



BEHIND THE SCENES OF LAKE COUNTY'S BRANDING STRATEGY

A logo is nothing more than a pretty picture, but packaged with the right nomenclature, or taglines, it can be an effective branding strategy.

Lake County Government recently embarked on its first professional branding campaign to explore creating a unique and recognizable identity. Historically, the official Lake County seal, which is used by the Clerk of Courts and registered with the state, had been used as the logo for the County.

In 1987, the Board of County Commissioners began using a logo that pictured a citrus tree and a jumping bass fish. Over the years though, the logo has lost its luster and effectiveness in portraying the true Lake County. Subsequently, many County departments began exploring the use of newer, updated logos. Today, Lake County Government touts nearly a dozen different logos, which creates cause for concern.

"The aim of this branding strategy is to develop a unified graphic identity for all County departments," said County Manager Cindy Hall. "The new logo along with the accompanying nomenclature will not only better represent Lake County Government, but will hopefully provide a memorable and inspiring image for our citizens and visitors."

Missing from the previous logo was effective nomenclature, or taglines, that best identified the County. The Board of County Commissioners on Nov. 22 approved the first step in the branding process: a logo, theme line and descriptive copy.

The County's new theme line is "Where The Best Comes Into View." Theme lines are similar to slogans and are frequently changed or modified every half dozen years or so to better reflect the County's current direction. During the past decade, the Lake

County Department of Economic Development and Tourism instituted a number of slogans, such as "Your Kind of Pace," "A Great Place to Find Yourself" and "On the Countryside of Orlando."

Other nomenclature included in the branding strategy is descriptive copy, which simply describes what Lake County is all about. The County's new descriptive copy is "Lakes. Hills. Horizons."

Even with the Board's approval of the new logo, theme line and descriptive copy, the branding process is far from complete. The consultant is currently developing vision, mission and value statements for the County, as well as procedures to implement the branding strategy.

Developing implementation strategies for the new logo and nomenclature is an important aspect of the project. Included with the implementation strategy is completion of a graphics standard manual. The manual will provide examples of proper use of the logo and other identity symbols, along with guidelines and options on how each department can best implement the new branding strategy.

"The manual will ensure proper use of the logo in all print and electronic communications," said Kelly LaFollette, Information Outreach Manager. "The guidelines will call for the logo to be used prominently, in approved colors, size and in a consistent manner."

Once the manual is complete and approved in January, departments will be able to refer to it on the Lake County Intranet site. A section of the site will also include templates for various Word processing and PowerPoint formats, and instructions on ordering the official letterhead, envelopes and business cards.



LAKE COUNTY

FLORIDA

COMMUNICATION 101: THE I'S HAVE IT

When you're talking about a touchy subject at work (or anyplace else for that matter), it's usually a good idea to use the word "I" instead of "you." This gives you the ability to own what you are saying. For instance, "Tom" uses the copy machine a lot and does not refill the paper tray when it is empty. When you come to use it, you have to load it. Instead of saying, "Tom, you always leave the copy machine empty," you might try the following "Tom, I feel annoyed that I have to fill the copy

machine with paper so often." Chances are Tom might be able to hear the complaint in the second version, but might become defensive in the first. It's also a good idea to stay away from all-encompassing words—"Tom, I feel annoyed because I always have to fill the copy machine." This will give the offender an easy out, because he's likely put paper in the machine at least once and he will be able to throw the example out and dampen the credibility of your complaint.



WORK TIPS

DON'T LET THE MEETING YOU ATTEND DESCEND INTO JUST ANOTHER GRIPE SESSION

Have you ever been to a meeting where it seems like all the other attendees want to do is blame others for their failure to reach a goal? If you have, you know what a huge waste of time and energy these meetings can be.

