

# FLORIDA CAREER PROFESSIONALS ASSOCIATION CONNECTION

KEEPING FLORIDA FIRST

2004 POST CONFERENCE EDITION

## PRESIDENT'S MESSAGE

Another FCPA Conference has come and gone, and we now find ourselves in the throes of a new academic year and recruiting season. However, before closing the door on this year's conference, I want to take the opportunity to once again thank all the volunteers who worked so hard ensuring the conference's success. It is through their efforts, that FCPA continues to grow and meet with success.

I also want to thank all the members for the confidence you have shown in me by allowing me the privilege to serve as your president. I pledge to do my best to serve you and the association over the next year.

Your new board will convene for its Fall Meeting on August 12 and 13, at the conference site for 2005, the Delray Beach Marriott. It is exciting to note that this is the first time in over a year that FCPA has all of the board positions filled. This fact allows the board to come full strength into this year's planning session. During this meeting, the board will decide and begin to work on goals for the upcoming year. I am currently formulating a list of possible issues around which the board could build some of its annual goals. These issues include: 1) The collection of FCPA historical data, which will provide a guide for future strategic planning and budgeting, 2) The review of the Board Members' job descriptions and responsibilities, 3) The expansion of employer membership base, 4) Succession planning for volunteerism and leadership among FCPA members, and 5) The development of detailed conference committee guidelines notebooks.

A post conference review of 2004, and conference planning for 2005, will also be conducted at the board meeting. Topics of discussion will include: 1) the student awards, 2) conference registration fee, 3) online registration, 4) the role of the board members as committee liaisons, 5) the role of vendors at the conference, and 6) possible conference themes for 2005.

FCPA's strength comes from its active members. If you believe other issues or topics need to be addressed in the upcoming year, please contact me at (407) 328-2103. I will be glad to present your ideas to the board.

I will be representing FCPA at the SACE Conference 2004, December 6-8 in New Orleans. Please look me up if you attend, and don't forget to mark your calendar for the next FCPA conference June 22-24, at the Delray Beach Marriott, Delray Beach, FL.

Once again thank you for allowing me to serve as President of this wonderful organization.

*Christy King*  
FCPA President

## Thank You!

### 2004 CONFERENCE COMMITTEE CHAIRS

- ◆ Conference Chair – **Christy King**
- ◆ Program Chair – **Heather Malloy**
- ◆ Registration – **Lucas Wall**
- ◆ Awards – **Michelle Ohayon**
- ◆ Entertainment – **Dona Gaynor**
- ◆ President's Council – **Lee Holifield**
- ◆ Exhibitor/ Resource Area – **Craig Cunningham**
- ◆ Recreation – **Catherine Mallozzi**
- ◆ Door Prizes – **Vertrilla Hunt**
- ◆ Evaluations - **Michael Tooke**
- ◆ New Member Orientation – **Patrick Madsen, Matt Cardin**
- ◆ Audio/Visual – **Sandi Andrews**
- ◆ Photographer – **Joan Sweet, Kay Wallace**

### 2004 EXHIBITORS

- ◆ **College Central Network**
- ◆ **Raretec Consulting**





# GRADY MCCLENDON

## 2004 BROWNLEE AWARD RECIPIENT



*Presented by Jane Cordray-Brandon*

***The Brownlee Award was established to recognize an outstanding professional who has made significant contributions to FCPA. This is the highest honor that this organization can bestow on one of its members who has demonstrated both extraordinary leadership and professionalism.***

During the course of our professional lives, if we are lucky, we will have the opportunity to work with just a handful of very special individuals who change us both personally and professionally. They challenge us to never give up, to have a sense of higher purpose and to do better every single day. Grady McClendon is one of those very special people.

A former marketing executive in New York City, Grady returned to Florida and began his academic career as a marketing professor at Webber University and later entered the career development profession bringing a wealth of talent and experience.

As a faculty member he has taught his students valuable skills in the classroom that have had a great impact on their futures and careers. Passionately committed to his work he is always campaigning to make things better for his students. He started the career center at Webber and recently led the way for the building of a new career services office that is the envy of all of us!

