

# The Quality Manager

Newsletter of  
The Utah Society  
of Certified  
Public Managers



**CPM**

2120 State office Building, Salt Lake City, Utah 84114 (801) 536-7121  
February 2004

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## Message from the President

By  
Mel Castillo

I would like to congratulate our new officers. I look forward to working with all of you as we embark into a new challenging year.

Just like any typical volunteer organization, we always start a new year with a new vision of how we want this organization to function. How we can fulfill our vision and mission statements. How we can understand the needs of our members and how we can help them. Our challenge is how to assess those needs and how to determine the solutions to those needs.

To address our Mission, the CPM Society had been working on a Strategic plan. This plan will address the three main mission statements; 1) Provide professional and personal development opportunities through on-going education and networking, 2) Promote national accredited professional certification for government managers, 3) Act as a catalyst for change and as a resource to society members and to government.

Let me share with you portions of the Strategic Plan that will help us address these goals:

- Provide timely relevant training in public management. We will do this at our monthly luncheons and at the Annual Managers Conference
- Form an Advisory Council comprised of past presidents and representatives from supportive

agencies, ideally a Director or Executive Director. We envision the Advisory Council to give us suggestions/directions from the top while we continue to solicit ideas and information from members. It is our hope that understanding the expectation of senior management and understanding the needs of the members will bring us closer to our mission as a Society.

We would encourage all members to be active participants by giving us your ideas, your concerns, and even the challenges you face at work. The Society is here to help you enhance your management and leadership skills and also to give you a hand on issues that might be beyond your individual capacity. This is a Society of CPM members. This is yours. The Board is here to serve you and to make sure that your issues are heard, that your ideas are considered. It is you who fuels the existence of this organization.

Our vision is to be "recognized as leaders in excellent government management practices." Now, what is a leader? A leader is someone who actively participates and leads in the achievement of a worthy cause instead of just being a mute witness to a drama that is reeling on.

I ask you, I urge you, and I challenge you to help us make this the Society that you would be proud of. We welcome your participation always.

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**2004 USCPM Board of Directors  
Announced**

by  
Gerry Satterlee, IPP

The results of the annual USCPM election were announced at the December 18th lunch meeting. The new President-Elect is Happi Hansen from DWS. She was previously the Programs Chair. New to the Board is the Secretary, Tara Connelly, also from DWS. Violet Smit, from DWS, and Cyndy Nelson, from DPS, were re-elected for another term as Newsletter/Publicity Chair and DHRM Liaison Chair respectively. Suzette Green-Wright, from Insurance, is the new Chair of the Manager of the Year Committee. Chris Nguyen, from DHS, will serve as the Chair of the Program Committee. Ron Stallworth, from DPS, is the new Chair of the Bylaws Committee.

Continuing Board members are: Craig Coulson from Tax, Membership Chair; Kent Naisbitt from DWS, Treasurer; Mel Castillo from Finance, becomes the 2004 President; and Suzee Briscoe from DPS, becomes the Immediate Past President.

One more big "Thank You!" is in order to those who have completed their terms and will be leaving the Board. Nicole Starks has been a terrific Secretary; even a new baby only slowed her down just a little. Dan Engh has done a great job with the Manager of the Year program, one of the most visible programs that USCPM is involved with. Their successors will have much to live up to.

Finally, I too will be leaving the Board, and I can hardly believe it. My first involvement with the Board was assisting the unforgettable Karen Marzo, who was then our Programs Director, because who could say no to Karen? That led to a Board position of my own, as Bylaws Chair, then as Program Chair, and then almost before I

knew it I had started on the President-Elect/President/ Immediate Past President path. That's about five years service on the Board of Directors, many Board and lunch meetings, several conferences, a few crises, and a whole lot of friendships and respect for those I served with. I have never worked with such a dedicated and energetic group of people as USCPM and in particular the Boards I worked with. There's something about the CPM process that draws out the best people, or changes them into the best, or both.

Congratulations and good luck to the 2004 Board! I look forward to seeing what new ideas and fresh energy you bring to USCPM.

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**Bylaws Committee**

Ron Stallworth

As one of the newly elected members of the USCPM Board of Directors, I would like to thank those who supported my candidacy. Having been appointed to chair the Bylaws Committee, I would like to encourage all USCPM members to contact me regarding any issues or concerns you may have with the rules, which govern our organizations. I can be reached at my office, 801-957-8512, or email me at [rstallwo@utah.gov](mailto:rstallwo@utah.gov). I look forward to hearing from you.