As an attendee is there anything you can do to get the flow of the meeting going in a more productive direction? You bet there is. Break in the chatter when you see your chance, and start out by agreeing with some point that has been made, then skillfully lead the conversation in a direction that is forward thinking—rather than just backpedaling into the blame game. Once you have the group's attention, then do some brainstorming to get the ideas flowing. Once ideas are being generated it's a good idea for someone to write down what is being said. Before the meeting ends, see if a to-do list can be matched with people willing to take on the tasks the new ideas will require.

TECH TIPS

CYBERCRIME LOSSES ARE DOWN

The Computer Security Institute says that average cybercrime losses are down, according to the results of the CSI annual computer crime and security survey. CSI and the San Francisco Federal Bureau of Investigation's Computer Intrusion Squad conducted the survey. The aim of the survey is to raise security awareness and to determine the scope of computer crime in the United States. Here are some of the key findings of the 2005 survey:

- The total dollar amount of financial losses resulting from security breaches is decreasing, with an average loss of \$204,000 per respondent—down 61 percent from last year's average loss of \$526,000.
- Virus attacks continue as the source of the greatest financial losses, accounting for 32 percent of the overall losses reported.
- Unauthorized access showed a dramatic increase and came in as the second most significant contributor to computer

crime losses, accounting for 24 percent of overall reported losses, and showing a significant increase in average loss per respondent, more than double than that of last year.

- The percentage of organizations reporting computer intrusions to law enforcement has continued its multiyear decline. The key reason cited for not reporting intrusions to law enforcement is the concern for negative publicity.

Chris Keating, CSI director, says, "Individual users are more exposed to computer crime than ever, due to the growth in identity theft schemes. With the press and the public paying more and more attention as identity theft becomes a vital societal issue, we can't help but note the shift in the survey results toward more financial damage due to theft of sensitive company data. This is an ominous, though not unexpected, development and underscores the need to insist that enterprise networks be properly safeguarded."



INFORMATION ABOUT THE COUNTY'S HEALTH PLANS

The Health Plan Documents contain a wealth of information. Did you know that...

- Removal of impacted teeth is a covered service under the medical plans. Services provided under the CPO plan must be provided by an in-network provider under the health plan and there is a specialist co-pay of \$35.00. (See pg. 30 of the CPO plan document.) If within the PPO plan, services can be in or out-of-network and will be paid according to schedule of benefits for specialist physician services. (See pg. 29 of the PPO plan document.)
- Chiropractic care is covered. The CPO plan covers in-network providers only, and pays 100% after a \$20.00 co-pay. There is a \$500 or 18 visits maximum per calendar year. (Pg. 23.) The PPO plan pays 80% after the deductible (employee pays 20%) and there is a \$500 or 18 visits per calendar year maximum. (Pg. 22.)
- Injuries resulting from hazardous hobbies or activities might be excluded from coverage. A hobby or activity is hazardous

if it is an activity which is characterized by a constant threat of danger or risk of bodily harm. Examples of some hazardous activities are skydiving, auto racing, hang gliding, jet ski operating or bungee jumping. (CPO & PPO pg. 54.)

- The plan will cover initial contact lenses or glasses following cataract surgery. This is generally a medical service/supply not otherwise covered. (CPO pg. 33 & PPO pg. 28)

These are items that have been included in the plan document since the plan was developed, and additional information on these items and other important information to assist in managing healthcare needs are available in the Plan Documents.

The CPO and PPO Plan Documents can be located on the County's Internet and Intranet. Hard copies will be available February 1, 2006 from Employee Services to any employees requesting copies.

For questions regarding health insurance coverage please contact WEB-TPA at 1-800-697-2235 or Employee Services at 343-9596.

The information included in this newsletter is no way intended as medical advice and should not substitute for consulting with a healthcare provider.