As a colleague, he has guided us, advised us, and taught us how to convince employers that they really do want to hire our students, even in the worst possible economy. As Ray Rogers said "Grady's attention to big picture issues, personal reaction and detail orientation is a balance I constantly strive to meet. It is through my relationship with Grady that I began to understand and appreciate the deeper meaning and purpose of our profession. I often find myself sitting in an appointment with a student or alumni, or in a meeting with my colleagues and asking myself...**what would Grady do?**"

Grady is a leader in every respect. Marsha Leap, former President and Life Member of FCPA writes "as a Board member and officer for FCPA, Grady's professionalism and business knowledge led to record contributions and conference sponsorships by key organizations. He was instrumental in preserving the **Continued. . .**

### *"Thanks for the Memories!"*

To my many friends and colleagues in FCPA, I must thank you from my deepest emotions for being honored by the Brownlee Award at our annual meeting in June.

For over ten years I've watched people receive this Award who were incredibly strong supporters of FCPA and also leaders in their fields. Only now do I realize the "democracy" of the Brownlee Award. It's truly for anyone who serves this organization well and tries hard to enhance the opportunities for students in higher education. I am humbled to be among the previous recipients while still feeling so hopeful for the future of our FCPA.

Although I was never fortunate enough to meet John Brownlee, I genuinely aspire to his standards and dedication to the markets we serve. However, I do know so many of you in FCPA and feel strongly that we are special professionals who care about helping others.

*Grady McClendon*

Director of Career Services  
Webber International University

professional image of our association as it went through re-organization decisions. Grady's enthusiasm and commitment served to keep the board motivated and the organization energized." She closed her letter of recommendation by saying, "As a member of FCPA I am proud to have someone of Grady's character and experience affiliated with our organization. I for one count myself lucky to count him as one of my mentors and friends. He has undoubtedly helped shape the direction of my career as he has many others within our field."

One could go on forever about the many important roles that Grady has played in FCPA, the Colleges of Central Florida Career Consortium, on the Advisory Board at USF, and as a volunteer in the community. He has always cared so much about everyone, his students, colleagues, family and friends. He works harder and cares more than anyone I have ever known. 

## MEMBERSHIP RENEWAL & NEW MEMBER UPDATE

Dona Gaynor  
FCPA Secretary

Currently, there are 224 active paid members in FCPA and we have collected \$5,610 in membership dues to date. Seventy-three (33%) are new members who joined FCPA for the first time in 2004. Please welcome FCPA's newest members!

### ***Brevard Community College***

- ◆ Martiza Lopez

### ***Central Florida Community College***

- ◆ Carla San Giacomo

### ***Central Florida Educator's Federal Credit Union***

- ◆ Frances Waters

### ***DeVry University***

- ◆ Christy Sidhu

### ***Eckerd College***

- ◆ John Ingmire
- ◆ Marti Newbold

### ***Enterprise Rent-A-Car***

- ◆ Michele Buchanan

### ***Florida Atlantic University***

- ◆ Heather Burke-Sheridan
- ◆ Nicole Williams

### ***Florida Center for Advising***

- ◆ Pamela Kerouac

### ***Florida Gulf Coast University***

- ◆ Kristen Buchmann

### ***Florida Institute of Technology***

- ◆ Christie Armstrong

### ***Florida Power & Light***

- ◆ Courtney Greenwell

### ***Harris Corporation***

- ◆ Jill Rendek

### ***Moore Stephens Lovelace P.A.***

- ◆ Karen Dual

### ***Nova Southeastern University***

- ◆ Daniela Ciffoni
- ◆ Nicole Pohlers

### ***Palm Beach Community College***

- ◆ Yvonka Headley

### ***Rollins College***

- ◆ Jennifer Browning

### ***Santa Fe Community College***

- ◆ James Yawn

### ***Seminole Community College***

- ◆ Gail Agor
- ◆ Erika Wagner

### ***State of Florida DOE - Division of Blind Services***

- ◆ Leticia Cruz

### ***SunTrust Bank***

- ◆ Brooks Hoffman

### ***University of Central Florida***

- ◆ Amanda Pacheco

### ***University of South Florida***

- ◆ Roberta Muir

### ***Valencia Community College***

- ◆ Madelyn Young

Don't forget it is also your responsibility to build the membership in order for this organization to remain a vital state association. A brochure is available to you to assist you in your recruitment efforts. Please contact Dona Gaynor, FCPA Secretary, at [secretary@fl-cpa.org](mailto:secretary@fl-cpa.org) to request copies. In addition, be sure to refer prospective members to our dynamic web page where they can learn more about the organization and complete a membership form online. Organizations that join after August 1 will be recorded as joining for 2005 and therefore will receive the remaining part of 2004 for free!

