



› Central Florida

Advancing women  
Advancing transportation

# 2020 Annual Report



**GOLD CHAPTER**



**Table of Contents**

- 2020 BOARD OFFICERS & COMMITTEE CHAIRS .....3
- FINANCIAL REPORT.....5
- CORPORATE PARTNERS .....6
- MEMBERSHIP .....7
- MEETINGS & COORDINATION WITH WTS INTERNATIONAL .....8
- MEDIA RELATIONS & COMMUNICATIONS .....10
- PROGRAMS & ACTIVITIES ..... 12
  - ◆ In-person Events
  - ◆ Virtual Activities
- NEXT GENERATIONS OF WOMEN TRANSPORTATION LEADERS!..... 22
  - ◆ Transportation YOU
  - ◆ University of Florida Student Chapter
- PROFESSIONAL COMMUNITY ..... 24
  - ◆ Professional Development
  - ◆ Emerging Professionals Program
  - ◆ Community Involvement
  - ◆ Social and Networking
- RECOGNITIONS: Chapter Scholarships and Industry Awards.....28
- CELEBRATE ..... 32

**CENTRAL FLORIDA CHAPTER ESTABLISHED:**

**AUGUST 11, 1995**



“ *Transportation is the center of the world! It is the glue of our daily lives. When it goes well, we don't see it. When it goes wrong, it negatively colors our day, makes us feel angry and impotent, curtails our possibilities.* ”

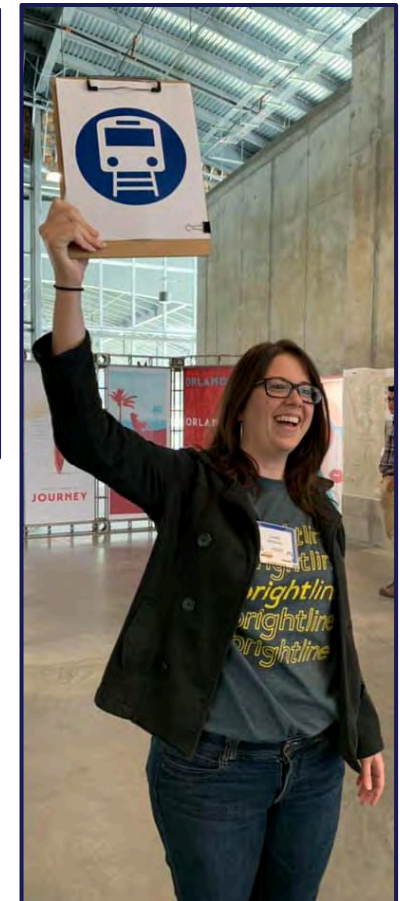
- Robin Chase, former CEO of Zipcar



The year in review for the WTS Central Florida Chapter (WTSCFL) begins with the leadership. The strong team of 2020 board officers and committee chairs expanded our outreach and benefits to our chapter and the transportation community.

### 2020 OFFICERS

	<b>PRESIDENT</b>	<b>Amy Windom, P.E.</b> President Younkins-Windom, LLC
	<b>VICE PRESIDENT</b>	<b>Snehal Ambare, P.E.</b> Associate Vice President HNTB
	<b>TREASURER</b>	<b>Lizette Martinez, P.E.</b> Vice President AVANT Engineering Group, LLC
	<b>SECRETARY</b>	<b>Ivannia Bok, PMP</b> Senior Designer / Project Coordinator Volkert, Inc.
	<b>IMMEDIATE PAST PRESIDENT</b>	<b>Christina Colón, P.E.</b> Director of Transportation Development Florida's Turnpike Enterprise



The committees keep everything moving and 2020 had exceptional committee leadership to deliver five in-person events before COVID19 moved us to the virtual world.

<b>2020 COMMITTEE CHAIRS</b>			
<p><b>Banquet</b></p>  <p>Barbi Stiles, FSMPS, CPSM (WGI)</p>	<p><b>Fundraising</b></p>  <p>Ivannia Bok (Volkert) &amp; Brian Kirwan, P.E. (K&amp;N Engineering)</p>	<p><b>Newsletter</b></p>  <p>Jessica Dean, P.E. (Jacobs) &amp; Abigail Osei-Asamoah, Ph.D. (CDM Smith)</p>	<p><b>Recognitions</b></p>  <p>Courtney Reynolds, TDM-CP (VHB)</p>
<p><b>Community Relations</b></p>  <p>Laine Powell, Ed.D. (Ace Applications)</p>	<p><b>Media Relations &amp; Website</b></p>  <p>Erika Booker (HNTB) &amp; Kelda Senior</p>	<p><b>Professional Development</b></p>  <p>Sarah Matin, P.E. (S&amp;ME)</p>	<p><b>Scholarship</b></p>  <p>Francina Gil, P.E. (Conсор) &amp; Sherry Ann Tulloch (M&amp;O Marketing Consultants)</p>
<p><b>Emerging Professionals</b></p>  <p>Nancy Clements, P.E. (WGI)</p>	<p><b>Membership</b></p>  <p>Stacey Russell (GPI) &amp; Kathrin Tellez, AICP, PTP (Fehr &amp; Peers)</p>	<p><b>Programs</b></p>  <p>Sophia Villavicencio-Ortiz (VHB)</p>	<p><b>Transportation YOU</b></p>  <p>Karen Van Den Avont, P.E. (Protean Design Group) &amp; Lori Treviranus, P.E. (KEITH Team)</p>



