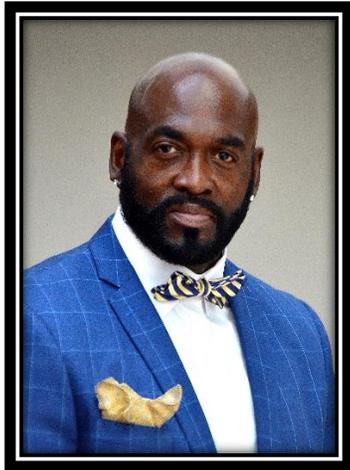




# STRATEGIC PLANNING AND PERFORMANCE MANAGEMENT DIVISION



## *Feed Your Mind, Series IV*

September 2021 – August 2022

11:30 am – 1:00 pm

Hosted by:

**Keith Clinkscale, Director**

Palm Beach County Strategic Planning  
and Performance Management

Back by popular demand, welcome to **Feed Your Mind, Series IV**. After creating Cross-Departmental Teams to address the County's Six Strategic Priorities, and establishing eKPI metrics in every county department, these lunch-and-learn sessions will be aimed at renewing Team PBC's minds and growing our *Countywide Culture of Excellence*. **Keith Clinkscale** has personally selected each speaker and tasked them with the job of delivering content that will educate, illuminate and "feed the minds" of those who tune in! In this series, county employees will acquire information from various dynamic speakers on how to enhance personal skills for career development and growth. We are ready to bring back our fourth series, so get ready to Feed Your Mind!

*"The mind is like a mirror. Whatever comes in front of it, is reflected in it."*

~Gurudev Sri Sri Ravi Shankar





## On The Menu

### Five Core Behavior Patterns of Leaders

September 15, 2021 / 11:30 am -1:00 pm



## Tessie Watts, M.Sc.

Leadership Coach, CEO

The Leadership Haven Resource Center, LLC

A Gallup poll of over 1 million employed U.S. workers concluded that the No. 1 reason people quit their jobs is a bad boss or immediate supervisor. That is why it is important for Leaders to consider their own behavior, as well as follower characteristics, and situational factors to be effective in influencing followers to achieve goals.

**Tessie Watts**, with The Leadership Haven Resource Center, will help us look at Five (5) Core Behavior Patterns of Leaders that have been extensively researched and have been found useful in describing specific behaviors that improve leader effectiveness. Those behaviors include directive, supportive, charismatic, participative, and rewarding. **Come Feed Your Mind (FYM)!**

Tessie Watts is a Transformational Leader and Speaker who believes in the power of “Whole Vision” Leadership. As the CEO and Principal Leadership Coach of The Leadership Haven Resource Center, LLC, she is committed to turning leaders into the positive “Change Agents” they are called to be, and she does this through her “Leader-GIZE” Executive Coaching Program, and her power-packed leadership and business development workshops. She is also the visionary behind the “REIGNITE FLORIDA” Leadership Summit that brings hundreds of leaders together annually, under one roof, for a full day of Leadership and Business Development.

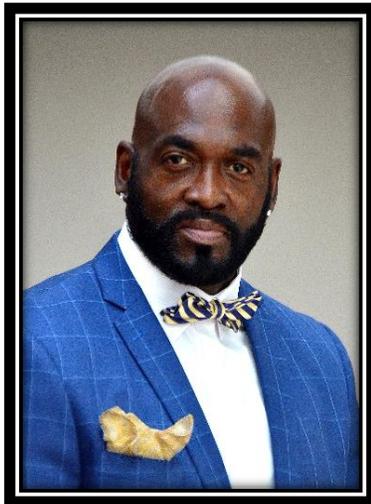




## On The Menu

### **Attitude 101: Your Attitude is Your Breakthrough**

September 29, 2021 / 11:30 am - 1:00 pm



## Keith A. Clinkscale

Director

Palm Beach County Strategic Planning  
and Performance Management

Our attitude determines our approach to life and our relationships with people. **Keith Clinkscale**, the Director of Strategic Planning and Performance Management, will discuss how attitudes can also be the only difference between success and failure. Keith will elaborate on what shapes our attitudes and how we can use this knowledge to lift ourselves and our teams up. **Come Feed Your Mind (FYM)!**