# CONGRATULATIONS TO THE STUDENT OF THE YEAR AWARD WINNERS



***No FCPA conference could be complete without the Student of the Year awards! Once again this year, three outstanding students were recognized for their exemplary work in co-op or experiential education. Congratulations to the following students and their schools!***

## **CO-OP STUDENT OF THE YEAR:**

### ***♦ Scott Newson from Florida Atlantic University***

Scott Newson is a senior at Florida Atlantic University and completing his fifth semester as a co-op student. Scott, an Accounting major, has been an audit intern with the firm of Ernst and Young for one term and previously with a property management company for 4 terms. He plans to sit for the CPA exam to become a certified public accountant with the goal of a career in real estate accounting.

Scott has been involved in numerous charity and student associations as a tutor, treasurer, volunteer, and leader. Research assistant, note taker for students with disabilities, and spear heading toy drives for the Salvation Army are just a few of the organizations Scott supports. The Fellowship of Christian Athletes and an active role in the men's golf team earned Scott the title of 2002 Florida Atlantic University Male Student Athlete of the Year.

## **4-YEAR EXPERIENTIAL EDUCATION STUDENT OF THE YEAR:**

### ***♦ Kahlila Alexander from Florida A&M University***

Kahlila Alexander, who is on track to complete her studies in the five-year Professional MBA program in the School of Business and Industry at Florida A&M University (FAMU) in December 2005, was selected as this year's winner of the 4-Year Experiential Learning Award. During the summer 2003 Kahlila interned at Wal-Mart in Snellville, GA, as a Management Trainee/Assistant Manager. She worked an average of 48 hours per week with management responsibility for 25 departments within this \$100 million dollar store.

Kahlila is an excellent student while participating in an amazing array of community service and university extra-curricular activities. She is actively involved with the Student government Association, the FAMU Gospel Choir, and serves as resident of her school's chapter of the Golden Key International Honour Society. One of the highlights of Kahlila's internship with Wal-Mart included organizing a benefit concert to raise funds for The Children's Miracle Network, featuring country recording artist Brad Paisley.

## **2-YEAR EXPERIENTIAL EDUCATION STUDENT OF THE YEAR:**

### ***♦ Kara Kobyłka from Lake-Sumter Community College***

Kara completed two internships at the USA National Triathlon Training Center in Clermont, FL. During her internships she assisted with volunteer coordination of events such as triathlons, track and field meets and kids camps. She was given the opportunity to interact and develop wonderful contacts with several of the members of the USA National Triathlon Training Center's medical staff. Kara learned about the educational backgrounds and professional pros and cons from a podiatrist, chiropractor, cardiologist, orthopedic surgeon and physician assistant. Her career goal is sports medicine.

Kara graduated from Lake-Sumter Community College in May 2004 with an Associates degree in Science and an Associates degree in Arts, Sports and Fitness. She plans to transfer to Stetson University in the fall and complete her bachelor's degree in Integrative Health Science in the pre-med track and eventually continue on to medical school. She was named to the First All-Florida Academic Team, nominated for the All-USA Academic Team, is a member of Phi-Theta Kappa International Honor Society, Who's Who in American Junior Colleges, the National Dean's List and the President's List for Lake-Sumter Community College. Kara participates in triathlons, plays on a women's ice hockey team and was chosen to sing the Canadian National Anthem at an Atlanta Braves spring training game.



# FLORIDA CAREER PROFESSIONALS ASSOCIATION

## MINUTES FROM THE 2004 ANNUAL BUSINESS MEETING

JUNE 24, 2004

DOUBLETREE HOTEL - COCOA BEACH

### I. Call to Order

Shannon Cash called the 2004 FCPA Business Meeting to order at 8:15 a.m.