WTSCFL is a non-profit organization that relies on membership, events, and fundraising to support a variety of programs. We enjoy tremendous support in sponsorships and program attendance. The table below is a summary of the finances for 2020. The following items are relevant to this financial summary:

- The beginning balance is the value from our 2019 Annual Report.
- Income and expenses are grouped to represent the year’s major activities.
- Income incorporates Pay Pal fees for registrations and sponsorships paid with credit cards.
- The ending balance is consistent with the end of year bank balance for 2020.

WTSCFL gratefully recognizes the generous contributions of the following sponsors. It is through their kind support that our chapter can provide programs for our members and friends and scholarships that support young women entering the transportation industry. In 2020, annual packages and event sponsorships were available.

<b>Balance as of 1/1/2020</b>		<b>\$58,560.00</b>
<b>Income:</b>		<b>\$ 60,345.78</b>
Chapter Rebates (Dues)	\$ 6,010.00	
Annual Sponsorships & Programs Income ♦	\$ 53,924.59	
Interest	\$ 8.29	
Other (2019 event late payments, fee correction, refunds)	\$ 402.90	
♦ Includes reduction for credit card processing fees.		
<b>Expenses:</b>		<b>\$ 38,771.22</b>
General Administration and Operations (Supplies & Materials, Sunbiz Annual Report, Insurance, Post Office Box, Constant Contact, Drop Box, Taxes, QuickBooks)	\$ 2,577.13	
Committee Expenses (Programs, Membership, Awards & Recognition, Student Liaison, Transportation YOU, Community Relations, Fundraising, Emerging Professionals,)	\$ 15,869.09	
Contribution to WTS Foundation Account (Scholarship fund & Charitable contributions)	\$ 20,325.00	
<b>Balance as of 12/31/2020</b>		<b>\$ 80,134.56</b>

“

*Long ago, Margaret Mead, the world-famous anthropologist, noted that we should "never underestimate the power of a small group with dedication to change the world; it is, in fact, the only thing that does.*

- Michael Marquardt, author *Leading with Questions*

”

We were honored with 20 annual sponsors shown below.

**PLATINUM ANNUAL SPONSORS**



**GOLD ANNUAL SPONSORS**



**SILVER ANNUAL SPONSORS**



**BRONZE ANNUAL SPONSORS**



**Thanks for your continued support!**



WTSCFL became the 28th chapter of WTS on August 11, 1995 with 16 members. Our chapter began 2019 with 86 members and quickly topped the 100 member threshold in January 2019. In 2020 we started the year with 127 members and increased to 132 by the end of the year. The focus on member benefits and virtual activities helped us bond by participating in events that ranged from 10 to 150 people! This was accomplished with bi-weekly membership committee calls to keep interest.

With various activities throughout the year, the membership committee took on bi-weekly calls to make sure coordination with programs, professional development, and community relations add member benefits in this unprecedented time.. Efforts included the 25<sup>th</sup> Anniversary Bash, discussion groups, and learning events.

### **WTS Awards Honorary Membership**

WTS International provides two honorary memberships to each chapter to allow for recognition of key local contributors to the transportation industry, particularly those leaders contributing to access and equity for women. Our first 2020 honorary membership recipient is Cyndi Gundy. Cyndi is President of CG Consulting, a specialty consulting and training company dedicated to helping engineers, architects, and contractors engage their teams and win more work. In addition to one-on-one coaching and team building, she provides training workshops for business development, presentation skills, and effective leadership to name a few. Prior to forming CG Consulting, Cyndi was an award-winning member of the marketing faculty at the University of Central Florida where she taught for 16 years, including courses in professional selling and marketing.

After delivering two training sessions in March at no charge to the WTS Central Florida Chapter, the WTS Board voted unanimously to award an honorary membership to Cyndi. For the first event, she guided our Emerging Professional mentor-protégé pairs on "How to Get the Most from Mentoring" – see page 25 for more information. Her interactive style made the content memorable, and she provided her slides after for easy reference. The second event was a fantastic professional development event "How to Have Difficult Conversations." – see page 24 for more information.

The key drivers for awarding Cyndi an honorary membership were her openness with information and generosity with her time and expertise for the benefit of women in transportation.

