



June 2011

NFCPM Gazette

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Remember To...

- Help Paula with Operation Paperback on June 5
- RSVP for June Monthly Meeting about Networking by June 10
- Bring Money for Drawings at June 14 Meeting
- RSVP for Networking Mixer at Bella Bella by June 17

Musings from the President...

By Sabrina Hartley, Chapter President

Each month I work to come up with a theme for a chapter newsletter article; something that you will, hopefully, want to read and find worthwhile when you're done. Frequently, the idea flows easily from either the most recent chapter meeting or some musing about public work life that I can't get out of my head. (I'll admit I have a lot of these?!*) This month, however, no one thing came into focus. Instead, I had a bunch of little ideas rolling around. So, I figured, why fight it? I hope you'll find the following tidbits interesting and even thought-provoking.

Missed the May meeting but had no worries

I was bummed to miss May's Public Employee Recognition meeting both because I was stuck at the hospital with my Mom (she's doing better, thank you), and because I knew it was going to be a great meeting. From what I heard, it was indeed a success and our guest speakers were very appreciative of both our members as public employees and their current personal roles as a public employee. It's always great when the chapter meetings go so well that people have to tear themselves away to get back to work. I hope you were there to enjoy the discussion and that the giveaways and reduced lunch price

clearly sent the message that you are appreciated. Though I wasn't in attendance, the meeting gave me a tremendous boost. I can only hope that you've experienced the peace of mind of an amazing team. If you will, allow me to specifically recognize and appreciate the board members for their amazingness and dedication to the chapter and its smooth operation. It's a great testament to the quality of organization that we are and continue to build when the governing team can easily fill-in a gap as needed to seamlessly pull off well-planned events. Thanks to Pam King, VP and MC-amazing, Anna Bethea, secretary wonderful, and Travis Knight, treasurer extraordinaire, we have an organizational foundation that quite successfully plans, executes, and grows more and more CPM opportunities - not to mention the committee chairs and engaged members that contribute to make meetings and our reputation fantastic. I'm proud to be president and encourage every one of you to consider serving the organization in some capacity. C'mon, it will better you and the organization. Finally, for the record, let me state that I do not know how Cheryl Graham came to be so lucky at winning drawings and door prizes, but I sure

would keep coming to the meetings if I were her.

Can you change the mission statement and not tell anybody?

This question has caused me to seriously consider whether I'm just a management wonk who's out of touch with current workplace conditions and/or employees or simply a continuous management student who holds some tenets to be true. I'm unaware of any new management theory advocating the demise of the agency mission statement; nor am I aware of any argument that changing the mission statement need not be communicated to those who work under said mission statement. Did I miss something? It seems to me that any organization that hopes to accomplish anything must first identify what that something is before they can set people to work achieving it. When that 'something' that an organization does changes, shouldn't people know; even if the change is deemed small? Somehow,



...Musings from the President (continued)

By Sabrina Hartley, Chapter President

arguing that changes to the mission statement don't really mean that much kind of misses the point doesn't it? If changes to an organization's mission statement don't really mean that much and don't warrant sharing with those in the organization, does the mission statement really have no meaning at all? Am I just a wonk?



AACPM - big stuff at the national level

Hopefully, you've taken a moment to

read the recent letter from the AACPM President and provide feedback on the subsequent on-line survey about proposed changes at the national level ([the letter is re-posted on our website](#)). If you haven't, let me tell you that some sweeping changes are being discussed and debated for the organization's future. It's clearly a pivotal time in the organization's development, structure, and operations. In fact, we might want to consider using the proposed changes as the basis for a chapter meeting discussion. I would be very interested to get your input on the process used to identify the proposed options and implications of the changes, if implemented. The AACPM is currently advertising for members to fill a variety of positions. It may be difficult to find people to serve in a time of such uncertainty and organizational upheaval. If you are interested in serving at the national level, just say the word, and I'll do whatever I can to help make it happen. More realistically, though, I'll keep you posted on what's going on at the national level since the AACPM hasn't done a very good job of making the organization relevant to program graduates. That might be a good place to start when it comes to examining needed changes. Just sayin'....



