

FLORIDA CAREER PROFESSIONALS ASSOCIATION

# CONNECTION

KEEPING FLORIDA FIRST

2009 POST CONFERENCE EDITION

## PRESIDENT'S MESSAGE

I would like to begin this update by extending a very warm welcome to FCPA's new members. We got to meet many of you at this summer's conference in Orlando and hope to see you back at next year's conference. FCPA has always been a great place to network, learn and have fun. If you have any questions about getting involved in the association, please feel free to contact me.

As we are just now closing out the books on our 2009 conference, I would like to personally thank all of you who volunteered your time to produce a truly outstanding conference. Andrea Alfano and the other 30 plus volunteers on the conference committee did a fantastic job planning the conference. This was a particularly difficult year for conference planning as we had originally contracted facilities, catering and rooms at the International Plaza last spring, just before it became apparent that the state budget situation was worsening. Under Andrea's leadership, the conference committee did an excellent job developing a fun and quality experience while keeping costs down. I would also like to send a special thank you to this year's President's Council for raising the most money in FCPA's history. Jonathan Thornburg from Siemens and his committee came through with the final funding that enabled us to offer many of the extra events that have become the signature of our summer conferences. From the evaluations and feedback we have already received, it seems clear that the attendees felt this was one of our best conferences in recent years.

I also would like to announce the new board members who were elected during our business meeting. Amy Diepenbrock from Barry University, was elected to fill the 4 year College Member position and Eric Hall, from the University of Florida, was elected as our new Information Management Director. Welcome to these two new professionals joining the board this year. Tracy Joinson, from Palm Beach Community College, was elected for a second term as Member at Large School and Lindsey Katherine from Florida State, who was previously our Information Management Director, was elected as our new Vice President/President Elect. Congratulations to you all. We have an outstanding board for the 2009-10 year and I am anxious to work with you all as we continue to build the association. Andrea Alfano and Jackie Herold retired from the board this year and we would like to extend our sincere appreciation for their hard work over the years.

Each year FCPA gives out three awards and presents these at our annual conference. The winner of this year's Student of the Year Award was presented to Evelyn Hernandez at Florida Southern College, and our New Member Award was presented to Eric Hall from University of Florida.

*Continued on next page...*

## IN THIS ISSUE

Message from our President  
Business Meeting Highlights  
New Member Update  
Annual Award Winners Honored  
Annual Business Meeting Summary  
Conference Highlights & Evaluation  
From Our Members

## THANK YOU!

### 2009 Conference Committee Chairs

Conference Chair: Andrea Alfano

Program Co-Chairs:  
Mark Colvenbach & Eric Hall

Registration: Elizabeth Farney

Awards & New Members:  
Dona Gaynor & Sandy Jakubow

Recreation: Susan Blakey

President's Council:  
Jonathan Thornburg

Exhibitors: Xuchitl Coso

Door Prizes: Lisette Guillen-Dolby

Evaluations: Alicia Smyth

Photographer: Tim Harding

Facility Logistics: Jane Colson

### 2009 EXHIBITOR

College Central Network



## PRESIDENT'S MESSAGE CONTINUED

Our association's highest award, the Brownlee Leadership Award, was given to Jane Colson from Eckerd College. Having worked with Jane for the past several years, I can truly say that she is probably the hardest working, behind-the-scenes professional I've yet encountered. It was especially gratifying to see her receive the public recognition she so clearly deserved. Congratulations to all of our 2009 award winners.

The board is currently reviewing sites and dates for the 2010 conference which should be announced early this fall. Until then, the board has much work ahead as we develop strategies to build our membership, update and refine new resources for the membership and continue to build processes ensuring the stability of the association. The new board will convene its first meeting in August at Rollins College. If you have questions, concerns or issues you would like the board to address, please share them with myself or any of the other board members to be presented at this meeting.

I hope that everyone is finding some down time and is able to relax before the pace of our work kicks back up again in August. I look forward to again serving the FCPA membership as President this upcoming year and working with such an outstanding group of committed and talented volunteers. Please feel free to contact me if you have any questions, contributions or ideas for our state association as we continue to *Keep Florida First*. Have a safe and relaxing rest of the summer.

