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# FLORIDA CAREER PROFESSIONALS ASSOCIATION CONNECTION

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KEEPING FLORIDA FIRST

FALL 2003

## PRESIDENT'S MESSAGE

Greetings to everyone! Amazing that it is already the beginning of the winter season with all the holidays and family gatherings upon us. I wish all of you a warm and joyous time...beginning with Thanksgiving and on through to the beginning of 2004. Happy Holidayze!!

Your Board is hard at work with FCPA business and I want to thank them for all their efforts so far and yet to come. We have already had some challenges in the first few months after our very successful 2003 Conference. I want to let you all know what has been happening.

The FCPA Board held its Fall Meeting on Sept. 11-12 at the DoubleTree Oceanfront Hotel in Cocoa Beach, FL. This is the site of our 2004 Conference scheduled for June 23-25, 2004. Mark your calendars! We took a nice tour of the facility and know that you will enjoy this location. Our VP and Conference Chair, Christy King, has more info on the Conference in this newsletter.

Shortly before and after that Board meeting we were hit with three resignations from the Board: Michelle Gruss, Employer Rep; Gail Akin, Secretary; and Sarnette Miles, Membership Rep. All were with individual regrets and due to unforeseen changes in positions and responsibilities. We wish all three of our friends success and sincere thanks for their contributions to FCPA and the Board.

I am pleased to announce that two of those vacant positions have been filled; Dona Gaynor, as Secretary and Cassandra Anderson-James, as Employer Rep. Dona is the Director of Career Services at Florida Institute of Technology in Melbourne, FL and Cassandra is Manager of College Relations and Recruiting at CSX Transportation in Jacksonville, FL. Thank you both for stepping up to help us out! Please join me in welcoming Dona and Cassandra to the Board!

Unfortunately, I have had less success filling the position of Membership Rep. Membership is a vital concern of this organization and a priority of this Presidency. If anyone is interested in serving, please contact me immediately...in the meantime I will continue to search for a candidate.

Many of you are planning on attending the SACE Conference on Dec. 8-10<sup>th</sup> in Norfolk, VA. I am not able to attend, but VP Christy King and Past Pres. Jonathan Thornburg are attending and will represent the FCPA. There will be a state organization (FCPA) meeting at the Conference...date, time and location will be emailed to all as soon as available. Please plan on attending.

Finally, two of my goals, this year, are to update the FCPA Constitution and By-Laws and clarify the position descriptions of all the Board members. I will be working on these during my term and will have them published on the website when completed. Be sure to utilize the FCPA website for info and to contact any Board member for questions or suggestions...it is beautiful, let's use it!

Remember to mark your calendars and plan on attending the 2004 Conference on June 23-25, 2004 at the DoubleTree Oceanfront in Cocoa Beach! A great program is in the planning with fun times and plenty of beaches for the family. Be there or be square!!

*Shannon Cash*

Shannon H. Cash  
President

*Welcome New  
Members*

### BREVARD COMMUNITY COLLEGE

- ▶ Dianne Messer, Director Technical Programs
- ▶ Jalanda Hudson, Career Specialist
- ▶ Tim Bell, Career Center Coordinator
- ▶ Robert Chandler McRee, Career Center Coordinator
- ▶ Ruth Brown, Career Specialist
- ▶ Beverly Payne, Career Center Coordinator
- ▶ Mildred Coyne, Director, Transfer & Tech Prep Programs

### GEICO DIRECT

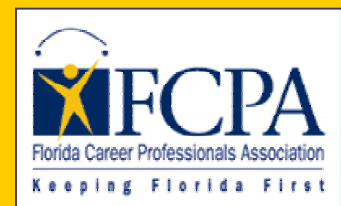
- ▶ Paula Shoman, Professional Recruiter
- ▶ Carmen Smith, Hiring Team Manager
- ▶ Brian Poirier, Hiring Team Supervisor
- ▶ Trisha MacDonald, Professional Recruiter

### NATIONWIDE ADVERTISING SERVICE

- ▶ Mary Richards, Regional Manager
- ▶ Sue Katalinas, Regional Manager
- ▶ Debbie Herman, Regional Manager
- ▶ Rana Coggins, Regional Manager

### WALT DISNEY WORLD

- ▶ Bonnie Clark, Educational Recruiter





## FCPA REFLECTIONS – CAROL ANN BOYLES

### FCPA MEMBER SINCE 1972 – PRESIDENT 1976-1977

**Editor's Note:** *At the 2003 FCPA conference in Jacksonville, Carol Ann Boyles was recognized for her 33 years of service to FCPA as she announced her retirement from the University of North Florida. Following the conference, many members asked that she share some of her favorite memories and document the history of our association. Carol Ann gladly wrote the following article for this issue of the Connection. Thank you Carol Ann for your 33-year contribution to FCPA!*



In 2004, FCPA will be 38 years old and the 37<sup>th</sup> annual conference will be held. FCPA was conceived in April 1965, during a meeting of placement directors at the University of South Florida.