“ *Having talent isn't merely about being competent; confidence is actually a part of that talent.* ”

- Katty Kay, author *The Confidence Code*



Cyndi Gundy

A successful 2020 started with the 2019 Annual Board Retreat hosted by Protean Design Group. The session was to plan the 2020 events leading up to our 25th Anniversary on August 11th. As a proud 2017, 2018, and 2019 Gold Chapter, the goal was to maintain the Circle of Excellence status.

**CHAPTER HISTORY**

**WTSCFL PRESIDENTS**

- 1995-1996: Barbi Stiles
- 1997-1998: Christine Kefauver
- 1999-2000: Michele Ranalli
- 2001-2002: Jennifer Stults
- 2003-2004: Muffet Robinson
- 2005: Tiffany Homler-Hawkins
- 2006-2007: Eileen LaSeur
- 2008: Teresa Townsend
- 2009-2011: Eileen LaSeur
- 2012-2013: LaChant Barnett
- 2014-2015: Anoch Whitfield
- 2016-2017: Virginia Whittington
- 2018-2019: Christina Colón
- 2020-2021: Amy Windom

Chapter Board Meetings are generally scheduled the 3rd Wednesday of every month and all chapter members are encouraged to participate. Due to professional schedules, a dial-in number is available, which as of March the online meeting became the primary format. A total of 10 Chapter Board Meetings and one Executive Committee Meeting was held as shown in the table below with chapter president Amy Windom presiding.

Date	Meeting Location
01/15	Avant Engineering – Full Board
02/19	Avant Engineering – Full Board
03/25	Online Meeting – Full Board
04/15	Online Meeting – Full Board
06/17	Online Meeting – Full Board
07/15	Online Meeting – Full Board
08/19	Online Meeting – Full Board
09/16	Online Meeting – Full Board
09/21	Online Meeting – Executive Committee
10/16	Online Meeting – Full Board
12/16	Online Meeting – Full Board



“Effective leadership is putting first things first. Effective management is discipline, carrying it out.”  
- Steven Covey





Coordination with WTS International included reports, meetings and WTS International activities.

- Business reports and filings including WTS International Quarterly Reports and IRS tax filing.
- Meetings:
  - ◆ Chapter One-on-One Meetings: March 2 & September 23
  - ◆ State of Association Meeting: March 31
  - ◆ Transportation YOU Calls
- WTS International Activities:
  - ◆ Splash Party! April 17: This celebration revealed the new brand and brought together chapters by region. We shared favorite and meaningful WTS programs. Always great to have a party – even if virtual!
  - ◆ Annual Conference: While the in-person conference was cancelled due to COVID-19, many members attended



the virtual awards ceremony and business meeting on May 21. We were thrilled to receive our fourth consecutive gold circle of excellence level with a fabulous new look for the logo!!!



- ◆ Webinars:
  - WTS Chapter Webinar March 20: Contract Cancellations & Terminations in Response to COVID-19
  - WTS International AMS training June 17-18
  - Industry Conversation June 10: Insights from association partners about COVID-19 impacts on operations
  - Mobility XX Webinar on November 10 & 17: Discussed trends and the latest research, specifically in transportation including the impacts of COVID-19 on women.

- ◆ Chapter Leader Training November 19 – 20, 2020: With the virtual format, six members participated in the two-day event. The event started with an inspirational greeting from 2020 Woman of the Year Nuria Fernandez. Attendees agreed a favorite message was **“you can do anything, but you don’t have to do everything.”** Her reflections along with well-prepared, clear training sessions and break-out discussions were valuable and productive for both existing and emerging chapter leaders.



**Nuria Fernandez**  
General Manager & CEO  
Santa Clara Valley Transportation Authority

**WTS** Advancing women  
Advancing transportation  
CHAPTER LEADER TRAINING

Every year WTSCFL Chapter Board meets in the last quarter of the year to discuss and plan the strategic vision and events for the upcoming year. Amid the pandemic the board met virtually on November 7. Discussion was based on the following questions:

- Media Footprint – what do we want to look like and what media tools do we need to achieve?
- Visioning - where do we want to be in 3 to 5 years for a smooth leadership change?
- Events & Programs – what do we want to continue to do?
- Diversity & Inclusion – who will lead a new committee to help us keep the conversation going?



## CHAPTER HISTORY

### WTSCFL FIRST BOARD

President: Barbara Stiles  
Vice President: Gert DeSantis  
Secretary: Michelle Gallant  
Treasurer: Kathy Morgan  
Media Relations Chair: Barbara Crystal  
Newsletter Chair: Joedel Zaballero  
Recognitions Chair: Rosemarie Moeller  
Programs Co-Chairs: Charlotte Davidson & Christine Kefauver



*Creativity requires asking questions for which an answer is not already known. The truth is that innovation is rarely the product of pure inspiration, that “Eureka!” moment when some genius comes up with a wholly new idea. Rather, innovation happens when people see things differently. It starts with a questioning culture that helps people gain new perspective and see things differently. Innovation is generated by great questions in an environment that encourages questions.*



- Michael Marquardt, author *Leading with Questions*

Communications are important to WTSCFL. We remain proactive in our email communications with most of our messages sent through Constant Contact as we transition to the new WTS International AMS tools. We have over 800 contacts in our database and sent campaigns for programs, newsletters, special projects/events, nominations/awards, scholarship applications, members-only events, and announcements. The table has our tracking of communications as reported in our quarterly reports to WTS International.