### II. Approval of the Minutes

Minutes of the June 19, 2003 Business Meeting were provided to the membership in the packets at each table. The minutes were accepted as presented.

### III. Board Reports

- a. Shannon Cash gave the President's Report to the membership. He reviewed the goals for 2004. These goals were: 1) Renew Board job descriptions and constitution – will continue to work on, 2) Increase membership – no Membership Representative this year so only marginal increase in membership, 3) Improve the FCPA website – this goal was met thanks to Ray Rogers and the website is very useful, 4) Non-profit status – looked into it but have not made any changes at this time.
- b. Dona Gaynor gave the Secretary's Report. The report was provided to the membership in hard copy. Membership is up slightly to 217 members as of June 18, 2004. Employer membership is up 18% for number of employer members but actual number of companies/agencies is down. Total revenue collected from membership dues to date is \$5,490.
- c. Jeff Garis gave the Treasurer's Report. The report was provided the membership in hard copy. Another goal this year for FCPA was to increase our treasury and we have been able to do that due to conservative conference planning. Expect a balance of \$18,000 after conference expenses are paid.
- d. Ray Rogers gave the Information Manager's Report. The report was provided to the membership in hard copy. Ray reviewed the major features and benefits of the website: 1) the online membership directory, 2) *The Connection* newsletter – encouraged members to submit articles, 3) Resource area - all the presentations from the conference will be available in this section and Ray solicited the membership for other resources, 4) Career fair dates – Ray asked members to send in their career fair dates, 5) Listsev – discontinued due to spammer problems so we now send broadcast emails and members were encouraged to send job postings or other messages to Ray for dissemination to the membership, 6) Board members now have email forwarder – i.e. [president@fl-cpa.org](mailto:president@fl-cpa.org).



## **Business Meeting Minutes Continued...**

- e. Christy King gave the Conference Chair/VP report. The goals for Conference 2004 were: 1) Promote volunteerism and leadership, 2) Provide a casual environment for the conference and keep the cost low, 3) Provide quality yet affordable programming - went outside the organization and managed to get quality speakers at no cost, 4) Budget – make approx. \$3,500 on conference, 5) Maintain level of participation in the face of NACE – increased attendance, 6) Increase web registration – went totally to web registration.

### **IV. New Business**

- a. In Jonathan Thornburg's absence, Shannon Cash reviewed the provided the slate of officers and board members for 2004-2005 including term renewal year as follows:

President	Christy King	2005
Vice President	Mike Tooke	2005
Secretary	Dona Gaynor	2005
Treasurer	Jeff Garis	2006
Past President	Shannon Cash	2005
Career Services Rep	Marcia Phelp	2005
Co-op Rep	Jackie Herold	2006
Community Coll Rep	DeeDee Gatch	2007
Employer Rep	Ruby Villanueva	2007
Information Manager	Raymond Rogers	2006
Member @ Large – Employer	Andrea Koegel	2005
Member @ Large – School	Matthew Cardin	2007
Membership Representative	Patrick Madsen	2007

Myrna Hoover motioned the slate of officers be accepted as it stands. Grady McClendon seconded the motion. The membership voted and the Board was elected/approved as presented. Shannon thanked Jonathan Thornburg for his help in developing the slate of officers.

- b. 2005 Conference – Delray Beach Marriott. Mike Tooke will be the 2005 Conference Chair.
- c. New Business from the floor. Andrea Collucci announced many job openings at FBI.

### **V. Awards**

- a. Two-Year Experiential Education Student Award – DeeDee Gatch presented the award to Kara Kobylka from Lake-Sumter Community College.
- b. Four-Year Experiential Education Student Award – Mike Tooke presented the award to Kahilila Alexander from Florida A&M.
- c. Co-op Student Award – Jackie Herold presented the award to Scott Newsom from FAU.
- d. Brownlee Award – Jane Cordray presented the John T. Brownlee Award to Grady McClendon.
- e. Christy King presented Shannon Cash with the President's Award as the outgoing President.

### **VI. Board Election**

Shannon Cash made the official announcement of the new Board.