MOM WAS RIGHT —EAT YOUR BROCCOLI

Broccoli is one of the healthiest foods you can eat. Broccoli is a member of the cabbage family, and it was originally cultivated in Italy. Its name is derived from the Latin word brachium, which means branch or arm, and refers to the plant's tree-like shape. The Italian broccolo means "cabbage sprout." Broccoli is rich in vitamin C, it provides over 200 percent of the daily requirement for vitamin C. It's also rich in vitamin A, providing around 45 percent of the daily requirement for that vitamin. Broccoli is also a good source

for folate and fiber as well and is touted for many other nutritional benefits. Broccoli is thought to have anti-cancer benefits because it contains compounds that help deactivate a type of estrogen that is cancer causing, while at the same time increases levels of a form of estrogen that is cancer protective. This vegetable's health benefits are numerous. Here are some of the things it is credited with:

- providing protection against cancer
- reducing heart disease
- protecting against ulcers by eradicating the bacterium that cause them
- being an immune system booster
- being a birth-defect fighter because of the folate it contains
- protecting against rheumatoid arthritis
- building strong bones because it contains calcium.



The best way to prepare your broccoli is to eat it raw or lightly steam it. Studies have shown that much of broccoli's nutritional value is lost if you overcook or microwave it.

Lake County's news corner

NEW GROWTH MANAGEMENT DIRECTOR INTRODUCED

Carol Stricklin was introduced in November as the new Director of the Lake County Department of Growth Management.

Formerly Assistant Community Development Director for the City of Largo, Stricklin has more than 20 years of experience in growth management. She has also previously worked for the Renaissance Planning Group, Orange County Planning Division and the City of Orlando Long Range Planning Section.

“What I tell people about my experience is that I have experience in a variety of disciplines and in a variety of urban and rural counties, and I bring that level of experience to Lake County,” she said.

Stricklin earned a bachelor’s degree in political science from the University of

Florida and a master’s degree in public administration from the University of Central Florida (UCF). She also completed doctoral program coursework at UCF in the field of public affairs. She is a member of the American Institute of Certified Planners, the Urban Land Institute and the Congress of New Urbanism.



COUNTY COMMISSION VIEWS NEW EQUIPMENT

The Lake County Board of County Commissioners took a break during its Nov. 15 meeting to view four new apparatus that will provide the community with greater safety and well being.

On display outside of the Lake County Administration Building were the mobile health unit, special operations engine, tower truck and hazardous materials trailer.

The recently purchased mobile health unit offers basic health services, immunizations and health screenings in areas that do not have access to healthcare services. The mobile health unit includes two exam rooms and will be staffed by the Lake County Health Department.

The special operations engine responds to a variety of emergency calls for the

Lake County Department of Public Safety Fire Rescue Division. The engine is based out of Station 76 in Yalaha, one of three special operations stations strategically placed throughout unincorporated Lake County.

A hazardous materials trailer was recently purchased with a homeland security grant. Based out of Station 76, the trailer carries equipment needed when dealing with any hazardous materials leak. The trailer also carries generators, lighting and a fill station to refill firefighter air bottles. The trailer was custom built by Leesburg-based company Beverage Body & Trailer Service.

Lake County Commissioners also received a special demonstration of the new aerial tower truck that is able to

PUBLIC SAFETY HIRES, PROMOTES FIREFIGHTERS

The largest graduating class ever of future Lake County firefighters was honored at a ceremony Oct. 21 at the Lake Technical Center Public Safety Center, Kenneth A. Bragg Campus. In addition, six Lake County firefighters were promoted to lieutenant.

In all, 29 firefighters completed the three-week orientation at the Bragg Campus, which instructs candidates about the practices and protocol of the Lake County Department of Public Safety Fire Rescue Division. Of the group, 21 were assigned to stations the following week and the remaining eight will serve as temporary firefighters.

Promoted to lieutenant were firefighters Kara Miller, Michell Woodward-Bass, Clint Chapman, Paul Rogers, Brian Gamble and Robert Armas. The six promotions will fill the need for additional lieutenants at future fire stations in Lake County.



reach heights of up to 95 feet. Based out of Lake County Fire Rescue Station 112 in the Four Corners community, the tower truck specializes in high angle and trench collapse rescues. The tower truck includes a 6-foot square platform with a cage, which makes it safer than a traditional ladder truck.

