



Carol Easterling Award Nomination Form 2016

Florida Parking Association Member Information

Member Name _____

Organization _____

Region _____

Email _____

Phone _____

Candidate Information

Name _____

Title _____

Email _____

Phone _____

Describe the candidate's job duties, tenure, and previous positions held in your organization.

As the Parking Supervisor, Cheryl is responsible the parking enforcement staff development, training, and performance, parking fine collections office, and the city's permit parking program. In 2012 her role was temporarily expanded to include full administrative support duties along with the aforementioned role. These duties include, but are not limited to oversight of accounts payable and procurement processes, supply resourcing and ordering, budgetary monitoring and support, and payroll reporting processing.

Cheryl started with the City of Sarasota in 2007 as a Parking Enforcement Specialist. During her tenure, she has worked in the Parking under the City's Engineering Division, Police Department and now under the City Administration. She was promoted to Supervisor in 2011 and helped launch a meter parking program.



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Describe why this candidate deserves to represent frontline employees in the upcoming FPA conference.

As a parking enforcement specialist, Cheryl performed her duties efficiently and maintained excellent relationships with merchants and police officers. As a supervisor, Cheryl's willingness to step out and work beyond her duties and level of responsibilities is exemplary. Cheryl keeps a smile on her face at all times. Cheryl maintains a calming effect on her staff and expresses an evenly tempered approach in her all her relations with the public and employees. Whether she is working with employees to define specific parking ordinance interpretation or coordinating with other departments to assist the parking division in achieving its objectives, she is sought out by employees and constituent alike seeking her advice.

In 2012 the city's meter parking program was cancelled. The resulting effect on the parking division was tremendous but Cheryl handled it like a champion. Imagine, working daily to ensure revenues, equipment and enforcement are working properly and the next day being required to reverse course completely. Cheryl kept her team focused on the right issues and expressing the right message with the public. Soon thereafter, the parking division was reassigned to another department. This required Cheryl help plan a transition for her staff, public collection office, and develop new contacts for support as the parking division relocated from the Police Department to City Hall.

Through the constant changing environment, Cheryl has ensured and proven to be a solid force of support for her superiors, and more importantly, successfully managed communication with the general public and employees about the continuing changes affecting the parking division. After the cancelled meter program, her office and staff were barraged with questions and complaints. There were many changes in procedures required. Her enforcement staff seemed to take the brunt of disdain from the community, as did the collection office with phone calls throughout the day.



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How do you feel that the candidate's career in the parking industry will be enhanced by attending the FPA conference?

For the past few years, Cheryl has been performing two roles by overseeing her enforcement staff and providing administrative support. In the 2017 budget year, the parking division will now be dividing these roles more amicably which will allow Cheryl to expand her focus in the performance of parking enforcement and management of our customer service center that collects parking fines and other fees. By attending the Florida Parking Association Annual Conference, she will expand her perspective on how parking is managed and enable her to deepen her knowledge of the parking industry as it relates to her role and beyond. Because Cheryl is highly resourceful, she will use the knowledge gained at the conference to make improvements in customer services and enforcement duties. Further, by expanding her range of personal industry connections she can better benchmark her perspective on how to execute parking regulations and services.



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Describe an incident or attribute that best exhibits the candidate's commitment to your organization's core values.

When transferring from Police Department to the Department of City Administration, while still maintain her role as Parking Supervisor, Cheryl, a field supervisor, assumed the duties of payroll clerk, payables and requisition resourcing. There was significant amount of training required to learn how to use the city's financial management system, purchasing procedures, and how to interface with her superior in ways that were not needed before moving. Training took months, but Cheryl did not complain one time. Although she was now busier than ever before, the parking team's performance continued to improve year over year.

Describe how the candidate enhances his or her work environment.

When you meet a person that exudes positivity and a smile all the time like Cheryl does, it's easy to understand why people come to her for advice and direction. Using her friendly demeanor and infectious smile Cheryl makes everyone she contacts during the day feel better. Cheryl has an ability to truly show honest interest with each person she comes in contact with throughout the day. Cheryl is also intricately involved in community and church functions which increases her public contact - thus resonating a positive message and image about the parking division and the city. Cheryl is easy to talk with and always willing to listen. When Cheryl finds a problem, she is first to recommend a solution and it not afraid to share her opinion in meetings.



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List any other information we should know about the candidate, including community involvement or activities outside the work environment, that will help in our evaluation.

Cheryl volunteers in her community and Coaches a girl youth basketball team. Cheryl is very active with her church and sings in the choir. Additionally, Cheryl volunteers a full week of her vacation every year so she can escort and direct a youth group in team competitions.

Cheryl is quite humble and down to earth. For years, she worked a second job which required she wake around 2 a.m. and work until about 4:30 a.m., every day. Then, she had to get up to help her kids to school and make it to work by 8 a.m. Not once did she complain about this kind of schedule on her life. Moreover, Cheryl is the type of employee who never misses a day of work, and is a shining example to her staff, hardworking individual, that defies the stereotypical government employee work ethic.

Cheryl is family oriented and spends time helping her aging mother and sister who recently went through a serious heart transplant procedure. One would think that a serious procedure of that nature would sideline close family members, but during this time Cheryl worked right through it all. She has a son, Omar, who will be graduating college in 2017, and a daughter who is a junior in high school. She has been married to her husband Tom for almost 25 years.

Cheryl is giving person, humble, respected and loved family member, focused as an employee, and she can be counted on to do the right things. Cheryl Woodard would be a shining example for the industry and would honor the title of Carol Easterling Employee of the Year.