



County Administrator Pat Bean presides over the musical presentation.

Annual Festival Lights Up The Night

A record 4,000 area residents joined in the fun during Hillsborough County's third annual Festival of Lights on Dec. 2. Held at Joe Chillura Courthouse Square in downtown Tampa, the event was free to the public, courtesy of the Hillsborough County Friends of the Park and the County Commission.

In addition to a street carnival, with games, arts and crafts and holiday treats, hundreds of students from area schools were treated to an all new musical show, "Santa's Missing Mrs. Claus." This year, the kids even got a chance to play in real snow.

The show featured several local choruses, marching bands, elves, fairies, members of the County Commission, County Administrator Pat Bean, along with Santa and Mrs. Claus. For additional highlights from the Festival of Lights, please see page 5.

Getting to Know The Relationship People

They might be few in number, but the impact they wield is huge. While the average resident may not know it, the work done in Hillsborough County's Office of Public Affairs, affects some aspect of their lives every single day.

The three-member staff, led by Edith Stewart, serve as spokesmen lobbying lawmakers on both state and federal issues on behalf of Hillsborough County government and the County's citizens who feel their voices are an important element in deciding for themselves how their tax dollars are spent.

"There's a constant struggle with lawmakers over who pays for what," said Stewart, "and, as counties continue to grow, much like Hillsborough has over the past 10

years, those issues become even more complicated."

Stewart points to Help America Vote Act (HAVA) legislation as just one example of state and federal mandates that will have a major local impact. By 2006, local governments across the country will be required to implement a number of provisions to streamline the voting process. Although funding allocations have yet to be specified, the question comes down to who is responsible for implementation and how much they will be required to pay.

According to Intergovernmental Relations Manager Darcy Foster, the management of this delicate balancing act is about much more than dollars and cents. It requires cooperation and input from people, and lots of them.

(See People, page 4)

BRIEFS . . .

► **Service Center Relocates**
Hillsborough County's Neighborhood Service Center in Plant City moved to a new location last month. The facility, now located at 307 N. Michigan Ave., provides health and social services to low-income families in a community-based setting. For more information about the services offered by the center, call 757-3871.

► **Children's Services Gets New Director**

Human Services veteran Thomas Papin is the new director of Hillsborough County's Children's Services Department. His experience includes key appointments in hospital administration, health, human and social services. Papin,

who holds a master's degree in human development, was most recently Human Services director for Mesa County, Co.

► **Energy Conservation Measures Close Park Briefly**

The installation of chilled water piping from the Main Courthouse to County Center will close Hillsborough County's Joe Chillura Courthouse Square to special events through February 4. This project is one of several measures to enhance the County's ability to conserve energy.

(More Briefs, page 7)



Let's Make 2005 'The Year of Customer Service' in Hillsborough County

If given the chance, I'm sure any one of us can name at least one or two experiences – whether in a restaurant or retail establishment – that left us feeling less than positive about the level of service we received. A single negative contact can ruin our reputation in the eyes of not only that one customer — but also everyone he or she knows. Word of mouth works either for or against us.

In the past year, you've heard me talk a great deal about our vision for becoming the best county government in the nation. As we embark on a new year together, I feel certain that implementing training programs to help new managers and supervisors “hit the ground running” in their new roles, will serve as a great foundation for ensuring our vision becomes a reality. All of us have to embrace the value of serving our customers in a fashion that they walk away feeling good about interaction with the County.

MESSAGE FROM THE ADMINISTRATOR

**PAT
BEAN**



Each department within the County dovetails into the other to produce quality services. So, the more we do to educate ourselves, the more confident and competent we become at performing our respective duties and providing quality service to our customers. Preparation leads to confidence. And it applies at all levels of the organization, not just management.

Confidence is something that, looking ahead, will drive our interaction with customers on a daily basis. No matter

which department you're in, we must focus on the common goal of keeping our customers satisfied. As we kick off this new year, there's no better time to re-focus, re-energize and re-commit to a higher standard of customer service. Our focus will be on serving our customers to the best of our ability, regardless of what we do within the organization - from managing budgets to collecting waste.

Over the next year, we'll look at additional training, improving processes and gaining efficiencies to further build a culture focused on customer service. Of course, in all our interactions, respect and courtesy - not only of our customers but also our coworkers - will be a top priority.

