

## Hold on tight

By Leslie S. Bouldin, CPA

Employee retention is one of the biggest priorities for most small businesses—especially in today’s low unemployment environment.

In a recent survey conducted by Express Personnel Services, an international staffing and human resource firm, more than two-thirds of the human resource professionals who responded said that attracting and retaining employees is the biggest threat to their companies’ profitability. In addition, nearly half (47 percent) indicated that employee retention was their number one concern.

### Stiff Competition

As the economy continues to grow the Baby Boomer generation starts to retire, companies will face growing competition from top talent. One technique for holding onto your best and brightest employees is a process know as “re-recruiting.”

Re-recruiting is a tool for talent management, leadership development and succession planning. The goal is to assess your employees’ commitments to their jobs and your company and then renew and re-energize them so they’re ready to perform at peak

capacity. The fact is, your superstar employees are likely in high demand, and if other companies (including your competitors) are actively recruiting them, doesn’t it make sense for you to do the same?

Think about it this way: To impress potential new employees, you probably stress to them the benefits, strengths and potential career opportunities your company has to offer. A re-recruiting effort seeks to constantly reinforce these things to your key employees and make sure they know they’re a valued part of

*Continued on page 2*

Volume 20, Issue 1

1st Qtr. 2007

## Inside this issue

<i>Upcoming Job Fair</i>	3
<i>General Meeting Schedule</i>	3
<i>President’s Corner</i>	5
<i>New SHRM-ECC Members</i>	5
<i>HR Funny Bone</i>	6
<i>Small-time Recruiter Compete with big dogs</i>	6
<i>Employers take keen interest in workers’ off-duty</i>	6
<i>Improving training effectiveness</i>	7
<i>SHRM-ECC Exec Board Member/Committee</i>	8
<i>Upcoming HR events</i>	9
<i>Purchaser’s Guide to Value-Driven Health Care</i>	9
<i>Sponsorship information</i>	10

## Suit up to move up

By Charlie Ray, Public Relations Chair

The annual Suit Up to Move Up clothing drive will be in May 2007. The Suit Up to Move Up clothing drive is a project which provides interview and work appropriate clothing to women and men in the local area

who do not have the means to purchase such clothing. The heart of the project is a boutique-like clothing closet, which is located in the JobsPlus One Stop Center on Racetrack Road in Fort Walton Beach.

If you would like to participate in the clothing drive please bring any clothing you would like to donate to our **May** meeting on May 16<sup>th</sup>, 2007 at the Two Trees Restaurant in Fort Walton Beach. *HR*



## Hold on tight!

### Continued

your team—since they may be hearing it from other companies actively trying to recruit them away from you.

### The Process

Re-recruiting takes the standard performance management systems that many companies already have in place (e.g., annual performance reviews, development plans, mentoring relationships) and adds several key elements designed especially to help you retain your most valuable employees. One of these is a formal meeting and conversation with these employees to discuss:

**Job satisfaction**—How satisfied is the employee really? Dig deep. Make sure the employee is comfortable answering this question with 100 percent honesty; otherwise, you won't learn anything of value.

**Current job duties and responsibilities**—What duties does the employee enjoy the most and least? In what duties does he or she excel or need improvement? Are there special assignments and projects you can give the employee to provide new challenges and excitement?

**Career aspirations/goals and opportunities for advancement**—Is the employee on a well-defined and desirable career track?

Is there a plan for helping the employee reach specific job and career milestones? Does the employee have a clear idea of his or her value to and potential future

first elicit feedback from the employee via a self-evaluation and from his or her coworkers via 360-degree feedback.

In the self-evaluation, ask the

---

***“Re-recruiting takes the standard performance management systems that many companies already have in place and adds several key elements designed especially to help you retain your most valuable employees.”***

---

with your organization?

**The integration of professional and personal lives**—Does the employee have the proper balance between his or her professional and personal lives? Without prying or getting too personal, try to find out how things are going for the employee outside of work.

**Strengths and weaknesses**—What specific steps can you take to bolster the employee's strengths and shore up his or her weaknesses? Are there opportunities for continuing education and training to help build the employee's skill sets?

