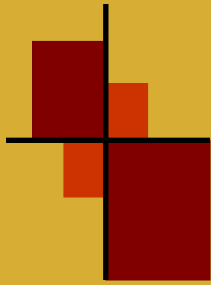




CPM Times

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From the FSCPM President

by Fred Levinson

It is an honor and privilege to serve as the President of the Florida Society of Certified Public Managers. When I began preparing for my first newsletter article, I reflected on my CPM career and all of the people that had an influence on me. I've learned something from every CPM (and student) that I have met. Some of the most important lessons that I have learned are to encourage open discussions about any and all issues, sharing information, collaboration with each other and being a good listener.

I want to go back share with you a letter that I received two years ago from Priscilla London CPM (Past Keys Chapter President). Priscilla sent this letter to the entire Keys Chapter and it's one of the best CPM documents that I have ever read and has had a positive impact on my CPM career. (Note: I have substituted FSCPM for Florida Keys.)

"When we made the choice to enter public sector, we all become part of a profession that depends to a very large extent on the very valuable commodity "the public's trust". Your participation in the CPM program will help to enhance that public trust. FSCPM has been actively promoting excellence in public management in the State of Florida for over 20 years now. With the goal of

enhancing government services through continuing education and involvement in community service projects, FSCPM continues to strive for excellence in your local government.

The establishment of the Certified Public Manager program was based in large measure on the recognition that public service, whether at a federal, state, county or local level is a profession and should be recognized as such. The CPM program has raised the level of expectations for those in our profession who believe in establishing high standards for performance, skills and ethics.

We in FSCPM welcome you to join us in this pursuit of "excellence in public service" by joining our organization. We look forward to your participation!"

Two years later, Priscilla's inspirational letter sets the tone for our next two years. So how are we going to accomplish this and what have we done since being installed as officers a few weeks ago?

Actually, the Board of Directors has done a lot since the election and recent installation of officers.

We have three new committees: Professional Development, FSCPM/FCPM Liaison and By-Laws. Everyone is encouraged to become more involved, so if you are interested in serving on a committee, please contact the Chairperson.

1. Professional Development Committee – Ruthie Doles is the Chairperson of this committee and the committee's goal is to update our old Continuing Education Program. This committee was formed as a result of feedback that we received from our members who wanted to have a formal FSCPM Professional Development program that encourages and provides opportunities for members to continue their CPM education.

2. FSCPM/FCPM Liaison – Joanne Robertson, Sabrina Hartley and Ellen Daniel are the Co-Chairpersons of this committee. In the State of Florida, there are more than 3000 CPMs and many more CPM students. It is important that FSCPM and FCPM (Florida Center for Public Management) work closely together. This committee will also be responsible for coordinating FSCPM's activities at the 2010 Florida CPM graduation(s) and replaces the FSCPM Level VIII Graduation Committee.

3. By-Laws Committee – Ed Pacificar is the Chairperson of this committee and the

From the CPM President - *continued*

committee's goal is to review and propose updates to the FSCPM By-Laws so that it represents the goals and objectives of the organization.

We are also working on improving how we communicate with our members and agencies and there is room for improvement. The SunCoast and Polk County Chapters already have new Facebook pages and the other Chapters are encouraged to develop pages. These pages are excellent opportunities for members to exchange ideas, activities etc.... I realize that many people are concerned about separating their personal and professional lives on Facebook and other networking sites. It is important to note that you can "join" these pages, post and reply messages without becoming "Facebook friends" with anyone else.

We're off to a good start, but we need your help! Let us know how we are doing. Let us know how we can improve the services that FSCPM provides to our members and agencies. Let us know about your accomplishments and success stories (especially the results of any innovative programs that you and/or your team have implemented). Let us know if you want to volunteer at the state or local level. Let us know if you have any ideas or suggestions and as always, please let us know how we can serve you!

Fred Levinson, CPM

FSCPM President



FSCPM Website News

by [Beatriz Isaza](#)

Have you looked at your Chapter website recently?

Is it looking a little tired and run down?

ENERGIZE IT!

Do you have a Facebook page set up? Why not include a link on your Chapter website?

Do you have some links you want to add?

Do you want to add a Photo Gallery to post photos taken at your local events?

Do you want a page with information about your Chapter's events?

I'm here to make your Chapter website as interesting and full of useful information as you want it to be. Send me an [email](#) with whatever you want and I'll make it work for you and your Chapter!

Congratulations To NEW Officers

It's been an exciting election, we want to thank all the candidates who ran for office, we appreciate your participation and willingness to serve. The voting is over and it's time to announce your new officers for FSCPM.....

