



20th celebrating today FLORIDA STERLING CONFERENCE

May 29 - June 1, 2012 @ JW Marriott Orlando Grande Lakes
www.floridasterling.com 850.922.5316

building tomorrow



WHAT IS THE STERLING CONFERENCE?

It is the best professional development experience an organization can offer its employees. Five pre-conference sessions are offered the day before the conference begins, and then for three full days, participants have the opportunity to interact with nearly 700 business professionals from across Florida and the United States. This one-stop source for education enables participants to benchmark the best practices of companies from across the nation and achieve performance excellence.

“To me this was the opportunity for the best performers across all industries to come together; both presenters and attendees are sources of great ideas to bring to our organization. The networking was invaluable; this conference is a must for every organization interested in top performance.”

SOFIA R. GONZALEZ,

Director of Human Resources, JW Marriott Orlando Grande Lakes

WHAT EDUCATIONAL OPPORTUNITIES ARE AVAILABLE?

- Process Management and Improvement: The Neglected Component of Organizational Accountability Systems
- A GREAT Workforce: Sustainable Engagement Beyond the Honeymoon
- Authentic Leadership: Knowing Yourself as a Leader
- Shaping Culture and Improving Performance with Cross-Functional Teams
- Innovative Service Excellence
- Lean: The Quest to Eliminate MDUA (waste) in Transactional Environments
- Picking the Right Process Improvement Approach
- Process Mapping Made Easy
- Mapping the Customer Process
- Developing Future Leaders
- Delivering Quality Results to the Citizens
- Scanning the Social Sphere-Engaging the Connected Consumer
- Engaging Generation Y
- Emotional Intelligence: The Differentiating Competence in Leadership Effectiveness
- PRIDE: Improving the Delivery of Excellence
- What Makes Them Tick: Motivating Individuals, Not Just the Masses
- Leadership: Building a Culture of Excellence
- A Management Roadmap for Success: The Sterling Business Blueprint for Profit and Not-for-Profit Organizations

A complete list of workshops will be on our website in February 2012.

ENHANCED WORKSHOPS

Each workshop presenter has customized their workshop to meet specific workshop objectives. At the end of each session, presenters will provide participants a tangible take-away tool or technique. If two workshops compete for your attention... choose one and download the other workshop presentation from our website. Workshop presentations will be made available to conference attendees for two weeks following the conference.



FLORIDA STERLING COUNCIL

phone 850.922.5316 • fax 850.488.7579 • www.floridasterling.com

KEYNOTE SPEAKERS



DR. MICHAEL PERICH

Consultant for Continuous Improvement,
Montgomery County Public Schools

“Strategic Organizational Transformation”

(2010 Baldrige National Quality
Award Recipient)



MR. KEN SCHILLER

President & CEO,
K&N Management

“The Love of Excellence”

(2010 Baldrige National Quality
Award Recipient)



MR. KYLE O'NEAL

Brand Engagement Manager
Southwest Airlines

“Customer Engagement:
Southwest Airlines Style”

(Named one of the top 50 Best Places
to work in 2012)

GOVERNOR'S STERLING AWARD LEADERSHIP PANEL (2011 Sustained Excellence & Governor's Sterling Award Recipients)



MR. DOUG BELDEN

Tax Collector,
Hillsborough County Tax Collector



SHERIFF ED DEAN

Marion County Sheriff's Office



MR. JIM BURKHART

President,
Shands Jacksonville
Medical Center



DR. DAWN ALLCOCK

Director,
St. Johns County
Health Department



MR. KEN BURTON

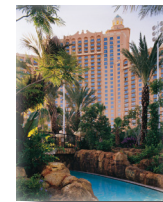
Tax Collector,
Manatee County
Tax Collector



MR. ERIC MILLER

Managing Director,
The Depository Trust &
Clearing Corporation

“The Florida Sterling Conference is an outstanding professional development experience for any member of your leadership team. It's the best managed conference I've attended in the country and also my favorite... you get more 'bang' for your buck at the Annual Sterling Conference!”



TERI RIDLER,
*Director of Human Resources,
SeaWorld Florida*

CONFERENCE REGISTRATION FEES

- Standard Registration is \$995
- Early Bird Registration is only \$695 if received and paid by January 31
- Advanced Registration is only \$895 if received and paid by April 16
- Group Registrations are only \$795 each if received and paid by March 30 (Restricted to groups of 5 or more & “Community Groups”)

PRE-CONFERENCE SESSIONS

Full-Day Sessions

- 2013 Sterling Criteria: An Overview of Managing for Sustainability
- Accelerated Learning Curriculum Design and Implementation: A Key to Getting Business Impact in Learning

Half-Day Session

- Value Stream Mapping for Transactional Processes

SPECIAL EVENTS ON TUESDAY, MAY 29, 2012

- 3rd Annual Florida Education Summit
- 2nd Annual Florida Healthcare Symposium

LOCATION OF CONFERENCE

JW Marriott

Orlando Grande Lakes
4040 Central Florida Parkway
Orlando, Florida 32837
(407) 206-2300

RESERVATIONS

For reservations, call (800) 266-9432
or go to the Sterling Conference page,
to get the Special Rate!
Deadline for reservations: May 13, 2012
Rate: \$139/night, plus tax

<http://grandelakes.com/>