Keith Clinkscale is the Director of Strategic Planning and Performance Management for Palm Beach County. He drives all activities related to the County's long-term strategic plan and assists the Board of County Commissioners (BCC), Administration Executive Team, Department Directors, and staff with the development of long-term goals, objectives, strategies, and actions. Keith implemented cross-departmental teams throughout the County in order to build intentional collaborations and instill a culture of excellence throughout the organization. Keith's mission is to break down silos while ensuring that the County's Vision and Mission are obtained and in alignment with its Strategic Priorities. Keith holds a Lean Six Sigma Black Belt Certification, and his affiliations have included the National Society of Black Engineers (NSBE), and the Conference of Minority Transportation Officials (COMTO), among others.





## On The Menu

### State of the County: The Best of Everything

October 7, 2021 / 11:30 am - 1:00 pm



## Verdenia C. Baker

Administrator

Palm Beach County Government

The future is bright for Palm Beach County. **Ms. Verdenia Baker** will showcase how Palm Beach County is on track to be the best place to live, work and play. This State of the County will give you a better idea of how we are performing as a county, and how we are positioned for greatness as we go from outstanding achievements to a county of continuous process improvement and excellence in its people and processes. **Come Feed Your Mind (FYM)!**

Ms. Baker began her career with Palm Beach County in 1987 as a budget analyst. She was promoted to impact fee coordinator and eventually became a division director with the Financial Management Department. As a Certified Financial manager (CFM), Verdenia's experience was a prelude to her promotion to Assistant County Administrator and, within a year, to Deputy County Administrator. She served in that capacity for 15 years before being selected as County Administrator by the Board of County Commissioners in 2015.





## On The Menu

### Resident-Driven Strategic Planning

October 13, 2021 / 11:30 am - 1:00 pm



## Kate Parmelee

Director

Strategic Initiatives and Innovation

City of Port St. Lucie

Part of PBC's mission is to drive a measurably high level of public satisfaction. **Kate Parmelee**, Director of Strategic Initiatives and Innovation for the City of Port St. Lucie will discuss how she implemented their resident-driven city strategic plan based on input provided through the city's annual citizen survey and citizen summit. She will discuss barriers and opportunities she faced during the process. **Come Feed Your Mind (FYM)!**

As the City's Director of Strategic Initiatives & Innovation, Kate provides leadership and guidance of Strategic Plan Initiatives and performance measures of all city departments to ensure they are in alignment with the strategic goals of the City Council and City Manager. In addition, she works to further the City Council's Strategic Goal of a High Performing Government Organization through leading interdepartmental teams including the Strategic Plan Team, the Grants & Advocacy Team, co-leading the High Performance Public Spaces Team and InnovationPSL Team. Kate has 20 years of experience in local government and nonprofit organizations including roles in community and strategic planning, communications, intergovernmental relations and community development.





## On The Menu

### **Beyond the Call of Duty: Excellence with Caring**

October 26, 2021 / 11:30 am -1:00 pm



## Bobby Powell, Jr.

State Senator  
Florida Senate, District 30

Project Manager  
Urban Design Studio

What does it mean to be a public servant? As members of Team PBC, we are called to serve our residents, ensuring their safety, satisfaction, and that their needs are met. **Senator Bobby Powell**, who was elected to the Florida Senate in 2016 following two terms in the Florida House of Representatives, will discuss how to build public trust while serving our community as a dedicated public servant. **Come Feed Your Mind (FYM)!**

Senator Powell is a graduate of Palm Beach Gardens High School, obtained his undergraduate degree from Florida A&M University in Journalism with a concentration in Public Relations, and received his Master of Science degree in Urban & Regional Planning from Florida State University. A native of Riviera Beach, Senator Powell works as a project manager for Urban Designs Studio and is certified by the American Institute of Certified Planners in Palm Beach County.

The Senator's motto, "A life of service is a life that counts," guides his moral compass and work as a dedicated public servant.