President	Fred Levinson
Vice-President	Ruthie Doles
Treasurer	Ron Webster
Secretary	Nadir Rodrigues
Sabrina Hartley	Member-at-Large
Cassandra Lamey	Member-at-Large
Paula O'Neil	Member-at-Large



CHAPTER PRESIDENTS

John Taylor	Central Florida Chapter
Julio Avel	Florida Keys Chapter
Sabrina Hartley	North Florida Chapter
Fred Levinson	North East Florida Chapter
June Diem	Polk County
Ellen Daniel	South Florida Chapter
Ruthie Doles	Suncoast Chapter
Jerry Karp	Turnpike Chapter
Ben Green	FCPM Liaison



COMMITTEE CHAIRS

Laura Gorman	Askew Awards Committee
Diana Wilkinson	FSCPM Awards Committee
Ed Pacificar	By-Laws Committee
Cassandra Lamey	Chapter Effectiveness Committee
Ruthie Doles	Continuing Education Committee
Joanne Robertson	FSCPM Liaison
Sabrina Hartley	FSCPM Liaison
Jerry McCarthy	Marketing & Fundraising Committee
Christine Taylor	Marketing & Fundraising Committee
Jean Pingston	Symposium Committee
Beatriz Isaza	Webmaster

20th Annual FSCPM Sympos



Forum & Awards Luncheon



20th Annual FSCPM Sympos



CPM TIMES

That was Then this is NOW!

Forum & Awards Luncheon





Suncoast Chapter

by Rana Malhem

The Suncoast Chapter wrapped up another successful year! With a “stress free fall retreat” in October and a New Year’s send-off celebration in December, the fourth quarter ended on a crest! Stress free and rejuvenated, Suncoast CPMers are energized and looking forward to a grand 2010 under the leadership of our new officers.

Our third quarter “Fall Retreat”, hosted by Pinellas County, was held at The Columbia Restaurant on the Pier in beautiful downtown St. Petersburg. Our meeting room overlooked tranquil waters and a lovely sunset; there was no way anyone walked away still carrying the stress they walked in with. Several members were recognized for their contributions to the chapter and membership pins were bestowed upon new members. As sometimes happens, our guest speaker had to cancel at the last minute, but our President Ruthie Doles stepped up to the plate without hesitation. Ruthie shared her thoughts on stress management and relaxation strategies for on-the-job tough spots. Each attendee also received a handy laminated sheet with thoughts for happiness. A few thoughts taken from the meeting: “Just breathe”, “A positive attitude brings strength, energy and initiative”, and “Peace of

mind is experienced when the stormy waves of the mind quell down”.

Come sail away, come sail away, come sail away with me... Members who attend the December chapter meeting set sail from the harbor of 2009 and headed straight ahead for 2010! Hosting a meeting for the first time, Pasco County did a fantastic job! Members gathered at the Saddlebrook Resort in Wesley Chapel where they were treated to a beautiful venue, delicious meal and interesting presentation from the CEO of Saddlebrook Resorts. CPMers were also recognized with “Gotcha Awards” and a few select members received the distinguished “President’s Award”. Additionally, a challenge was issued at the October meeting: each county was supposed to bring a gift basket to raffle. Well, Suncoast CPMers do not shy away from a challenge! At the meeting, 5 beautiful baskets arrived representing each of the counties in attendance and were raffled off. What a way to end the year!

On behalf of all Suncoast CPMers, we would like to thank the 2009 Chapter Board for your exceptional service and contributions to our chapter! In 2010, members will continue to experience the high levels of pro-

fessionalism and leadership for which this chapter has become known. We look forward to welcoming our new board and new members at our first meeting of 2010. Our first membership meeting for the year is scheduled for February 11, 2010 and will feature guest speaker, Pat Frank who will talk about managing resources in tough times. With more budget cuts on the horizon, this topic is very relevant to the tasks of today’s CPMs.

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 Greta Finney,

gfinney@pinellascounty.org.

“Ruthie shared her thoughts on stress management and relaxation strategies for on-the-job tough spots.”

Polk County Chapter

by Tina Hill, President

During the Annual CPM Symposium, the CPM of the Year is awarded to an individual who is selected among the many candidates nominated to have shown the most leadership, determination, and involvement in CPM during the year. It is the highest honor awarded by the FSCPM. This year the award went to Diana Wilkinson. Diana works for Richard M. Weiss, Clerk of the Circuit Courts, and one of the first graduating classes of CPM in 2008. Diana revived the Polk County CPM chapter during 2007 and was Chapter President during 2008. She reviewed the by-laws and began corresponding with other Chapters in Florida as well as the FSCPM in an effort to contact previous members to renew their membership, gain exemptions for the Chapter, assume the role of President, and created a Board of Directors. She encouraged other CPM participants to get involved and she educated others on the value of forming a chapter.