With information sources moving to social media for the past several years, the effort was for a more rigorous approach than just email communications. In 2020, our WTSCFL LinkedIn page grew by more than 160 followers for a total of 313 followers as of the end of 2020.



**WTS Central Florida Chapter**  
Transforming the transportation industry through the advancement of women. #WTSCFL  
#WeAreWTS

	Emails	Social Media			
		LinkedIn	Facebook	Instagram	Twitter
Q1	<ul style="list-style-type: none"> <li>◆ 1 sponsor outreach</li> <li>◆ 2 quarterly programs</li> <li>◆ 2 upcoming events</li> <li>◆ 2 scholarship application outreach</li> <li>◆ 1 newsletter</li> </ul>	11	4	0	13
Q2	<ul style="list-style-type: none"> <li>◆ 6 quarterly programs</li> <li>◆ 1 upcoming events</li> <li>◆ 2 scholarship application outreach</li> <li>◆ 1 awards nomination outreach</li> <li>◆ 2 education event (Rinker)</li> <li>◆ 1 community event</li> <li>◆ 5 scholarship fundraising event</li> <li>◆ 2 newsletters</li> </ul>	26	9	7	17
Q3	<ul style="list-style-type: none"> <li>◆ 3 quarterly programs</li> <li>◆ 5 awards nomination outreach</li> <li>◆ 2 education events (SunTrax)</li> <li>◆ 3 community events</li> <li>◆ 8 banquet with VIP reception</li> <li>◆ 1 newsletter</li> </ul>	33	8	6	13
Q4	<ul style="list-style-type: none"> <li>◆ 6 quarterly programs</li> <li>◆ 3 networking event</li> <li>◆ 6 members-only event</li> <li>◆ 1 community event (Tech Sassy Girlz)</li> <li>◆ 1 newsletter</li> <li>◆ 1 annual member survey</li> <li>◆ 1 sponsor survey</li> <li>◆ 7 nominations and election</li> </ul>	29	9	2	6
<b>77 Emails</b>		<b>193 Social Media Posts</b>			



*Over the years, I discovered that — regardless of race, nationality, religion, economic status, or any other distinguishing characteristic — everyone wants to have good relationships with the important people in their lives. For that, effective communication skills are essential.*



- Bento C. Leal, III , author *4 Essential Keys to Effective Communications*



While 2020 started with in-person activities, mid-March brought us to a new virtual reality. Our in-person programs included the January open house and February technical tour with numerous virtual events summarized on the next several pages.

### In-Person Programs

#### January 23 - Open House

Our Chapter hosted an Open House at Leu Gardens to kickoff its 25<sup>th</sup> year with a free event to all registrants (members and non-members). It was an evening with light appetizers and cocktails, filled with networking and a chance to win WTS prizes. The event was an opportunity for prospective and current members to meet the new board members, as well as network. Attendees were encouraged to learn more about each of the WTS committees through an interactive BINGO game. The photo booth was a popular stop, with fun props that featured the 25th anniversary of the Central Florida chapter of WTS. Sign up sheets were placed at each committee table for registrants to become a sponsor, a member, and join a committee! Photos on page 13.



#### February 28 - Technical Tour



Our first ever technical tour was hosted by Virgin Trains and GOAA, providing an awesome update of this historic construction. Planned by Virgin Trains (now Brightline) Public Affairs Manager Katie Mitzner and WTS Program Chair Sophia Villavicencio-Ortiz (VHB), we first heard from GOAA CFO Kathleen Sharman about the status and plans to improve the airport's Orlando Experience. Scott Gammon, Senior VP from Virgin Trains, provided detailed information about the construction status and plans to extend from OIA to Tampa!

Virgin Trains staff briefed us in the future station lobby about train service, the intermodal facility platform construction, and current track/bridge construction. The hard hat tour included a narrative as we traveled by bus to the 62-acre maintenance facility site, then along the 35-mile alignment along the Beachline (SR 528). We stopped at the temporary trestle at Taylor Creek to see the crane and test piles for bridge construction. Beyond the tour route Virgin Trains work extends over 120-miles connecting to current service in West Palm Beach! Photos on pages 14&15.



*"If you choose not to act, you have little chance of success. What's more, when you choose to act, you're able to succeed more frequently than you think."*



- Katty Kay, author *The Confidence Code*

# PROGRAMS

## 2020 IN-PERSON EVENTS

### Open House



**Brightline Technical Tour**





**Virtual Programs**

**April 17 - Pop-up Lunch Discussion for Strategies for Work and Home Success During Social Distancing**

WTSCFL expanded our virtual footprint inviting members to discuss social distancing with a goal for everyone to could share how they are doing and strategies that helped as the work world and home world merged. Kathrin Tellez (Fehr & Peers) kicked-off with a polling question for everyone to share how they are feeling - word size shows answer frequency!



