



## CHAIRMAN'S MESSAGE

Fall 2010

This year's Examiner training, which was developed by our volunteers on the Examination Committee, was delivered in late October and early November to 108 new and returning Examiners. In addition, 33 Master, Lead, and Senior Examiners participated in Leadership Training, which continues to improve each year as new leaders are brought into this process. I would like to take this opportunity to acknowledge the extraordinary contribution that Barbara Barnhouse, Chair of the Examination Committee, personally made in developing and delivering a significant portion of the 3-day Examiner Training and Leadership Training. Her dedication and commitment to the Sterling process is unparalleled in terms of her personal time and effort to both the Examination Committee and training the examiners. I would also like to recognize Examination Committee facilitators who, for their fourth year as a team, led the 3-day Examiner Training – Michael Carroll, Lynne Drawdy, Dave Klater, and Bob Madeiros. Finally, many thanks to the team leaders and backups who worked tirelessly each day to facilitate the exercises and lead table discussions. The entire team did a terrific job of making this year's training a memorable learning experience for all. One of our Sterling Examiners said, "At this 3-day examiner training, I learned more over three days than most college semesters. It was excellent content and intensity." Thanks to everyone who contributed to this successful launch of our 2011 assessment cycle.

We are currently developing the examination teams for our 2011 applicant organizations. Over the next six months, approximately 15 examination teams will work to complete the Sterling assessment process through site visits for each of the Governor's Sterling Award, Governor's Sterling Sustainability Performance Excellence Award, and Sterling Performance Excellence Challenge applicants.

Thanks to a generous grant from the American Express Foundation, we will be delivering the Sterling Business Blueprint training to 30 not-for-profit organizations in Miami and West Palm Beach at a deep discount. As the newest of Sterling's assessment tools, the Sterling Business Blueprint coaches all types of organizations through developing effective management approaches to help them sustain their businesses and continue to grow during uncertain economic times.

Thank you to Steve Dickinson of Practical Quality Services, Inc. for partnering with us to offer an eight-session learning series here in Tallahassee. The Performance Improvement Learning Series will be offered on alternate Wednesdays starting on January 19, 2011 for just \$150.00 for the entire series. We are very excited about this new offering and still have a few spots left.

Next on the agenda is the 19<sup>th</sup> Annual Sterling Conference, being held May 31 through June 3, 2011. With a continuing focus on this event as *THE Competitive Advantage*, this year's conference theme, *Destination: Success*, has generated many new sessions and topics maximizing your competitive edge. Moreover, Sterling is partnering with the Department of Education, Electronic Training Solutions, Inc., Lockheed Martin, and many healthcare organizations to add new workshops, keynote sessions, sector-specific networking, and pre-conference events to maximize your return on investment and to provide further benefit to our attendees. Whether you are searching for ways to create efficiency, enhance customer retention, or differentiate your service, the 2011 Sterling Conference will provide you with the tools and techniques to make it happen. I truly hope that you will be able to join us in Orlando, Florida for this event.

I would like to make a special note of thanks to Tom Lawler, a Sterling Board Member and Customer Experience Executive with Wachovia, a Wells Fargo Company, for securing a \$10,000 donation to the Sterling Foundation for a second year. Thank you to all the organizations that have donated to the Foundation; we could not provide so many services to Florida-based organizations without your support and generosity.

More than ever, we extend our best wishes and thoughts of happiness for the holiday season and the coming year. Sterling could not survive without the support of our many committed volunteers. We truly appreciate your time, dedication, and other contributions to Sterling. Thank you.

Happy Holidays!

John A. Pieno, Chairman  
Florida Sterling Council

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THE *Competitive* ADVANTAGE