President’s Report
January 25, 2013

Happy New Year! 2012 was a great year for the Florida Chapter. By putting together a dedicated team of folks and by utilizing our Strategic Plan, we were able to meet many of the goals we set out to achieve for the year. Membership has roared back with the Chapter winning the National Membership Drive and the Chapter instituting our own Drive. We were honored with another PACE Award in addition to many individual and project awards in Anaheim. We are well represented at the National Level with two Directors and a multitude of other Committee Chairs and Members. We have a completed Marketing Plan and have instituted many new programs to assist with Branding and Leadership, such as the Public Works Director Roundtable and the Florida Public Works Snapshot Survey. These efforts also have an Education component which meshes well with that aspect of our Strategic Plan. Furthermore, the Chapter’s largest undertaking, the Annual Meeting and Trade Show promises to continue it’s rebound as we focus on making incremental changes to improve the event, increase attendance and boost the bottom line. All in all, I’m very pleased with what the Chapter was able to achieve in 2012 and I tip my hat to those of you who helped make it a success.

With January in full swing I want to draw particular attention to the importance of the Awards deadline that is fast approaching on February 1st. As you know we talk frequently about the fact that we aren’t as good at “tooting our own horn” when compared to other first responders. Well, here is our chance. I encourage all of you to nominate worthy projects, companies and individuals for Chapter Awards. I know it takes time to fill out these nominations but this year Don has made it easier by putting examples for nearly every award on the website.

Another hot topic is the Annual Meeting and Trade show coming up in Jacksonville April 23-26. It promises to be a great event and I encourage everyone to talk it up to potential attendees, sponsors and vendors. It takes all of us to market the Show not just Corporate Events or the Show Committee.

A few other items I want to highlight which are of critical importance to continuing our success in 2013:

**Membership** – the committee has done a fantastic job putting their plan in motion and giving the Chapter the tools to increase our membership. Now it’s our turn to look at the list of Agencies and Companies that are members and work on the folks who aren’t on it. Please look over the list and reach out to those contacts you think would benefit from membership. Remember, there are some great prizes out there waiting for you!

**Education** – this is an area where the Chapter has always been strong. The Districts are where we can really blossom in this part of our Strategic Plan. Holding quarterly events and adding value to our members with our educational offerings is the primary mission of APWA. We need to continue to focus on what kinds of events our members want to participate in. Whether it’s technical sessions, Public Works tours, Roundtables, Rodeos or the Annual Meeting and Trade Show, we must continue to be the “go to” organization for Education in the Public Works profession.
Leadership – many of the Districts have embraced new programs like the PWD Roundtable by holding successful events and even generating substantial revenue in doing so. I’d encourage every District to hold at least one PWD Roundtable event this year. It is a critical part of our outreach program and is one of the few initiatives that hits all four categories in our Strategic Plan. Another key element we identified as a focus area is building our bench. One of the best ways to do this is by involving members at the Committee and District level. For those of you who are Committee Chairs, I encourage you to continue to reach out to new Committee Members and to engage each District to help execute your plan for each respective Committee.

Branding – 2012 saw the formation of our Marketing Plan in addition to several new initiatives to assist in our Branding. Now we enter the execution phase of that effort and I ask all of you to be the “tip of the spear” when it comes to building and propagating our Brand. You know the tagline but do you use it? We have new District logos but do we disseminate them? We have a comprehensive PWD Roundtable established with corresponding LinkedIn Group and committee to assist but are we getting the full value out of it? We have a newly created Snapshot Survey for benchmarking, are we urging members to complete it? We have fully functioning Social Media sites like LinkedIn, Facebook, YouTube and Twitter are you using and “Liking” those? Will we work hard to promote Public Works Week this year and get every Agency represented in the Florida Chapter to recognize the hard work our members perform for the Citizens of Florida? These are questions we need to ask and answer if we are to be successful at rebranding Public Works in Florida.

Last but not least, please remember to forward me the schedule for your District Meetings so that I can try to make it prior to the end of my term in April. Thank you!

Sincerely,

Chris Evers
President
Florida Chapter

First to Respond...Last to Leave
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