Kathrin also provided some overall strategies:

- Establish a dedicated workspace
- Maintain consistent work hours
- Plan your day/week
- Keep your calendar up to date
- Schedule break times
- Attend routine meetings with colleagues via video



The breakout sessions allowed for small group discussions including techniques to balance the work and home life.

**May 8 - Pop-up Coffee Break to Discussing Confidence**



A smaller group joined to discuss confidence. Amy Windom led the discussion that revolved around the premise of learn by doing... but have a cheat sheet! Amy's approach is to have notes summarizing project status, as well as notes for a meeting and notes for a presentation - they are her security blanket.

A video by Katty Kay, keynote speaker at the 2019 WTS International Conference., summarized part of her book with Claire Shipman: *The Confidence Code: The Science and Art of Self-Assurance - What Women Should Know and The Confidence for Girls: Taking Risks, Messing Up, and Becoming Your Amazingly Imperfect, Totally Powerful Self.*

Click on [YouTube summary](#) to watch a summary of her confidence research. Confidence is more a choice than genetic predisposition. To build confidence requires taking risks. Failure is part of taking risks and building confidence. After the video, the group discussed confidence and lessons learned, including other examples of taking risks and failures to build confidence.

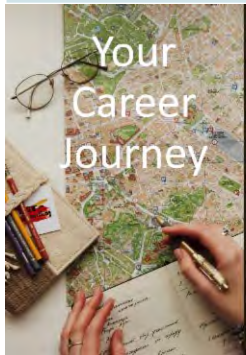
“ *Taking risks is a prerequisite for building confidence.* ”  
- Katty Kay,  
author *The Confidence Code*





Virtual Programs

June 5- Pop-up Lunch Discussion for Your Career Journey - Path Less Taken



Wins
Losses
Detours



Most career paths have unexpected turns that provide professional growth. WTS member H. Walker began by sharing her journey. Although she had a 30-year plan since the age of 13 and achieved almost all of the key milestones, H inspired us with how she overcame challenges that could never have been planned.

She then facilitated the discussion of wins, losses and detours for the group. The most common story was of detours.

- Recession of 2008-2009. After accepting positions in a busy industry, one member shared the story of the quick decisions required to maintain US residency after being laid off during the recession. Decisions included moving to a new state and delaying master’s degree pursuit, which has now been successfully completed.
- Never say "NO". One member said that with an environmental degree, the path to transportation was from accepting an urban planning position without fully feeling ready. Then while in planning, choosing to be on committees for transportation gave her the knowledge to leverage her career.
- Family matters - whether raising children or having the last few years with a parent of declining health, members shared positive results of decisions, both personal and professional levels. One clear message - maintain licenses!
- Confidence: experiencing a bad-fit job led one member to appreciate the next positions, which were good-fits and helped her build confidence.
- Accept that the plan may not always be timely. Moving with a plan to return to Central Florida in 5-years, was delayed for one member. However, she had positive career results.

“ *A great leader will encourage teammates, employees, and colleagues to become more capable, confident and accomplished than they are themselves.* ”  
- Steve Farber, author *Greater than Yourself*

**Virtual Programs**

**June 19 – Engaging the Public: Pandemic and Beyond**

**WTS MEMBERS UPDATE:**

**ENGAGING THE PUBLIC –  
PANDEMIC AND BEYOND!**

**HOST:** WTS Member Alison Stettner, AICP  
Director, FDOT Office of Policy Planning

**SPEAKER:** Rusty Ennemoser, PhD  
Statewide Community Resource  
& Public Involvement Coordinator  
FDOT Office of Policy Planning



Rusty Ennemoser, Statewide Community Resource & Public Involvement Coordinator from FDOT's Office of Policy Planning shared with the WTS members some tips and new resources on how to proceed with public involvement activities during the pandemic and this new era. This event was hosted by WTSCFL member Alison Stettner, who is the FDOT Director of Policy Planning. As this topic is of interest statewide, WTSCFL invited the other Florida WTS chapters to participate in this one-hour update. The session had 62 attendees, which represented every Florida WTS Chapter!

**July 7 – Meet Secretary Jared Perdue – partnered with COMTO**

WTSCFL partnered with COMTO to welcome FDOT District 5 Secretary, Jared Perdue, PE, to Central Florida. Over 70 registered members submitted a variety of questions for host Stacey Russell (GPI) to include in the interview. Jared shared with us his experience of moving with family to a new city, transportation objectives for the State and the District, impact of COVID-19 on the current work program, roll of the consultant community, importance of female leadership in transportation, and much more. We were able to share a sponsor booklet for the Secretary to see the phenomenal support from the transportation community.



