

CONNECTION

KEEPING FLORIDA FIRST

2011 POST-CONFERENCE EDITION

Message from the President

Mark Colvenbach, 2011-2012 FCPA President

Does the calendar really say August 2011 already? As we take our final deep breath before the rush of eager students and start of recruiting season, it's a great time to reflect on our own accomplishments over the past year and look ahead to the exciting opportunities in front of us. While it doesn't seem that long ago, the conclusion of the annual conference in Clearwater has already been a month and a half ago.

What a conference it was! Nearly 100 members and vendors came together in June to network, learn, and catch up with old friends while making new ones. Despite an economy that continues to struggle, this year's FCPA conference by many accounts, was one of the best in years. There was plenty of fun throughout the conference, highlighted by the evening Pirate ship cruise complete with dolphins and one of the craziest sing-offs ever witnessed. Vice-President Amy Diepenbrock and her various committees of volunteers, conducted an amazing conference. June's program featured twists on old favorites like the Speed Networking style Employer/Vendor Spotlight as well as a first ever keynote panel featuring representatives from the Social Media world. Members engaged in a great dialogue with a Director's panel consisting of our well respected colleagues as they shared their expertise on past successes and what lies ahead for the profession. A major THANK YOU goes out to all of our breakout session presenters and panelists. What a wonderful variety of programming that challenged us to think innovatively and implement into future plans. The conference's success was in large part due to the President's Council "unofficial record" contributions; thanks to all those who contributed.

This has been a challenging year as we have had several colleagues join and leave various Board positions. Summer 2011 will mark the first time in a decade that Ray Rogers of Rollins College will not be serving in some capacity. Vice President Amy Diepenbrock stepped up in a big way to put on an amazing conference all while moving and starting a new position as Director of Career Services at St. Mary's College in San Antonio, Texas. Additionally, our two Employer Members, Colleen Fico- Target and Susan Urrutia- Siemen's Energy, stepped off the board and into new professional roles. We would like to thank each of you for your time and service to FCPA.

Continued

We're on Twitter!

Follow the FCPA on Twitter today @FCPA_Tweets to receive updates from the board, learn about job opportunities in our field, and more!



Inside this issue:

Business Meeting Highlights	3
Brownlee Leadership Award	5
Student of the Year Award	6
Conference Evaluation Update	7
New Member Spotlight	8
Employer Advice to College Students	10
2011-2012 FCPA Board Members	11



Continued from Page 1

Joining the FCPA Board this year are Megan Waldeck-Florida State University, Kwanza Caffie- University of Florida, Teresita Saladin- Enterprise Holdings, and Delicia Lewis- Florida Institute of Technology. All have already brought a ton of energy and new ideas to the board as we look to raise the bar in the coming year.

This is an exciting time to be a member of FCPA and there is an opportunity to get even more involved. I was reminded of this on a recent phone call with other recent state presidents. Like most state associations, we continue to identify opportunities to develop more employer members. However, FCPA was one of the few state associations who have maintained the number of members attending their annual conference while putting on an amazing program. FCPA continues to pursue opportunities to bring additional value to members beyond the conference, as demonstrated again this year by CEU's being available for both HRCI and NBCC credentials. In addition, the board will continue to explore webinar and other professional development opportunities in the time leading up to next year's conference. On the technology side of things, the Board will be thoroughly exploring ways to improve our technology with a goal of enhancing our website capabilities and improving membership and registration processes. We truly feel this will go a long way to improving your FCPA experience for many years to come.

Speaking of the Annual Conference, it's not too early to think ahead to next year's conference. Back by popular demand, the Annual Conference will take place June 19-23 in beautiful Naples, FL. Several years ago, we were fortunate to host our program here and we have confirmed our reservations at the Naples Grande again for 2012. Besides being an absolutely beautiful location with five star facilities and rooms, there was even a rumor that our room rate will be cheaper than it was back in 2008. Volunteers drove the success of this year's conference and will do so again in 2012. I would like to encourage you to get involved with the conference planning on the committee of your choice. It offers a great opportunity to contribute to your profession, network with colleagues and make some amazing friends along the way. Please feel free to contact any of the board members listed on the FCPA website with new ideas or your thoughts on how we can make your membership worthwhile.

On behalf of the entire Florida Career Professionals Association Board, we look forward to the upcoming year and working together to raise the bar for members. Have a wonderful start to the Fall Semester.

Thank You to Committee Chairs, Committee Members and Exhibitors!

