



From the FSCPM President

by Jerry McCarthy

The Florida Society of Certified Public Managers has been very busy over the last few months with many events. The Florida Center for Public Management held four Level VIII Graduations around the State this year because of the economy. The four graduations were held in Tallahassee, Fort Lauderdale, Tampa and at the AACPM Professional Development Conference in Orlando, Florida.

This year 276 students from State, County and Local agencies graduated and earned their CPM designation. Many guests attended the Graduations including families, friends, dignitaries and previous CPM Graduates. The two largest graduations were in Tallahassee with 82 graduates and in Orlando with 130 graduates in attendance.

The Level VIII Graduation Luncheons held at each of the areas were very successful thanks to Shawn Baldwin and her staff at the Florida Center for Public Management and Dr. Ada Puryear Burnette, FSCPM Chairperson of the Graduation Committee and her Committee. **FSCPM's Committee consisted of** Sabrina Hartley in Tallahassee, Ellen Daniel in Fort Lauderdale, Ruthie Doles in Tampa and John Taylor / Ed Pacificar in Orlando. They are all Presidents of the local FSCPM Chapters in which the Graduations were held. I

would also like to thank all of the members of the Chapters which helped and assisted at the lunches and volunteering at the FSCPM booths at the Graduations. I would especially like to thank Greta Finny (Tampa Graduation), Jean Pingston (Orlando graduation), Len Franklin (Tallahassee graduation) and Ellen Daniel (Fort Lauderdale) who did great jobs!

At the Orlando Graduation ceremony, I congratulated the graduates for their hard work in completing the CPM Program. I next congratulated and thanked Shawn Baldwin and her staff at the Florida Center of Public Management for their hard work over the years in teaching the Florida CPM Program. I next introduced FSCPM Askew Award Committee Members Christina Taylor and Laura Gorman who presented plaques to the Florida 2009 Askew Award winners. The winners were from the Polk County Tax Collectors Office. Members included Rick Rhodes, Sherry Baker, Garret Allison, Teri Anderson, Artis Dukes, Randy Hunt, Loretta Krause, and Ruth Teate. Congratulations to the Polk County Tax Collectors Office team for winning the Florida 2009 Askew Award.

The 21st AACPM Professional Development Conference was held in Orlando September 20-22, 2009. I would like to thank Joanne Robertson the Chairperson of the AACPM

Conference Committee, her committee especially Colleen Miller, Diana Chadwell and Cassandra Lamey and the AACPM for all their hard work in **making this year's Conference a success.**

In the Opening Ceremony 2009 AACPM President, Steve Mastro welcomed all of the AACPM Members from the States to the Conference. Next as President of the Florida Society of Certified Public Managers I welcomed everyone to the Conference. Florida was privileged in being **able to host this year's Conference.** We are also proud to have 130 students from Florida who attended and had their Level VIII Graduation at the Conference. Next I read a Letter **from Florida's Governor Charlie Crist** welcoming everyone to the AACPM Conference. I next read to the AACPM Members the Proclamation from the Governor of Florida stating September 21-24 2009 as Certified Public Manager Recognition Week in Florida. This was the same week as the AACPM Conference. The Flag Ceremony was impressive **with the President's from their States** and the District of Columbia bringing in their flag to the main Conference Room. The Presentation of the Colors was performed flawlessly by the **Orange County Sheriff's Office.**

There were many excellent speakers at the conference including Don Yaeger a bestselling author and long time associate editor of Sports

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From the CPM President - *continued*

great ones think, prepare, work and live. John Pieno of the Florida Sterling Council talked about using the Sterling/Baldrige Management System to build an integrated and sustainable organization. He stated that the City of Coral Springs, Florida after following the criteria has won the Sterling Award twice and the Baldrige Award once. The City has a 97% Business Satisfaction Rating, a 94% Resident Satisfaction Rating, a 97% Employee Satisfaction Rating and an AAA Rating on Wall Street. There were many more excellent speakers at the Conference.

There were many excellent speakers at the conference including Don Yaeger a bestselling author and long time associate editor of Sports Illustrated Magazine. Don spoke on the sixteen consistent characteristics of greatness in his presentation which explored how the great ones think, prepare, work and live. John Pieno of the Florida Sterling Council talked about using the Sterling/Baldrige Management System to build an integrated and sustainable organization. He stated that the City of Coral Springs, Florida after following the criteria has won the Sterling Award twice and the Baldrige Award once. The City has a 97% Business Satisfaction Rating, a 94% Resident Satisfaction Rating, a 97% Employee Satisfaction Rating and an AAA Rating on Wall Street. There were many more excellent speakers at the Conference.