volunteer service. (Keep reading 'til you get there.) Paula is a regular when it comes to volunteering for the chapter (hence, her committee title), yet she juggles two kids, a husband, likely some animals, and the same types of work and life problems we all do. What makes her so special to give of herself while pressured from demands all around? She is a woman after my own heart and I'm proud to have her on our team. That said, we seem to have developed a core group of chapter volunteers. They are an amazing group. While I'm proud of our volunteers and their continued and reliable service to the chapter, I would like to get even more members involved. Not only do I want the chapter to pay it forward in our community, but I'd like to provide opportunities for you, as Paula says, to expand your horizons. You might be surprised to find how many CPM skills you'll need and call to the fore, to deal with a quick volunteer situation where you're put in charge and have to identify the job at hand, the resources to get it done, and how you're going to harness and use those resources...all while having fun, stretching your boundaries, and meeting some new people. If you have volunteer opportunity ideas or want to get involved with one of the chapter's volunteer projects, please let the community service committee or any board member know. We'll make it happen and the growth continues all around. Win-win.

Volunteering for the chapter

Paula Kiger, co-chair extraordinaire of the community service committee, submitted a newsletter article this month about chapter

Still lots of cool stuff coming up

It seems like we've already done so much this year and we're not even half way done yet. If you think the first half of the year has been good for the NFCPM, wait until you see the last half. I won't bore you with the details about all of our upcoming events (I think I covered that in the last newsletter), but suffice it to say that we're doing a lot of work behind the scenes (see the board meeting notes on our website) to pull together some great meetings and events. We really do have an amazing team of board members, committee members, lifetime members, and dedicated volunteers that make this all happen. Our June meeting will focus on networking skills and the chapter will host a networking mixer the following week for members to practice their newfound and/or developing skills. Attendance is limited to 40 people so make your reservations with our fantastic secretary, [Anna Bethea](#), ASAP. If you miss this one, we'll let you know how it goes and whether we'll host another. Graduation and our first chapter summer symposium will come a little later in the summer. I hope you'll get these events on your calendar and plan to attend. (See our [website](#) for additional details.) After all, we've planned these events in response to the annual member survey and the changing needs of our modern workplaces. Please join us and share your thoughts and talents so we all continue to grow and learn and our chapter keeps getting better and better. Hope to see you at a meeting soon.



May's Public Service Recognition Luncheon Meeting

By Anna Bethea, Chapter Secretary

In May, we welcomed County Commissioner Nick Maddox and City Commissioner Andrew Gillum to our monthly luncheon to discuss what drew them to public service, as well as what we can take to heart as public employees.

I was so happy to see the meeting well attended - it was one of the biggest crowds all year! I also felt that our guests brought a lot of thoughtful comments to the table.

One of the points that touched me the most was that we as

public employees may not feel as recognized and appreciated as those in the private sector. But our "calling" is not just to be any employee - we are in this field of work because we care about community and we care about making some aspect of life a little better for our fellow citizens.

We also talked about strategies for tackling those tough issues that we're passionate about but are so caught up in red tape that it's hard to find the right solutions. Guess what they suggested?

SYSTEMS THINKING - something we CPMs ought to be familiar with!

The meeting gave me a renewed vigor to keep persever-

ing and keep working for our state-wide community. Let's continue to use our CPM skills and infuse our workplaces with enthusiasm for our common mission!



June Meeting: Networking!

"To be successful at networking, you have to give, give, give."

Jill Konrath

*Are you satisfied with your networking results?
Are you maintaining a successful network?*

Kaye Kendrick & Associates

Presents

THE ART OF NETWORKING

June 14, 2011

This lunch n-learn focuses on:

- Why should you NETWORK?
- Developing a positive ATTITUDE for networking
- PREPARING for networking events
- Tips for SUCCESSFUL networking
- Networking ETIQUETTE
- MAINTAINING your network



Kaye Kendrick, CPA, CPM, CIA

Approximately fifteen years of Kaye's career has been as an entrepreneur, establishing two consulting firms and an accounting franchise, LedgerPlus, where she had the honor of being recognized as Franchise of the Year. She was the Inspector General for the Florida Department of Management Services from 1988-1994. In addition to being a CPA, she is a Certified Internal Auditor and Certified Public Manager.

After spending almost fifteen years auditing organizations, and then almost fifteen years in business helping organizations with "performance", Kaye became qualified to offer coaching services. Recently, she also published, *Building a Sustainable Performance Framework, A Case Study for Development of a Framework to Support Strategic and Operational Planning, Performance Measurement, and Technology Implementation.*

Also at the June Meeting...