Three of the founders were Don Colby of the University of South Florida (President 1966-68), Maurice Mayberry of the University of Florida (President 1968-70), and John O'Rourke of the Florida Technological University now the University of Central Florida (President 1972-73). During 1966, several meetings were held to develop and approve a constitution and by-laws and the first annual conference was held at Marymount College in Boca Raton on May 25, 26, 1967. There were 33 original members and today our membership rolls total 250. Of the original 33 members, 15 represented senior colleges, 12 junior colleges, and 6 employers. Current membership includes 197 college members representing 52 community colleges, 145 senior colleges/universities or post-high school institutions, and 53 employers.

FCPA was one of the first placement organizations at the state level. In fact, it has served as a model for similar associations in other states. Also, it is one of the more successful in serving both higher education and employers seeking university and community college graduates. FCPA has pioneered

concepts and ideas that have found acceptance by larger regional associations. Many of our members have provided leadership to the following organizations: the Southern College Placement Association (SCPA), now the Southern Association for Colleges and Employers (SACE); the College Placement Council, now the National Association for Colleges and Employers (NACE); the Cooperative Education Association (CEA), now the Cooperative Education and Internship Association (CEIA); the Southeast Cooperative Education Conference, as well as other professional organizations in our field. To name a few: Glenda Lentz, retired Director of Cooperative Education and Placement at the University of South Florida, was the President of SCPA and CEA; Dr. Sheri Dressler, the current Director of Cooperative Education at the University of Central Florida, was President of CEA; Ray Thrift, retired Director of Placement at the University of West Florida, was President of SCPA and on the Board of Directors of CPC. They held numerous leadership positions in these organizations prior to their presidencies. Many other FCPA members have in the past and continue in the present to serve on state, regional, and national professional organizations and committees.

Over the years as the role of placement directors has evolved and changing and with Title IV D of the Higher Education Act, funding the development of cooperative education programs throughout the country. One of the major issues confronting the membership was how to meet the needs of the cooperative education community. Some members felt that FCPA wasn't addressing their needs, so they formed the Florida Cooperative Education Association (FCEA), which was composed mostly of staff from the community colleges. Several administrations discussed this issue and finally in the late 70's,

FCEA merged with FCPA to become the Florida Cooperative Education and Placement Association, but FCPA was kept as the acronym. Since FCPA was known throughout the country as the first state organization, the membership has always favored keeping those initials. At this same time, in 1976, the by-laws were changed to include a co-op representative and a placement representative on the Board of Directors. The membership faced a similar situation when they voted to change the organization's name to the Florida Career Professionals Association.

Other issues affecting FCPA were the "Privacy Rights of Parents and Students," follow-up studies of graduates, a state-wide job bank, reciprocity, and the changing responsibilities of staff. The historical role of advising students concerning job placement gave way in the early 70's and maybe earlier to a much more comprehensive service of educational counseling, career planning, career counseling, cooperative education, work-study, and experiential education programs, as well as providing feedback into the educational system to change academic programs to meet current societal needs. Many office names changed to Career Services or Career Centers. Thus, our profession changed to include the whole gamut of career development, which has impacted the continuing development of our dynamic statewide organization. As in the past, we continue to redefine and make known the various functions of our offices due to tightening university/college budgets and misconceptions of purpose. Reduced budgets have been and are a continuing issue in our state. This was discussed at our annual conference held at the Americana Beach Lodge in Daytona Beach, on June 1-3, 1977, when Dr.

Roy E. McTarnaghan, then the Vice Chancellor for Academic Programs on the Board of Regents staff, was asked to address the future of cooperative education and placement in Florida.