## On The Menu

### **The Relationship Between Performance Measures and the County Budget**

November 9, 2021 / 11:30 am - 1:00 pm



**Robyn Lawrence, M.P.A.**

Division Director II  
PBC Financial Management and Budget



**Marcela Carneiro Millett, LMHC**

Sr. Strategic Planning & Performance Analyst  
PBC Strategic Planning and Performance Management

Have you ever wondered how strategic planning, data analysis, and key performance indicators have anything to do with how the county's budget is established? In order to make sound decisions on what takes priority and what will be funded, we must look at our return on investment. **Come Feed Your Mind (FYM)** and learn how these decisions are made!

**Robyn Lawrence** is the Assistant Budget Director for Palm Beach County. She directs staff in the review and development of the annual budget involving over 30 departments reporting to the BCC and five separately elected constitutional offices. She began her public finance career with the City of Jacksonville in 2010 as a budget analyst and later assistant budget officer. Robyn holds a Master of Public Administration from the University of South Florida.

**Marcela Millett** has worked for Palm Beach County since 2005, gaining her experience from various departments, such as Community Services, Court Administration, Risk Management, and now with OFMB through Strategic Planning and Performance Management. Marcela is a Licensed Mental Health Counselor, has a Lean Six Sigma Yellow Belt and continuously looks for opportunities to improve processes, how to use metrics to drive sound decisions, and increase staff development.





## On The Menu

### Being Strategically Mindful During the Holidays

December 14, 2021 / 11:30 am - 1:00 pm



### Cyndi Longley

Extension Program Manager

PBC Cooperative Extension Services in  
Conjunction with University of Florida

### Carmen Bostrom

Extension Program Assistant

PBC Cooperative Extension Services in  
Conjunction with University of Florida



The holidays can be stressful and overwhelming, leaving us burned out. With assistance from our county's **Cooperative Extension Services in Conjunction with the University of Florida**, we will learn how mindful eating, practicing self-care, and planning ahead can reduce stress and anxiety while bringing us calmness during the holiday season. **Come Feed Your Mind (FYM)!**

**Cyndi Longley** is an Extension Agent for the University of Florida Institute of Food and Agricultural Sciences in Palm Beach County. Cyndi addresses current family and consumer needs through education and provides residents with research-based solutions. Cyndi obtained her MBA with a concentration in International Studies from Florida Atlantic University.

**Carmen Bostrom** earned her BA in Applied Psychology from Florida Institute of Technology. She has been with 4-H since 2018, focusing on healthy living. Carmen is committed to helping others through food and nutrition education, life skills, and better living.





## On The Menu

### Smoothie Leadership:

## Finding the Right Blend for Healthy Employee Engagement

January 13, 2022 / 11:30 am - 1:00 pm



## Dr. Dale E. Hartz

Assistant Professor of Management

Barry University

**Dr. Dale Hartz**, Professor at Barry University, will use the metaphor of smoothies while actually blending some great drinks for the participants as we discuss all of the “ingredients” that influence/impact workplace engagement. We’ll add some mixed berries for “diversity and innovation,” some spinach for “managing conflict” and other key ingredients to get our “recipe” just right! **Come Feed Your Mind (FYM)!**

Dr. Hartz is a researcher, educator, and change leader. He is Assistant Professor of Management at Barry University and a Doctoral Research Advisor at Case Western Reserve University at the Weatherhead School of Management in Cleveland, Ohio. Dale works with students and clients to help them discover and design new solutions to tough challenges that positively change lives, organizations, and communities. He continually finds time to help those who are struggling and is the Founder & Executive Director of Better Future Facilitators (BFF), a 501(c) 3 non-profit organization that is enabling high potential homeless people to start businesses and become social entrepreneurs.





