want to thank Fran McAskill (Polk County Chapter), Shelanda Shaw (North Florida Chapter), Christine Taylor (Central Florida Chapter), Ruthie Doles (SunCoast Chapter), Julio Avel (Keys Chapter) and Wendy Collazo (Turnpike Chapter) for serving on the committee.

There are two people that deserve special recognition for their efforts on this committee, our Co-Chairpersons Sherry Valdez (North Florida Chapter) and Dottie Gough (North Florida Chapter). They have they knowledge, passion and commitment to the organization and most importantly, the desire to share their experiences with others and their efforts were always greatly appreciated.

This year, nomination requests were sent to all FSCPM members encouraging them to nominate their peers for the Henning, CPM of the Year, Exceptional Leadership, Outstanding Contribution, Extra Mile and Certificate of Achievement Awards. Chapters and individual FSCPM Members submitted nominations for all of the awards. “Encouraging the Heart” reminds us how important it is to tell a

personal story when recognizing people for their efforts, thus at this year’s Awards Banquet, in addition to presenting the awards, the complete nominations were read to the attendees.

Please join me in congratulating to all of the nominees and nominators!!

- ◆ **Chapter Effectiveness Award** – Florida Keys Chapter, North Florida Chapter, Polk County Chapter, South Florida Chapter and SunCoast Chapter
- ◆ **Henning Award** – Jerry McCarthy, CPM
- ◆ **CPM of the Year** – Ellen Daniel, CPM
- ◆ **President’s Award** – Christine Taylor, CPM; Sherry Valdes, CPM; Fred Levinson, CPM
- ◆ **Karl Goodwin Scholarship** – Michelle Burgos and Yami Torres
- ◆ **North Florida Chapter Lifetime Contribution Award** – Dottie Gough

See the next pages for photographs from the event!

A complete list of all the award winners and their stories are on the FSCPM website www.fscpm.org.

“...Encouraging the Heart” reminds us how important it is to tell a personal story when recognizing people for their efforts...”

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☆ **Fred Levinson receives President's Award** ☆
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☆ **Christine Taylor receives President's Award** ☆
☆ photo: Christine Taylor and Jerry McCarthy ☆
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☆ **Jerry McCarthy receives Henning Award** ☆
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☆ **Sherry Valdes receives President's Award** ☆
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Tallahassee Wins the Gold!

by Dottie Gough

Congratulations to the City of Tallahassee for being awarded the Gold "Green City" designation by the Florida Green Building Coalition (FGBC). Tallahassee is the first city in Florida to receive the gold designation, which follows a Silver designation received in January 2008. FGBC noted "Tallahassee's commitment to reducing the City's environmental footprint, sustained commitment from passionate employees and desire to provide a Greener community for its residents and citizens".

The organization also noted efforts by Mayor John Marks, who was the second Mayor in Florida to sign the Mayors' Green City Action Accord. The accord endorsed the Florida League of Mayors' and Florida League of Cities' commitment of pursue actions that work toward improving and advancing the state's environment and energy security.

Individual City efforts helping to land the Gold designation included the creation of an Environmental Policy & Energy Resources Department to manage organizational sustainability programs. There were many City of Tallahassee employees who were involved in this achievement. Three of those involved are North Florida Chapter members of the Florida Society of Certified Public Managers

(FSCPM). They are:

- ◆ Project Manager Cynthia S. Barber, Director, Environmental Policy and Energy Resources
- ◆ Robert Wigen, Policy and Program Development Administrator, Environmental Policy and Energy Resources
- ◆ Karen Jumonville, Development Review Administrator, Growth Management

For examples of the City's various "Go Green Tallahassee" initiatives that helped lead to receiving the award [click here](#)



Suncoast Chapter

by Ruthie Doles

The Suncoast Chapter is loaded with dynamic leaders looking to broaden our “tool boxes” and improve our leadership skills. Over the last few months, we have been expanding our repertoire with great speakers at the Chapter meetings and exciting presentations at the 2009 Symposium.

We ended 2008 with a fantastic December meeting, featuring Ken Burke, Pinellas County Clerk of the Circuit Court. Ken discussed key concepts of RESPECT and how to effectively manage staff. He covered ideas from changes in management style, employees’ reaction to these changes and challenges we often face as leaders.