There were many awards given out at the Awards Banquet for the American Academy of Certified Public Managers. Joanne Robertson the Chairperson of the AACPM Conference **Committee was presented the 2009 AACPM President's Award from President Steve Mastro** for her hard work in making the AACPM Conference a success. Colleen Miller and Diana Chadwell also received recognition from Steve Mastro for working on the AACPM Conference Committee. Fred Levinson and Cassandra Lamey were given an award in recognition and gratitude for serving on the Academy Evolution Committee. Fred Levinson was also given an award for serving on the Membership Affairs Committee.

The 20th Annual FSCPM Symposium and Awards Luncheon will be held on January 25, **2010 at the Florida's Turnpike Enterprise Headquarters Building located at the Turkey Lake Service Plaza, Ocoee, Florida on Florida's Turnpike. The Symposium will be a one day event** consisting of 4 presenters and the awards luncheon.

This is my last newsletter article as President of FSCPM. It has been a pleasure serving as the FSCPM President these last two years. I would like to thank everyone for your support, and look forward to remaining active in the organization.

Jerry McCarthy

The CPM Journey

by Robert P. Harmon



of the program. But first of all I need to say big thanks to all of you who were part of this two year process. My thanks to management, to the CPM staff, to my CPM colleagues, to the TRAC team, and to my family.

Part II. Personal and Organization Adjustments

I learned that I was and am on the right track as far as my business career is concerned. CPM has reinforced and enhanced my management style and **behavior**. For example, I've put on one man skits to **honor my folks**, I've dressed up in unusual outfits on our celebration days, played team games together; all this to either get across a point, or to show that each of them is important to the **success of the mission**. I've become more comfortable with delegation and allowing others to voice their opinion and lead the way. I, with

the input of others have instituted programs which allows the employees to participate in the decision making process. This has lead to a greater accountability for them to own a process or project. **I've learned that by giving them the direction, tools, the technology, the schooling they will come up with the answers.** We also set up different ways to recognize individuals and teams for business as well as for non business related successes. Yet we still measure ourselves to ensure that we continue to improve, to see if our processes are still valid, and to provide others with information which helps us **all to get better.** I've learned that you must respect your staff, as well those who are not on your staff, no matter what type of work they do, beside being the right thing to do, **it's beneficial to you in the long run.** Since I'm part of Florida Department of Transportation, more specifically Florida Turnpike Enterprise (FTE) most of the classes were filled with other FTE (from all different areas) who I don't normally

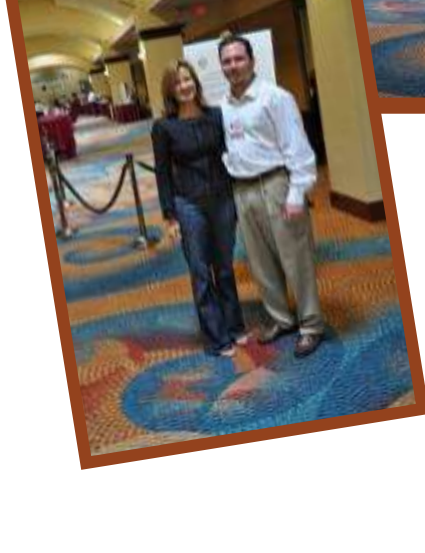
get to spend that much time with on a daily basis. Yet because of the CPM program I was meeting other individuals who became part of my network. During the different sessions we learned to work together, we played together, we ate together, we bounced ideas off each other, we got **to know each other's** strengths and weakness, and basically we became connected. And now I use these connections on an on-going basis to the betterment of my staff, the Turnpike, FDOT and the traveling public. Although there are many other aspects to CPM the one that has made the most impact on me is the people aspect of CPM, I have seen such a difference in moral, team work, an espier de corp.



Florida's Turnpike Enterprise 2009 Orlando CPM Graduates. Left to right: Mary Nuzzolese, Frankie Cook, Pamela Kramer, Robert Harmon, Brett Massey, Cynthia Hart, Sherri Austin & Ramon Paez at level 8 graduation.



From the Conference



CPM TIMES





ast Chapter

The Suncoast Chapter has several exciting events to report! In the beginning of September, our Chapter was proud to host one of four Level VIII Graduations and this was another awesome opportunity to showcase our amazing teamwork skills. Currently, our chapter is gearing up for the AACPM Conference and it's going to be out of this world! On the horizon is a chapter meeting that promises to be packed with all the fun and education our meetings have become known for.

