

# FLORIDA CAREER PROFESSIONALS ASSOCIATION CONNECTION

KEEPING FLORIDA FIRST

2003 POST CONFERENCE EDITION

## PRESIDENT'S MESSAGE

Cut...it's a wrap...put it in the can!! Yes, the 2003 FCPA Annual Conference is history! Were you there? Did you have fun...learn anything you can use? Do any networking with old friends...meet any new members? Will you go again?

I hope the answer to all these questions is a resounding yes...because these Annual Conferences are for you, the FCPA membership! From the comments I have heard, and feedback from Mike's Evaluations, it seems like the Conference was a success. We definitely nailed our program theme of "Keeping Florida First"!

We, the FCPA, have a fortunate history of successful Conferences and it doesn't happen by magic. I want to take one last opportunity to thank the excellent group of people who chaired the Committees that put this Conference together...and I know they'd want to thank the people that worked on their respective committees. It is always a group effort...this year we had an exceptional group! Thanks!

Your new board is in place and will hold it's first meeting on September 11<sup>th</sup> – 12<sup>th</sup> at the venue for the 2004 FCPA Annual Conference...the DoubleTree – Oceanfront at Cocoa Beach, FL. As always, one of the prime objectives of this Board meeting is to begin planning for the next Conference...June 23 – 25, 2004. Christy King, our VP/Conference Chair, will be presenting ideas for conference theme and program content. I know, from recent experience, that she would welcome your suggestions. Please take the time to communicate your ideas with Christy...the Conference must reflect your needs and interests...let us know what they are.

I will also present to the Board an agenda for the year that will address some issues and concerns that effect us as an organization. A few I already have;

- ◆ The three student awards and continuing low number of nominations
- ◆ Increasing the membership overall...employers particularly
- ◆ Expanding our great website...value added to members
- ◆ Revisiting tax exempt status for the FCPA

Please contact me, or your Board Representative, with any suggestions or concerns that you would like to see addressed by the Board in the coming year...we need your input to make sure we are serving your needs. Let us know!

Finally, thank you for allowing me to serve as your 2003 –04 President. I look forward to the opportunity to work with you all and keeping the FCPA as your organization of choice. Keeping Florida First!

Everybody have a great Summer...take some time off...we ALL deserve it!

*Shannon Cash*

Shannon H. Cash  
President

## Thank You!

### 2003 CONFERENCE COMMITTEE CHAIRS

- ◆ Conference Chair – **Shannon Cash**
- ◆ Program Chairs – **Russ Coughenour, Lee Holifield**
- ◆ Registration– **Lucas Wall**
- ◆ Awards - **Lois Bell, Joan Sweet**
- ◆ Entertainment – **Cassandra Anderson-James**
- ◆ President's Council – **Christine Todd**
- ◆ Exhibitor/ Resource Room – **Craig Cunningham**
- ◆ Recreation – **Carmen Diaz**
- ◆ Door Prizes – **Vertrilla Hunt**
- ◆ Evaluations - **Michael Tooke**
- ◆ New Member Orientation – **Carol Clyde, Matt Cardin**
- ◆ Audio/Visual – **Rick Sayers**
- ◆ Photographer – **Ann Marie Cooper**

### EXHIBITORS

- ◆ **CareerOffice.net**
- ◆ **College Central Network**
- ◆ **ECampusRecruiter.com**
- ◆ **MonsterTRAK**





## ANNE FOOTE COLLINS

### 2003 BROWNLEE AWARD RECIPIENT

The Brownlee Award was established to recognize an FCPA professional who has made significant Contributions to FCPA. The award is the highest honor our association can give to that that member for all the incredible energy and tireless efforts they put into our organization. This individual frequently spends not only their professional time, but often invests their own personal time to ensure that FCPA is fulfilling its mission.

Committed, dedicated, and professional are just a few of the words that describe this year's recipient. For many years, our recipient has found time to make FCPA and its mission a priority. She has served on the Board of Directors, as Treasurer, Vice President, President (twice) and Past President. She has guided this organization to rethink its image and market it's collateral.

She is viewed as the consummate recruiting professional, a role model for younger professionals. She is described by colleagues as "incredibly knowledgeable, emphasizing teamwork to involve as many team players as possible. Her most glaring strength is her humility and caring personality. She has never been one to search for the spotlight and is the first to offer encouragement to others."

Our Browlee Award winner, graduated with a degree in Merchandising from Florida State University. Placed through FSU's college recruitment process, she began her career in a Management Training program with Burdines Department Stores. She has over 12 years experience in college recruiting. She joined Office Depot in 1995 and is currently Senior Manager of Recruiting Services and College Relations. She is a member of SHRM and is active in SACE (Southeastern Association of Colleges and Employers).

