Here are a few general things the 2012 Committee has been working on:

1) **Theme** – The vote came back and it was close. “Public Works: Dealing with the New Normal” won out over “Public Works: The Real Deal”. Now we need to look at logos.

2) **Venues** – Corporate Events has been heading up this effort. We’ll be better able to narrow down venues as we get a handle on costs associated with each one.

3) **Committee Members** – As Chairs I don’t expect you to do all the work. If there are other capable people you’d like to add to your committees, contact them and we’ll sign them up. I’ve seen a few folks add members but we need to get a better handle on this.

4) **Keynote Speaker** – This selection sets the tone for the show. The more ideas and connections we can come up with the better. We will be bringing some names to the table so we can start narrowing this down. Any ideas the Executive Committee has fire them over.

5) **Entertainment** – For the special event night we are looking at how we’d like to handle the entertainment.

6) **Creating Value for Attendees** – How can we add value for our clients? We need to focus on meeting the educational needs of the Cities and Counties we serve. By doing that we’ll draw in more sponsorship and exhibitors. A major goal for this show is to increase the number of full delegates and to do that we need to think of ways to add value to Public Works Directors enabling them to justify the expense. More about this later…

Below you’ll find the list of Committees and Committee Chairs:

**Show Chair/President Elect** – Chris Evers, E.J. Breneman

**Show Co-Chair** – Chas Jordan, City of Largo

**Treasurer** – Rick Keeney, City of Punta Gorda

**Committees**

1) **Rodeo** – Bob Nowak, City of Largo

2) **Golf** – Larry Cox, City of Dunedin

3) **Tech Sessions** – Mariana Llanso, Hillsborough County

4) **Registration** – Brandi Allegood, RS&H

5) **Sponsorship** – Amy Blaida, RS&H and Bob Gordon, City of Temple Terrace

6) **Vendor** – Bob Hall, Cutler Repaving
Public Works Director Roundtable

My top priority during my tenure as VP was to come up with ways to help stem the losses in membership the Florida Chapter has been experiencing in the last three years. To stabilize membership it requires a sustained and focused effort directed at the decision makers in each local agency. To this end we have formed the APWA Public Works Director (PWD) Roundtable program. As President-Elect this effort continues.

Over the last several months I have been talking with Public Works Directors to gauge their interest in such a program. The response has been mostly positive. Currently I have been working to compile the exhaustive list of all 67 Counties and the top 200 Cities in terms of population. Thankfully after struggling with this task for a couple months Amy Blaida and Brandi Allegood offered to help me finish the job. This list will serve as the cornerstone our PWD Roundtable marketing effort and subsequent membership drives as well as marketing the 2012 Show.

Below is the letter we will be sending out to 267 Public Works Directors throughout the State. Over the next six months, we will be working to engage the PWD’s in an effort to start the Roundtable and promote both APWA and the 2012 Show.

APWA Florida Chapter Public Works Director Roundtable

Being a Public Works Director in today’s challenging times is a difficult feat. Unprecedented budget constraints plus a contentious political environment and a historically underfunded infrastructure is not exactly the recipe for success. The position doesn’t come with an instruction book either. Wouldn’t it be nice to have a network of your peers to ask questions, share success, get advice and spread knowledge regarding all facets of your role as Public Works Director?

I’d like to introduce the APWA Public Works Director (PWD) Roundtable program to you. This new program is open to all Directors of any City or County in Florida no matter the size. You don’t have to be a member of APWA to join. It’s a free network of PWDs administered through APWA Florida Chapter and organized by each Branch.

Each branch will hold a regularly scheduled (annual, semi-annual or quarterly) Roundtable in which every PWD in the branch is invited to attend. The PWD’s are the only people invited unless they designate someone else in their agency to attend in their place. The point of these meetings is to offer a forum for PWD’s to discuss the challenges each one faces in their role and provide an invaluable networking opportunity to them. The exclusive nature of these meetings is meant to allow for open dialogue to take place. As this program gets off the ground the Roundtables can adapt to the users wishes.

The important thing to recognize about this program is it is open to all PWD’s not just APWA members. APWA will organize and launch the PWD Roundtable Program through the Branch and work with the PWD’s that are members to help in the coordination. As Vice President of the Florida Chapter, I’ll be heading up this new program statewide.

My immediate goal is to work with each Branch to launch the program by identifying the PWD’s and hold at least one Roundtable in 2011. I’m happy to further discuss the proposed program and I hope you will support this endeavor. Thanks and Happy New Year!