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**Manager of the Year  
2003 Committee Report**  
Chairperson: Daniel H. Engh

*Committee Members:* Daniel Engh, Ryan Bradshaw, Suzette Green-Wright, Tim Bodily, and Angie Hillas  
*DHRM Representative:* Marian Capito

Through DHRM Representative, Marian Capito, a letter announcing the 2003 Manager of the Year program was mailed to all the Utah State Agency Directors and HR Directors in early December 2002. The letter included the Manager of the Year Award nomination form, criteria used to select the Manager of the Year, and the guidelines for the nominating procedure.

Each agency was allowed to make one submission to the Manager of the Year (MOTY) committee. The MOTY committee reviewed all the submissions and selected five finalists to be interviewed by Governor's Final Selection committee April 14, 2003.

Nominations were due to the MOTY committee on the close of business March 27, 2003. There were eleven nomination received from the following agencies: Administrative Services, Community Economic Development, Corrections, Education, Environmental Quality, Health, Human Services, Natural Resources, Tax Commission, Transportation and Workforce Services. The MOTY committee met together April 14, 2003 to review the nominations and select the five finalists. The five finalists and the agencies they represent were:

- Cheryl Heying, Environmental Quality
- Larry R. Newton, Education
- Aida Castrillo, Health
- Brent Taylor, Tax Commission
- Rick Little, Workforce Services

The Governor's Final Selection committee interviewed all five finalists April 23, 2003. Cheryl Heying was selected as the Manager of the Year for 2003. Its was announced to the body of the Utah State Certified Public Managers members at the 5<sup>th</sup> Annual Manager's Conference at the Rice Eccles Stadium on May 15<sup>th</sup>, 2003. The award was presented to Cheryl on June 18, 2003 at the State Capitol, Governor's Gold Room.

The Governor's Final Selection committee members were:

- Olene Walker, then Lt. Governor
- Don Avery, Recipient of 2002 MOTY Award
- Gerald Saterlee, PSCPM Past President
- Kim Christensen, then DHRM Deputy Director

The committee submitted two articles for the Newsletter of The Utah Society of Certified Public Managers. The July article announced the 2003 Manager of The Year. The October article detailed the nomination of Cheryl Heying and challenged the members to start writing their nomination for the 2004 Manager of The Year.

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**DHRM Liaison**  
by  
Cyndy Nelson

I will be the DHRM Liaison on the USCPM Board this year. I work for the Department of Public Safety, Communications Bureau as a Communications Specialist (Dispatcher). I have been a dispatcher for the past 17 years, and it is a job I thoroughly enjoy. I started attending the CPM Courses in 1998. The knowledge I gained helped me immensely in my life, both personally and work related. I graduated in June of 1999 and our team won the Askew Award. It was quite an

honor, and I am still proud of our successes and achievements. Part of my duties include being on the Askew Award committee. It is a challenge for the teams this year have done a fantastic job. The DHRM Liaison committee, of which I am the chair, will be working with DHRM to assist in promoting and gaining support for the CPM Training program and the USCPM Society as well as providing recognition to students attending and completing the program. I would love to hear any suggestions you may have or if you are interested in being a part of this committee. My email address is [CWNelson@utah.gov](mailto:CWNelson@utah.gov). Thank you for voting for me and giving me another opportunity to serve this year.

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### **Membership Committee 2003 Annual Report**

By  
Craig Coulson, Chairman

*Committee Members:* Craig Coulson and Bill Newton.

Society membership in 2003 was 137, a slight decrease from 140 in 2002.

Membership information is maintained in an Excel database along with basic information about CPM class alumni. GroupWise email lists are also maintained for CPM class alumni and society members. A significant effort has been made this year to correct all of these lists by removing duplicate items, correcting information that is in error and removing information for people who have retired or no longer work for the sponsoring entities. Also, an effort has been made to identify high-ranking individuals in organizations with the intent to eventually attempt to specifically recruit high-ranking personnel to join the CPM Society.

Membership information was sent to AACPM.

Presentations about the society were made in CPM classes held in the spring, summer and fall. The last two presentations included an "I'll buy you lunch" coupon, in addition to literature about the society. This coupon has been initiated in an effort to get CPM class students to attend a society meeting and then consider joining us. The coupon was instituted when the society chose to start charging non-members for the cost of their lunch at the monthly meetings.