If this is not enough to keep anyone busy, she also defines herself as a wife and mother. Her loving husband David will certainly tell you she is the glue that holds their family together. And her beautiful children, Olivia, 5, and Lindsay, 3, have a shining example in their mother of how to be a successful professional and a loving mother.

Anne Foote Collins is the 2003 FCPA Brownlee winner. She sets a high standard for us all!



### QUICK LINKS TO INFORMATION YOU WANT

- ◆ More pictures from the 2003 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/members.html](http://www.fl-cpa.org/members.html).

## MEMBERSHIP RENEWAL & NEW MEMBER DRIVE UPDATE

**Great news!!** During the Fall 2002 board meeting a goal was set to collect \$4,500 in membership dues for the year 2003. However, to date FCPA has collected \$5,790--exceeding the board's goal by 29%. Currently there are 218 paid members in FCPA. Seventy-two (33%) are new members who joined FCPA for the first time in 2003.

Don't forget it is also your responsibility to build the membership in order for this organization to remain a vital state association. The new brochure is available to you to assist you in your recruitment efforts. Please contact Gail Akin, FCPA Secretary, at [secretary@fl-cpa.org](mailto:secretary@fl-cpa.org) to request copies. In addition, be sure to refer perspective 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 2004 and therefore will receive the remaining part of 2003 for free.

**GO RECRUIT!**

## EYES TOWARD 2004

### FCPA CONFERENCE IN COCOA BEACH

Mark your calendar now for the 2004 FCPA Conference. It will be held at the Oceanfront Doubletree Hotel in Cocoa Beach from June 23-25, 2004. ***It promises to be a splashing success!***



## 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:

- ◆ *David Newborn from Florida Atlantic University*

David has completed three co-op semesters with the Naval Surface Warfare Center outside Washington, DC. While in his co-op, he participated in experiments, modeling of ship hull forms, performed investigations of unmanned surface vehicles and contributed to several publications and presentations. David is an Ocean Engineering major, maintains a 3.6 GPA, and has received high honors from FAU!

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

- ◆ *Lenny Lobban from Florida Atlantic University*

Lenny is a double major in MIS and Finance at FAU. His outstanding on-the-job training at eTrauma.com in Deerfield Beach won him this award! Lenny implemented a financial software system, and managed payroll. He is active in many campus activities and honor societies and maintains a 3.85 GPA!

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

- ◆ *Deborah Kimbler from Manatee Community College*

Deborah is a Business administration major with a career aspiration of operating a non-profit Catholic bookstore and coffee shop. She interned at The Living Word Christian Store in Sarasota, FL where she honed skills in inventory control, product ordering, decision-making and customer service. Deborah maintains a 3.8 GPA while volunteering in the community and participating in many campus honors and student associations.



## “THE RESULTS ARE IN...”

### 2003 FCPA ANNUAL CONFERENCE EVALUATIONS UPDATE

Mike Tooke

2003 FCPA Conference Evaluations Committee  
University of South Florida



I was trying to do two things at once. Depending on the tasks, this can sometimes prove challenging. In my case, I was trying to write this article while watching the Major League Baseball All-Stars game on the tube. To complicate things I also did a review of 11 pages of data and information that I had compiled from the evaluation forms that were turned in following the conference. This explains how the baseball lingo got thrown in the mix as part of my report.

How did this multi-tasking turn out? Well, as you baseball fans already know, the National League All-Stars lost by one run. A bummer. But that's not what's important. The question at hand was "how did the conference turn out?" You already know the answer. It was a success.

How about some Stats? The baseball game got me in the mood for some statistics. Hmm, let's see. 65 of the conference participants completed an evaluation form. This represents a 61.3 % response rate. I think you would agree with me that this is pretty good. We'd all be thrilled if we received a response like this when we send surveys out to our students, or our customers. In fact, we'd probably have heart seizure. The response rate by membership grouping was 63% for "college members", and 42% for "employers". Anyway, what really needs to be highlighted from these stats is that a very big thank you is in order to all of you who made the time to fill out and turn in an evaluation form, and to provide your suggestions and comments. These evaluations serve as a key resource that the 2004 FCPA Conference Planning Committee will use to determine what participants liked and disliked at this conference, and want at future conferences.

This year's evaluation form was grouped into 7 categories, including: Conference Information/Logistics; Conference Programs/Keynote Speakers; 3 Breakout Series (A, B, C); Technology Update Sessions; and Meal/Breaks/Receptions/Recreation. 39 separate events, activities, workshops, and other selected items were organized under these groupings. Participants were asked to rank these on a scale of 1 to 5, "poor to excellent".