Don't miss your chance to enter and win a Father's Day Basket...

- FSU Long Sleeve Jean Shirt
- Blue Dress Shirt
- Mesmerize Men Set
- Tag body Spray
- Men Inspirational Book with Oil
- Gym Bag
- Poisson Ivy Cream

**Tickets: 1 for \$2
3 for \$5
6 for \$10**



Reserve Your Space Now for Our Networking Mixer Tuesday, June 21 5:30 - 7:30 pm @ Bella Bella

The Board is very excited to announce our first after-hours networking meeting! Appetizers will be provided, along with a fun “network roulette” type of activity to get us off on the right foot, and then we can get down to practicing those skills learned through the June luncheon meeting.



All members are welcome for FREE, and can bring one non-member guest for just \$5 (significant others welcome). If you are a non-member and would like to attend without a member, just let us know and we'll see if we can squeeze you in. Since space is limited to 40, we want to make sure that our members first have an opportunity to attend if they'd like.

Bella Bella has a Happy Hour from 5-7pm, for those who are so inclined.



RSVP by Noon on Friday, June 17

Email Today! NorthFloridaCPM@gmail.com

What's in a Name?

By Anna Bethea, Chapter Secretary

I heard a really interesting story a little while back on NPR - one of those “driveway moments” - the ones they like to pitch to you during the fundraising drives. It was the story of Joshua Foer, a writer who takes on side projects to get immersed into his stories. The specific side project they were discussing on the radio was his foray into the competitive memory arena.

As interesting as his story is (who knew there were international memory competitions?), there is one small part of it which I think actually relates to NFCPM this particular month. It's one of those skills that goes hand-in-hand with good networking and making great first impressions - the illusive art of remembering people's names.

You know the drill - you meet someone for the first time, smile, exchange names, shake hands, give the customary “good to meet you,” and move on. Next time you meet, the same smile is there, and then the “I'm so sorry, I remember your face, but I'm horrible with names,” and then the

just-as-customary “Oh, me too.” No one's faulting each other for the error because it's so common.

But have you ever found yourself in a situation where someone who you didn't expect to remember your name actually does? I don't know about you, but I think it's quite refreshing and sometimes even flattering. It makes me remember that person all the more as being out-of-the-ordinary and genuine.

So, I think it goes without saying that remembering names can not only help you remember *them*, but also helps them remember *you*.

The strategy that Joshua Foer uses is based on a phenomenon called the Baker/baker paradox: it's easier to remember that someone is a baker than it is to remember that their name is Baker. Basically, the strategy is to associate the person you've just met *doing something*. This is easy to do because we all make word associations. [See this link from the NY Times article by Foer for a short and](#)

[interesting example](#) (see bottom for explanation).

As embarrassing as it is to reveal my own tricks, let me give some examples for our local chapter...

Imagine Sabrina Hartley as *Sabrina* the Teenage Witch, riding a *Harley* motorcycle with a big *heart* stitched onto her witch frock.

Imagine Pam King with *Pam* Beasley, crowning a *king* of The Office.

Imagine Travis Knight as a medieval soldier, kneeling and getting *knighted*, with a big smile on his face, like *Tavis* Smiley.

With infinite possibilities, it's a great way to make remembering people's names *fun*. And you never have to tell anyone the sometimes embarrassing images you have associated with them... unless you decide to write an article about it. :)

[Link to Foer's full article.](#)

[Link to wikiHow article on other strategies to remembering names.](#)



My Time is Valuable - Why Should It Go To Community Service?

By Paula Kiger, Co-Chair of Community Service Committee

Helping others, together, makes us a better “managers’ organization.”

When you hear the name “Certified Public Managers,” what images come to mind? Management theory? Programs such as those we’ve had recently on Conflict Management, Performance Measurement, and Procurement Processes?

One other thing should be part of the mix: *an image of service.*

That is why I feel so strongly about making sure our chapter

members have opportunities to serve the community once a month. There is something that members of an organization gain through serving a cause outside of their own, something that can’t be measured on a flow chart, ishikawa diagram, or scattergram: the benefits of striving to go beyond ourselves.