**Ray Rogers**  
FCPA President

## HIGHLIGHTS FROM THE FCPA 2009 BUSINESS MEETING

- FCPA's non-profit status as a 501(c)6 association, while exempting FCPA from federal taxes, does not exempt the association from state sales tax.
- As decided by an email vote of the membership last October, the fiscal year for FCPA now runs from September 1 through August 31.
- Online payment and credit card processing for membership registration/renewal and conference registration is now up and running.
- The FCPA website rebuild was completed last spring.
- Prior to conference expenses that won't be billed until July, the current FCPA bank balance is at \$41,000
- The board moved \$20,000 of the reserve into an interest bearing CD with SunTrust Bank.
- Membership numbers in FCPA fell in 2009, from a total of 310 in 2008 to 250 in June, 2009. There was a decline in all membership categories over the past year.
- The board proposed, and the membership voted to accept, the following slate to replace board members whose terms ended this year; Vice President, Lindsey Katherine; Information Management Director, Eric Hall; Member-at-Large (School), Tracey Joinson; Four-Year College Member, Amy Diepenbrock. Andrea Alfano, the current Vice President and President Elect, announced last January that she was stepping off the board and therefore, would not be able to assume the role of President for the 2009-10 year. As a result, Ray Rogers and Dona Gaynor were placed on the slate to remain in their current roles as President and Vice President for the next year.
- The 2010 conference site location has not yet been decided but should be announced later this fall.

# 2009 BROWNLEE AWARD RECIPIENT ○ JANE COLSON

**FCPA's Brownlee Award was established in 1987 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. It is presented annually at our conference to one of our exceptional members.**

Today's society often measures success by the position we hold, the amount of money we make or by the influence we have over other people. FCPA is an organization that measures success by a very different standard. Each year FCPA bestows the Brownlee Leadership award to a deserving individual who reflects what we consider "our standard" of success. The John T. Brownlee Award, established in 1987, emphasizes qualities beyond title, money or influence. John Brownlee's 10-year involvement in FCPA set standards, both professionally and personally, for all of us to follow.

This year the 2009 Brownlee Leadership Award was presented to Jane Colson, Director of Career Resources at Eckerd College. Jane has been a member of FCPA since 2003 and quickly became involved serving as the Chair of the Conference Program Committee in 2005 and 2006, Chair of the Conference Facilities Committee in 2007 and Chair of the Conference Exhibitor's Committee in 2008. While serving in these demanding conference leadership roles, Jane always had time to help other conference committees take care of last minute details and to make sure the conference runs smoothly. Jane is also a tireless supporter of FCPA who continually recruits new members and encourages them to attend conferences and to get involved. She works behind the scenes to make the Association strong and never seeks the limelight or prominent leadership roles.

In addition to her work with FCPA Jane is President of the Colleges of Central Florida Career Consortium, served as Chair of the Tampa Bay Beaches Chamber of Commerce in 2007-2008, served on the Madeira Beach Planning Commission, and volunteered with community organizations such as Guardian Ad Litem and Meals on Wheels. For those who know her well, Jane is a trusted colleague and friend and for the students of Eckerd College, she is their number one advocate guiding them in finding rewarding careers and jobs. Jane Colson truly reflects the spirit of the John T. Brownlee Award as a career professional who quietly leads by example and who gives back to her profession and the community. Congratulations Jane!

Dear colleagues and friends,

My major satisfaction in my career is helping people, and learning new ways to do it. FCPA has been an organization that provides the tools to do just that. A key example is while attending an FCPA Conference a few years ago, I learned from one of the scheduled programs how to collect data on student satisfaction for career-related events. I was also able to reconnect with an alum of Eckerd College by inviting him to be our closing keynote speaker. And because of that we continue to stay in touch.

FCPA continues to provide outstanding programming geared for employers and career professionals in today's times. The professional networking never gets old and the chance to meet new colleagues is an added bonus.

I get immense satisfaction in helping people in a professional capacity and in my outside life, but I have never done this to gain awards. So, to achieve this award was a surprise and a wonderful thing.

- Jane Colson



Jane Colson (far left), with previous Brownlee Leadership Award winners; from left, Myrna Hoover, Manny Virata, Jonathan Thornburg, and Christy King.

# CONGRATULATIONS TO THE 2009 AWARD WINNERS

## NEW MEMBER AWARD – ERIC HALL

The FCPA New Member Award is our newest award and is presented to a new member who has helped keep FCPA strong by volunteering on conference committees or special projects and who has been a member of FCPA for less than four years.

The winner of the new member award this year is **Eric Hall**, Assistant Director for Career Networks at the University of Florida Career Resource Center. Eric has only been a member since 2007 but he has already presented at two conferences, served as a member of the program committee in 2008, and is serving as co-chair of the program committee this year. The program committee is an important committee because developing strong programming content is crucial to a successful conference and Eric has made invaluable contributions to this committee and to FCPA as a whole.