Our region's Level VIII graduation was held September 3rd at the Department of Children and Family Services in Tampa. As said by President Ruthie Doles, "There are only two words I can use to sum up our Level VIII Tampa graduation event ... **A W E S O M E TEAMWORK!!**" Several members volunteered their time to participate in the graduation event where 41 graduates received their CPM designation. The "Meet & Greet" booth was successful in recruiting 17 new members to the Society. Welcome bags with the FSCPM logo imprinted on them were given to new and renewing members and each graduate received a goodie bag with items gathered by the lunch committee (who also organized a yummy lunch reception). Proclamation scrolls were handed to each graduate as they came off the stage and they were regaled with an amusing slide show presentation by President Doles about the fun and benefits of FSCPM Membership. The success of this event was a direct result of the commitment, energy and

passion displayed by FSCPM Members.

Plan it and they will come, and come they did! The attendees at the AACPM Conference represented 20 states from Alaska to Florida. There were Accountants, Engineers, IT Directors, Human Resource Administrators, Retirees, City Managers, Marketing Managers, Tax Collectors, Civil Rights Directors, City Supervisors, and Finance Directors to name a few. It was clear from the beginning, this was a conference of substance and carefully selected high caliber speakers. The conference provided participants with a framework for communicating more effectively by understanding other peoples' points of view, and by customizing their messages to reach them effectively. Through a combination of lectures and interactive exercises, attendees learned how values and beliefs impact the way we absorb and store information. Furthermore, how these values and beliefs provides direction in how to achieve our desired outcomes. Aside from the extraordinary educational sessions, there was an abundance of networking opportunities at the many fun activities provided. In bringing together varied groups of people with different perspectives, experiences and knowledge in one location there is bound to be an exchange of ideas and sharing of new techniques and fun. In addition to the attendees, there were 129 CPM graduates who received their certification during the conference.

The future holds two more chapter membership meetings. Our next gatherings are tentatively scheduled to be in Pinellas County the end of October and Pasco County in December. Outreach efforts are in full swing and the Suncoast Chapter is always looking to welcome new members.

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 M e l h e m , melhem@SarasotaTaxCollector.com for a copy of the newsletter.

Moon Man welcomes conference attendees at registration check-in

Continued on next page >>



The "Three Amigos" AACPM Conference Committee (L to R): Joanne Robertson, Lee Co Tax Collector; Coleen Miller and Diana Chadwell, both of the Sarasota Co

Shawn Baldwin, Director of CPM Program at Florida State University pictured with conference attendee Greg Carro, Pinellas County, FL.



Attendees settle in for an interesting and informative educational workshop!

Quick Notes

Next Due Date for Next Newsletter:

- January 2010 Newsletter - submittals need to be sent on or before Thursday, December 17

December 2009

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Watch Your Website!

Please keep an eye on your chapter's website. If you see anything that needs to be changed, please email your change to [Beatriz](#). Your site will be updated as soon as possible, and you will receive an email confirming the change has been

Florida Keys Chapter

Christine Dunn from the Monroe County Public Library in Key West and Vice-President of the Florida Keys Chapter CPM, is attending the 14-week leadership seminar called the Key West Ambassador Academy. There is no better way to get to know the Key West city government than the Ambassador Academy which first convened in 1998 and was originally developed and sponsored by then City Manager Julio

Avael, now president of FKCCPM. During the weekly sessions, representatives of various city departments meet with the group to give an in-depth understanding of the workings of city government. The list of graduates of the programs looks like a who's who of Key West that includes city and county commissioners, CEOs and directors of several not for profit organizations. The Ambassador program

works under the concept that an educated citizenry is the bedrock of a well functioning democracy. The Ambassador program affords citizens an opportunity to see how ideals inherent in CPM training are being demonstrated in local government today. Many of the city government presenters for Christine's Ambassador Academy Class were fellow CPM graduates with her in

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“...The list of graduates of the programs looks like a who's who of Key West ...”

Florida Keyes Chapter

Julio Avel, Keys CPM President, has volunteered to assist the Samuel's House Social Services Director, Elmira Leto, with her new project, Habakkuk Village. The 82-unit Human Service shelter and Human Services Complex will serve as a one-stop center for the city's homeless population. Julio's initial duties were to obtain the city, state and federal affordable housing development ordinances, regulations and guideless for the director's review and future construction utilization. He is also helping with the development of the complex's comprehensive strategic plan, assisting with procuring city construction permits and training village staff regarding the new project and its mission. He will also be tackling

other tasks such as obtaining financial assistance from the City of Key West, Monroe County, the State of Florida, and federal government.