TWO DEPARTMENTS INTRODUCE SHARPS DISPOSAL PROGRAMS FOR CITIZENS

Beginning Jan. 1, residents of Lake County can visit any staffed Lake County fire station to pick up a free Voyager container that allows for the safe disposal of biohazardous medical waste, such as syringes with attached needles and disposable lancets.

The Lake County Department of Public Safety with the cooperation of the Lake County Department of Environmental Services and Leesburg Regional Medical Center (LRMC) is introducing the Sharps Disposal Program. According to LRMC, Sharps are just one category of biohazardous waste, which includes needles, scalpel blades, glass and pipettes that are used or contaminated with body fluids.

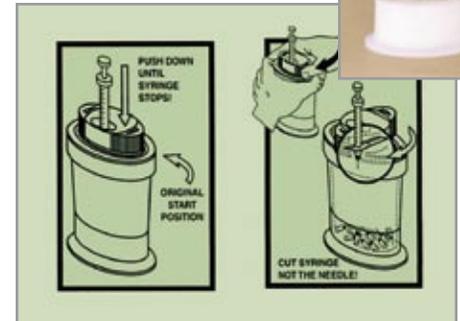
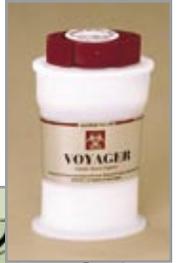
Public Safety recently purchased 500 of the Voyager containers and distributed

them to 14 fire stations across the County. The containers are easy for residents to use and prevent the potential of Sharps puncturing or lacerating waste management workers or others handling household trash.

By placing a syringe in the container and twisting the top, the Voyager safely disposes of the used needle and a small portion of the syringe. The process destroys the disposable syringe preventing any possible reuse or needle-stick injuries.

A container can hold more than 120 individual 1cc insulin syringe needles and accepts most lancets, and functions with all brands of insulin syringes. Unlike most containers that require special disposal, the Voyager container is safe to throw away with household trash.

Residents who cannot afford to purchase Sharps disposal containers at local pharmacies are encouraged to participate in the Lake County Sharps Disposal Program. For more information about the program, call Jack Fillman, Lake County Fire Rescue Chief of Emergency Medical Services and Education, at (352) 343-9458.



BULL'S-EYE

THIS LAKE COUNTY EMPLOYEE IS RIGHT ON TARGET

If you happen to see Kevin Allen during the next couple months, wish him luck as he is going to need all he can get.

A Landfill Attendant with the Lake County Department of Environmental Services, Allen will depart for Las Vegas in late April for the 21st Annual National Dart Association International Team Dart 2006 tournament at the Rivera Hotel and Casino.

In actuality, Allen doesn't need a lot of luck because he is that good. In November, he secured his right to play in the international competition by winning the Florida State Dart Championship in Kissimmee. Allen will compete in Vegas during singles and doubles events of 501 and Cricket.

Though there are expected to be 600 to 700 electronic dartboards in action at the hotel and casino, Allen isn't nervous. He has previously competed in seven other international and national dart tournaments.

"When I started playing in these tournaments I was beating Kevin Painter and Phil Taylor, which are some of the No. 1-ranked players in the world," he said. "I knew then I was pretty good."

Playing darts came naturally for Allen. A native of New England, he started at a young age.

"I started off playing at my friend's [home] in New Hampshire," he said. "I was probably 9 or 10 years old and I was beating the adults. When I got older, I started to join leagues."

While the natural ability helps, Allen still practices about three hours a day at home to sharpen his skills. For the upcoming tournament, Allen is focusing during practice sessions on his usual bad tendencies, such as not staying square to the board and lifting his back foot when throwing. However, his primary concern is "staying consistent."

"Anybody can hit anything at anytime," he said. "The key to the game is to stay consistent."