It has been a trend for our annual conferences to be held at various locations throughout the state, so that all members would have an opportunity to participate. It is amazing that neither the themes nor the sites have been duplicated other than Orlando, Disney World, and St. Augustine. Prior to 1975, the annual conferences were held in

May. However, this changed in 1975, when a by-law change was approved to move the conference from May to June, so families with children could attend. The 1973 conference was held on May 9-11, at the Ponce de Leon Lodge in St. Augustine. This lodge has recently been sold to provide room for a developer to build condominiums. In 1975, the 8<sup>th</sup> conference was held at the Sheraton Sandcastle Motor Inn on Lido Beach in Sarasota. At our evening meal on the beach, the seagulls invited themselves and took the hot dogs right out of our buns, so some of us went into town to eat. One of the highlights of the 1976 conference held in Orlando at the Carleton House Resort Hotel was the

luau at Disney World where Maurice Mayberry joined the hula dancers. It was quite a show! The 17<sup>th</sup> conference was held at the Grenelefe Golf and Tennis Resort near Haines City on June 15-17, 1983; a beautiful location in the country. The 18<sup>th</sup> conference was held on June 20-22, 1984, at the Mission Inn Golf and Tennis Resort, Howey-in-the-Hills with the conference theme, "MISSION: Educational and Professional Excellence." During these early conferences, the reception on Wednesday night was advertised, "Meet the FCPA Employer Members." It attracted a lot of employers to the conference.

- ◆ **In 1977, the April newsletter was used for the first time as the conference registration packet. Also, it was the first time that FCPA sponsored a pre-conference workshop for two-year college placement personnel.**
- ◆ **1982 was a down year for college recruitment, as there were very few jobs available for graduating seniors.**
- ◆ **The membership was saddened by the untimely death of John Brownlee, who was president in 1884-85. In 1987, the John Brownlee Award for Outstanding Leadership was established in his honor and Maurice Mayberry was the first recipient.**
- ◆ **In 1996, during Kate Ray's administration, the first strategic plan for FCPA was developed.**



# RIDING THE WAVE

JUNE 23-25, 2004



STRENGTHENING COMMITMENT AND FOCUS THROUGH THE ROUGH SURF

FCPA CONFERENCE 2004

OCEANFRONT DOUBLETREE HOTEL – COCOA BEACH, FL



**Christy King**

**Vice President & 2004 Conference Chair**

Greetings everyone! Your next annual **FCPA Conference 2004** is scheduled for **June 23-25 at the Oceanfront DoubleTree Hotel** [www.cocoabeachdoubletree.com](http://www.cocoabeachdoubletree.com) in famous Cocoa Beach, Florida. Mark your calendar now and allocate the funds so that you will be able to join us for networking opportunities, professional growth and fun.

This conference site features amenities you appreciate—comfortable furnishings, efficient workspace with Internet connections, cable TV, coffee makers with complimentary tea and coffee, hair dryers, refrigerator, microwaves and breathtaking ocean views. You can swim in the outdoor heated pool or the ocean. Utilize the fitness center or jog on the beautiful beach.



This year's conference theme (Riding the Wave--Strengthening Commitment and Focus through the Rough Surf) will focus on strategies to see us through these difficult times while preparing us to be positioned for the changing tide toward an improved economic climate. As an added feature this year there will be a special track for new professionals. With these primary focuses for conference content, begin thinking about what you can contribute as an individual or as part of a team. A call for presentations will be coming out soon. Volunteer to help prepare our new professionals for the challenges related to their chosen field. Or, share key strategies that have assisted you in these depressed times and strategies you are implementing to prepare for the economic recovery.



The goals for this year's conference are the following:

1. Increase online conference registration by 200%.
2. Encourage new FCPA members to assume volunteer positions and leadership roles that support and grow the organization.
3. Provide a casual and economical environment in which the membership can network with colleagues.
4. Provide excellent yet affordable programming for the conference participants.
5. Keep the conference budget within the suggested limits so that the FCPA reserve budget continues to grow.
6. Maintain level of membership participation in the annual conference even with NACE holding its conference in Orlando just a few weeks earlier.



## *Riding the Wave Continued. . .*

FCPA always has an exciting and meaningful conference due to the conscientious efforts of its members. I am pleased to announce the chairs for this year's committees. Please consider where you can make a significant contribution and then contact the appropriate chair.

### ***Program/Speakers***

Heather Malloy  
Seminole Community College  
(407) 328-4722 ext. 3077  
[malloyh@scc-fl.edu](mailto:malloyh@scc-fl.edu)

### ***Registration***

Lucas Wall  
University of Florida  
(352) 392-1601 ext 209  
[lucaswall@crc.ufl.edu](mailto:lucaswall@crc.ufl.edu)

### ***Vendors and Resources***

Craig Cunningham  
Florida International University  
(305) 919-5560  
[cunningqc@fiu.edu](mailto:cunningqc@fiu.edu)

### ***Recreation***

Catherine Mallozzi  
Florida Metropolitan University  
(321) 253-2929 ext 116  
[cmallozz@cci.edu](mailto:cmallozz@cci.edu)

### ***Evaluations***

Mike Tooke  
University of South Florida  
(813) 974-4306  
[mtooke@admin.usf.edu](mailto:mtooke@admin.usf.edu)