Viewing every service interaction as an opportunity to build customer loyalty will help us provide consistently positive, memorable customer service experiences and solidify our reputation for unsurpassed service. I hope you'll join me in this organization-wide commitment to making internal and external service a bottom-line asset. Happy New Year to each of you and your families.

Angels Foster Holiday Cheer

Bikes, books, and bears ... oh, my! With a goal to make the holidays as bright as possible for area children, employees taking part

in the Foster Angels of Hillsborough County, donated hundreds of toys and gifts to children in the County's foster care system.

Gifts were distributed to foster kids prior to Christmas.



Promoting a Positive Workplace

Our goal is to become the best county in the country. To succeed, it is important to maintain an open, honest atmosphere where every employee feels treated with dignity and respect. However, when issues do occur in the workplace, they should be resolved in the most efficient, effective manner possible. Here are some tips for doing that:

- ▶ If you see wrongdoing, be sure to formally report the specifics of your complaint to a supervisor.
- ▶ Allow time for investigation and subsequent action.
- ▶ Remain fair and consistent. When people are treated as adults, they usually live up to your expectations, and their own.

Communications Department Wins Again

For the second year running, Hillsborough County's Communications Department was recognized for its achievements during the Florida Government Communicator's Association's annual conference in St. Augustine.

A first place "Crystal Award" in the Internal Communications category was given to the department for its production of the 2004 employee rally, *Phantom of County Center*.

Other awards included: A second place prize in the Annual/Quarterly

Report category for the 2004 State of the County message: *Change, Challenge and Opportunity*.

HTV22 took home another two third place awards, with Ruslana Panov, HTV's graphic artist, winning in the category of Technology Services for the County's Message Board.

Senior Producer/Director Patrick Dowling won in the category of Video Public Service Announcement for a Consumer Protection PSA on vacation scams.



Commissioner Brian Blair (far right) presented awards from the Florida Government Communicator's Association to (from left) Steve McClure, Patrick Dowling and Ruslana Panov.

County Celebrates Black Heritage

Hillsborough County hosts its annual Black Heritage Festival Friday, Feb. 4 at noon in Joe Chillura Courthouse Square.

Now in its 13th year, the festival pays homage to African American achievements across a variety of genres and recognizes county employees for their contributions to public service.

The theme for this year's event is *The Positive Impact of Blacks in Sports* and will feature guest



Clarence Fort receives Legacy Award. Bureau.

speaker Maritza Correia, the first African-American woman to make a U.S. Olympic swim team. Correia, who participated in the 2004 Summer Olympics, is believed to be the first African American woman ever to set an American record in swimming.

The fifth annual Legacy award also will be presented during the event to Clarence Fort, a retired Hillsborough County Sheriff's Office Deputy in the Crime Prevention

Enjoy Money, Success from Earned Income Tax Credit

Last year, Carla, a single mother of three girls and a part-time employee of the County, took advantage of a free tax preparation service and gained much more than she expected.

Harris, who qualified for the Earned Income Tax Credit (EITC), received a \$4,047 federal refund and was also connected to asset development opportunities, allowing her to invest in a Certificate of Deposit and open a savings account.

Qualified EITC applicants must have earned less than \$34,485 last year or \$35,458, if married and filing jointly. Those who do qualify could receive up to a \$4,300 tax refund.

To learn more, visit www.UWTB.org or call 2-1-1.

MLK Parade Marches Into Town This Month

Bands from across the land will once again get to "strut" their respective stuff at the 8th Annual Dr. Martin Luther King, Jr. Parade. The parade, which will start at noon on Monday, Jan. 17, begins at Blake High School, located on the corner of Main Street and North Boulevard in Tampa.

In addition to marching bands from Atlanta's Morehouse College, Jones High School in Orlando and the Port More Pace Setters Band from Jamaica, a number of local high school bands also will be featured. They include: Blake, East Side, Tampa Bay Tech, and Middleton. Busch Gardens' Sheiks of Morocco Band will perform after the parade inside the University of Tampa's Pepin Rood stadium, where the parade route ends.

On Sunday, Jan. 9, a step show benefiting the Dr. Martin Luther King, Jr. Memorial Scholarship Fund, will be held. Starting at 3 p.m. in the University of Tampa's gym, the show features teams from across Hillsborough County.