Thirty of these events/areas received an average score of 4.00 or above. A great batting average. The home run hitters were Ray Rogers and Jessica Williams of Rollins College, with an average score of 4.87 for their presentation *Mission Possible: Forging Relationships Between Career Services and Academic Affairs*. Shirley Fiano, VP and Director of HR for SouthTrust Bank, hit a triple off the center field wall, with an average score of 4.80 for her presentation *Creating an Employee Friendly Culture*. Close behind, with some excellent clutch hitting was Lee Holifield, at 4.70 for her session on *Hiring*



## DOOR PRIZES, DOOR PRIZES & MORE DOOR PRIZES



A big **thank you** to all those schools and companies who donated door prizes for this year's conference. No one went home empty handed!

- ◆ Adams Mark Hotel & Resorts
- ◆ City College – Jacksonville
- ◆ Embry-Riddle University
- ◆ Enterprise Rental Car
- ◆ FBI- Tampa Division
- ◆ Florida International University
- ◆ Florida State University
- ◆ Lake City Community College
- ◆ Lake Sumter Community College
- ◆ Lynn University
- ◆ Monster Trak
- ◆ NASA
- ◆ Nova Southeastern University
- ◆ Office Depot
- ◆ Ritz Carlton Hotel & Resorts
- ◆ Rollins College
- ◆ University of Central Florida
- ◆ University of Florida
- ◆ University of Miami
- ◆ University of South Florida
- ◆ University of Tampa
- ◆ Valencia Community College
- ◆ Walt Disney World

### Evaluation Update Continued...

*International Students: Visas Made Easy*, and Dr. Drema Howard and Raj Doraisamy, at 4.69 for their workshop on *The Virtual Video Interview (VVI): Recruitment Strategy for the 21<sup>st</sup> Century*. Well done! I think we should look at “salary caps” for you guys, now that you will be in such demand as guest speakers. Actually, forget this. We can't have a cap, because we don't have much money to start with. You did these presentations for free. And so did all the other great presenters that stepped up to the plate and came through with a workshop for this conference. Our membership helping out...just another example of why it's so great being a part of FCPA.

Just like in baseball, the players, or conference participants in our case, were asked how the game went. The evaluation form included questions like “what were your goals, were they met, what programs were most/least effective, and what suggestions do you have for next year”? There was plenty of feedback. Let's start with.... Why you went? Once again, you know the answer to this: to network, meet fellow professionals doing similar jobs at other schools and companies; to share ideas and exchange resources; to find ways to do our jobs better. And virtually everyone felt like most of his or her goals were met.

Any strike outs, or shall I say, big gripes? Not really. And I feel good about this, because I know this FCPA crowd is not bashful about speaking up. Oh, please Mike; share some examples, you ask. A little sliding in the dirt trying to steal home plate, if you will. OK, OK, but I'm not sure this is a good idea. Hmm... Got it. Even though everyone really enjoyed the hotel and the food, I'll share some comments about meals. This should be safe. Lunch on 6/19, this comment made me smile... “What in the @\$%^&\*, was with that potato salad?” And, I liked the comment about brunch on 6/20 “that meal was a bit odd don't you think”. I know; you had to be there to appreciate these remarks.



# FCPA BOARD OF DIRECTORS

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Shannon Cash/Florida Atlantic University  
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## Vice-President

Christy King/Seminole Community College  
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## Evaluation Update Concluded...

Were there any suggestions to improve the conference, or things to consider for next year? Yep. Some great ideas. And, this information is very much appreciated. Here are a couple of examples: 72% of the participants indicated they had been members of FCPA for five years or less. As such, there were several comments along the line of "need more workshops/ presentations for new professionals". Several of you mentioned that our website was great, but asked if pre-conference publicity could be put on the web earlier, and be more detailed. I liked the suggestion of trying to come up with some awards for long time FCPA members that are retiring. Many noted that our ratio of college members to employer members at the conference was about 4:1, and commented on ways to increase employer membership in FCPA as well as attendance at the annual conference. Several of you provided some good ideas for helping to improve this situation, and these will be shared with the membership chairperson. And there were many other suggestions. You can be assured that Christy and the 2004 Conference Planning Committee will give these comments close attention.

Well now it's game over. It will soon be time to bug your budget decision-maker to earmark funds for next year's conference. Mark your calendars. Start packing for Cocoa Beach. In closing, I have one last important item to mention. This comes from the "man in the hat" and comments made by all of you who attended the conference... "Hat's off to Shannon and the 2003 FCPA Conference Planning Committee". Your efforts did not go unnoticed. Great teamwork, and a winning performance.