Eric received **six** letters of recommendation nominating him for this award. While we can't include all of the wonderful things that were said about Eric, here is what Wayne Wallace, Director of the UF Career Resource Center wrote in his nomination letter:

“As a new person to us, as well as to FCPA, Eric is a real asset to a group with his can-do attitude, solid work ethic, and awareness of the need for quality. He is also a great wit and generally draws people to him as he is always a helping and caring individual. I would strongly recommend him to you as an outstanding new member of FCPA, worthy of cultivation for future association leadership.”

Eric was recently elected as the Information Management Director for FCPA and will continue his strong contributions and leadership to the association.

## STUDENT OF THE YEAR – EVELYN HERNANDEZ

The winner of the FCPA Student of the Year 2009 is Evelyn Hernandez from Florida Southern College. Evelyn was nominated by Xuchitl Coso, Director of Career Development at Florida Southern College.

Evelyn is a Communication major and she completed an internship with State Farm Insurance Company during the summer of 2008. She received accolades from all the individuals that she worked with at State Farm and was offered a full-time position with State Farm upon graduation. Evelyn also works as a Career Peer in the Career Center at Florida Southern and she works on the Spanish edition of the local Lakeland newspaper – the Ledger.

In addition to her excellent performance at her internship, Evelyn is a role model and leader on campus. She is a first generation college student who has had to navigate the academic and financial waters on her own. Her parents were migrant workers and do not have the educational background that she is trying to achieve, yet her roots are strong and she continually gives back to her community. She volunteers with migrant workers and assists them with translation efforts and how to understand the system in which they work and live. She maintains a high GPA while managing her part-time jobs, her volunteer work, and her involvement in student activities. She is an excellent example of FCPA's Student of the Year.

*Student of the Year nominees included: Marcus Chance, University of Florida; Ismael Cremer, Florida Institute of Technology; Richard DeRoy, Florida Institute of Technology; Tamariay Gordon, Lake City Community College; and Ana Octaviano, Florida Atlantic University*



# FCPA CONFERENCE HIGHLIGHTS



## FCPA 2009 ANNUAL CONFERENCE EVALUATION UPDATE

While the surveys are still being tabulated, we wanted to give you a sneak-peek and the results so far. Based on the positive feedback received, it is clear that the FCPA conference was a success. We had 27 colleges and universities represented and 6 employers/organizations at this year's conference. Thanks to all of our survey participants, we are happy to report an 89.7% survey response rate (70 out of 78 conference attendees who opted to receive the survey) so far.

The feedback collected from the survey will be reviewed by the Board of Directors and Conference Committee members. It will also be passed on to Lindsey Katherine as she leads next year's conference committee in planning the 2010 FCPA Conference. Below is a summary of the survey results.

The overall conference was rated either Excellent or Very Good by 84.3% of respondents (an average of 4.23 on a 5-point scale), while the beautiful International Plaza Resort & Spa, this year's conference location, received an average rating of 3.71.

The top breakout sessions were "Workplace Etiquette: Everyday Rules for Working in Harmony" with an average rating of 4.48, and "Turning your Students into S.T.A.R.'s," which received a rating of 4.42. The meals, receptions and special events all received positive ratings. The three top-rated events were The President's Reception (4.50), the Closing Keynote Presentation by Dr. Sandy Shugart (4.46), and the Sea World Reception (4.34).

The vast majority of the survey respondents reported having met their goals for the conference, some of which included networking, professional development, brainstorming, and getting more involved with FCPA. Not one survey respondent indicated that they would not attend next year's event, though 27.5% did say that attendance would be dependent upon factors such as budget and location.

Respondents provided a few suggestions for next year's conference, including integrating keynote speakers with a green/conservationism theme, more programming on legal issues and doing more with less. The overall event was very well received and many shared comments on the excellent organization of the event was, the great food, and the quality and diversity in programming. In addition, the conference planning committee was acknowledged by many respondents for doing such an amazing job. We look forward to seeing you at next year's conference!

- Alicia Smyth, Evaluation Committee Chair

## FROM OUR MEMBERS

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### **FAU's Career Development Center holds employment prep conference: "Dare to Be Prepared for Today's Job Market"**

Today's graduates are facing one of the most challenging job markets given the downward economy. Florida Atlantic University's (FAU) Career Development Center hosted a one-day seminar in response to these tough economic times to help jump-start the post-graduation employment plans for the graduation class of 2009. Because this event was planned in response to the tightening labor market it was not built into the career center's original 2008-09 annual budget. In order to make the event possible, the director of the career center met with the director of FAU's Student Union and FAU's Catering Manager to present the idea of hosting a one day job search conference for graduating students and requested that the facilities and lunch be sponsored by each of their departments. Fortunately both departments offered their full support. In return their departments were recognized as event sponsors in print and online promotional materials and their sponsorship was acknowledged during the event.

