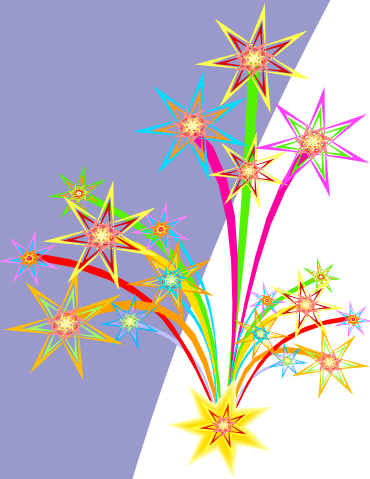


NFCPM Gazette

January 2011



Happy New Year!

- Sabrina Hartley, President

Well, we've wrapped-up another successful year for the North Florida Chapter of Certified Public Managers. In 2010, our numbers continued to grow, our meetings were well-attended, and we successfully made strides to identify and meet members' needs. We began the year with a focus on member communication and community service and I'm pleased to say that, based on the recent survey results, we're ending the year having done a very good job in both areas. Read on... page 2 has the full summary of the Fall 2010 Member Survey Results.

This Month...

- Jan 11: NFCPM Meeting @ Amtrak Building, 11:30 AM - 1:00 PM
- Jan 11: Cutoff for Symposium Registration (see below)
- Jan 24: 21st Annual Florida Society of CPM Symposium & Awards Luncheon - In Ocoee, and very affordable!

Fresh Meeting Topics for 2011...

Date	Title or Topic	Speaker	Presentation Overview
1/11	2010 Highlights, 2011 Outlook & Networking Opportunity	Sabrina Hartley	Our chapter president will be providing an overview of the past year and the outlook of what to expect in 2011. Part of this meeting will also be set aside for networking.
2/8	Stress Management	Jane Marks	Ms. Marks will be providing information on managing stress during these uncertain times.
3/8	Conflict Management	NFCPM Members	Dottie Gough will facilitate a group discussion on conflicts members face in our workplace. Members are asked to provide situational examples prior to the meeting – they can be submitted anonymously.

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Leadership Book Club

For those who aren't aware of the Leadership Book Club in Tallahassee, please take note and participate if you're interested. The book club meets monthly to discuss books which relate to leadership and management topics, and the books are usually a direct tie-in to honing our CPM principles and skills.

This month's book: Immunity to Change: How to Overcome it and Unlock the Potential in Yourself and Your Organization
by Robert Kegan and Lisa Laskow Lahey
([Link to the book on Amazon.com](#))

When: Monday, January 31
11:30 AM to 1:00 PM

Where: Uptown Café
1325 Miccosukee Rd
in Tallahassee





North Florida Chapter Supports Christmas Connection

- Dottie Gough, Lifetime Member, Chair of Chapter Effectiveness



Thanks to the generosity of the North Florida Chapter members, 92 cans and other food items were collected for Christmas Connection. Dottie Gough and Sherry Valdez delivered the donations on December 17. In addition to the food donations, several chapter members volunteered their time. These include: Sabrina Hartley, Anna Bethea, Travis Knight, Sherry Valdez, Dottie Gough, Pam King and Pam's husband, Joe King.

The donations helped brighten Christmas for local needy families. The chapter is to be congratulated for participating in such a worthwhile cause. A big thank you to everyone who brought donations and volunteered their time.



Members who responded to the Fall 2010 survey thought that the chapter is doing well in communicating with members, providing relevant topics and presentations, and with community service projects.



Summary of Fall 2010 Membership Survey Results

- Sabrina Hartley, President

As promised, following is a summary of the fall 2010 member survey results. (For the detailed response breakdown, please visit our [website](#) or [Facebook page](#).) For each of the six survey questions, I've provided the top three responses. It's only fair to warn you that, as president, I have taken the liberty of interpreting and commenting on the results. (I had to; otherwise, this wouldn't be a newsletter article but a boring list of survey responses.)

For context, **49 people completed the survey**. Respondents were not forced to answer every question; therefore, the total number of responses per question varies. In some cases, respondents provided additional comments. Specific, detailed comments are not included in this summary but can, instead, be found on our [website](#) and/or [Facebook page](#). I hope you'll be interested to read them. Now, to the findings.....

