



CHAIRMAN'S MESSAGE Spring 2009

The Governor's Sterling Award cycle is complete and we are excited to announce that the Governor has recognized four organizations as role models for 2009. The 2009 Governor's Sterling Award Recipients are:

Miami-Dade County Park and Recreation Department
St. Johns County Health Department
Sunstar Paramedics, Pinellas County
Tropic Isles Elementary School, Lee County

The Florida Sterling Council joins the Governor in recognizing these exceptional organizations for their outstanding accomplishments on behalf of Florida's citizens. Formal recognition for these role model organizations will take place during the 17th Annual Sterling Conference at the Governor's Sterling Awards Banquet on Friday, May 29, 2009 at the JW Marriott Orlando Grande Lakes.

The Sterling Conference is recognized as one of the top educational conferences in the country, and this year's event offers a unique occasion for more enhanced and interactive educational offerings for attendees. Each year we improve the conference based on past attendee feedback and our opportunities for improvement. This year promises to go beyond these expectations.

Based on validated key satisfaction drivers, such as presenter expertise, engagement and entertainment, and application of knowledge, we have developed sessions that are sure to meet your expectations. We have also added workshops to target more interests, including: The Role of Innovation in Driving Breakthrough Performance; Green Strategies; and Engaging and Empowering Employees to Drive Customer Engagement. You will learn from expert presenters who represent organizations such as: the Atlanta Braves, SeaWorld, Caterpillar, The Ritz-Carlton, and Mitsubishi. These presenters will explain what makes their organizations best practice organizations and what you can take back to improve and enhance your business right away. You will be able to select from more than 50 sessions to find innovative ways to streamline your processes and improve your results. Your biggest challenge will be which workshops to choose. While deciding what training to focus on, don't forget to check out our pre-conference sessions that will be held on Tuesday, May 26 and will provide intensive, day-long training. All this information and more can be found on the Sterling website, www.floridasterling.com.

Also new this year is the Sterling Small Business Blueprint Mini-Conference to be held on Thursday, May 28th. The Sterling Small Business Blueprint is a low-cost, effective tool designed to help small businesses stay profitable and grow. More information is available on our website or by calling our office.

Networking is another main ingredient in our conference mix. You will have the opportunity to share best practices and compare results with others from within and across sectors. The Networking Forums, which were moved to Thursday morning last year, will continue in this new time and location providing greater opportunities for even more expanded networking at the luncheon immediately following these sessions. This combination will create an exceptional opportunity to meet people from your sector and ensure that you walk away with exceptional contacts and an expanded network.

In closing, I would personally like to acknowledge the hard work of our Examiner Leadership Team of Master, Lead, and Senior examiners in guiding the many teams in their site visits across the state this past year. They will be continuing their work with additional site visits over the summer months, and Sterling is indeed fortunate to have so many dedicated volunteers contributing to making Florida a state of excellence. Thank you!

I look forward to seeing you at the JW Marriott Orlando Grande Lakes, May 26 - 29, 2009.

Sincerely,

John A. Pieno, Chairman
Florida Sterling Council

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