**Strategic vision**—Share your big picture vision for the company and how the employee fits into it. How does the employee's individual efforts contribute to the overall mission and strategy of the organization?

### Getting Feedback

Before this meeting, you should

employee to give you his or her honest feedback in each of the areas discussed above. A few other good questions:

- What do you feel is your greatest accomplishment over the past year?
- What do you see as your greatest strengths, and in what areas would you most like to grow and improve?
- What are the biggest obstacles to doing the best job that you possibly can?
- How would you recommend that these obstacles be removed?
- If you were president of the company, what are the two or three most important things you would do right away to improve the business?
- From your perspective, what do you see as the most attractive growth opportunities for

*Continue on page 4*

## 2007 General meeting schedule:

### February 21st

Sponsored by: AAA South Auto Club  
 Guest Speaker: Todd Barrow, Barrow and Powers

### March 21st

Sponsored By: White Wilson Medical Center  
 Guest Speaker: Dewey Elmore, Workforce Connection, Inc

### \*April 19th

8:00 am -12:00 pm  
 Elks Lodge  
 Sponsored by: Air Force Enlisted Village, Inc.  
 Guest Speaker: Wallace Moorehand—Managing People in the 21st Century

### May 16th

Sponsored by: Workforce Development/JobsPlus  
 Guest Speaker:TBA

### June 20th

Sponsored by: Kelly Moore Robertson  
 Guest Speaker: TBA

### July 18th

Sponsored by: **OPEN**  
 Guest Speaker: TBA

### \*August 15th

5:30pm—7:30 pm  
 Elks Lodge  
 Sponsored By: Professional Health Examiners  
 Guest Speaker:TBA

### September 19th

Sponsored By: Fisher Brown, Inc  
 Guest Speaker:TBA

**\* Denotes meeting does not follow the standard format.**

### October 17th

Sponsored By: **OPEN**  
 Guest Speaker: TBA

### \* November 14th

Sponsored By: Coldwell Banker JME Realty  
 Guest Speaker: TBA

### \* December 19th

Sponsored By: **OPEN**  
 Guest Speaker: TBA

*For reservations or details about this meeting and/or SHRM Emerald Coast Chapter please contact Jean Anne Encardes at (850) 301-2844 or by e-mail at [jaencardes@yahoo.com](mailto:jaencardes@yahoo.com) or register online at [www.shrmemeraldcoast.org](http://www.shrmemeraldcoast.org)*

### Thought for the Quarter

*Only you can be yourself. No one else is qualified for the job!!!*

## Upcoming job fair

By Charlie Ray, Public Relations

As many of you know the Emerald Coast Chapter of SHRM is a proud sponsor of the Panhandle Job Fair and I want to let you know the next Panhandle Job Fair will be held at the Northwest Florida Fairgrounds on Thursday, April 26, 2007.

The Spring Panhandle Job Fair will consist of highly motivated military members from the six Air

Force, Army and Naval installations in the area as well as many civilian jobseekers. This is an opportunity for your company to recruit some of the most highly qualified, degreed and technically skilled professional personnel in the Southeast Region. The Spring Panhandle Job Fair is open to the public from



10:00 a.m. to 3:00 p.m. (CST).

If your company would like to sign up to attend please visit Panhandle Job Fair website: [www.panhandlejobfair.com](http://www.panhandlejobfair.com) HR

## Hold on tight

### Continued

the business? The best ways to improve efficiency and productively?

Gathering 360-degree feedback is the process of soliciting performance feedback from those who are often in the best position to gauge it—the employee’s peers and co-workers. Talk with them individually to get their honest assessment not only of the employee’s performance, but also of his or her attitude and demeanor. This will likely prove to be revealing, as most employees act differently around their peers than they do around “the boss”.

#### When To Do It

Most jobs, especially managerial and professional jobs, tend to follow a “moral curve” with fairly predictable peaks and troughs. The re-recruiting meeting with the employee can be timed to coincide with these.

New employees typically enjoy a honeymoon period with high moral and excitement about the

future. Assuming the job goes well, this continues to build during the first and second years. By the third year, it starts to level off and may begin to drift downward as the initial excitement wears off and the job’s challenges and inevitable difficulties start to take their toll.