Chairs:

Conference: Amy Diepenbrock
 Programs & Speakers: Mark Colvenbach
 Registration: Robin Kazmarek & John Sheehy
 Recreation: Delicia Lewis & Erin Minta
 Evaluations: Ommy Pearson
 Logistics: Tracy Joinson
 Exhibitors: John Moriarty
 Door Prizes: Jennifer Bielen
 President's Council: Susan Urrutia & Megan Waldeck
 New Member Orientation: Jennifer Zeigler
 Photography: Alicia Smyth
 Awards: Ray Rogers
 Local Information: Marsha Sherman

Vendors:

Becker Professional Education
 CareerZing
 College Central Network
 Going Global



Highlights from the 2011 Business Meeting

Tracy Joinson, FCPA Secretary

“The early bird gets the worm” seemed to be conference attendee’s view for our annual Business meeting when we were called to order at 8:30a.m. by then-president Lindsey Katherine.

Each year, the president of FCPA sets goals for the board to accomplish in the coming year. Lindsey Katherine, now our past president, reviewed each of the goals with a status report:

- Increase membership, with a special focus on increasing the number of employer members and overall members from the Tampa/Clearwater area. Jennifer Zeigler, 2010-2011 Membership Director, reported that our overall membership has increased compared to 2010, and we had 21 people attend the New Member Orientation held the previous day.
- Create a fiscal year calendar of operation with important dates for FCPA members and Board members. Jennifer Zeigler reported that the new calendar will be posted on the FCPA website soon.
- Increase non-conference volunteer opportunities for members. Amy Diepenbrock, 2010-2011 Vice President, reported that a survey went out last August to gauge interest. Several people expressed an interest in volunteering for various activities.
- Plan and implement a relevant and fun annual conference on a break-even budget. Amy Diepenbrock reported that she believes this goal is met!
- Update and improve the process for online membership renewal while opening both membership renewal and conference registration during ideal times. Lindsey Catherine reported that this goal was met.
- Continue to build on professional development opportunities for members both during the annual conference and throughout the year. Due to the leadership of our Professional Development Director, Mark Colvenbach, FCPA held several free webinars throughout the year.

Lisette Guillen-Dolby, our current treasurer, presented a statement of revenues and expenses and reported an annual revenue of \$1,086.15 which will be deposited into our reserve account. The fact that we have something to deposit into our revenue account is thanks in large part to the University of Tampa which made a \$1,000.00 donation to FCPA. Our annual operating budget for 2012 will be voted on by the Board in January.

Tracy Joinson, 2010-2011 secretary, was also able to share good news... our overall membership, compared to 2010, has increased. Total membership for 2011 is 226 as of the meeting. A final 2011 membership report will be available in December.

Our Information Manager, Alicia Smyth, has had a very busy year. Before getting to the actual report, Alicia mentioned she is taking photos during the conference which will be used in an online Kodak gallery that will be shared with all members. She encouraged everyone to add photos to the gallery. Highlights of her report included:

- The Member Resources password will change annually, so you won’t be able to access if you don’t renew
- FCPA Connection, our newsletter, is sent three times per year. Please consider submitting articles. The post-conference newsletter will go out in August.
- The online Resource Room will contain additional photos from the conference and PPT presentations from breakout sessions
- Please send Alicia dates/location/link to your career fair dates and she will post on the website in Member Resources.

Continued

Continued from Page 3

- Reminded everyone about broadcast e-mail service which is a member benefit. You can e-mail her job opening announcements or other important announcements to go out to the membership.
- Last but certainly not least, FCPA is in need of a new web developer because our databases have some problems. If anybody has a recommendation for a good one, please contact Alicia.

Ray Rogers, our past president, reminded everyone that one third of board member terms expire each year (professional development director, employer member, and vice president are all up for election this year). Of special note though, was an announcement that Amy Diepenbrock, our current vice president, will not be able to fill the president role in the coming year because she has moved out-of-state. We are grateful that she was willing to continue to serve as vice president and conference chair even after she moved to Texas. Because the vice president normally transitions to president, the ballot also includes the president this year. The board proposed, and the membership voted to accept, the following slate to replace board members whose terms ended this year:

President, Mark Colvenbach, University of Tampa

Vice President, Jennifer Zeigler, Enterprise Rent-A-Car

Professional Development Director – Megan Waldeck, Florida State University

The board was unable to obtain a commitment in time for the meeting for the employer member board position. Once someone is identified, a vote will be held via e-mail. Lindsey Catherine, our current president will become past president, a role she will fulfill while working in a new position in Mississippi.

Everyone is always eager to hear where the next conference will be held, so Lindsey announced that it will be held at the Naples Grande in Naples. The conference was held at the same venue several years ago and received rave reviews from attendees. It is an absolutely beautiful high-end property that is owned by Waldorf Astoria. Stay tuned for more conference 2012 details.