### **VII. Adjournment**

Meeting was adjourned at 9:35 a.m.



## “THE RESULTS ARE IN...”

### 2004 FCPA ANNUAL CONFERENCE EVALUATIONS UPDATE

Mike Tooke

2004 FCPA Conference Evaluations Committee  
University of South Florida



**What a blast!** Thanks to Manny Virata for hosting our tour of the Kennedy Space Center.

Let me begin by stating that I was pleased with the number of completed evaluation forms I received from participants at the conference. The response rate was 72%, meaning 77 completed an evaluation form out of 107 FCPA members in attendance. While this percentile would result in a “D” grade if it was an exam, it’s considered to be very good in terms of a response rate for outcome assessment. This is my 5<sup>th</sup> year of doing the evaluations for our conferences, and four years ago we had a 45% response, so you can see the improvement we’ve made. You did well, gang. Thanks. Your comments and suggestions are sincerely appreciated, and will be given careful consideration by your Board of Directors and by the 2005 Conference Planning Committee.

You will recall that the evaluation form was divided into 9 main groupings, with 44 events, activities, workshops, and other selected items organized under these headings. Participants were asked to rank the events/activities on a scale of 1 to 5, from “poor” to “excellent,” with 1 being the lowest rating, and 5 being the highest rating. A tabulation of the scores indicated the conference was a great success, with 39 of the 44 topics identified for evaluation receiving an average score of 4 or greater.

The highest average scores for events and activities, not including the breakout sessions, based on your rankings: Pre-Conference Publicity at 4.62 with 68 responses; the Registration Process at 4.86 with 72 responses... “way to go, Lucas”; FCPA Website and Listserv Updates at 4.76 with 68 responses, and you gotta love someone’s comment “Ray is the bomb”; the NASA Tour at 4.54 with 24 responses... Manny is herewith awarded one each “Attaboy” and our appreciation for setting up this activity. The “pocket-program” introduced at this conference for the first time was also a big hit. I was remiss in not including this as an item to be numerically scored. Sorry Christy, but what a super idea.

All of the presentations given during the breakout sessions were well received, with the average scores ranging from 4.00 – 5.00. Some of your favorites: *In-House Programming to Create Career Center Applications: Case Study in Creating a Virtual Job Fair*, B. Gordon at 5.00 with eight responses; *Hiring Foreign Graduates: Immigration Made Easy for Employers, Colleges and Universities*, M. Rhoads at 5.00 with nine responses in Session C and in Session D at 5.00 with 12 responses; *Developing Online Experiential Courses*, S. Dressler at 5.00 with six responses; *Everything You Ever Wanted to Know About Outcomes but were Afraid to Ask!*, D. Whitfield at 4.67 with 15 responses; *Career Forum-Creating Events that Ride the Surf*, A. Ripo and W. Keeney at 4.67 with 15 responses; *Recent Developments in Employment Law*, K.L. Hammond at 4.62 with 13 responses. A special **Continued. . .**

thank you to all the presenters for all your contributions toward our professional development. A job well done.

Participants were asked what their goals were for attending the conference, and if these goals were met. The most frequent responses to this question went something like this: "To network with colleagues; professional development; share ideas and best practices; update on current trends; meet new people; meet employers; gain new perspectives." And there was one that made me smile: "see Cocoa Beach, I've never been there." You were virtually unanimous in stating that all or almost all of your goals were met.



You were also asked to comment on what areas of programming you found most effective. Standouts in this category included the breakout sessions on FETPIP, FACTS Portfolio, Experiential Education, and the workshops dealing with international employment and related legal issues. Employer members also expressed a desire for more programming targeted at their education and professional development.



Suggestions on the subject of "If you were planning next year's conference, what would you do differently?" were also solicited. As our membership is known for being very candid, many suggestions were made. I've taken the liberty to summarize these, as follows: Retain a track for young professionals (incidentally, 72% of those who marked the boxes to indicate "number of years a FCPA member" checked <5years); Work toward balancing the programming a little better, i.e. something for career professionals from community colleges, private colleges, state universities, and for our employers; Bring back the Resource Room; More breakouts; Less breakouts; Bring back the Hospitality

Room; More vendors; "Would like to have more programs repeated, I feel I missed some good ones"; More volunteers needed; Rotate the committee chairs, etc. Of course there were many other suggestions, as well as several comments along the lines of "I wouldn't change a thing." Again, you can be assured that all comments will be given careful consideration.