The "*Dare to be Prepared for Today's Job Market*" was held on May 11, 2009 one week following commencement ceremonies on FAU's Boca Raton campus. "Who's Hiring" was the first segment of the seminar, which discussed the hiring needs of the healthcare, federal government, insurance and engineering industries. Panelists included representatives from the Boca Raton Community Hospital, FBI, State Farm and FPL. Students learned about the hiring trends and recruiting needs of various industries. They also gained insight as to how to apply for jobs in the federal government.

Students then proceeded to attend a presentation on "Job Search Basics" presented by James Watson, Jr. from FAU's Career Development Center along with Victor Rota, Campus Recruiter for Target and Coren Burton, Human Resource Manager for Lockheed Martin. Students learned about job search tools available at FAU's Career Development Center and how to job search and identify what companies are actively recruiting.

Students had a break for lunch which was sponsored by FAU's catering department while

the Career Development Center staff hosted a luncheon for the recruiters who donated their services and expertise in support of the event.

Following a brief lunch break students then attended a presentation on "Transitioning from Student to Professional" presented by Steve McCarty, Vice President of Human Resources for Enterprise Rent-A-Car. During his presentation Steve discussed the nuances of professional behavior, from work habits, negotiating politics at work, business dress, goal setting, time management and e-etiquette in the workplace. Students practiced making personal introductions as an example of making first impressions count. Additionally, students gained a better understanding of the transitional problems that can occur for new hires along with strategies for successful job performance during the first year on the job.

The final segment of the day afforded students the opportunity to learn how to relate their academic knowledge, experience and leadership through resume critiques with industry professionals from Daszkal Bolton, NCCI, Office Depot, Enterprise Rent-A-Car, FPL, Northwestern Mutual Financial Network, FBI, Target, State Farm, Lockheed Martin and the Boca Raton Community Hospital.

Over 100 students attended the event, with attendance remaining strong throughout the day long conference. The feedback was extremely positive and students overwhelmingly thanked the Career Development Center for hosting the event through email acknowledgments. In addition, the Career Development Center experienced an increase



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in May 2009 graduates submitting profiles into the pending queues in the OWL Career Link job search database.

This event was held with little to no cost to the Career Development Center due to a collaborative effort within the university community. This event also provided an excellent opportunity to sustain recruiting partnerships FAU's career center has built with employers that have a dedicated interest in supporting the career development of FAU graduates. The "Dare to be Prepared" event will become an annual event on FAU's Boca Raton campus.



***Article and Photos Contributed by:***  
*Sandra Jakubow, Director,*  
*Florida Atlantic University*  
*Career Development Center*

## **PRESIDENT'S COUNCIL**

The FCPA Board of Directors would like to say a special thank you to those member schools and employers who contributed to the FCPA President's Council this year. This year's conference would not have been such a success without you!

### **PRESIDENT'S SPONSOR (DONATIONS OF \$2,000 OR ABOVE)**

Enterprise Rent-A-Car  
Siemens

Florida Career Centers (FCC)

### **PLATINUM (\$1000-\$1999)**

Colleges of Central Florida Career Consortium (CCFCC)

### **SILVER (\$100 - \$499)**

Florida Institute of Technology

Eckerd College

Seminole Community College

The University of Tampa

Rollins College

Sherwin Williams

Target

## CONGRATULATIONS 2008- 2009 FCPA BOARD OF DIRECTORS

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

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### **Membership Director**

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### **4 Year College Member**

Amy Diepenbrock, Barry University  
4yrcollege@fl-cpa.org

### **2 Year College Member**

Toni Briley, Lake City Community College  
2yrcollege@fl-cpa.org

### **Information Management Director**

Eric Hall, University of Florida  
informationmanagement@fl-cpa.org



2009-2010 FCPA Board Members. (l-r) Back row: Heidi Harkins, Laurie Ragsdale, Amy Diepenbrock.  
Front row: Tracy Joinson, Amy Kleeman, Dona Gaynor, Ray Rogers, Lindsey Katherine, Sandra Jakubow, Toni Briley,  
Eric Hall, Mark Colvenbach, Colleen Ficco