Before we knew it 2009 was here and many members had the privilege of attending the FSCPM Symposium. Attendees were treated to several great leadership presentations, most notably Bob Kodzis’ “Burning the Box”, Howard Rasmussen who spoke about the book “The Leadership Challenge”, and Teri Ridler’s “Celebrating our Differences”.

The first general membership meeting of 2009 is just around the corner and will be held in Tampa. Members will meet for dinner and networking to be followed by an educational agenda. Attendees will hear

from Jennifer Gough-Castro, the Sterling Guru who guided the Hillsborough County Tax Collector’s Office to winning the Sterling Award last year.

The future holds three more chapter meetings. Our next gathering is tentatively scheduled for the Sarasota region in June. Through meetings and networking events, we are working toward increasing our membership. We are pleased to report that Suncoast CPMers are planning to visit every CPM class held within our region. This outreach effort is just one way we are working to generate enthusiasm and excitement about CPM. Additionally, our AACPM Co-Chairs are planning a great schedule for the 2009 AACPM Conference in Orlando. Enthusiasm and excitement are building more and more with each passing day and this promises to be a great year to be a CPMer.

In everything we do, members of the Suncoast Chapter are seeking out ways to achieve our chapter’s goals and advance our vision by becoming *the key source of professional growth for all Certified Public Managers within the regions served by the Suncoast Chapter*. For more details on what is going on with the Suncoast Chapter, contact the Communications Chair [Rana Melhem](#), for a copy of the March Newsletter.

“This outreach effort is just one way we are working to generate enthusiasm and excitement about CPM.”



SOCIETY MISSION

- To foster and maintain high professional and ethical standards in the practice of public management, and to further the professional growth of the Society's members.

SOCIETY GOALS

- Support the purposes and objectives of the AACPM.
- Improve communication and cooperation of public managers in all sectors of Florida's government.
- Provide opportunities for members to continually increase their knowledge in the field of public management
- Promote growth and recognition of the FSCPM.

MEMBER BENEFITS

Members in the FSCPM receive:

- Recognition of commitment to professional standards.
- A quarterly newsletter containing subjects relating to public management.
- Opportunities for career development through State and Chapter sponsored seminars and workshops at reduced fees.
- Awareness of new developments in theory and practice of public management.
- Networking opportunities with other professional managers.
- Opportunities to contribute to professional management projects.
- Improve communication, cooperation and coordination among public entities.
- Foster leadership through example and innovation.
- FSCPM has seven local chapters. Membership fees provide membership in the AACPM, FSCPM and the local chapter.
- Local chapters have a wide-range of activities from monthly luncheon meetings, training events and symposiums, and social events.

2009 Officers and Board Directors

Officers

Jerry McCarthy	President
Jerry O'Cathey	Past State President
Greg Holcomb	Vice President
Nadir Rodrigues	FSCPM Secretary
Colleen Scott	State Treasurer
Ada Burnette	State Board Member-at-Large,
Fred Levinson	State Board Member-at-Large
Kristi Hugar	State Board Member-at-Large

Board of Directors/Chairs

John Taylor	President, Central Florida Chapter
Julio Avel	President, Florida Keys Chapter
Ellen Daniel	President, South Florida Chapter
Ruthie Doles	President, Suncoast Chapter
Sabrina Hartley	President, North Florida Chapter
Fred Levinson	President, North East Florida Chapter
Tina Hill	President, Polk County
Edward Pacificar	President, Turnpike Chapter
Shawn Baldwin	FSU CPM Liaison

Committee Chairs

Tina Hill	Rep. Nominations & Elections/By-Laws
Joanne Robertson	2009 Florida AACPM Chairperson
Beatriz Isaza	Website/Communications Chair
Fred Levinson	State Membership
Christina Taylor	FSCPM Symposium
Sherry Valdes	Askew Awards
Fred Levinson	Co-Chair Askew Awards
Christina Taylor	Co-Chair Marketing/Fundraising
Jeannette Harris	Co-Chair Marketing/Fundraising
Ada Burnette	Continuing Education/Level VIII Graduation
Cassandra Johnson	Chapter Effectiveness