Annual Event Showcases Budding Artists

Do you have an artistic flair? Then organizers of the annual Anna M. Stair Hillsborough County Employees' Fine Arts and Crafts Show want to talk to you.

Both current and retired employees are invited to submit entries for the show, which will be held Feb. 7-18 at the Hillsborough County Courthouse.

Employees may submit artwork in the categories of Fine arts, two and three dimensional and Crafts.

Entries will be judged by a professional artist and ribbons for Best of Show, First, Second, Third and Honorable Mention will be awarded.

Registration applications and submission guidelines can be found on COIN. Or, interested employees may contact Jackie Walker in the Parks, Recreation and Conservation Department at 744-5540.

The application deadline is Jan. 21.

The Best Way to Help the Most People

Even four major hurricanes could not dampen the generosity shown by Hillsborough County employees to those less fortunate.

Staff members throughout the county overcame the devastation caused by hurricanes Charley, Frances, Ivan and Jeanne to raise \$398,703 for the annual United Way campaign.

The dollars collected will be

used to help enrich the lives of nearly 600,000 needy men, women and children throughout the Bay Area.

Some departments like Economic Development hosted their own



Some of the "Lunchroom Ladies" participating in the cookoff included (from left): Jordan Fiesta, Peter Young; Jaska Petrovic and Kevin Wolfgang.

fundraisers. This year's Chili Cook-off contest was the most successful ever held by the department. Seventy County employees bought chili lunches in support of the event.

PEOPLE

(From Page 1)

"We work through a number of associations to help us build relationships with the people who are going to be sympathetic to our causes," said Foster. "We then provide those decision makers with the information needed to pass legislation that is beneficial to Hillsborough County and its citizens. It requires a willingness to reach out to communities statewide to have any kind of success."

Keeping an ear to the ground

A large part of Public Affairs' efforts are focused on staying on top of pending legislation that may directly affect a county department or service. So, when state lawmakers began considering testing changes that would impact the licensing of family

daycare homes, they sprang into action.

Hillsborough is one of a select few counties in the state that has – for added oversight – elected to provide its own licensure services for programs that are typically licensed through the state. Such is the case with family daycare homes.

Recently, a concerned citizen, who happens to be Hispanic, contacted the county's Hispanic liaison Tony Morejon, who in turn contacted Public Affairs to say that the state-administered licensing tests were only being offered in English. For a number of the county's daycare providers, Spanish is a first language and passing an English-only test would be difficult at best.

Stewart and her team began making calls immediately. The result was a test which subsequently got translated into Spanish.

"We're here to make things easier for our citizens," said Foster, "so when we hear about an issue like this from the community, we do our best to resolve it as quickly as possible."

Taking part in the community

Any citizen can play a role in making a change for the better. On a regular basis, Public Affairs sends solicitation letters to all County departments asking for input on issues that may affect our government or its citizens. If the County Administrator's Executive Team reviewing the issue finds merit, it goes into an agenda item for the Board of County Commissioners to consider.

Some key concerns the department will be taking to Tallahassee during the upcoming Legislative Session include appropriations for Universal Pre-K, violence in the workplace, affordable housing and more.

Scenes from the 2004 Festival of Lights



Naughty or Nice?

Judging by this angelic smile, it looks like someone had a lot to look forward to Christmas morning.



Let it Snow!

It's not everyday you get to make snowballs and go sledding in Tampa.



Santa and his elves wowed the crowd as they searched for Mrs. Claus during several musical selections.



Girls Just Want to Have Fun

Mom even got in on the act, helping to create some very special holiday treats.



Mascot Squiggy the Squirrel gave some love to festival visitors.



Playing this hard sure can work up an appetite!



County Administrator Pat Bean (center), and members of the County Commission and their families welcome visitors to the festival. Pictured are (from left), Mark Sharpe, Ken Hagan, Jim Norman, Ronda Storms and Kathy Castor.



GOOD NEWS —

SPECIAL RECOGNITION

Animal Services Receives Prestigious Award

Hillsborough County's Animal Services Department was named "Outstanding Agency of the Year" by the Florida Animal Control Association (FACA). The award, which recognizes overall excellence, was presented during the association's annual educational conference last month.