Invoices for 2004 dues were mailed to people who are members in 2003. An effort is being made to confirm the class of membership (CPM Member, Associate Member, Affiliate Member, Honorary Member, or Lifetime Member) of each member, the number of CPM classes attended and the year that they last attended a CPM class. Members are asked to provide this information on their invoice and return it with their dues payment.

The membership application process has also been changed. There is now one membership application form whereas in the past there have been two different forms. Also, the prorating of membership dues has been changed from a monthly calculation to a quarterly calculation.

Efforts are being made to recruit new members to the society for 2004. A letter from the incoming society President will be sent to anyone that has been a member in 2001 or 2002 but did not rejoin in 2003. Additionally, an email message is being sent to all CPM alumni who have not been a member since 2001.

Finally, the membership committee has led the effort to create an information privacy policy for USCPM. The policy was

approved by the USCPM board at its November board meeting. The content of the policy will be presented to society members during the December, 2003 meeting and in the next society newsletter. This activity was initiated after AACPM created an information privacy policy earlier in the year.

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### **Information Privacy**

by  
Craig Coulson

Technology brings many wonderful things into our lives. However, some people can find ways to use technology to their own advantage and to the disadvantage of others.

One example is such misbehavior is the misuse of personal information. We have all heard the horror stories of people who have suffered because of identity theft. A closely related malady is the junk mail and spam that invades our lives. Contract this misuse of information with the use of the same data and mediums to request that people sign up for CPM, for delivery of this newsletter, notification of USCPM meetings and other business activities.

Many organizations have initiated activities to manage personal information that they have gathered about individuals and to let their clients know how the information is used. You probably have received one or more notices regarding information use and disclosure.

The information we gather when you join the CPM Society is a potential for misuse of personal information. Everyone who joins USCPM automatically becomes a member of the American Academy of Certified Public Managers (AACPM) and as such we provide them with basic information about

our members. AACPM has recognized the need to deal with their responsibilities to their members and have adapted a policy regarding their use of information that we share with them. Based upon their action, USCPM has created a similar policy. Both of these policy documents are included in this newsletter so you can learn what measures are taken to protect your information in this venue.

Please take the time to read them and give feedback if you have questions, comments or concerns. Any response should be sent to Craig Coulson since he is the USCPM board member in charge of membership and is currently responsible for collecting and protecting your personal information.



### **American Academy of Certified Public Managers Privacy Policy**

The American Academy of Certified Public Managers, Inc (AACPM) hereby adopts the following Privacy Policy:

#### **Recognition of a Member's Expectation of Privacy**

AACPM understands and respects the privacy expectations of our members and accepts our obligation to keep your information secure and confidential. We assure you that we will never sell membership information to any organization for any reason, including the sale of address labels for marketing purposes, conferences, or other events. AACPM will continue to maintain standards to ensure

that member information is private and secure at all times.

### **Member Information**

Member information means personal information that we collect about you such as name address (home and/or work), employer, phone number (home and/or work), fax number, email address(es), year of certification, Society office held, and professional fields of work.

### **Collection, Use, and Disclosure of Member Information**

AACPM will collect, retain and use information about our members only when there is a legitimate business reason. AACPM will allow general access to member information only so far as is allowed under policies adopted by the House of Delegates. AACPM will allow complete access to member information to sitting Board members for legitimate business purposes. The Treasurer, as keeper of member information, will be the only Board member allowed to change member information in our files. All Board members agree to respect member confidentiality and privacy.

We will not disclose your personal information that has been collected by the Academy to anyone outside the Academy and its member Societies unless we have received proper authorization from you or we are required to do so by judicial process, regulatory authority (subpoena, request by regulator, etc.), or due process procedures.

### **Information We Collect and How We Obtain It**

We collect, retain, and use personal information about our members from various sources. For example, the Academy may collect:

- Information provided to us on Society membership applications, lists, and forms;

- Information pertaining to your relationship with local Societies of the Academy;
- Information provided to us directly from the member, such as when applying for committee assignments or national elections; and
- Information collected from you or your supporting organization when registering for local, regional, or national professional development conferences.

### **Protection of Member Information**

AACPM has established procedures to ensure that all member information is accurate, current and complete. We pledge to respond in a timely manner to requests to correct inaccurate information. Members should recognize that the main source of the information we receive is from the local Society and members themselves play a vital role in the maintaining of correct information at both the local and national level. It is important for you to contact your local Society regarding incorrect information or changes in personal contact information.

AACPM maintains appropriate security standards and procedures regarding access to member information as required by prudent business practices.