Diana is manager of the Juvenile Department in the Civil Division. The Juvenile Department is a difficult department to manage due to the nature of the department's work (because it deals with children and neglect), it requires significant interaction with multiple governmental agencies including Juvenile court; the department has gone

through two major system upgrades in the past two (2) years, which adds to the relatively high stress level in the department. Diana handles all of this with great skill and lots of patience. She is a high-energy, positive individual with a good deal of experience working with staff to motivate them, encourage them, reward their efforts and generally praise them for a job well done. The fact she has these skills helps the department run remarkably well, even with the challenges facing the department. Diana sees it as her responsibility to grow employees and therefore sees the need for true delegation.

Diana is also a strategic planner who constantly looks for ways to improve work flow and position staff in the right position for better efficiencies. Under her leadership the Juvenile department has recognized significant efficiencies during the past year which is proven by the fact that the Juvenile department continues to meet established standards with fewer resources. Diana is never content with "good enough" she wants the office to be better, she wants her staff to progress and she wants to learn and grow herself. She recognizes the value of education and life-long learning. Diana initially brought the details of the CPM program to the HR Director's attention and encour-

aged the Clerk's Office to review the value of CPM. She currently holds a Master's Degree from Florida State University and is pursuing a second Master's Degree at the University of South Florida in Criminology.

Diana's outstanding leadership and management skills have been demonstrated during the past several years. In every situation, she has made a positive impact and demonstrated improvements to the success of the department and ultimately the organization. It is with great pleasure and honor that Diana was chosen to be the recipient of the 2009 CPM of the Year Award. Congratulations Diana.



Diana Wilkinson receives her CPM of the Year Plaque, here with her boss, Richard Weiss, Clerk of the Court.

Quick Notes



Due Date for Next Newsletter:

- March 2010 Newsletter submittals need to be sent on or before Monday, March 29, 2010



March 2010

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 made.



Florida Turnpike Chapter - SMILE

by Jacqueline Scott

A quality customer service program that's embraced by every employee within an organization is a powerful tool. Such a program separates those who succeed and those who fail. At Florida's Turnpike Enterprise we have a philosophy called "We Drive Smiles", whenever anyone is within ten feet of you simply smile; this is called our smile zone; as you can guess we are a very customer oriented organization.

The program all starts with a simple smile, an acknowledgement of people, and a passion of caring. If you are thinking this all sounds too simple to be the difference of being successful or not, you are absolutely correct, it is simple.

Customer service is all about attitude, having a positive attitude makes all the difference in the world. Having a positive attitude is a choice we make each and every day; I am 100% in control of the choices that I make each and every day.

Having a positive attitude and a smile will have a positive impact on your customers, friends, and family even if they are having a bad day.

Our customers are a reflection of the people they interact with on a daily basis, so if you want your customers to be in a good mood, happy, pleasant, and respectful first show them how by being a good example.

Health benefits of smiling:

- Improved self esteem
- Live longer
- Smiling lowers your blood pressure
- Smiling is a natural face lift!!

- Smiling releases endorphins, natural pain killers

The infamous Charlie Chaplin summed it all up in the 1936 song he wrote entitled "Smile". Remember, this was written during the Depression years..

*"Smile, though your heart is aching
Smile, even though it's breaking
When the clouds are in the sky, you'll
get by
If you smile, through your fear and
sorrow,
Smile and maybe tomorrow you'll see
the sun coming shining through-for
you.
Light up your face with gladness,
Hide every trace of sadness Although
a tear may be ever so near, that's the
time you must keep on trying,
Smile-what's the use in crying
You'll find that life is still worthwhile,
if you just
SMILE....."*

A few positive quotes:

*The way we see the problem IS
the problem.*
– Steven Covey

*Attitude is, in my opinion,
99 percent. And the one
percent is the approach:
that's the action.*
— Reggie Wilson

*The difference between ordinary
and extraordinary is that little
extra.*
– Unknown

*People like doing business with
people who like doing business.*
– Matt Weinstein , author

The more you smile, the more others will too. Says psychologist

Dr. David Lewis, *"Seeing a smile creates what is termed as a 'halo' effect, helping us to remember other happy events more vividly, feel more optimistic, more positive and more motivated."*

"A smile is just a frown turned upside down, my friend....."
– The Temptations 1971

"Gray skies are going to clear up, put on a happy face".
– Lee Adams, 1960, "Bye, Bye Birdie"

Even when you do not feel like smiling, you will find once you do it a couple times, your whole perspective changes and you feel better.



So what are you waiting for?
Go ahead
...Smile!