Dona Gaynor Receives 2011 Brownlee Leadership Award

Ray Rogers, 2011 FCPA Past President

Each year, during the Awards Luncheon at our annual conference, FCPA awards the Brownlee Leadership Award to a deserving FCPA member. This past June marked the 25th year FCPA has presented the Brownlee, the association's highest award.

The 2011 recipient, Dona Gaynor, has served FCPA in numerous capacities over the past several years. Prior to serving on the board of FCPA, she co-chaired the Entertainment Committee for the 2011 conference at the Walt Disney World Hilton and served as Program Chair for the 2002 conference at the Naples Ritz Carlton. In 2005, Dona joined the Board of FCPA as Secretary. The following year, she was elected to the role of Vice President and served as the Conference Chair for the 2007 conference at the Daytona Beach Hilton. (Remember the race care theme?) Dona then served as President of FCPA during the 2007-08 academic year, following up with two years as the association's Past President. Dona stepped off the Board in June of 2010.

One of her nominators, Mike Tooke, a past president of FCPA and previous Brownlee recipient, said of Dona.

"I have had the opportunity to be around, work with and marvel at the amount of time and energy Dona has devoted to FCPA as she has served in these many roles. I am aware of the many road trips she had made crisscrossing the state to coordinate projects, plan events, attend board meetings, and check out potential sites for our annual conferences....To say that Dona has been an active member of FCPA during the past 18 years is an understatement."

Dona has been a member of FCPA since 1993 and is beginning her 18th year as the Director of the Office of Career Management Services at the Florida Institute of Technology.

Congratulations to Dona in joining the expanding list of outstanding career professionals who previously received this recognition.



Brownlee Award Recipient's Response

Dona Gaynor, 2011 Brownlee Award Recipient

I sincerely thank the FCPA Board of Directors and membership for the honor of being selected for the prestigious Brownlee Award. As I mentioned at the conference, FCPA has become like a family to me and the people that I have met and worked with during my involvement with FCPA have enriched both my professional and personal lives. Career professionals are special people who help students and new professionals achieve their career goals and dreams and you should all be very proud of the work you do. In today's tough economic times, our jobs are more important than ever and the support provided by FCPA helps guide us through these tough times.

I would like to take this opportunity to thank some individuals who have inspired me and who have helped me achieve this honor. I would like to thank Christy King who encouraged me to join the board and who was a great role model with her work ethic and professionalism. I would also like to thank Mike Tooke and Dee DeeGatch who served as President before me and helped set the tone for strong leadership. A special thank you goes to Ray Rogers who has supported me in all my efforts with FCPA and who encouraged me to volunteer for the conference in 2001 when we planned the entertainment for the banquet. Anyone remember that awesome 80's themed banquet? I could not have achieved my goals as FCPA President without Ray's help and support. Finally, thank you to all the past board members and conference volunteers who have served with me. We worked together to make FCPA great!

Good luck to everyone as we start a new academic and recruiting year!

Congratulations to Samantha Tyburski, Florida Southern College, 2011 Student of the Year Award Recipient

This year's Student of the Year winner, Samantha Tyburski, hails from Florida Southern College where she is dual majoring in Sociology and Spanish. Samantha was nominated by Xuchitl Coso, Director of Career Development at Florida Southern College.

In her nomination submission, Xuchitl wrote, "She [is] an individual who is all about giving back and helping others who are less fortunate than herself. "

Samantha has completed two internships, including one with Centro Las Libres in Mexico, risking her life to help women who were unjustly imprisoned to receive reduced sentences by performing long and arduous legal work and multiple press conferences and announcements. Her second internship was with Lighthouse Ministries.

Samantha has maintained a 4.0 GPA and is an active leader on campus as a member of TezDek and as a resident advisor. She serves as a mentor and role model for students, encouraging others to give back and get involved both locally and globally.

In the future, Samantha plans to attend seminary and has been admitted to Candler at Emory University. She wants to continue to find ways to reach and assist the less fortunate and help them turn their lives around. It is

2011 FCPA Annual Conference Evaluation Update

Ommy Pearson, Evaluation Committee Chair

A preliminary review of the conference evaluation survey results shows that this year's attendees were very happy with our Clearwater conference. Attendees included representatives from 28 colleges/universities, 3 employers and 5 exhibitors. Survey responses were collected from the college/university and employer attendees. We received a 75% response rate (67 out of 89 attendees).