In addition, Animal Care Assistant Stacie Coleman was named "Shelter Caretaker of the Year," and



"Outstanding Agency of the Year" award.

Animal Services director Bill Armstrong was elected 2005 president of the association's board of directors. Armstrong will represent the association's membership as its new Chairman of the Board.

FACA is responsible for improving the methods and standards of the animal control and protection profession throughout Florida. It is comprised of individual, organizational, related associate, and corporate members actively working in or affiliated with animal control and/or protection work.

County Administrator Pat Bean to say, "The mature trees in this neighborhood are one of its greatest assets and properly maintaining them is very important to the residents. Please see that the crew doing this job is notified of Windsor Park's appreciation."

- ▶ The Biggers family of Brandon sent this e-mail to Commissioner Ronda Storms to express their appreciation to the crew that installed the North Gornto Lake Road sidewalk. It said, "It is a great pleasure to be able to walk the sidewalk in the evening now rather than the road without having to worry about the potential for a car to run you over. (We) really appreciate the work."

LETTERS

- ▶ Principal Planner Charner Reese had this to say to Richard Sanders of Public Works: "You deserve a lot of credit for getting (the Upper Tampa Bay Trail) project on the ground for all to enjoy. Thank you for your continuing commitment, problem solving, and positive attitude as project manager for design of the county's greenway trail projects."

- ▶ "The sidewalk at Logan Gate Village gives homeowners a safer, more pleasant way to go from one end of their community to the other. Thank you for all your efforts in making this sidewalk request come true." Don Hardy, president of Logan Gate Village special taxing district to county engineer Deborah Carreno.

- ▶ Medical Examiner Richard Bailey received this note from U.S. Secret Service agent, Greg Laughlin: "I would like to

thank you and all the members of your staff for the assistance you provided during the death of Agent Phillip Lebid last month. This was a sad and tragic time for all of us, but our pain was eased by the dignified and professional approach each of your members took in dealing with us and Phil's family."

- ▶ Commissioner Jim Norman was so pleased with the success of November's Investiture Ceremony, he wrote, "On behalf of the Board of County Commissioners, I would like to thank your staff for making this year's Investiture Ceremony a complete success. The detailed work involved made the event one that will be remembered for a long time. Please communicate the Board's appreciation to Barbara Rivera, Crystal Gowing (Parks, Recreation and Conservation), Stacy Williams, Patrick Murray (Communications), Tammy Peralta, Terry McElroy, Mike Maggiamo, Patrick Dowling and Ruslana Panov (HTV22) for their help."

- ▶ Sandy Rae of the Windsor Park Homeowner's Association wrote to

- ▶ Tampa's Virginia Ingraham wrote an open letter to the Emergency Management department after Hurricane Charley. She said, "Everyone was so nice. They would help you any way they could."

- ▶ "I am writing to commend several of your associates who helped prevent flooding in at least four of my neighbors' homes and possibly mine after Hurricane Frances. The crew, headed by Herb Holley, and including John Gray, David Fox and Don Heisserer worked their buns off in driving rain to hook up a portable pump and generator. Many thanks again," wrote Temple Terrace resident James J. Bruss to Ed Tapia in the Storm Water Dept.

- ▶ When describing the effort to widen U.S. 301, Sun City Center's Jim Duffy wrote to Ned Baier of Transportation to say, "I think I speak for the large majority of (residents) when I say that we were very impressed with the innovative efforts of the county to accelerate this important road project. The efforts of the county

LETTERS

(From Page 6)

are outstanding. I just wanted you to know that I appreciate the hard work by the staff on the project."

- ▶ "Bob, I just wanted to thank you and your staff for a timely, well done job. The South County Road and Street Service Unit performed up to expectation. Keep up the good work." Resident Eric P. Bush in an e-mail to Bob Gordon in Public Works.
- ▶ Housing Director Dexter Barge received this note from Kim Nance in New Orleans: "I am sending you a letter of praise for one of your agents, Jim Karr. I commend him for having been diligent in his professional duties as a county agent. Being sensitive and thorough, Jim Karr helped me deal with the affairs concerning my deceased mother's property."
- ▶ David Kulow of the Boyette Springs Homeowners Association had this to say about a road repaving project, "Repaving our streets BEFORE they developed big potholes. Nice work. The contractor did what to me appears to be a good, quality job. We were back driving within four hours. GREAT!"
- ▶ "I would like to say a big 'thank you' to you and your team who completed the gap sidewalk project along Bay Point Drive in Bay Crest. What a difference it has made! I can't tell you how much better it is to see all of our pedestrian neighbors off the street and safely on the sidewalk," said Loren Bahnick to Deb Carreno.
- ▶ Pat McDonald wrote to Michael McCarthy in Public Works to say, "I had several occasions where I needed to talk to Shirley Saxon