**July 17 – M-CORES Update**



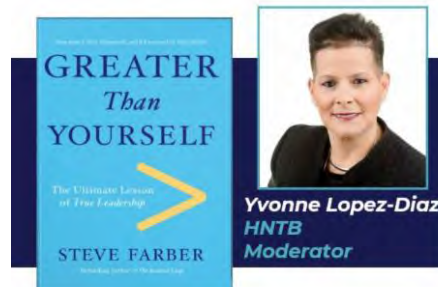
Jennifer Stults, AICP, CTP, CPM, FCCM provided a briefing on Multiuse Corridors of Regional Economic Significance (M-CORES) to a packed house – virtually packed that is – more than 100 on the webinar! As the 3<sup>rd</sup> largest state by population and 2<sup>nd</sup> fastest growing state, population is expected to climb to over 33 million by 2070. Additional infrastructure needs prompted 2019 M-CORES law with specific purpose to protect the environment; encourage job creation; enhance quality of life and public safety; revitalize rural communities; provide regional connectivity; and leverage technology. The objective is for three task forces to research three regional corridors intended to accommodate multiple transportation modes and types of infrastructure. Jennifer talked about the task force teams, timeline, and process. For more information visit:

<https://floridamcores.com/>

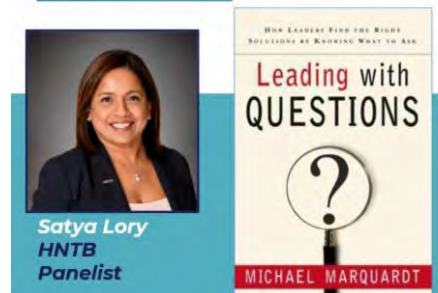
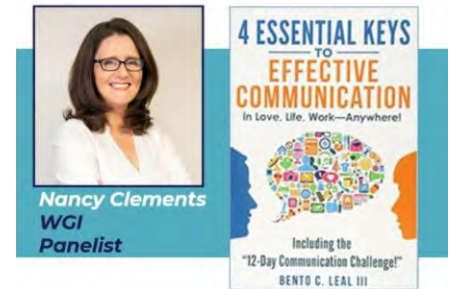
Virtual Programs

August 27 - Read to Succeed

In August, we hosted a new twist on book club. We invited a panel of women transportation leaders to share a book that had an impact on them. Moderator Yvonne Lopez-Diaz started the discussion sharing the positive impact of the book "Greater than Yourself" on her career and approach to mentoring. She even sought out the author - discussion about the book has led to a friendship! Yvonne then questioned the three panelists, who are leaders in transportation, about favorite books that influenced their lives and/or careers..



Nancy Clements (Senior Vice President, WGI) shared how "4 Essential Keys to Effective Communication" was her read after taking Strength Finders with her leadership team and learning none of the women had a strength for empathy. They learned a lot during the 12-Day Communication Challenge.



Gail Woods (Vice President, Transystems) was inspired after reading "Becoming" by Michelle Obama. The journey from Chicago's south side to first lady. The obstacles and achievements were shared were an inspiration. The key takeaways for Gail - don't let anyone squash your dreams and don't let fear drive you.



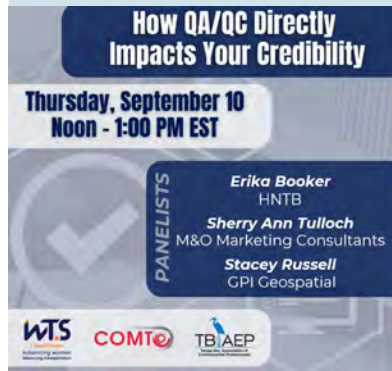
Satya Lory (Vice President, HNTB) shared how she refined her leadership style after reading "Leading with Questions". Key points were to reframe questions to engage your team and have a productive conversation..

While an inspiring discussion with significant audience chat box participation, we also had a program first - we recorded and posted on our new YouTube channel: [www.youtube.com/watch?v=qCHLjmu8258](https://www.youtube.com/watch?v=qCHLjmu8258)

"Reading is the key that opens doors to many good things in life. Reading shaped my dreams, and more reading helped me make my dreams come true." - Ruth Bader Ginsburg

**Virtual Programs**

**September 10 – How QA/QC Directly Impacts Your Credibility**



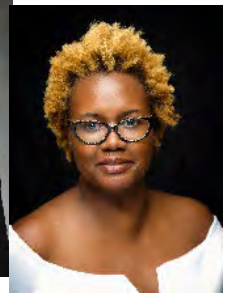
Members of WTSCFL, Tampa Bay Association of Environmental Professionals (TBAEP), and the Conference of Minority Transportation Officials (COMTO) gathered to hear the importance of quality in establishing and maintaining your professional credibility presented by Erika Booker (HNTB), Sherry Ann Tulloch (M&O Marketing Consultants) and Stacey Russell (GPI) – all WTSCFL Board Members!