Ideally, you’ll plan your re-recruiting meeting while moral is still high to hopefully stave off the moral downturn. Of course, you can also plan the meeting each year as part of annual performance reviews and success planning. The frequency of the meeting will depend on each company’s and employee’s individual situation.

Keep in mind that one of the primary factors in job dissatisfaction is a lack of professional growth by the employee. By planning the re-recruiting meeting to coincide with the predictable troughs of the moral curve, you can stimulate ideas for new challenges and learning opportunities to help the

employee get back on a growth track.

#### An Ongoing Process

Re-recruiting is really more than just a once-a-year meeting with key employees. Ideally, it’s a structured and ongoing process that is reinforced through the consistent actions of management and adherence to the company’s core principles and values. (See boxed article below for more on the components of a re-recruiting initiative.)

Finally, the commitment to a re-recruiting initiative must come from the top of your organization. If it is not embraced and championed by senior leadership, it is likely doomed to failure.

Article taken from Vanguard Bank Business Partner Fall 2006

Leslie S. Bouldin, CPA, is the Chief Operating Officer at Reynolds, Bone & Griesbeck PLC, a CPA and advisory firm located in Memphis, Tenn. *HR*

### *The Components of a Re-recruiting Initiative*

An ongoing re-recruiting initiative might include the following components:

- **Mentoring program**—Key employees should have a clearly defined mentor or coach within your organization who is responsible for leading the re-recruiting efforts. The mentor should keep tabs on the employee’s overall level of job satisfaction and be prepared to offer new challenges and opportunities to keep the employee motivated and content.
- **Open-door policy and open-book management**—All employees, but especially your superstars, need to be encouraged to ask senior management about anything that might concern them. And management should be willing to share as much key financial and strategic information with employees as is feasible.
- **Well-aligned performance recognition systems**—Rewards and compensation (such as bonuses, commissions and promotions) should be designed so that they support key business objectives and strategic initiatives.
- **Formal career planning**—The employee’s mentor should offer structured career coaching and guidance to help the employee determine if his or her current career path is a desirable one, and if it is not, work with the employee to explore other alternatives within the company.

## President's corner

### By Michelle Anderson

I can't believe it is already 2007! Where did the time go last year? While preparing my goals for this year I spent time thinking back to all the accomplishments Stacey Tobik made in 2006. Wow, I have pretty big shoes to fill! I would like to take a moment to thank Stacey on behalf of her board for all her hard work. Our 20<sup>th</sup> anniversary celebration was fantastic. Stacey pulled off an incredible year.

I would like for 2007 to be the year of metrics. We as HR professionals often hear that old adage, "if you don't measure it, you can't change it". My goal is to measure where we are today and how the board can achieve more to give back to the general membership.

One of my goals is to increase our membership by 5.5% and to in-

crease our retention by .5%. In order to meet this goal our board must work hard to provide our professional members with meaningful content. You will find that we plan to survey the membership following each meeting to gain feedback on programs and sponsors. We currently have 110 members with SHRM – ECC. I look to each member to support this goal by inviting someone you know to attend our general meetings. The board will reach out to visitors and extend a formal invitation for membership.

Another goal that I wish to achieve is to get to know each of you and your needs. In this needs assessment I plan to survey the membership to determine how the board can better serve you. After all, our sole purpose is to provide you with information and resources to better



*"I would like for 2007 to be the year of metrics."*

assist you in your professional growth and development.

Please feel free to contact me if you have suggestions and comments to accomplish these and other goals and objectives. I am eager to hear from you!

Thank you all so much for allowing me to serve each of you. I admire and respect all of my peers in this exciting profession and I look forward to a successful 2007! [HR](#)