What the Chapter Does Well

I think the chapter does well in the following areas...

- Communicate with members – 85% (40 of 47)

- Provide relevant topics/presentations 75% (35 of 47)
- Community service projects 60% (28 of 47)

This is refreshing feedback since **these were all areas of primary chapter focus in 2010**. We've established a communication committee that will really get underway in 2011 to **continue to improve and streamline member communication** and keep us as 'in front' of the communication curve as we can possibly be. The program committee has **scheduled eight of the twelve monthly chapter meeting presentations** for 2011 and is actively soliciting members to fill-in the remaining four slots (Contact [Pam King](#), VP, if you're interested). We did some fine community outreach over the past twelve months and **continue to identify wonderful opportunities for members to pay it forward**. Regarding this feedback - since we have now heard from the member survey two years in a row that community service is an important chapter function, **I hope to see more members engaged in community service events in the new year**. It's difficult for the chapter to grow,

Summary of Fall 2010 Membership Survey Results (Continued)

flourish, and be well-represented in the community if our volunteer pool is restricted to board members and a one or two reliable member volunteers. I hope you'll find an activity of interest to give a bit of your time in 2011. **Please let us know if you come across volunteer opportunities of interest to you.** We're always looking to do good in different directions and, hopefully, with lots of different people.

Where the Chapter Can Make Improvements

I think the chapter could improve in the following areas...

- Networking opportunities 60% (19 of 34)
- Mixing meeting formats – presentation vs participation 29% (10 of 34)
- Member givebacks – 27% (9 of 34)

Clearly, we will use this feedback to focus efforts in 2011. Networking can mean different things to different people, so we'll spend some time in the early part of the year **identifying what types of activities members are looking for.** We will continue to focus on balancing presentations and participation and will **maintain our get-to-know-you activities at every other meeting.** Finally, we will examine and monitor the **balance between the monies we take in and the prizes and give-backs we put out.** As you know, someone wins a free lunch at every meeting. We also tried, in 2010, to introduce more door prizes and holiday meeting prizes than in years past. We will continue to be good stewards of our members' money while, at the same time, making membership worth it.

What Networking Sites You Use

What networking sites do you use or are likely to use?

- NFCPM Website 69% (29 of 42)
- Facebook 67% (28 of 42)
- LinkedIn 29% (12 of 42)

This is good news because we're really focusing on both our [website](#) and [Facebook site](#) to increasingly make information available to members. That's really key – the information **is available** if you want to know what's going on. We try to limit our emails to you to specific chapter news and/or sponsored events and formal chapter communication. There's more to know, however, about the chapter's happenings and members. **Visit our [website](#) or [Facebook page](#) to stay informed and get engaged.** LinkedIn isn't on our radar at the moment, but, as a growing communication medium, it may be in our future. Give us feedback about and **participate in our growing communication network and consider sharing your ideas, or perhaps volunteering, with the communication committee.** (Contact [Amy Carraway](#), Chair)

What Kind of On-line Info You Use

I'm likely to visit a chapter-related website to get information about...

- Upcoming chapter meetings 76% (35 of 46)
- Training opportunities 74% (34 of 46)
- CPM across the state 61% (28 of 46)

Who knew people were interested in state chapter happenings? We'll use all of the feedback to this question to **target the types of info we include in our electronic communication.** Stick around, check it out, and watch it grow.

What It Takes to Get Involved

I would be most likely to get involved with the chapter if...

- I'm already involved in the chapter 54% (26 of 48)
- It offered a specific type of training or skill improvement 40% (19 of 48)

[tie responses]

- Meetings were held after work hours 15% (7 of 48)
- It allowed me to network with other members 15% (7 of 48)



Members felt that the chapter could improve in providing networking opportunities, mixing meeting formats, and member givebacks.