## On The Menu

### Leadership that Works

February 10, 2022 / 11:30 am - 1:00pm



## Maria R. Pearson

### Coordinator

Palm Beach County Human Resources  
Training and Organizational Development

Everyone has the ability to lead. Some lead themselves and some lead others. **Maria Pearson**, the county's Training and Organizational Development Coordinator, will provide you with an overview of the difference between managing and leading, how the seven (7) keys to success relate to leadership, and what you can do about improving your leadership skills. Each leadership skill is key to creating an opportunity for you to be strategic and reach your outcomes. **Come Feed Your Mind (FYM)!**

With over 25 years of business experience, Maria Pearson applies a practical approach to clearly understanding her clients' needs as well as delivering tailored training and management consulting solutions nationally and internationally. She has extensive experience in both the private and public sectors and uses this capability to focus on enhanced productivity and bottom-line results. She is now bringing that expertise to Palm Beach County as the Training & Organizational Development Coordinator.

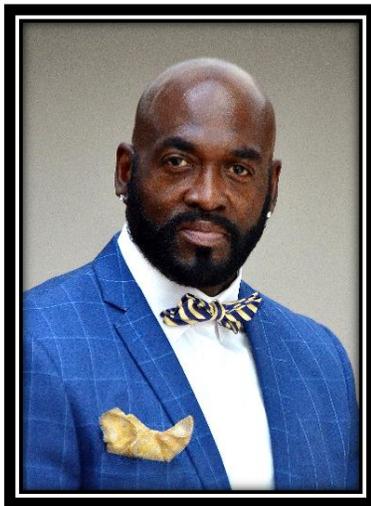




## On The Menu

### **Recipe for Sustainable Organizational Productivity: Moving from Outstanding to a “Culture of Excellence”**

February 24, 2022 / 11:30 am -1:00 pm



## Keith A. Clinkscale

Director

Palm Beach County Strategic Planning  
and Performance Management

For decades, organizations have struggled with creating a culture of sustainable productivity. How do we tie strategy, vision, mission, goals, metrics and employees all together to create a culture that thrives? Most organizations have put all their eggs in one of these baskets. However, the answer lies in the integration of them all. Our ultimate goal is to create something sustainable, long after we leave. It must be woven into the fabric of the organization and requires a “cultural” transformation. **Keith Clinkscale**, the Director of Strategic Planning and Performance Management, will discuss how we can maintain a highly productive and sustainable organization. **Come Feed Your Mind (FYM)!**

Keith Clinkscale is the Director of Strategic Planning and Performance Management for Palm Beach County. He drives all activities related to the County’s long-term strategic plan and assists the Board of County Commissioners (BCC), Administration Executive Team, Department Directors, and staff with the development of long-term goals, objectives, strategies, and actions. Keith implemented cross-departmental teams throughout the County in order to build intentional collaborations and instill a culture of excellence throughout the organization. Keith’s mission is to break down silos while ensuring that the County’s Vision and Mission are obtained and in alignment with its Strategic Priorities. Keith holds a Lean Six Sigma Black Belt Certification, and his affiliations have included the National Society of Black Engineers (NSBE), and the Conference of Minority Transportation Officials (COMTO), among others.





## On The Menu

### **PBC Libraries: The Answer to All Your Strategic Needs**

March 9, 2022 / 11:30 am -1:00 pm



## Doug Crane

Director

Palm Beach County Library System

Have you been to a Palm Beach County Library lately? It is so much more than “just books!” The county’s library system is your go-to resource center for just about ANYTHING you need! Ever thought of creating your own business? Have travel plans and need a passport? What about creating a podcast or YouTube Channel? **Doug Crane**, Director of PBC Libraries, will tell you how you can strategically access all these resources, and more, at one of your local library branches. **Come Feed Your Mind (FYM)!**

Doug Crane began his career with the Palm Beach County Library System as a children’s librarian in 1998 and soon moved his way up the organization serving as the Electronic Resources Coordinator, Branch Manager, and the Director of Branch Services. He was appointed Library Director in 2014 and under his direction the system has won numerous awards including an Urban Library Council Innovation Award. At the Florida Library Association’s 2019 Conference, Doug received an award for Outstanding Scholarly Contribution for his article “Efficient Librarianship: A New Path for the Profession.” In addition to this article, Doug blogs on his “Efficient Librarian” website: [www.efficientlibrarian.com](http://www.efficientlibrarian.com)