regarding Traffic calming on West Clifton. Every time, she was quick to act on the problems we were having with getting the signs put up and in place to have the meeting that was convenient to the neighborhood and got back to me immediately. I never once felt that I would not get this kind of a response from her. Her attitude and personality are outstanding."

- ▶ "This letter is being written to thank and commend all of you for the fine work you do. At West Park Dog Park, we have had to call upon you several times to help us (with dogs who are unattended), and you've always been very quick to work with us," said Lillian A. Mount in a letter to Animal Services.
- ▶ Commissioner Ronda Storms, in a memo to Pat Bean and Daryl Smith of Solid Waste, said, "One of our constituents, Mr. Robert Cushen, expressed his appreciation for the manner in which Brian Garrett, Mike Barnes and Nelson responded to his request for yard waste removal. Nelson made a special trip to Mr. Cushen's home to advise him that the yard waste would be removed on the following Saturday and that promise was fulfilled."
- ▶ "I am writing this letter to recognize two exemplary individuals on your staff, Maricela Medrano and Carmen Telesca. Carmen assisted me in obtaining all the information necessary to submit my application for a permit. Maricela assisted me in processing my application. I wanted to personally thank you for hiring competent, knowledgeable, and friendly individuals to your staff who prove to be excellent representatives and assets to your department," said Tampa resident Adi Turino to Bruce McClendon in Planning and Growth Management.

BRIEFS continued...

- ▶ **New Fire Station Opens**
Hillsborough County's newest fire station, River Oaks Fire Station 38, is located at 9755 Sheldon Road. It's the first fire station in service addressing the issue of reducing response times of fire rescue units to the scene of an emergency. Serving Town 'N Country, Country Way and Westchase, the December opening of Fire Station 38 was dedicated in memory of Dr. H. Stewart Siddall who was instrumental in developing and initiating the annual Mass Casualty Training Exercise.
- ▶ **Your "Everything" Guide Is Due To Arrive**
Available later this month, the county's new 2005 Directory of Services is a quick reference guide to every program and service offered by County government to its citizens. Included in each listing is the agency or program's address, telephone and fax numbers, website addresses and much more.
For your copy, stop by the Communications Department on the 1st floor of County Center, 601 E. Kennedy Blvd., or the reception desk in the lobby of the George E. Edgecomb Courthouse, 800 Twiggs St. Copies also will be distributed to other county facilities in the coming weeks, and can be downloaded from Hillsborough County's web site at www.hillsboroughcounty.org.



CLASSIFIED

MERCHANDISE

20ft. **Pontoon Boat**, Float-on trailer, 75 horsepower Chrysler outboard motor. Boat needs some work. Pontoon in great shape. \$2,700 OBO. Call 837-6117.

1997 **Pop-up camper**, Rockwood Model 2307. Sleeps seven comfortably. Cold A/C. 3-burner propane stove. Small frig. Excellent condition. \$4,000 OBO. Call 205-3174.

Beautiful **Baldwin Piano** in excellent condition. Spinnet style. Medium oak finish. Built-in humidifier. Well-cared for, could pass for new. Must see to appreciate. \$1,000 OBO. Call 654-2939.

Snapper riding lawn mover, model #1438H. HYDRO rear engine, 38" cut. Excellent condition. \$1,500. Call 760-3061.

Kitchen Aid washer/dryer, total capacity plus, excellent condition, warranty. \$500. Call 760-3061.

Original **Nordic Track**, excellent condition. Folds when not in use. Call 240-8724.

2000 **StarCraft pop-up camper**, outside awning, 3-way frig, toilet, outside/inside shower, hot water heater, many extras. Very good condition. \$5,500. Call 671-1844.