It is the things you find out about one another huddled around a bank of phones at 6 a.m. to take calls from donors – what radio programs people like, how they are the neighbor of the guest host,

that they like their coffee black, that they look like a different person in glasses because they don’t put their contacts in that early in the morning.

It is the things you find out at a run, helping

hand out water to people struggling through a tough competition – how it takes teamwork to rapidly dispense a hundred cups of water in a span of five minutes, to clean up the aftermath, and to laugh at each other when you think the lid on the big water container is a screw-on and it ends up being a “pop off.” When you see people who you normally only encounter in business attire or a uniform, in sweats or shorts and a t-shirt instead, some of the differences that may be transmitted by our business attire evaporate.

It is finding out that even as adults with years of work (and management) experience behind us, there are still “teachable moments” in situations where we are with people who are younger, older, smarter, less educated, of a different race, and a whole host of other differences. We should get out of our comfort zones and plop down in the middle of some other group’s

universe once in a while. Marvel at young people smart enough and motivated enough to concoct a history fair project and put it up for a panel of adult judges (for example).

We learn that it may take a bit of time out of our schedules to volunteer for a few hours of community service, but, in doing so, we are adding to the collective heart of our group and bringing new insights, knowledge, and experiences to our traditional monthly meetings.

We are putting more “public” into our Public Manager credentials.



Operation Paperback - A Community Service Opportunity Sunday, June 5, 2:00 - 5:00 pm

The June 2011 Community Service opportunity for our chapter is “Operation Paperback,” which collects gently used books nationwide and



sends them to American troops deployed overseas. Since 1999, they have shipped over 1.3 million books to locations around the globe. You can get more information about Operation Paperback through this link: <http://www.operationpaperback.org/>.

Our Chapter has agreed to send two representatives to

the local collection point to help assemble packages. The volunteers will be assembling packages from among the books stored at a local collection point. Word is donuts will be served (yum!).

The scheduled time is 2 p.m. – 5 p.m. on Sunday, June 5. Due to the confined space at the collection point, there is



only room for two volunteers at a time.

Please let Paula Kiger know if you can be one of the two people helping with this worthy cause! You can reach her at (850) 556-3517 or opuswsk@aol.com.

North Florida Society of Certified Public Managers



Mission Statement

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.

Chapter Officers

[Sabrina Hartley](#), *President*

[Pamela King](#), *Vice Pres.*

[Travis Knight](#), *Treasurer*

[Anna Bethea](#), *Secretary*

[Dottie Gough](#), *Lifetime Member*



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Committee Chairs

[Paula Kiger](#), *Co-Chair*, Community Service

[Sherry Valdez](#), *Co-Chair*, Community Service

[Amy Carraway](#), *Chair*, Communication

[Cheryl Graham](#), *Chair*, Fund Raising

[Pamela King](#), *Chair*, Program

[Kim Vel Dink](#), *Chair*, Level VIII Graduation

[Dottie Gough](#), *Chair*, Chapter Effectiveness

[Phil Barnett](#), *Chapter Photographer*



Date	Title or Topic	Speaker(s)	Location	Presentation Overview	Coordinator
06/14	Networking	Kaye Kendrick	Amtrak	"How to" of Networking...Kaye Kendrick will be providing us insight into the tricks to using networking opportunities to help promote your skills and connections for increased success.	Amy Carraway
06/16	CPM Mixer	CPM Members	* Bella Bella	Putting networking skills to work	Travis Knight & Pam King
07/12	Measuring Success: Part II	Pamela King	Amtrak	Pam King will be providing the second part of her measuring for success presentation.	
08/09	Celebrating CPM Recognition	Invitees pending response	Amtrak	Open forum to discuss the role of Certified Public Managers in improving the success of government.	Pam King
09/13	Clear Communication	Olivia Jones	Amtrak	Olivia will be providing techniques that will assist in communicating with others – either one on one or to a group.	Sabrina Hartley
10/11	TBD	Angie Whitaker	Amtrak	TBD	Dottie Gough
11/08	When Spell Check Doesn't Cut It	Paula Kiger	Amtrak	CPMer Paula Kiger will be providing tips on how to prevent embarrassing grammatical errors.	Pamela King
12/13 TBD	Holiday Celebration	Chapter	Amtrak		NFCPM Board