## On The Menu

### **Be Your Own Boss: Strategies from a Kid Entrepreneur**

March 16, 2022 / 11:30 am -1:00 pm



## Liliana Carneiro Millett

Owner and CEO

Sunshine Handmade Designs, LLC

Ever heard that Whitney Houston song lyric from the Greatest Love of All, “I believe the children are our future?” Well, she wasn’t far off...In actuality, the children are our present. Whitney continued singing, “teach them well and let them lead the way.” Today’s children are not only leading the way, they are trailblazers! **Liliana Millett** founded her handmade candles and crafts business at the age of 10 and believes that anyone can become an entrepreneur. Liliana will tell us how she started her business, the challenges she has faced, and the strategies she has used to keep going as a “kidpreneur.” Invite the young people in your lives to tune in! **Come Feed Your Mind (FYM)!**

Liliana Millett is a highly motivated, passionate sixth grader. During the “Pandemic Year” of virtual school, she was lucky to be able to go to work daily with her mother and learned some civic lessons while at Palm Beach County Government. Liliana attended a virtual Youth Entrepreneurship Forum presented by the Office of Equal Business Opportunity, and a few months later decided to open up her own business with the help of her parents. Liliana donates 10% of her profits to St. Jude Children’s Research Hospital for cancer research and is proud to say that her company has been open for one full year. In her down time, Liliana loves horseback riding and hopes to own her own horse one day. Follow her on social media @SunshineHandmadeDesigns to keep up with all of Liliana’s activities!





## On The Menu

# Re-Entry Strategies for Giving Second Chances

April 20, 2022 / 11:30 am -1:00 pm



**Chenise Bonilla**

Manager

Criminal Justice Programs  
PBC Public Safety Department

**Arlene Griffiths**

Reentry Program Coordinator  
PBC Public Safety Department



What does it take to give someone a second chance in life? Palm Beach County's Criminal Justice and Reentry Programs, led by **Chenise Bonilla and Arlene Griffiths**, help approximately 600 youth and adults annually who are returning from incarceration into the community. April is Reentry Awareness Month, and you'll hear from staff and program participants about their journeys and the strategies used to help people reintegrate into the community and reduce recidivism in criminal justice. **Come Feed Your Mind (FYM)!**

**Chenise Bonilla** is manager of PBC's Criminal Justice Programs and has extensive experience working within the field. Chenise has worked with the Council of State Governments Justice Center, has managed broad-based technical assistance for Stepping Up, a national initiative to reduce the number of people with mental illnesses in jails, and has provided intensive technical assistance under Justice Reinvestment in Idaho, Nebraska, Rhode Island, and Georgia.

**Arlene Griffiths** is PBC's Reentry Program Coordinator and focuses on adult services, such as implementing evidence-based practices, establishing and maintaining stakeholder partnerships, and acting as liaison to service providers in the community. Arlene has also worked with the Criminal Justice Commission as a Senior Analyst and has 15 years of service with Team PBC.





## On The Menu

### Strategies to Unlock Your Strengths

May 5, 2022 / 11:30 am -1:00 pm



## Heather C. Shirm

Manager

Digital Marketing and Communications  
Palm Beach County Public Affairs

Ever heard of Clifton Strengths? It's the driving force behind the science of maximizing human potential by developing people to become great at what they're naturally good at. **Heather Shirm**, Manager of Digital Marketing and Communications, will help us identify strategies to unlock our strengths and leverage them in our careers and life in general. **Come Feed Your Mind (FYM)!**

Heather Shirm is Digital Marketing Manager for the Palm Beach County Public Affairs Department. She leads a dynamic team of administrative, public relations and design professionals. Her staff creates and manages content for pbcgov.com, the TeamPBC Intranet site and all countywide social media outlets. Her team also publishes countywide digital and print publications to help educate and keep the public informed about available county services and programs. During declared emergencies, Heather helps to ensure clear messaging is communicated as quickly and efficiently as possible to Palm Beach County's 1.4 million constituents.