Do you know

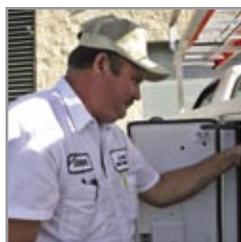
of a Lake County Government employee with an interesting hobby or pastime?

Submit a short explanation about an employee's after-hours pursuit at

klafollette@co.lake.fl.us,

and it may appear in the next issue of LAKE@WORK.

EMPLOYEE OF THE QUARTER | 2ND QTR



Donnie Prevatt
Energy Maintenance Technician,
Facilities Development & Management

SUPERVISOR OF THE QUARTER | 2ND QTR



Brenda Quattlebaum
Executive Management Associate,
County Manager's Office

NEW HIRES | OCTOBER-NOVEMBER 2005

Alejandro Vera	Katherine Baker	Angela Whitener	Leigh Biasella	Carol Stricklin	Mark Green
Christopher Cuellar	Nichole Rapp	Dennis Nitzel	Rena Frank	Eric Sanderson	Russell Shorten
James Faattizzi	Ryan Reich	Jennifer Higgins	Steven Harris	Joanna Pope	William Murphy
Justin Pouliot	Ali Duncan	Kelly Summersill	Brandon Eason	Maerita Artlip	Chad Hutchinson
Michael Springer	David Stanley	Paul Zakhary	Ellen Miller	Ron Rudolph	Jacob Wiley
Ryan Dupont	Jason Graham	Stanley Priestler	Jimmy Smith	Timothy Delaney	John Sammons
Aletha Burgess	Kelley Wright	April Brooks	Lucinda Ostermeyer	Catherine Shaylor	Michael McClelland
Daniel Smith	Patrick Aloï	Eileen Heinkel	Robert Hansen	Gerald Fedroff	Ryan Carroll
Jared Rable	Sara Mooney	Jeremy Stewart	Thomas Reich	Joelene Mozingo	Yma Grund

SERVICE AWARDS | OCTOBER-DECEMBER 2005

5 YEARS		10 YEARS	15 YEARS	20 YEARS	25 YEARS
Scott A. Grippin	Dale Warren	Ronald J. Searcy	John K. Starcher	Micheal TerMeer	Nicie A. Parks
Tracey R. Isbill	Sherry W. Aldrich	Ricky J. Magnus	John M Bringard		Linda Lorentz
John D. Wight	Aaron J. Chaddick	Terry Rodgers	Leon F. Burton		
Edith M. Hendrickson	Tina Smith	Skip Nemecek	Rebecca Holland		
Robert A. Armas	Jack Fillman	Nikki Wright			
Michael J. Timpanaro	Jason Rivera				

PROMOTIONS | OCTOBER-DECEMBER 2005

EMPLOYEE	TITLE	DEPARTMENT/DIVISION	DATE
David Hansen	Public Lands Program Manager	Growth Management	09/04/05
Mary Hamilton	Stormwater Project Manager	Public Works	09/06/05
Eric Cantley	Equipment Operator II	Public Works	09/06/05
Claire Golcher	Library Assistant	Community Services	09/20/05
Tom Wheeler	Associate Planner	Growth Management	09/26/05
Andrea Kennard	Staff Assistant	County Attorney's Office	10/01/05
Morgan Cates	Equipment Operator III	Public Works	10/03/05
Kathy Oberg	Library Assistant	Community Services	10/03/05
Denice McLeod	Permitting Specialist	Growth Management	10/03/05
Scott Auker	Jail & Sheriff Facilities Maintenance Crew Leader	Facilities Development & Management	10/03/05

RETIREMENTS | OCTOBER-DECEMBER 2005

EMPLOYEE	TITLE	DEPARTMENT/DIVISION
Peggy Norman	Administrative Office Associate I	Community Services/Children's Services
Tom Ivey	Chief Mechanic	Fleet Maintenance
Terri Davis	Administrative Office Associate I	Soil & Water Conservation District