The feedback collected from the survey will be reviewed by the Board of Directors and Conference Committee members. It will also be shared with Jennifer Zeigler as she leads next year's conference committee on planning the 2012 FCPA Conference in Naples, FL. Below is a summary of the survey results.

The overall conference was rated either Excellent or Very Good by 86.5% of respondents (an average of 4.4 on a 5-point scale), while the Hilton Clearwater Beach Resort, this year's conference location, received an average rating of 4.28 (out of 5.0).

The top rated breakout session was "Career Spotlight Series: Connecting Students to Alumni (4.67) followed by "Understanding Social Media" (4.39) and "Five Most Common Internship Mistakes for Colleges/Universities (4.37). The top rated roundtable topics were "Professional Associations/ Presenting" (4.31), "Internships" (4.09) and "Federal Employment" (4.07).

Survey responses show that 11.7% attended the National Board of Certified Counselors (NBCC) CEU sessions and 6.3% indicated that these sessions affected their decision to attend the conference. We received did not receive feedback on the attendance of the HR Certification Institute (HRCI) CEU sessions.

Attendees listed a variety of programming that they considered to be the most effective or useful of the conference. The breakout sessions, the panels of experts and the roundtables were of great interest while social media, internships and technology were topics that attendees found to be hot topics.

The meals, receptions and special events all received positive ratings. The three top-rated events were the President's Reception: Captain's Memo's Pirate Ship (4.46), the Banquet (4.38) and the Conference Opening Keynote Panel: The New Journey-"Just a small town girl living in a SOCIAL world" (4.33).

An overwhelming majority of respondents reported having met their goals for the conference, some of which included obtaining professional development and networking, learning about new resources, information, and ideas in the field of career development, gaining a better understanding of benchmarks and best practices in the field as well as reconnecting with career services professionals.

Respondents provided a few suggestions for next year's conference including: increasing employer attendance and breakout session offerings, adding an activity to the banquet and reducing the number of door prizes among others.

The feedback provided about the overall event was very positive. Many stated that they greatly enjoyed the conference and look forward to next year's event. Much positive feedback was given regarding the organization and formatting of the event. The programming content was also given rave reviews.

We thank those who participated in the survey and look forward to seeing everyone in Naples next year!



Did you know that you are entitled to a 20% discount on CareerShift through FCPA?

Contact Valmatta@careershift.com for a demonstration.

New Member Spotlight: *My First FCPA Conference*

Emily Kennelly, Florida State University

Upon arriving at the annual conference in Clearwater, I had only been a member of FCPA for about 2 weeks, and had just started my position a few weeks earlier at the Florida State University Career Center. I had been to professional conferences before, but did not know what to expect at FCPA since I was literally a *brand new member!* It didn't take long to realize how friendly everyone was, and after the first day I felt more connected to career services professionals and employers in Florida than ever before. Aside from networking opportunities, I had the chance to *learn* from other professionals in roundtable sessions, presentations, and even during conference activities.

As a "first-timer" at the conference, I really appreciated the contest that Jennifer Zeigler organized for us, which involved collecting as many business cards as possible for a prize drawing. It was a creative way to engage new members to network and become more involved in the conference. At the end of the conference I was excited that I had won the drawing, but more than anything happy about my stack of business cards who have become individual connections throughout Florida! Additionally, my LinkedIn connections grew significantly a few days after the annual conference, and the FCPA LinkedIn group has been a great resource.



Of course, I have to say something about the amount of fun I had at the conference. The conference committee did an amazing job planning activities, picking the location, organizing the dinner reception, and as silly as it may sound, the sunset Pirate Cruise was a conference highlight! In closing, I was impressed overall with the level of engagement from employers and members. I genuinely enjoyed the opportunity to network with employers and share with them exciting partnerships available at our Career Center. After attending the conference, it became clear to me that FCPA is a group of committed individuals who are dedicated to promoting career services in Florida and the professional development of its members. If you are a FCPA member, and have not had the chance to attend a conference I recommend attending the Naples conference next year!

Want to be (almost) famous?

Contribute content to the next FCPA Connection Newsletter!

Did you launch a successful program that you'd like to tell everyone about? Have you (or a fellow FCPA member) achieved something significant that you want to share with your colleagues? Do you have any best practices or special advice you'd like to contribute to the profession? Were you promoted or have you added new FCPA members to your team?

We want to hear from you!

You can submit articles for the newsletter anytime by contacting Alicia Smyth at smythc6c@erau.edu. Deadline for the Fall/Winter publication is Wednesday, November 30.

SoACE 2011 Annual Conference

...a vibrant past and an extraordinary future...

December 4 - 7 | Hyatt Regency Hotel | Savannah, GA

Attend the SoACE Annual Conference and...