Julio was recruited by Mrs. Leto based on his knowledge of the City of Key West building and planning department processes, his experience working with human services, and his academic education gained through graduate school and the CPM program.

Habakkuk Village has a timeline of five years for its completion. There are several phases to the project. The first phase started a couple of months ago and consisted with a comprehensive survey of the needs of the homeless population, followed by meetings with city staff, the HUD Housing Director, and

social services agencies.

Julio resigned from his other volunteering duties with the Southernmost Homeless Assistance League (SHAL) in which he was responsible for reviewing social services grant proposal in order to assist with this much-needed project. Samuel's House and the Village will be asking for funding through SHAL, which

"Julio was recruited by Mrs. Leto based on his knowledge of the City of Key West building and planning department processes, his experience working with human services, and his academic education gained through graduate school and the CPM program."

The AACPM Professional Development Conference

By Sabrina Hartley

The Florida Society of Certified Public Managers did an amazing job hosting the 2009 AACPM Professional Development Conference. It was no small feat in these tough economic times and there were musings earlier in the year that it simply couldn't be done. I'm proud to report that the conference went off without a hitch (or at least none that participants could see). There were social events, awards, learning sessions, and baskets to be won. Highlights included the keynote speaker, Bob Kodzis, who, through funny and thought-provoking photos, outlined how to 'Live Happy'. It seemed so easy on paper but, like most things, requires constant practice. Another great presenter was the closing keynote speaker, Don Yeager; a fellow Tallahasseean, award winning author, and former associate editor of *Sports Illustrated*. Don

discussed 'What Makes the Great Ones Great'. His personal stories of legendary sports figures were inspirational and highlighted a few of the 16 characteristics of greatness he has identified through years of research and personal exploration. Other sessions addressed topics like 'Leading in Difficult Times', 'Manage as a Coach', and 'Presenting to Key Decision Makers'. Overall, there was something for everyone to ponder. Finally, each participating state put together a basket for raffling with the proceeds used as seed money for next year's national conference in Oklahoma. The baskets were great representatives of their respective state but I must report that the Florida basket was FAR more elaborate than the others; yet another area where the local hosts excelled! I encourage you to consider attending and participating in a future

national conference. It's an eye-opening experience to realize that we are part of a national organization that champions high expectations, performance, and pride. I enjoyed the opportunity to meet fellow CPM graduates from around the nation and compare notes about how to continue to grow our organization, the CPM program, and the national chapter. I look forward to sharing these ideas with the North Florida Chapter and playing an active role in the growing CPM support network

"...I'm proud to report that the conference went off without a hitch ..."

From the North Florida Chapter President

Sabrina Hartley

Another successful CPM graduation has come and gone. Tallahassee welcomed 82 new CPM graduates to our ranks and enticed at least 28 (34%) of them to join the North Florida Chapter. Clearly, very impressive all the way around. **I'm excited that we'll have so many new people and brains joining the organization.** An amazing group of chapter volunteers worked with CPM program staff to deliver a great Level VIII. The three-day event was filled with classes, a low country boil, an afternoon snack break sponsored by the chapter, and, ultimately, graduation.

Behind the scenes, Dr. Ada Burnette coordinated graduation functions and outlined responsibilities for the four graduations happening across the state. Dr. Burnette has served in this capacity for many years and recently resigned her position as overseer of the Level VIII graduation(s). A special thanks goes out to her for all her hard work over these many years and her service to the chapter and organization.

The chapter was well represented at its membership table by Len Franklin each of the three days of Level VIII. It is **a testament to Len's winning** and friendly personality that so many graduates joined the chapter over the course of the event. Of course, while Len

staffed the membership table, he also helped with just about everything else that was going on. He was an amazing asset to the event and a shining **example for the chapter.** It's important to point out too that Len had some top-notch help when Jan Wright and Kim VelDink assisted him with the membership table. Together, these volunteers made a real difference in growing our organization.

Kimberly Coker and Donna Honcell, two other fantastic chapter volunteers, valiantly pitched in to help prepare, serve, and clean-up a low country boil implemented and overseen by none other than Dr. Dan Vicker. On a side note, the graduating class (or factions **within**) **'punked' Dan and had** someone pose as an inspector that was shutting down his outdoor cooking operation. The whole thing was caught on tape and closed out the luncheon nicely. (Maybe we can borrow that tape sometime?!)