## Lets welcome our newest members

### Regular Membership:

**Sheryl Hollarn**

MTI

Senior Technical Recruiter

**Michaela Farmer**

MTI

Technical Recruiter

**Jim Rowe**

Winn-Dixie,

District HR Field Specialist

**Donna Monte**

Edgewater Beach Resort

HR Manager

**Scarlet Jenkins**

DAG Architects

HR/Project Finance Administrator

**Joyce McCart**

UPS

South Division HR Rep

**Kathleen Lycus**

In Transition

HR Generalist

### Associate Membership

**McKenzie Shelley**

A&A Transfer & Storage

Director of National Accounts

**Lisa Levkulich,**

Liberty Mutual

Insurance Agent

### Student Membership

**Lauren Karcher**

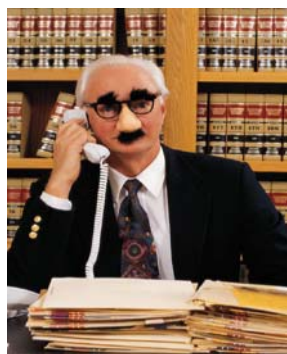
J Ely Business Services,

Accountant, OWC

## HR Funny Bone

### WANTED: Worker with a sense of humor

As the manager concluded her interview with a top Ivy League prospect, she asked, "If you take this job, what starting salary do you hope to receive?"



Without hesitation, the applicant

replied, "At least \$100,000 a year—depending on the benefits package."

The manager quietly mulled this over for a few seconds, then said, "We're prepared to offer six weeks' paid vacation in addition to two weeks' paid holidays, full medical and dental coverage, a 100 percent annual match on the

401 (k), and a new BMW leased every two years."

The candidate couldn't hide his delight. "You're kidding!" he exclaimed.

"Yeah," the manager replied, "but you started it." *HR*

From *The Motivational Manager*, 800.878.5331, [www.managementresources.com](http://www.managementresources.com)

## Small-time recruiter? Here's how to compete with the big dogs

by Karen E. Klein

Just because you're manager in a small organization doesn't mean you can't compete with the big corporations when it comes to attracting talent. Try these tips:

- Offer reassurance. Some candidates worry that their long-term prospects aren't as secure with a small company as with a big-name corporation. Reas-

sure them by talking about your organization's stability and stressing that your employees have more input in building the company.

- Provide benefits. Large corporations usually offer attractive benefits

packages that smaller firms can't afford to match. Counter this problem by providing all the benefits you can - especially health benefits—and emphasizing other perks, such as a family atmosphere, fewer rules and more flexibility.



*Continued on page 7*

## Employers take a keen interest in workers' off-duty activities

By Amy Joyce

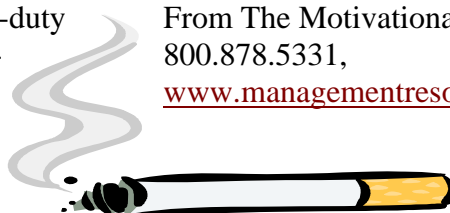
If you think your private activities—and those of your staff—are your business, think again. In 2005, Michigan employee-benefits firm Weyco, Inc. made headlines by firing employees who refused to take nicotine test to confirm they'd stopped smoking. Now Weyco, Inc has expanded its smoking ban to include the spouses of its 175 em-

ployees. Workers are charged an \$80 monthly fee until their spouses test nicotine-free.

Apparently Weyco, Inc is free to impose regulation on off-duty activities because Michigan is a right-to-work state. So far only 30 states legislatures have limited an employer's

ability to dismiss workers based on off-hours behavior, and many of those laws protect only public-sector workers. *HR*

From *The Motivational Manager*, 800.878.5331, [www.managementresources.com](http://www.managementresources.com)



## Take this advice to improve training effectiveness

The average company spends nearly \$1,000 a year training each employee. Is it money well spent? Not always. Use these tips to get the most from your training dollar.

- **Guard your investment.** Just because you have a large training budget doesn't necessarily mean you should throw it into the most expensive programs available. Money isn't always the best measure of effectiveness. Spend yours wisely by investing to make sure the programs you've selected will meet your employees' needs.
- **Consider internal sources.** Sometimes the best training facilitators are right under your nose. Before you begin searching for outside training experts, think about the experts on your own staff. What perks can you offer those employees who are willing to share their

wealth of knowledge with their coworkers?

- **Diversify your offerings.** For some people, self-guided study works best. Others prefer traditional lectures. Still others excel with one-on-one tutoring. Forget one-size-fits-all training

---

***“Sometimes the best training facilitators are right under your nose.”***

---

and take a shotgun approach that meets the needs of the varied learners on your staff.

