



## CHAIRMAN'S MESSAGE Fall 2007

On behalf of the Florida Sterling Council, I would like to recognize our accomplishments thus far in our 2007-2008 Sterling year. Another year with a large number of Governor's Sterling Award and Challenge applicants has kept us busy through the summer and fall months. This, coupled with our recent efforts to recruit and retain Examiners, has made this current assessment cycle one of the most challenging, yet exciting, in Sterling history.

Of course, none of this could have been possible without assistance from our Examination Committee, who planned and delivered two weeks of training during the month of November. Over 60 Examiners participated in the Leadership Training this year, which is the largest group Sterling has seen thus far. For this, I would like to recognize Barbara Barnhouse, who led the Leadership Training process and the Examination Committee facilitators who led the Three-Day Trainings – Michael Carroll, Phil Centonze, Lynne Drawdy, Dave Klater, Bob Madeiros, and Christen Wehrenberg. Thanks to these individuals, as well as the other members of the Examination Committee, we have experienced a renewed focus and intensity from our volunteers that has helped us prepare for the 2008 assessment cycle.

Over the next eight months, approximately 20 Examination Teams will work to complete the Sterling assessment process. This will culminate with the recognition of our Examiners and applicants at the Governor's Sterling Award Banquet on Friday, May 30, 2008 during Sterling's 16<sup>th</sup> Annual Conference.

Themed "Sterling – The Competitive Advantage," this year's conference has generated many new sessions and topics on how to maximize your competitive edge. Whether you are searching for ways to capitalize efficiency, focus on customer retention, or differentiate your service, the 2008 Conference will provide you with the tools and techniques to make this happen. I truly hope that you will be able to join us in Orlando, Florida, for this annual event.

During this time of year, more than ever, we extend our best wishes for every happiness this holiday season and through the coming year. Sterling could not survive without the support of our many committed volunteers. We truly appreciate you time, dedication, and all that you provide for Sterling. Thank you.

Happy Holidays!

Sincerely,

John A. Pieno, Chairman  
Florida Sterling Council

**STERLING**  
THE *Competitive* ADVANTAGE