South Florida Chapter - Mentoring

By Jerry McCarthy

The South Florida Chapter of CPM would like to mentor all those students who could use help in obtaining their CPM designation. We have set up a Mentoring Committee to encourage and guide the CPM students to complete all of their exams and assignments. The Mentoring Committee will work with the students to make sure they complete their CPM Levels on schedule. There are many CPM students in South Florida that have taken most of the CPM levels but have not finished the exams and projects for those levels. The Board of the South Florida Chapter would like to see these students graduate.

The Mentoring Committee has copies of the course books for CPM Levels 1-VII and also exams and assignments for those levels. The CPM Level 8 course book will be given to the students during their week of Graduation. The Chapter Mentoring Committee would like to mentor individually all those who sign up for the CPM Mentoring Program.

All those students who would like mentoring please visit the FSCPM Website, [South Florida Chapter](#) under mentoring for details. The committee is also looking for extra volunteers to serve on the Mentoring Committee.



From the North Florida Chapter President

Sabrina Hartley

Did I mention that the North Florida Chapter is booming? I'm pretty sure I told you that the new year kicked-off with a bang. Well, the momentum continues. The board has met once and, since the President (that's me) spent the first part of the meeting chitty-chatting to get to know the new officers, we'll be meeting again to continue to get down to business. Not that getting to know one another wasn't part of business, mind you. After all, how can I ask anyone to do something or expect them to serve the chapter if I don't know a thing about them or their lives? That said, clearly the stars have aligned just in time, as we've got a fantastic group of people with talent, enthusiasm, experience, incredible ideas, and, perhaps most importantly, the willingness to see them to fruition.

Currently, the board is tending to a myriad of details. We'll be reviewing the chapter's vision, mission, goals and objectives to ensure that they are appropriately challenging, measureable, and achievable. We'll be looking into getting name tags for members and are finally developing letterhead that we can use to send 'thank you' notes to presenters and other assorted people we appreciate for serving the chapter. The VP, Pam King, in conjunction with program committee staff, has lined-up presentations for well over half of the year. In this way, we will be able to specifically advertise meetings to members, and per-

haps target members where appropriate, so they can plan in advance to attend. This advance notice will give people an opportunity to think about the program and what they would like to get out of it....certainly making for more interesting questions and interaction. We're (okay, really it's Gary, the fantastic Secretary) working on getting the membership list in order so we can do things like encourage members that need to pay their dues to do so and target information to non-active or lapsed members to bring them back into the fold. We'll be making some changes to our monthly meetings like increasing the meal price for non-members and pulling together the benefits of membership to keep people coming back and to help identify needs that we may not be currently meeting. There's lots to be done and we're doing lots. Somehow, I doubt we'll ever catch-up but we'll definitely make some amazing progress along the way.

FSCPM Member At Large

An amazing group has started to form to act as liaison with the CPM program. Ellen Daniels and Joanne Robertson have volunteered to serve on the construction team as we begin to rebuild the relationship between the program and the alumni organization. I couldn't ask for a better crew. I've been in contact with Ben about some preliminary

issues – mostly dealing specifically with the North Florida Chapter, but am beginning to put together a list of specific issues that we want to discuss to get the ball rolling. I know that there is a tremendous interest in the continuing education of CPM graduates and I look forward to Ruthie's progress in this area. Already her ideas for change are very encouraging. Clearly, we will be working to revamp the coordination between chapters and the program surrounding Level VIII graduations across the state. If there are specific issues that you feel need to be addressed as we rebuild this relationship, please drop one of the team members a note. I can't guarantee that the item will make the first meeting's agenda but I can see to it that it's on the radar for attention.

“...An amazing group has started to form...”



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.

2010 Officers and Board Directors

Officers

Fred Levinson	President
Jerry McCarthy	Past President
Ruthie Doles	Vice President
Nadir Rodrigues	FSCPM Secretary
Ron Webster	State Treasurer
Sabrina Hartley	State Board Member-at-Large,
Cassandra Lamey	State Board Member-at-Large
Paula O'Neil	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
June Diem	President, Polk County
Jerry Karp	President, Turnpike Chapter
Ben Green	FSU CPM Liaison

Committee Chairs

Laura Gorman	Askew Awards Committee
Diana Wilkinson	FSCPM Awards Committee
Ed Pacificar	By-Laws Committee
Cassandra Lamey	Chapter Effectiveness Committee
Ruthie Doles	Continuing Education Committee
Joanne Robertson	FSCPM Liaison
Sabrina Hartley	FSCPM Liaison
Jerry McCarthy	Marketing and Fundraising Committee
Christine Taylor	Marketing and Fundraising Committee
Jean Pingston	Symposium Committee
Beatriz Isaza	Webmaster