



Chairman's Message Summer 2010 Update

The Florida Sterling Council is quickly moving into the 2011 assessment cycle with many new or expanded initiatives and programs. Additionally, preliminary contacts with potential Governor's Sterling Award and Sterling Challenge applicants indicate a very active examination cycle. I would like to take this opportunity to provide you an update of those initiatives that will keep us very busy over the next several months leading up to the 19th Annual Sterling Conference, May 31 – June 3 in Orlando.

On July 22nd and 23rd, several members of the Sterling Council Board met in Tallahassee to help us shape the future of Sterling. As noted by John Medina, incoming Council President, "We operate in a dynamic and fast-changing environment and must remain client-focused in all strategic initiatives. In particular, our strategic planning session highlighted significant opportunities in the health care, education, and public safety sectors. Over the next couple of months, our team will be working diligently on refining our plan and developing and monitoring key measures for success. We look forward to sharing with our Board, Clients, Examiners, Judges, and Partners these exciting initiatives."

The Sterling Council's initiatives and new programs, based on input from and listening to our customers, include:

- Establish a special sustainability award for Governor's Sterling Award (GSA) recipients that have received the GSA in the past three years;
- Expand and refine the Education Initiative to address current education issues and multiple best practices through the online Best Practices Florida Resource Knowledge Center at www.bestpracticesfl.com to provide a systematic approach for sharing practices, proven to deliver exemplary results, from Florida's public and private schools, the Florida Virtual School, Florida Department of Education, and post-secondary institutions;
- Provide mentoring for up to ten Florida school districts;
- Design and develop, for implementation in the next few weeks, a best practices website for healthcare organizations, including the Florida Department of Health, county health departments, and public and private healthcare providers;
- Design and develop the HealthCare Summit, with a national, state, and best practice focus, for the 2011 Sterling Conference
- Implement the new Sterling Navigator II, designed for organizations that are a bit further along on their organizational performance excellence journey;
- Expand the Sterling Business Blueprint to include businesses of all sizes, for-profit or not-for-profit; and
- Pursue grants that reflect the mission and vision of the Sterling Council.

Examiner recruitment is well underway. At this early stage, we are placing a major emphasis on examiner leadership development and retention and we have set a target to qualify 150 examiners as part of our 2011 examiner corps. The deadline for examiner applications is August 31, 2010. **We challenge you to apply as an examiner or encourage someone that you know to make the commitment to performance excellence.** It is a wonderful opportunity to expand your professional and leadership development as well as to join a network of dedicated professionals from across the state.

Sterling's Summer/Fall regional training sessions will be held in Fort Lauderdale, Tampa, Orlando, and Tallahassee. Classes will include *Understanding the 2011 Sterling Criteria: Managing for Sustainability* and the highly rated *Criteria II: Connections & Integration* that helps you understanding the linkages between and among the Criteria categories.

In addition, the three 2010 Governor's Sterling Award Recipients will be featuring "Great Practice Showcase" events in October and November to share their successful processes, highlighting the reasons why they earned the Governor's Sterling Award. **We encourage you to continue your learning and quest for knowledge by attending the upcoming training sessions and Showcase events.**

Important upcoming dates for all 2011 Governor's Sterling Award applicants include: Applications of Intent are due September 10, 2010, and Applications are due November 5, 2010. Organizations interested in participating in the Sterling Challenge are encouraged to submit their Applications of Intent in September through October, and submit applications in November, December, or January. Navigator I and Navigator II are processed any time.

Make your plans now for the 19th Annual Sterling Conference, **Destination: Success**, May 31 – June 3, 2011 at the JW Marriott Orlando Grande Lakes. The Sterling Conference is an outstanding professional development experience for any member of your team. We are already working to create, once again, the state's premier one-stop organizational performance excellence source for education, information, and inspiration, which will allow you to benchmark the best practices of companies from across the nation to achieve performance excellence.

In closing, I would personally like to thank those who attended the July Strategic Planning session: John Medina, Bob Seemer, Jason Gerros, Eric Miller, Jeff Owens, Kerry Crawford, Don Bryant, Mary Beth Corace, and Jim Burkhart, and of course, Dione, Pat, and Perry. Additionally, Lillian Rivera was able to call in for a short time in between tropical storm alerts in Miami. Their hard work will help ensure we will experience a successful 19th year and many years to come. I look forward to working with many of you over this next year as we address the new initiatives, ongoing programs, and the challenges of an ever-changing competitive environment in Florida.

Thank you!



John A. Pieno
Chairman
Florida Sterling Council

STERLING
THE *Competitive* ADVANTAGE