## On The Menu

### **School is Out—Now, What?** **Keeping Youth Engaged During Summer**

June 16, 2022 / 11:30 am -1:00 pm



## Dr. Twila Taylor

Division Director III

Residential Treatment & Family Counseling  
PBC Youth Services Department

School is out! Now what? **Dr. Twila Taylor**, Director of Residential Treatment and Family Counseling Services for PBC, will provide tips and strategies on how to create positive family memories and how to keep our youth positively engaged during summer break. In this workshop, you'll learn various open communication skills, ideas for inexpensive quality family time, and the importance of fostering healthy family relationships. **Come Feed Your Mind (FYM)!**

Dr. Twila Taylor is a licensed psychologist with over 25 years of experience working with youth and families in residential, inpatient, and outpatient settings. Dr. Taylor earned her Bachelor's degree in Psychology from the University of Maine, and her Master's and Doctorate in Clinical Psychology from Nova Southeastern University. Dr. Taylor is responsible for oversight and management of the Residential Treatment and Family Counseling Division for Palm Beach County's Youth Services Department. One of her main interests is the advancement of trauma informed care and reducing stigma associated with behavioral/mental health and wellness. Dr. Taylor was instrumental in the 3-year process of Highridge Family Center becoming certified by the Sanctuary Institute in providing trauma informed care. Dr. Taylor is currently involved in the expansion of the Sanctuary Model to all aspects of the Youth Services Department.





## On The Menu

### **Celebrating the Vision and Mission of Palm Beach County Inside and Out**

July 13, 2022 / 11:30 am - 1:00 pm



## Ann Marie Sorrell

President and CEO  
The Mosaic Group

Supervisor

Palm Beach Soil and Conservation District Board

As a member of Team PBC, do you know what our county's vision and mission statements are? **Ann Marie Sorrell**, President and CEO of The Mosaic Group, will discuss the internal communications methods that county employees can partake in to ensure we are all providing the same message of "excellence" to our communities, residents, and constituents. Ann Marie will elaborate on strategies to showcase how we work collectively to address the county's six strategic priorities from the inside out. **Come Feed Your Mind (FYM)!**

Ann Marie is an award-winning business leader and the President & CEO of The Mosaic Group, an award-winning public relations and marketing firm serving clients throughout the United States and Caribbean. Ann Marie has managed more than 500 campaigns and projects ranging from \$10,000 to \$3 billion and is the author of *Chronicles of a Serial Dater*, a journey through the good, bad, and funny of dating and relationships told through short stories.

Ann Marie was elected as the first African-American woman to the Palm Beach Soil and Water Conservation District Seat 2 in January 2021. She founded Cannabiziac in April 2020, South Florida's first Cannabiz incubator, accelerator, and co-working community for the cannabis industry. Ann Marie has served as adjunct professor at Palm Beach State College for several years teaching Introduction to Business, Entrepreneurship, and Human Relations. She serves on several community boards and has won numerous awards for her leadership, business acumen, and community involvement.

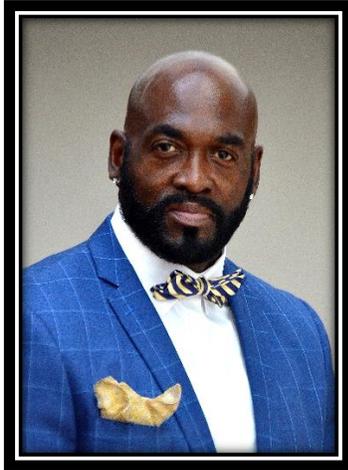




## On The Menu

### **Mentorship: Strategies on How to Harness This Super Power**

August 4, 2022 / 11:30 am -1:00 pm



## Keith A. Clinkscale

Director

Strategic Planning and Performance Management

## Marcela Carneiro Millett, LMHC

Sr. Strategic Planning Performance Analyst

Strategic Planning and Performance Management



According to Forbes, as companies work to attract and retain talent, they should leverage the power of mentorship when it comes to both career development and retention. Keith Clinkscale, Director of Strategic Planning and Performance Management, will discuss how leaders and employees in Palm Beach County should harness the power of mentorship. Marcela Millett, the Senior Analyst for the Division, will discuss how men and women are mentored differently in the workforce, and how the identified gaps can be closed. **Come Feed Your Mind (FYM)!**