- **Training in intervals.** Rather than bombarding workers with annual mega-sessions that cover all aspects of a subject at once, try conducting mini-workshops throughout the year. This approach will keep workers from feeling overwhelmed, give them time to implement what they learn at

each session, and provide ongoing reinforcement of skills.

- **Prioritize the outcome.** Many highly intelligent individuals fail to score well on standardized tests. That's why it's important not to take test scores too seriously. Your focus should be on using training to improve productivity, not trying to make sure your department outscores the group down the hall. Keep your eyes on the prize. *HR*

From The Motivational Manager, 800.878.5331, [www.managementresources.com](http://www.managementresources.com)

## Small-time recruiter? continued

- Research salaries. Many applicants assume that smaller firms pay less. But smaller firms won't be trying to appease shareholders by freezing or cutting wages. The important thing is to research salaries in your area and strive to remain competitive.
- Hire quickly. One benefit of small firms over larger organiza-

tions is that smaller firms hire more quickly because they don't have to go through as many layers of approval before offering a job. That can be an especially attractive benefit to candidates who are anxious to move forward in a new position. *HR*

From The Motivational Manager, 800.878.5331, [www.managementresources.com](http://www.managementresources.com)

### ***Consider these questions to find a compatible hire:***

***Do you routinely work overtime?***

*Then you should look for someone who is willing to put in extra hours without grumbling.*

***Do you always follow the company line?*** *Then you may butt heads with candidates who like to carve their own path.*

***Do you love double-checking other people's work?*** *Then look for a self-starter who can work without a lot of supervision.*

From The Motivational Manager, 800.878.5331, [www.managementresources.com](http://www.managementresources.com)



PO Box 5579  
 Fort Walton Beach, FL 32549-5579  
 Email: Info@shrm-emeraldcoast.org

**Executive Board Members/Committee Chairs**

**Executive Board**

***President***

Michelle Anderson  
 Kitchen & Bath Center  
 850-244-3996 Ext 210  
 850-685-2957  
 Michelle@mwknb.com

***President Elect***

Michele Burns  
 Kelly Services  
 850-664-7649  
 BURNSME@kellyservices.com

***Treasurer***

Paola Mark  
 Kitchen & Bath Center  
 850-244-3996 Ext 203

Paola@mwknb.com

***Secretary***

Peggy Fountain  
 Workforce Connection, Inc  
 850-864-3466  
 pfountain@jobsplus02.com

***Public Relations/Director at Large***

Charlie Ray  
 Air Force Enlisted Village  
 850-651-3766  
 ray@afenlistedfoundation.org

***Foundation Coordinator***

The Boeing Company  
 Stacey Tobik  
 850-362-5121  
 Stacy.g.tobik@boeing.com

***Membership/Director at Large:***

Trish Petrulli  
 MTI—MTC  
 850-664-6070  
 Trish.petrulli@mtifwb.com

***Hospitality/Director at Large***

LaVonne Vasquez  
 Hurlburt Field Family Support  
 850-884-6280

***Diversity/Director at Large***

Carla Scott  
 Tybrin Corporation  
 850-337-2720  
 Carla.scott@tybrin.com

**Committee Chairs**

***Accreditation***

Robin Grobsmith  
 Jacobs Sverdrup  
 850-729-6117  
 Robin.Grobsmith@eglin.af.mil

***Website and Bylaws***

Sharon Adams  
 Kelly Services  
 850-664-7649  
 adamssl@kellyservices.com

***Workforce Readiness***

Lynndriette Rome  
 The Talking Phone Book  
 850-243-0129  
 lrome@talkingphonebook.com

***Non Dues Revenue***

Lee Harmon  
 Superior Insurance Solutions  
 850-244-2622  
 Lee\_harmon@superiorINSsolutions.com

***Communications***

Jean Anne Encardes  
 Waste Management  
 850-301-2844  
 jencarde@wm.com

***Legislation***

Mark Bonfanti  
 Allen, Norton and Blue, PA  
 850-264-3854  
 mbonfanti@anblaw.com

***Newsletter***

Jennifer Carron  
 Air Force Enlisted Village  
 850-651-3766  
 carron@afenlistedfoundation.org