### **Online Privacy**

AACPM does not collect any personal information from members (or others) who visit our website ([www.cpmacademy.org](http://www.cpmacademy.org)).

### **Your Right to Opt-Out**

You have the right to tell us not to print/list your personal information in our public Membership Directory in whatever form it takes, printed and/or electronic. To do so, you must “opt-out” of having this information published by indicating such on your local Society application form. If you opt-out, your information will not be available to other affiliated professional or business organizations for which the Academy’s

House of Delegates has determined there is a legitimate business purpose for making that information available.

### **Changes in Our Privacy Policy**

The Academy will periodically review this policy and reserves the right to amend it. No amendment will affect our commitment to keep your information secure and we will notify you of changes before they become effective.

## **Utah Society of Certified Public Managers Privacy Policy**

The Utah Society of Certified Public Managers, Inc (USCPM) hereby adopts the following Privacy Policy:

### **Recognition of a Member's Expectation of Privacy**

USCPM understands and respects the privacy expectations of our members and accepts our obligation to keep your information secure and confidential. We assure you that we will never sell membership information to any organization for any reason, including the sale of address labels for marketing purposes, conferences, or other events. USCPM will continue to maintain standards to ensure that member information is private and secure at all times.

### **Member Information**

Member information means personal information that we collect about you such as name address (home and/or work), employer, phone number (home and/or work), fax number, email address, and board offices held.

### **Collection, Use, and Disclosure of Member Information**

USCPM will collect, retain and use information about our members only when there is a legitimate business reason. USCPM will allow complete access to member information to sitting Board members for legitimate business purposes. The membership chairman, as keeper of member information, will be the only Board member allowed to change member information in our files. All Board members agree to respect member confidentiality and privacy.

We will disclose your personal information that has been collected by USCPM to the American Academy of Certified Public Managers (AACPM) in accordance with their bylaws and policies adopted by the AACPM House of Delegates. Otherwise we will only disclose your personal information outside of USCPM when we have proper authorization from you or we are required to do so by judicial process, regulatory authority (subpoena, request by regulator, etc.), due process procedures or strategic activities of USCPM.

### **Information We Collect and How We Obtain It**

We collect, retain, and use personal information about our members from various sources. For example, the Society may collect:

- Information provided to us on Society membership applications, lists, and forms
- Information pertaining to participation in a CPM class
- Information provided to us as a result of attending sponsored events such as monthly meetings and managers conferences.

### **Protection of Member Information**

USCPM has established procedures to ensure that all member information is

accurate, current and complete. We pledge to respond in a timely manner to requests to correct inaccurate information.

USCPM maintains appropriate security standards and procedures regarding access to member information as required by prudent business practices.

#### **Online Privacy**

USCPM does not collect any personal information from anyone who visits our website ([www.uscpm.org](http://www.uscpm.org)).

#### **Your Right to Opt-Out**

You have the right to tell us not to print/list your personal information in our public Membership Directory in whatever form it takes, printed and/or electronic. To do so, you must "opt-out" of having this information published by indicating such on your

Society application form or annual membership renewal form.

If you opt-out, your information will still be sent to AACPM but it will be flagged to indicate that your information should not be shared with any other organization. Further, your information will not be shared by USCPM with other professional or business organizations unless the CPM board considers such activities to be in the best interest of the Society or if information release is required by judicial proceedings.

#### **Changes in Our Privacy Policy**

USCPM will periodically review this policy and reserves the right to amend it. No amendment will affect our commitment to keep your information secure and we will notify you of changes before they become effective.

### **USCPM Monthly Education Luncheon Schedule - 2004**

Date	Speaker	Topic	Location
Tues, Jan 20	Peggy Young – Trainer Dept Workforce Svcs	Tentative: How CPM Impacted My Career	TAX Room 1026
Wed, Feb 18	Randy Hopkins – Past President USCPM	Not Yet Determined, but always good	TAX Room 1026
Thurs, March 18	To Be Announced	F.I.S.H. Motivational Training	TAX Room 1026
	Manager's Conference Option 1		
	Manager's Conference Option 2		
Thurs, June 17			TAX Room 1026
Tues, July 20	AACPM Rep	Report of National Conference	TAX Room 1026
Wed, August 18			TAX Room 1026
Thurs, Sept 16			Tax Room 1026
Tues, Oct 19			TAX Room 1026
Wed, Nov 17	USCPM Board	By-Laws/Elections	DEQ Bldg 2 Room 101
Thurs, Dec 16	USCPM Board	Business Meeting	TAX Room 1026

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