

Chairman's Message Fall 2004

As we begin our new fiscal year (October 1, 2004), I want to take the time to personally acknowledge the exemplary leadership of the Officers of the Florida Sterling Council. Sidney Morgan from Blue Cross Blue Shield has served as the Council's President for the past year. He has demonstrated stellar leadership attributes verifying why leadership plays such a key role in any successful organization. Jim Zingale from the Department of Revenue, our new President for 2004-2005, heads up one of the state of Florida's premier organizations and has been a leader for the past nine years in the Sterling process. Bill Grant, from Boeing, Ft. Walton, a 2003 Sterling Award Recipient and 2003 Baldrige Recipient from Aerospace Support is our President-Elect and is playing a key role in marketing and outreach. John Medina from Wachovia Bank, serving as Secretary/Treasurer for the second year, in addition to financial oversight, is personally driving and responsible for the development of our Board engagement strategy. Thank you to our Sterling Officers.

The 2005 Sterling Conference planning is well underway with the theme for the upcoming event "Focus on Grande Performance" being the cornerstone to designing finishing touches on the workshops and keynote presentations. The Conference planning team is ensuring that the 2005 Conference takes your organization's performance and learning to the next level. We have added a specific Governor's Sterling Award Recipient Track that will showcase our previous award recipients and an Innovation track that will focus on how to generate breakthrough results. Also new this year, all workshops will provide "take away" tools and techniques as part of each session. You won't want to miss this *Grande* opportunity to network and learn from our nation's best businesses.

Finally, we have added some quick and simple information on our web page to help you learn more about the Sterling performance management tools: The Governor's Sterling Award; the Sterling Challenge; and the Sterling Navigator. I encourage you to take a few minutes to explore these offerings and see how these Sterling systems can help take your organization to the next level of performance improvement. Just as Governor Bush said in his message, "I encourage all Florida organizations to take advantage of the management tools available from the Sterling Council" and get started on your journey to becoming a world-class organization (view the Governor's Message and information on our management tools at www.floridasterling.com).



John A. Pieno, Jr.
Chairman
Florida Sterling Council

"Enhancing Florida's competitive edge and quality of life through promotion, assessment, and recognition of performance excellence."