Were there any negative comments? A few, and I know what you're thinking. "List these please, Mike; seeing a little dirt would be fun." Sorry, gang, what with this year being an election year I know you are going to get plenty of this type of rhetoric, so I've opted to omit negative comments in this article and stick with a positive spin. "Come on, Mike, please share just one." OK, I give up. Here was someone's comment on the temperature in the rooms during some of the sessions, **Continued. . .**

## QUICK LINKS TO INFORMATION YOU WANT

- ◆ More **candid photos** from the 2004 annual conference can be found in the photo gallery under the Annual Conference page at [www.fl-cpa.org/photo\\_gallery.html](http://www.fl-cpa.org/photo_gallery.html).
- ◆ Updated **membership directory** information can be found under the Member Resources page at [www.fl-cpa.org/directory.html](http://www.fl-cpa.org/directory.html).
- ◆ Breakout session presentation materials and resources from the 2004 conference can be found in the new **FCPA Resource Room** at [www.fl-cpa.org/resourceroom.html](http://www.fl-cpa.org/resourceroom.html).

# CONGRATULATIONS TO THE NEW FCPA BOARD OF DIRECTORS

## **President**

Christy King/Seminole Community College  
*president@fl-cpa.org*

## **Vice-President**

Mike Tooke/University of South Florida  
*vicepresident@fl-cpa.org*

## **Secretary**

Dona Gaynor/Florida Institute of Technology  
*secretary@fl-cpa.org*

## **Treasurer**

Jeff Garis/Florida State University  
*treasurer@fl-cpa.org*

## **Past President**

Shannon Cash/Florida Atlantic University  
*pastpresident@fl-cpa.org*

## **Career Services Representative**

Marcia Phelps/University of West Florida  
*careerservicesrep@fl-cpa.org*

## **Employer Representative**

Ruby Villanueva/United States Treasury  
*careerservicesrepemployerrep*

## **Member At Large (Employer)**

Andrea Koegel/Enterprise Rent-A-Car  
*memberemployer@fl-cpa.org*

## **Member At Large (School)**

Matthew Cardin/Florida Atlantic University  
*memberschool@fl-cpa.org*

## **Membership Representative**

Patrick Madsen/Nova Southeastern University  
*membershiprep@fl-cpa.org*

## **Co-Op Representative**

Jackie Herold/University of Central Florida  
*co-oprep@fl-cpa.org*

## **Community College Representative**

Dee Dee Gatch/Manatee Community College  
*communitycollegerep@fl-cpa.org*

## **Information Manager**

Raymond Rogers/Rollins College  
*informationmanager@fl-cpa.org*

"I'm typically cold and always have a jacket, but I was HOT even without one, and I am way past the hot flash stage of life." Now this one did make me laugh; you gotta love our membership.

In closing, I want to also pass on the many compliments you made on the evaluation forms that reflect on the hard work Christy King and her committee members did to put together this wonderful conference. Your remarks say it best: "Thank you for planning a great conference." "It was fun and educational." "I had a blast!" "Great job –it was a first, and I plan on getting involved next year." "I'm confident in saying that FCPA is one of the best overall state association conferences in the country."

Thanks to Harold Shaw and Barbara Brown, co-workers of mine at USF. Harold compiled all the statistical data from the evaluation forms for my report; his spreadsheet was about the size of my coffee table. Barbara rolled up all your comments – about 12 pages worth, single-spaced.

See you next year in Delray Beach. Make sure you provide lots of help to the 2005 conference planning chairperson. I hear he's somewhat shaky, so he will need as much help as he can get ☺. 

## **EYES TOWARD 2005 FCPA CONFERENCE IN DELRAY BEACH**

Mark your calendar now for the 2005 FCPA Conference. It will be held at the Delray Beach Marriott from June 22-24, 2005.



*It promises to be a splashing success!*