***Serving Human Resource  
 Professionals on the  
 Emerald Coast***

Were on the Web At  
<http://shrm-emeraldcoast.org>

## Upcoming HR events

\*Gulf States Federal Human Resource Council and SHRM-ECC SEMINAR is being held on March 7-9th. The cost is \$40.00 + \$10.00 if you attend the Icebreaker on the 7th. The POC is Michelle Anderson at 850-244-3996 x 210

\*Certification Exam Window is May 1-June 30. Registration deadline is March 16. For more information visit [www.hrci.org](http://www.hrci.org)

\*Robin Grobsmith and Charlie Ray have organized study groups

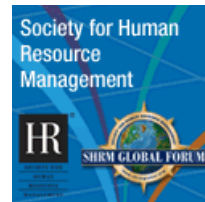
to help members who are preparing for their certification exams. Starting March 14th – May 30th the group will meet on Wednesday nights at AFEV and the time is TBA. Contact Robin Grobsmith at [robin.grobsmith@eglin.af.mil](mailto:robin.grobsmith@eglin.af.mil) for more information.

\*Membership Renewal time is approaching. Please pay your dues by APRIL 1st. If any of your information has changed please contact our Membership Chair Trisha Petrulli at

[trisha.petrulli@mtifwb.com](mailto:trisha.petrulli@mtifwb.com)

\*The 30th Annual Global SHRM Conference and Exposition is being held on March 19-21st at the Hyatt Century Plaza in Los Angeles, Ca. Register at [www.SHRM.org](http://www.SHRM.org)

\*HR Florida is scheduled for October 3-5 in Orlando Fl. Register at <http://www.hrflorida.org/>



## MEMBER NEWS

If you have news you would like to share with fellow HR professionals please email Jennifer Carron at [carron@afenlistedfoundation.org](mailto:carron@afenlistedfoundation.org)

## Purchaser's guide to value-driven health care

Do you want to help reign-in your company's health care costs while maintaining the quality of care your employees have come to expect?

The Partnership for Value-Driven Health Care, a group of leading associations (including SHRM), has just released the **Purchaser Guide to Value-Driven Health Care**. This how-to guide outlines steps HR professionals can take to improve their health care: utilize health-information technology, measure and publish quality and price information, and create positive incentives for high quality, efficient care.

In November 2006, Health and Human Services Secretary Michael Leavitt challenged employers to provide health care price and quality information to consumers. The Partnership developed the guide to encourage organizations to highlight specific items that purchasers should consider when buying health care for employees and their families.

As a member of the Partnership, SHRM strongly supports efforts to increase transparency and provide important health care information to plan participants.

For more information about these and other public policy issues, please visit [www.shrm.org](http://www.shrm.org)

©2007 Society for Human Resource Management

## Membership meeting sponsorship plans

Platinum Plan Fee \$500.00

Sponsor a SHRM-Emerald Coast Chapter General Membership Meeting

Entitles sponsor to 10 minute presentation at the meeting, twelve months of advertising on the Chapter website, twelve months in the quarterly newsletter, and twelve months listing in the Annual Directory with a business card Size ad.

Gold Plan Fee \$250.00

Sponsor a SHRM-Emerald Coast Chapter General Membership Meeting

Entitles sponsor to 10 minute presentation at the meeting, six months advertising on the Chapter website and six months in the quarterly newsletter.

Silver Plan Fee \$100.00

Entitles sponsor to six months of advertising on the Chapter website and six months in the quarterly newsletter.

\*\*\*Sponsors must provide copy/camera ready ad for newsletter. Ad should be no larger than a business card. Contact Lee Harmon at 850-244-2622 or [lee\\_harmon@superiorINSsolutinos.com](mailto:lee_harmon@superiorINSsolutinos.com) for more information.

### NOTICE:

**All standing reservations are no longer accepted. Please RSVP for each meeting to: [jaencardes@yahoo.com](mailto:jaencardes@yahoo.com) Reservations must be cancelled 24 hrs prior to the meeting or you will be charged for the meeting. If you need to cancel, please call (850) 301-2844.**

# Thank You to our Sponsors



**FORT WALTON BEACH**  
409 NE Racetrack Road  
FWB, FL 32547  
833-7587

**DEFUNIAK SPRINGS**  
171 N. 9th Street  
DeFuniak Springs, FL  
892-8668

**www.jobsplusonestop.com**

Jobs Plus is funded by the Workforce Development Board of Okaloosa and Walton Counties, an equal opportunity employment program. Auxiliary aids and services are available upon request to individuals with disabilities. Telecommunications Relay Service available using TTY/TDD equipment via the FL Relay Service at 711.