- Network with career services and college recruiting colleagues.
- Get up-to-date information on trends and issues affecting the profession.
- Learn best practices that you can adapt for your program.
- Benchmark with like organizations and institutions.
- Explore new and emerging technologies.
- Share challenges and solutions with your professional community.
- Learn about new products and services for the field that can help you cut costs and increase your productivity.

Come be a part of a robust program; be encouraged through Vince Lombardi, Jr.'s keynote presentation; and enjoy all that Savannah has to offer.

[Conference information](http://soace.org/annualconference.php): <http://soace.org/annualconference.php>

[Registration information](http://soace.org/registration.php): <http://soace.org/registration.php>

[Savannah information](http://soace.org/conf_local-attractions.php): http://soace.org/conf_local-attractions.php



Employer Advice for College Students: You Don't Have a Second Chance to Make a First Impression

Grissel Rivera, Verizon Wireless HR Recruiter

Professional etiquette will help you make a lasting impression in the interview process.

Consider the following tips:

DO:

- Dress appropriately. To show you take the interview seriously.
- Know the exact time and location of your interview; know how long it takes to get there, park, find a restroom to freshen up, etc. Arrive early — 15 – 20 minutes prior to the interview start time.
- Take a pad and pen along with you for any notes you wish to make during or after the interview.
- Offer a confident greeting and have a friendly expression when the interviewer welcomes you. Maintain good eye contact and/or other indications of interest during the interview.
- Be honest and be yourself. You want a good match between yourself and the position.
- Explore motivational fit when an interviewer gives you a chance to ask questions. Some sample questions include:
 - How would you describe the work environment here? Team oriented? Competitive? Fast-paced?
 - What's your management style like?
 - Will training be provided to the new employee?
 - How is performance evaluated?
- Show a positive attitude. The interviewer is evaluating you as a potential co-worker. Behave like someone you would want to work with.
- Have intelligent questions prepared to ask the interviewer. Complete your research about the position in advance and ask questions that you did not find answered in your research.
- Make sure you understand the interviewer's next step in the hiring process; know when and from whom you should expect to hear next. Know what action you are expected to take next, if any.
- Write a thank-you letter to your interviewer promptly. Electronic mail and voicemail are acceptable.

DON'T:

- Make excuses as you answer questions. Take responsibility for your decisions and your actions.
- Make negative comments about previous employers or professors (or others).
- Falsify application materials or answers to interview questions.
- Treat the interview casually, as if you are just shopping around or doing the interview for practice.
- Make the interviewer guess what type of work you are interested in; it is not the interviewer's job to act as a career counselor to you.
- Be unprepared for typical interview questions. You may not be asked all of them in every interview, but being unprepared will not be beneficial for you.
- Show frustrations or a negative attitude in an interview.
- Go to unnecessary extremes with your posture; don't slouch or sit rigidly on the edge of your chair.
- Chew gum and smell like smoke
- Take cell phone calls during an interview. If you carry a cell phone, turn it off during the interview to be sure it doesn't ring.

2011-2012 FCPA Board of Directors

President

Mark Colvenbach
813-253-6236
mcolvenbach@ut.edu

Vice President

Jennifer Zeigler
Enterprise Holdings
407-670-1733
jennifer.l.zeigler@ehi.com

Treasurer

Lisette Guillen-Dolby
Seminole State College
407-708-2515
dolbyl@seminolestate.edu

Secretary

Tracy Joinson
Palm Beach State College
561-207-5351
joinsont@palmbeachstate.edu

Past President

Lindsey Katherine
University of Southern Mississippi
Lindsey.Katherine@usm.edu

Professional Development Director

Megan Waldeck
Florida State University
850-644-8625
mwaldeck@admin.fsu.edu

Employer Member

Teresita Saladin
Enterprise Holdings
555-555-5555
blanca.t.saladin@erac.com

Employer Member

Grissel Rivera
Verizon
561-995-5509
grissel.rivera@verizonwireless.com

State University Member

Imani Fredricks-Lowman
Florida International University
305-348-3065
iflowman@fiu.edu

Private College/University Member

Delicia Lewis
Florida Institute of Technology
321-674-7575
dlewis@fit.edu

Community/State College Member

Ommy Pearson
Lake-Sumter Community College
352-365-3582
pearsono@lsscc.edu

Membership Director

Kwanza Caffie
University of Florida
(352) 273-2333
kwanzacaffie@crc.ufl.edu

Information Management Director

Alicia Smyth
Embry-Riddle Aeronautical University
386-226-7273
smythc6c@erau.edu