As president of the North Florida Chapter, I was asked to address the group before the luncheon. Everybody knows **that when you're waiting to eat,** nothing anyone has to say is really all that interesting. With that in mind, I kept my comments brief. Overall, I tried to explain the organizational alumni structure to the graduates to ensure that they

are aware of the available support network. In so doing, I described the national-level AACPM, the state-level FSCPM, and the local NFCPM chapter and provided details on how members can become involved in chapter functions. Following my comments, we awarded three door prizes. First, we gave away a CPM polo shirt. Second, we gave away a fantastic wine/snack basket that Colin Barton, fund raising committee chair, put together (with a little input from his wife). It was a cool gift that **anyone would've been happy to** take home. Finally, we gave away a year honorary membership in the chapter. Later in the afternoon, the chapter provided cookies and fruit at the break because another thing we know is that everybody loves free food at events.

On the last day of Level VIII, graduates and their families finally got what they came for – the graduation and their certificate of completion. I wished the graduates well and encouraged them to return to their respective workplaces and start working what they know to grow the workplace of tomorrow. The whole shebang ended with Len, me, and Linda Williams helping to serve cake and punch and clean-up. Overall, I would declare it a successful event. Until next **year.....**

Level 8 Graduation Update

By Dr. Ada Puryear Burnette, CPM

The four graduations in Tallahassee (Ada Burnette and Len Franklin), Ft. Lauderdale, Tampa (Ruthie Dole), and Orlando (John Taylor) were extremely successful. Almost 300 new CPM graduates were welcomed into the ranks of outstanding well trained public employees. Each graduation was done with the leadership of a team of great people.

The Tallahassee graduation was held first and some 1/3 of the graduates joined the North Florida Chapter of FSCPM. At each graduation,

there were new members and Fred Levinson has been sending out congratulations to these new members.

Some 129 new CPM graduates attended the AACPM meeting in Orlando and attended the AACPM meeting. Joanne Robertson was selected for the President's Award and the three some of this team were recognized. Florida was well represented and many were thanked for jobs well done.

FSCPM President Jerry McCarthy made a short and dynamic speech at the

AACPM graduation and thanked John Taylor and his members who worked with the Orlando AACPM graduation and Ada Puryear Burnette who served as overall chair of all of the graduations.

The annual report for the FSCPM Symposium will have more specific information. Each of the graduation chairs is to submit a report to me if this has not been done already.

Getting that "Family Feeling"

By Cassandra Lamey

At one of our recent Pin Ceremonies Dr. Hesham Ali spoke of the family atmosphere in our organization. Many of us have already discovered this: the evidence is in the length of service we honor every quarter. In my office, a staff of six, we have a combined total of 95 years of experience, incredible! I recently read that "it is not merely happiness we all seek; we seek some place

where we belong." Would we still be here if we didn't feel important, or that we matter, or without us something would go undone? Probably Not! Like most of you, I enjoy what I do. Even the not so fun parts have a certain enjoyment; mainly because of my co-workers. They can empathize with me and offer words of encouragement because they have been there, done that.

Just as we want what's best for our family we all want **what's best for our organization. So, if you don't** have that family feeling, put some effort in it. You may be surprised at the outcome. I did, and let me tell you it makes coming to work a joy not a job. You may even discover that although you have different interests and ideas, you could become friends. To quote Mr. Stephen R. Covey, **"If we keep doing what we're doing,**

Membership Update

Fred Levinson

October begins our annual membership renewal campaign. Memberships that have expired, or will expire on January 1, 2010 were sent renewal notices during the first week of October and we have already started receiving renewals. Renewing your FSCPM membership takes only a few minutes and expiring members are encouraged to renew their memberships as soon as possible.

Thanks to the suggestions of Ruthie Doles and the Membership Committee, our membership application has been updated to include an opportunity for new / renewing members to recognize which FSCPM member recommended or influenced you to join/rejoin FSCPM.

It is important to note that FSCPM membership is open to anyone that has taken

at least one CPM Level. If you know a CPM student / graduate that isn't a member, let them know about the benefits of FSCPM and encourage them to join. Membership applications are available on the FSCPM website WWW.FSCPM.ORG We're a volunteer organization and we always need new members with the passion, dedication and commitment to provide world class Customer service to their internal and external Customers.

Finally, are you interested in becoming more active in FSCPM at either the State and/ or Chapter level? There are plenty of opportunities for everyone to become more involved in FSCPM. Please contact your local Chapter President for chapter opportunities or myself if you are interested in becoming more involved at the state level. We look forward to your participation and there is

something for everyone!

FSCPM is your organization and your feedback is important. Please feel free to contact me with your suggestions to improve the services that we provide to our members.

Have a great day and as always, please let me know how we can serve you!

Fred Levinson CPM

FSCPM Membership

Committee

EFLEV@BELLSOUTH.NET



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.
- Foster leadership through example and innovation.
- 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