AUTOMOTIVE

2004 **Honda Civic DX** (VP), brand new condition with only 2,400 miles, 2-door, 5-speed with

A/C, AM/FM/CD, center console storage and 60/40 split fold down rear seats. MPG-32 city, 38 hwy. \$11,200. Call 662-9110.

1990 **Honda Accord EX**, 2-door. Has front end damage, no engine damage. Still runs. Excellent tires, good A/C, radio, seats. Car can be used for parts. \$800. Call 240-5512.

2002 **Ford Mustang** Pony Series, red, V6, 5-speed manual, 28,000 miles, Viper alarm system, coupe, loaded, excellent condition, like new. \$12,500 OBO. Call 719-3338.

1990 **Honda Accord EX**, black, 140K, power everything, CD player, sunroof, extra options, clean. \$1,499 OBO. Call 962-4055.

1994 **Pursuit motorhome**, 34K miles, 2 A/Cs, microwave, queen bed, 5KW generator, very clean, no smoke or pets. \$23,000 OBO. Call 677-6270.

1965 **Mustang Coupe**, poppy red, 289 V8, Hurst 4spd., Holley 650 Carb., Edelbrock Performer Intake and Cam, Shelby Tri-Y Headers, Shelby Traction Bars, AM/FM/Cass., looks, runs, sounds great! \$8,500 OBO. Call 546-1901.

1967 classic **Chevrolet Impala/Caprice**, rare, very original 2-door custom coupe with bucket seats, automatic, 327 CV in V8, air conditioning. Bolero red with black vinyl top and rallye wheels. A real sharp car. \$15,500. Call 920-5316.

1998 **Honda Shadow Spirit** 1100cc, custom exhaust and lots of chrome, 22K miles, runs great. \$4,500 OBO. Call 363-5127.

MISCELLANEOUS

Vacation rental in Smokey Mountains. New 3-bdr/3bth chalet with a spectacular panoramic view of the mountains in Murray, NC. Tastefully furnished, pool table, dart board, fully-equipped kitchen & linens provided. Hillsborough County employee special. \$600/wk & \$50 cleaning fee. Call 985-9384.

1983 17-ft **Ranger bass boat**, new boat cover, re-upholstered seats, well maintained, never in salt water. Strong 175 Evinrude peeks at 60 mph, must see. \$3,350 OBO. Call 977-1498.

A complete and ready-to-use **canoe outfit** for an entire family: Two canoes, each carries 3 people, FWE paddles, five life jackets, trailer. Great condition. \$750 OBO. Call 598-2762.

Trek 2200 Road Bike, 54cm, Shimano/Ultegra components, never ridden! \$1,500. Call 318-2988.

Various baby items, Baby Jumparoo, \$25, infant carseat with attachment, \$25, Baby Kick and Play gym, \$5. 18-20 baby girl outfits available in size 18-24 months. 10-15 baby boy outfits available in size 6-12 months. Youth boy clothes size 6-7, pants, shorts and shirts, all \$30. Call 983-0228.

Tree climber, never been used. Must go. \$100 OBO. Call 983-0228.

Trailer with 4ft.x8ft. drop gate, two spare tires, and a small tool box. Trailer deck and gate is made of expanded metal. \$250. Call 363-5127.

PETS

4-year-old Dachshund, free to good home. Brown/black, very lovable, housetrained, microchipped, all shots, licensed, loves attention. Call 962-0752.

Free Beagle needs attentive home. Tri-color, spayed female, 3-1/2 years old, good health, current shots, accustomed to outdoors. Call 681-5805.

Two young cats, free to a good home. Must go as set, 9 months old, spayed and neutered, litter box trained, great with kids, very loving. Call 334-5808.

REAL ESTATE

South Tampa/Palma Ceia home for sale, 3/2, 2200 sq. ft. MOL. Hardwood floors, updated kitchen, includes all appliances. 50x100 sf lot. \$375,000. Can be purchased with extra adjoining 50x100 ft lot. \$495,000. Great investment property. Call after 5p.m. 837-6117.

WANTED

Child's small round plastic pool, also seeking baby's playpen. Reasonably priced. Call 231-0768.



NEWSLINE

A monthly newsletter published by the Communications Department for Hillsborough County employees.

Communications Department
County Center, 1st floor
Call 272-5314 and tell us your news.

Hillsborough County Board
of County Commissioners
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