Summary of Fall 2010 Membership Survey Results (Continued)

How cool is that? Over 50% of respondents said that they are already involved in the chapter. It makes a president proud. Also, it's good to know that the survey includes responses from members who, for whatever reason, haven't been actively involved in the chapter. Information from both CPM populations is very valuable to the chapter's continued improvement and to **increasing the number of active members**. As for the other suggestions to get more members involved, **we will be providing some specific training topic presentations and participative meetings in 2011** (check the schedule on-line at our [website](#) or [Facebook](#)) and implementing member networking opportunities. While we have considered hosting an after-hours event, we have not been able to plan one to date. The board will look at hosting such a meeting in 2011 to gauge response and assess whether additional like events should be held. **If you're interested in helping plan an after-hours CPM gathering/meeting, please let a board member know.**

What Should the Chapter Do in 2011?

In 2011, I would like to see the chapter...

While you can read the specific, detailed responses on our [website](#) or [Facebook page](#), I've done a sweeping overview analysis that I'll offer here.

- Keep doing what you're doing, it's working (YAY!)
- Programs/meetings
 - Allow for more member networking
 - Focus some presentations on specific professional development skills
 - Host a symposium
 - Provide specific training opportunities
 - Provide webinar training
- Communication
 - Get the chapter in the media more
 - Improve the one-stop communication for members
 - Develop a 12-month marketing plan
 - Develop a business plan
 - Develop a long-term strategic plan

- Other general topics
 - Move the meetings around
 - Continue to expand the membership and audience
 - Get more involved/coordination among the local, state, and national level

While these are all great ideas, as with all great ideas, **some are more doable than others**; especially with an all-volunteer workforce. While we are in-tune with and focused on presentations and communication and tending to the business of the chapter, please keep in mind that each board member, committee chair, and committee member volunteers their service to the chapter. Developing a long-term strategic plan is probably beyond the expected commitment for board members, but that's not to say that the board does not plan with an eye toward the future. In fact, using the annual chapter goals, the chapter is able to demonstrate growth and measurable progress. In addition, the member survey has been implemented in each of the last two years and used as an evaluation and planning tool. It would certainly be in keeping with our CPM principles to develop an annual chapter marketing plan and business plan, but I must be realistic and capitalize on the willing talent available to me. That said, **if you're willing to launch an effort or workgroup to develop these documents, I, and the rest of the board, will help in whatever way possible.** Just say the word.

Well, that sums up what members had to say about the NFCPM in 2010. Overall, quite positive and rewarding, but still some stuff to work on and focus our growth. **If you haven't been involved in the chapter, 2011 will be a great year to start. The January meeting will set the stage for the rest of the year, so I hope you'll be there.** If you have been involved, keep coming and watch us and help us get better and better. The more brains, the more talent, the more input, the better we all become and the better the North Florida Chapter of Certified Public Managers. Together, we're pretty powerful. **See you in 2011, powerhouse.**



Members have LOTS of ideas for 2011 from expanding our programming, more exposure in the media, and developing plans... all hands on board!

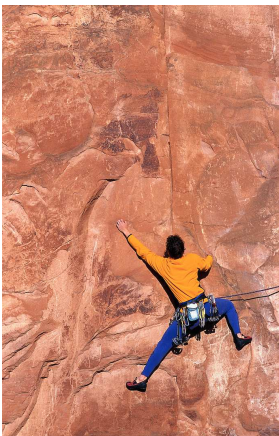


Strategic Impatience

- by Scott Ginsberg - excerpt contributed by Paula King

I published eleven books in eight years without a publisher, more books than some authors publish in their lifetime. How? By being “strategically impatient.” Today I challenge you to practice strategic impatience as an approach to achieving your professional goals.

1. What’s next? These are the two most important words in the impatient professional’s vocabulary. It’s like rock climbing: You secure a grip in your right hand while searching for the next hold with your left hand. Then, as soon as you lock your fingers into place, you swing forward into the next action. Always ascending with one hand secure,



but never dwelling on the rocks of the past. Apply that principle to your professional efforts, and you’ll scale the professional mountain in no time.

What is your legacy of taking action?

2. Assess the irrelevant – then discard it. The quicker you decide what doesn’t matter, the less debris stands in your way of execution.

If you didn’t spend all your time managing and stressing over counterproductive time-wasters, what might you accomplish?

3. Put yourself out of your misery. The root of the word “patience” is *pati*, or, “to suffer.” Which means the word “impatience” literally means, “without suffering.” That’s the freeing part. When you give yourself permission to be impatient, you end your own suffering. The secret is honestly asking yourself questions like:

*If you don’t do this – will the world end?

