



## CHAIRMAN'S MESSAGE

Spring 2011

We are at the midway point with site visits for this year's Governor's Sterling Award and Sterling Challenge applicants. New for this year, we are also doing abbreviated site visits for the exciting Governor's Sterling Sustained Performance Excellence Award. A special thank you to the examiners who led these teams: Barbara Barnhouse, Mike Carroll, Phil Centonze, and Chris Wehrenberg. They collectively spent many hours working together to develop this new process so that we could have a successful roll-out. We will be recognizing all of our applicants and examiners for their achievements at the 19<sup>th</sup> Annual Governor's Sterling Award Banquet on Friday, June 3, 2011 at the JW Marriott Orlando Grande Lakes.

In response to many questions that we have each day on our Conference, I am devoting much of this message to explain what sets the Sterling Conference apart from other similar events. First let me start by talking about our workshops. The following factors truly drive our success at these sessions:

- **Take Away Tools** – Each workshop presenter, in addition to a PowerPoint presentation, provides a “take away” that is a tangible tool such as a spreadsheet, matrix, or management rounding tool. No other quality conference provides these tools.
- **Direct Application** – Application to your organization is one of the top three success drivers for workshop success that is emphasized with each presenter. You will be able to take what you learn back to your organization.
- **Attendee Satisfaction** – Participants are always surveyed and the mean for workshops is 4.4 out of 5 completely satisfied, and 98% of our attendees would recommend this conference to friends and colleagues.
- **Best Practices** – Workshops are geared to showcase and describe best practices in business, healthcare, education, public, and general cross-sector areas of learning.
- **Variety of Sessions** – Varied and balanced sessions gear toward leadership, strategic planning, customer focus, data and measurement, human resources and engagement, and process management.

In addition to our amazing workshop line-up, the Sterling Conference also offers:

- **Florida's Education Summit: Race to the Top** – A day full of sessions on key elements including how to turn around low performing schools, the digital learning environment, and developing effective teachers
- **Florida's Healthcare Symposium: Baldrige/Sterling & Healthcare Reform** – National speakers will address healthcare reform, clinical quality health outcomes, and how to use systematic approaches, such as Baldrige, to more effectively address these healthcare challenges. This is an informative day including hospitals, businesses, and insurers.
- **The JW Marriott Orlando Grande Lakes** – We have arranged for an incredible rate of just \$139 that includes parking (note: overnight parking for other guests is \$15 per night). Bring the family – they will enjoy the amazing hotel amenities while you gain valuable business knowledge.
- **Workforce Florida Grant (for private-sector organizations in Florida)** – Grant funding is available for Florida-based, private-sector organizations that qualify through Workforce Florida. You could save up to 45% off the rate to attend the Sterling Conference. Take advantage of incredible discounts for this tremendous learning opportunity by April 15th.

For registration information and rates, visit our website at [www.floridasterling.com](http://www.floridasterling.com).

Thanks again to our staff, Board of Directors, volunteers, and examiners. You are key to Sterling's success and for helping to make “Florida. A State of Excellence.”

See you at the conference on May 31 – June 3, 2011.

John A. Pieno, Chairman  
Florida Sterling Council

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THE Competitive ADVANTAGE