### ***Awards***

Connie Goldman  
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[cgoldman@officedepot.com](mailto:cgoldman@officedepot.com)  
[kay.wallace@fam.u.edu](mailto:kay.wallace@fam.u.edu)

### ***AV Technical***

Alicia Smyth  
Embry Riddle Aeronautical University  
(386) 226-7991  
[alicia.smyth@erau.edu](mailto:alicia.smyth@erau.edu)

### ***President's Council***

Lee Holifield  
Enterprise Rent-a-Car  
(904) 265-4415  
[lholfield@erac.com](mailto:lholfield@erac.com)

### ***Entertainment***

Dona Gaynor  
Florida Institute of Technology  
(321) 674-8102  
[dgaynor@fit.edu](mailto:dgaynor@fit.edu)

### ***New Member Orientation***

Patrick Madsen and Matt Cardin  
Nova Southeast University  
(954) 262-7201  
[pmadsen@nova.edu](mailto:pmadsen@nova.edu) or  
[cardin@nova.edu](mailto:cardin@nova.edu)

### ***Door Prizes***

Vertrilla Hunt  
Valencia Community College  
(407) 582-2726  
[vhunt@valenciacc.edu](mailto:vhunt@valenciacc.edu)

### ***Photographers***

Joan Sweet and Kay Wallace  
Florida A & M University  
(850) 599-3700  
[joan1.sweet@fam.u.edu](mailto:joan1.sweet@fam.u.edu) or

The conference registration website will be up and running in January. You will be able to find it by going to the FCPA web page [www.fl-cpa.org](http://www.fl-cpa.org). One of our conference goals this year is to increase the number of members who register using the online registration form by 200%. Please help us to reach this goal by using the online registration process. This will greatly reduce the workload of our already overworked volunteers. Thanks for your support.

I look forward to seeing you in Cocoa Beach. To make this the best conference ever we will need your collaboration and input. Working together we are **KEEPING FLORIDA FIRST!**

## **QUICK LINKS TO INFORMATION YOU WANT**

- ◆ An updated listing of FCPA member sponsored career fair dates for the 2003-2004 academic year can be located at [www.fl-cpa.org/careerfair.html](http://www.fl-cpa.org/careerfair.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).



## FCPA BOARD OF DIRECTORS

### President

Shannon Cash/Florida Atlantic University  
*president@fl-cpa.org*

### Vice-President

Christy King/Seminole Community College  
*vicepresident@fl-cpa.org*

### Secretary

Dona Gaynor/Florida Institute of Technology  
*secretary@fl-cpa.org*

### Treasurer

Jeff Garis/Florida State University  
*treasurer@fl-cpa.org*

### Past President

Jonathan Thornburg/Office Depot  
*pastpresident@fl-cpa.org*

### Career Services Representative

Mike Tooke/University of South Florida  
*careerservicesrep@fl-cpa.org*

### Member At Large (Employer)

Andrea Koegel/Enterprise Rent-A-Car  
*memberemployer@fl-cpa.org*

### Member At Large (School)

Russ Coughenour/University of Tampa  
*memberschool@fl-cpa.org*

### Membership Representative

*Vacant*

### Employer Representative

Cassandra Anderson-James/  
CSX Transportation  
*employerrep@fl-cpa.org*

### Co-Op Representative

Jackie Herold/University of Central Florida  
*co-oprep@fl-cpa.org*

### Community College Representative

Dee Dee Gatch/Manatee Community College  
*communitycollegerep@fl-cpa.org*

### Information Manager

Raymond Rogers/Rollins College  
*informationmanager@fl-cpa.org*

## 2004 MEMBERSHIP RENEWALS

2004 membership renewal information will be sent out to current FCPA members in early December. This year we will again send out invoices via email. If you have any questions about your membership status or billing, please contact the FCPA Secretary, Dona Gaynor, at [secretary@fl-cpa.org](mailto:secretary@fl-cpa.org).



It's not too late to register for the 57<sup>th</sup> annual SACE Conference, December 8-10 in Norfolk, Virginia. Check the SACE website at [www.sace.net](http://www.sace.net) and click on Annual Conference for full details.

## SHARE YOUR EXPERTISE WITH THE FCPA MEMBERSHIP

Have you written an article or presented on a topic you would like to share with the FCPA members? Have you conducted surveys or research that might be of interest to others in our field? Email your paper, article, handouts, or PowerPoint presentations to Ray Rogers, FCPA Information Manager, at [informationmanager@fl-cpa.org](mailto:informationmanager@fl-cpa.org). We will post your information to the member resource section of the FCPA web site to be shared with all our members.