*Are the tasks on today’s agenda worthy of your life?

*What is the need for perfection preventing you from doing, being and having?

Are you willing to stop waiting and swing into action?

4. Develop massive intolerance for the inconsequential. No offense to the Dalai Lama, but what a crock. Tolerance? Yet another veil that needs to be pulled back.

Naturally, I’m not talking about tolerating people of different cultures. Rather, I’m referring to the intolerance for:

Senseless barriers and constraints. Non-stop interruptions. Delay and opposition. The need to get approval or permission. The illusion that you have to be “amazing” or “experienced” or “ready.” The fairy-tale that you need to know what you’re doing.

What unnecessary are you courageous enough to commit a hate crime against?

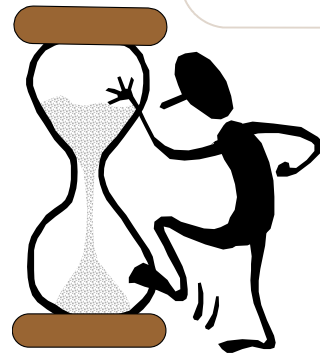
5. Victory fuels impatience. In 2009, Bill and Melinda Gates made a historic presentation to the US Government entitled, [Living Proof](#). During her opening remarks, Melinda said the following:

“The world is getting better – but not fast enough. Unfortunately, it’s not getting better for everyone. But we’ve seen the living proof that global healthcare really can work. And that’s the kind of thing that makes us impatient optimists.”

What about you? What would happen if you pinpointed a little living proof in your body of experience to prove the payoff of impatience?

How could you reinforce that proof to fuel your immediate progress?

“If you didn’t spend all your time managing and stressing over counterproductive time-wasters, what might you accomplish?”



REMEMBER: Patience might be a virtue – but impatience pays the mortgage.

Stop waiting.

Just go.

The Dalai Lama will forgive you.

Thank you to Scott Ginsberg for permitting us to reprint an edited version of his article. For the full article, go to hellomynameisscott.com.

Scott Ginsberg, aka “The Nametag Guy,” is the author of twelve books, professional speaker, award-winning blogger and the creator of NameTagTV.com. He advises companies worldwide on how to make a name for themselves. For more info about books, speaking engagements, customized online training programs or to Rent Scott’s Brain for a one-on-one mentoring session, call 314/256-1800 or email scott@hellomynameisscott.com.

I'm Positive, About Being Positive

- Pam King, Vice President

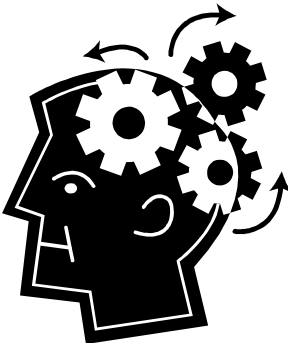
I am a big believer in the benefits of having a positive attitude. Not just the spiritual benefit, but also the tangible rewards we get from maintaining a positive outlook on life. Psychologist Christopher Petersen (*A Primer in Positive Psychology*, Oxford University Press, 2006) says, "...optimism has demonstrable benefits...and is linked to positive mood and good morale; to perseverance and effective problem solving; to academic, athletic, military, occupational, and political success; to popularity; to good health; and even to long life and freedom from trauma."

I do a good deal of volunteer work with homeless individuals and families. Doing this work I have noticed an interesting pattern in the individuals that are able to "pull" themselves out of their circumstances. These successful individuals have a positive attitude. They look at their circumstances as an isolated incident that they will get through.

There are those that believe people are either born optimists or pessimists and that is that. I choose to believe that we have more control over our lives than the circumstances we find ourselves. We can modify our attitude, by modifying our thought processes. If you are "naturally" a pessimist this may be hard to believe, but you can modify your outlook on life. You can change from a negative to a positive person. You just have to choose to make a change in how you look at your circumstances. You know the saying

"what goes in, must come out." That is also the case with our thoughts and attitudes.