Erika Booker



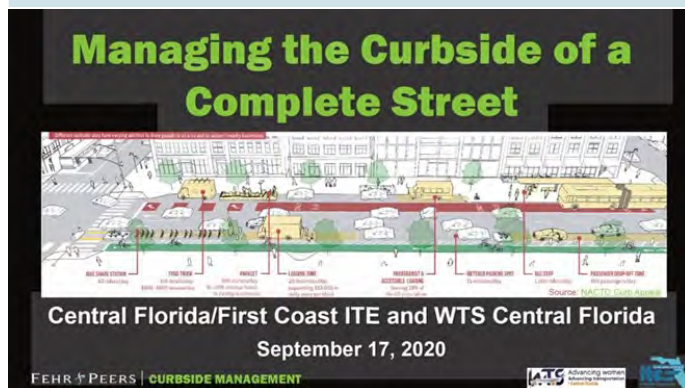
Stacey Russell



Sherry Ann Tulloch

Starting with a definition of quality control (QC) versus quality assurance (QA), the presentation focused on why and how to ensure quality. The strongest message was to start how you want to finish and make sure that a quality process is in place and followed prior to developing your deliverable. Planning ahead for quality makes a difference whether for a project deliverable or a marketing effort! Finally, the quality of a proposal may be judged by a current or potential client as a representation of the level of service they will receive --- impacting your credibility. Good quality adds to the credibility, while poor quality may reduce confidence in capabilities.

**September 17 – Curbside Management: An Interactive Discussion of Planning Tools and Treatments**

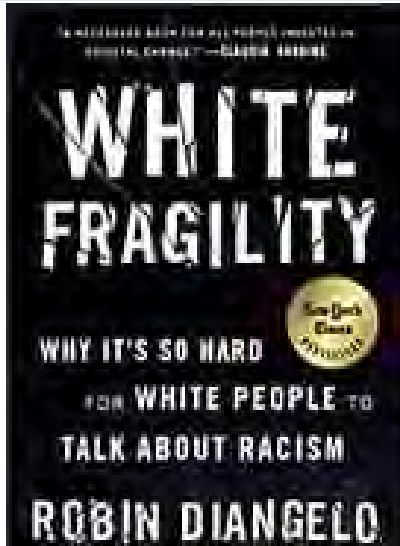


WTSCFL partnered with the Central Florida and First Coast ITE chapters to deliver in an interactive discussion on curbside management. Kathrin Tellez (Fehr & Peers and WTSCFL Membership Co-Chair) led the discussion about planning considerations, available tools and treatments, and performance measures. A demonstration of tools to help estimate the level of loading demand, and how different vehicle fleets influence demand and loading zone needs was also provided. Virtual break-out rooms allowed for small groups to discuss curbside management ideas for an Orlando street – an awesome way get great minds to collaborate and share ideas. ITE offered PE Continuing Education credits to the participants which was for members-only.



Virtual Programs

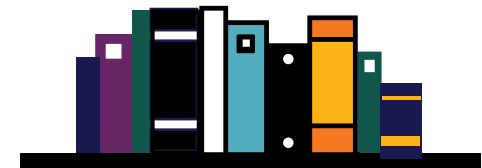
October 8 - Book Club; White Fragility



The Read to Succeed program and cross chapter participation with the San Francisco book club inspired our Membership Co-Chairs to start a book club for the chapter. Our first discussion via ZOOM of Robin DiAngelo's book, **White Fragility**.

Moderated by WTSCFL Membership Co-Chair Stacey Russell (GPI), we began our phenomenal conversation with each person sharing their motivation for reading the book and joining the discussion. A recurring theme was to share their own experiences and learn from the discussion.

We moved into the virtual breakout rooms for meatier conversations of impressions on the book, racism in the workplace, and how to be an ally.



When we rejoined as a single group, we shared our thoughts and heard of experiences each group. While many comments focused on workplace scenarios, there were many other unexplored topics due to time.

One item the author made clear, racism is complicated and "we can never consider our learning to be complete or finished" which was reflected in the answers to "How should we continue this conversation?"



“ Our glorious diversity - our diversities of faiths, and colors, and creeds - that is not a threat to who we are; it makes us who we are. ”  
- Michelle Obama, former First Lady of the United States, author *Becoming*

## E-week Girl Day at Florida's Turnpike Enterprise

WTSCFL and Florida's Turnpike Enterprise, held E-week Girl Day for the 6<sup>th</sup> straight year on February 20. This award-winning event (WTS International best TYOU program 2018) hosts girls from Milwee Middle School – 22 this year! The event included:

- Touring the Florida's Turnpike Enterprise Traffic Management and SunWatch Operations Centers.
- Competing in a project management exercise in which the students navigated different departments to develop a road project from planning through construction.
- Enjoying conversations and lunch with WTS members and Turnpike staff.