**Superior Insurance Solutions**  
www.superiorINSolutions.com

**Lee Harmon, Insurance Broker**  
(850) 685-2487  
Fax (850) 939-7308

Ft. Walton Bch, FL 32548 (850) 244-2622  
Navarre, FL 32566 (850) 939-9567



**BOYS & GIRLS CLUBS**  
OF THE EMERALD COAST


*We provide:  
A safe place to learn and grow...Ongoing relationships with caring, adult professionals...Life-enhancing programs & character development experiences...Hope and opportunity.*

**Preserve Their Future Call:**

Fort Walton Beach **850-862-1616**  
bgclub@arc.net

Santa Rosa Beach **850-622-0602**  
www.bgccc.com

**The Positive Place For Kids**



**WHITE-WILSON**  
MEDICAL CENTER, P.A.

Fort Walton Beach (850) 863-8100  
Destin (850) 837-3848

**COLDWELL BANKER JME REALTY**  
**Nation's Best Relocation Service**



*"Coldwell Banker JME Realty truly exemplifies the business and performance excellence that Cendant Mobility clients have come to expect from our Network. We are proud to acknowledge this firm by bestowing this prestigious award."*

© Steve Wallis  
President, Cendant Mobility Broker Service

**COLDWELL BANKER JME AGENTS:  
The Best of the Best**

**CENDANT MOBILITY CUP**  
Coldwell Banker JME Realty was recently awarded the 2005 Cendant Mobility Broker Network Cup in recognition of exceptional quality standards and outstanding performance. Reserved annually to only one broker, the Cup is Cendant Mobility's most prestigious award. Coldwell Banker JME Realty was chosen from more than 400 real estate firms nationwide.

**CENDANT MOBILITY SUMMIT AWARD**  
Coldwell Banker JME Realty also won the Cendant Mobility Affiliates Summit Award, which recognizes the #1 firm in the network for providing exceptional customer service to Cendant Mobility clients, including military clients.

**CENDANT MOBILITY ACHIEVER'S CLUB AWARD**  
Coldwell Banker JME Realty was a recipient of the Cendant Mobility Achiever's Club award, which honors top relocation professionals for exemplary customer service and strong performance. Achiever's Club status is honored on the top 100 brokers in the nation for helping individuals and families purchase or sell property anywhere in the United States.

Coldwell Banker JME Realty is a full service real estate firm with 22 offices throughout Northwest Florida and South Alabama and 450 knowledgeable, professional agents.

**1-800-422-0004**

**CENDANT Mobility**  
Cendant Mobility is the world's largest third party relocation company, representing over 1700 corporate clients, including many Fortune 500 companies.

**COLDWELL BANKER JME REALTY**  
The Best of the Best. Real Estate. Real Service.

**www.jmreality.com**

## FDA Sponsorship Blurb

Pelican Dental Concepts, a non-profit program offered by the Florida Dental Association (FDA) and endorsed by the American Dental Association, is aimed at controlling the cost of dental care expenses for employers. This program, comprised of Direct Reimbursement and Direct Assignment plans, enables companies to take control by tailoring the structure, funding and administration of the benefits plan according to their business needs. With cost-savings, less paperwork and the ability to budget dental benefits annually, Pelican Dental Concepts is providing access to quality dental care across Florida. Put simply, Pelican Dental Concepts maximizes patient choices and enhances employer dollars.

## 2006 Sponsors

- Fisher-Brown
- Boys and Girls Club of FWB
- Gevity HR
- HR Solutions
- White-Wilson Medical Center
- Aplin Consulting
- Trustmark Bank
- UWF/SBDC
- Wachovia Securities
- Workforce Connection
- Bridgeway Center
- Coldwell Banker JME Realty
- Superior Insurance Solutions