When we put in posi-



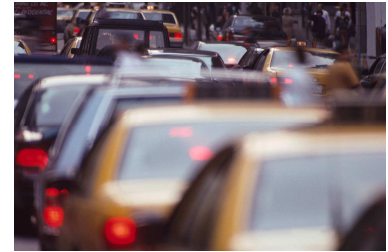
tive thoughts, out will come a positive attitude and all the benefits that come with it. I have personally benefited from modifying my attitude from the negative to the positive. If you are ready for a new outlook on life, here are a few steps to get you started in an optimistic direction:

1. **When you wake up in the morning, before your feet touch the floor, say to yourself "Today is a great day.** I am so happy to be alive today. I wonder what fantas-



tic rewards will come my way today." (I usually recite a poem my Dad wrote – see December's newsletter.) This ritual helps you to focus on the things that are really important. You know - the things you can't buy at Wal-mart.

2. **Prepare for the expected so you can handle the unexpected.** Motivational speaker, Keith Harrell, uses a perfect example in his book Attitude is Everything – rush hour traffic. You know what I am talking about. We get up at the same time every morning, get in our car and then start yelling at the other people that have to audacity to travel to work at the same time as us. Come on folks, why are we so shocked that there is bumper-to-bumper traffic during rush hour? Hello – it is there everyday. All those negative thoughts we get during the commute can mutate into a really nasty attitude for the rest of our day, which is further impacted when we get hit with unexpected news. If you just can't sit still – get on a flex schedule



"Prepare for the expected so you can handle the unexpected."

that allows you to either come in before or after high traffic times. Better yet, use the time to your advantage. I usually use commute time to listen to training or motivational CDs or music I really enjoy. You will be surprised how much "faster" your commute time becomes if you implement one of these tools. You will also feel a lot better about yourself when arrive at your destination without having cussed out someone's grandmother.

3. **Talk to yourself.** Yes, I put it in writing. Straight jacket aside - it can be very healthy to talk to yourself - if you keep it positive. Some psychologists recommend coming up with an affirmation statement that you can repeat when you start hearing that Negative Nelly voice calling your name. A good example of an affirmation statement is something like "I am a positive person." Just repeat the statement over and over when you feel yourself being pulled in to the abyss of negativism. One very important thing to remember about affirmation statements is to make sure they are present tense. Don't use "I will be a positive person" - that insinuates that you haven't

Im Positive, About Being Positive (Continued)

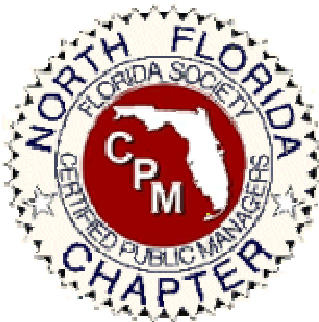
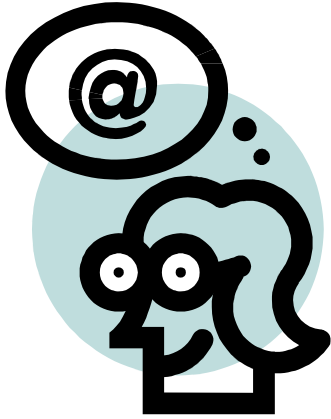
made up your mind to be positive yet. Another method is to give your self a mental pep rally. Remind yourself that any barriers in life are really just stepping-stones to bigger and better opportunities. However you choose to “talk to yourself,” make sure you keep it positive.

4. **Don't give up!** It takes 21 days to change a habit; 40 days to change a bad habit into a positive one; 120 days to allow the new habit to become who you are; and 1000 days to master the new habit. So if you slip into a negative mood or start shouting at the car in front of you, don't throw up your hands in defeat. In addition to talking to yourself. You will also want to do

some self-analysis. When a situation brings you down – try to think about it from another perspective. What are the positive aspects can you pull out of the situation? Ask yourself if the situation will matter an hour from now, tomorrow, or even a week from now. Use your findings to implement a strategy you can use the next time you are in a situation where it would be easier to choose to be negative.

Of course nothing in this article will help you to change your perspective on life, it is up to you to choose how you want to go through life. I hope you choose a future full of only the positive.

Have a happy and positive New Year!



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 President*

Travis Knight, *Treasurer*

Anna Bethea, *Secretary*

Dottie Gough, *Lifetime Member*



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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*