## Plans to Expand TYOU

Plans to expand to Lyman High School were put on hold due to COVID-19. However, the new concept developed throughout 2020 was to create a series of educational videos explaining the variety of disciplines in the transportation field. Content will include interviews with engineers, planners, scientists, and many others as well as demonstrations, visualizations, and examples of what is involved in each discipline. The videos will be used to promote STEM fields and to facilitate conversations. Making the videos will be a goal for 2021!



**PIONEERS OF PROGRESS**

**DISCOVER ENGINEERING**

Engineers Week, or E-week, is a time to recognize and celebrate the work of engineers and engage students in engineering. The 2020 theme was **Engineers: Pioneers of Progress**. Like all pioneers, engineers use their knowledge, creativity, and sense of adventure to cross frontiers. As part of E-week, Girl Day is a "worldwide campaign to engage girls in engineering. Thousands of people -- engineers, educators, and others -- act as Role Models, facilitate engineering activities, and educate girls about how engineers change our world."

Source: [www.discovere.org/our-programs/girl-day](http://www.discovere.org/our-programs/girl-day)

# NEXT GENERATION OF WOMEN LEADERS!

## 2020 UF STUDENT TRANSPORTATION SYMPOSIUM

WTSCFL sponsored the 10<sup>th</sup> Annual Transportation Symposium by the WTS Gator Chapter at the University of Florida on February 11. The panel included:

- University of Florida Associate Professor Dr. Jason Von Meding who founded the Florida Institute for Built Environment Resilience (FIBER). His work is disaster science with recent research focused on social, political, economic, and environmental injustice that cause people to be marginalized or forced into greater risk.
- University of Florida Professor Dr. Zhong-Ren Peng discussed innovations in air quality modeling. As the Director of the International Center for Adaptation Planning and Design (iAdapt), Dr. Peng has a strong research background in urban transportation planning, adaptation planning for climate change, geographic information science, and the impact of transportation on air quality.
- Dr. Xilei Zhao, University of Florida Assistant Professor, specializes in applying data science, complex systems modeling, and risk assessment. Her research uses modeling to tackle transportation problems and resilience.
- Jennifer Z. Carver, AICP is the Statewide Community Planning Coordination for the Florida Department of Transportation (FDOT) Office of Policy Planning. Her conversation was about the Florida Transportation Plan (FTP) and incorporating resiliency into the transportation system to support mobility, quality of life, and economic prosperity in Florida. More information is available on the FTP website: <http://floridatransportationplan.com/>.
- An informative question and answer session with the four panelist wrapped up the topic for the day. We are looking forward to how research helps to shape the future of transportation resilience.



**Jennifer Carver**

### CHAPTER HISTORY

WTSCFL is the parent chapter of the **Gator Chapter**, which was the first WTS student chapter established in 2010!



## “If you are coachable, it's much easier to be a coach to others“

In-person and online professional development was part of our year.

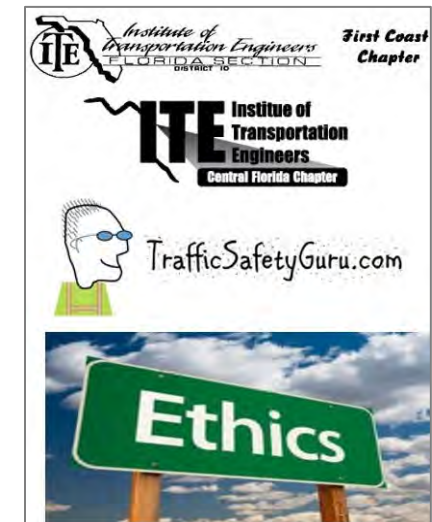
- On March 10th, our in-person professional development breakfast was on having difficult conversations. So many helpful tips from facilitator Cyndi Gundi, President of CG Consulting. She focused on:

- ◆ Reducing the stress related to having these conversations
- ◆ Properly structuring the conversation
- ◆ Using the power of language and listening
- ◆ Maintaining a sense of balance if things get emotional
- ◆ Using problem solving tools to reach your desired outcome

- During a lunch-hour online event, AEC marketer, Kelda Senior, shared tips on how AEC organizations can take their social media strategy to the next level. Now more than ever, organizations are realizing the importance of maintaining an online presence. While attendees learned methods of increasing engagement on their social media content (i.e., using emojis, gifs and video), the core message shared was that goal-setting and identifying audiences are key to executing social media effectively. Takeaways were:

- ◆ Decide social media goals and what to measure
- ◆ Align social media goals with organization's goals
- ◆ Create a written social media strategy
- ◆ Engage with other users instead of just promoting yourself
- ◆ Develop content in bulk, in advance
- ◆ Allocate your time; do what you can, when you can on social media

- The First Coast and Central Florida Chapters of ITE included WTSCFL in their October 10 webinar that satisfied the one-hour ethics requirement for Florida PE license renewal. The instructor was Larry Hagen and the course followed National Society of Professional Engineers "Nine Steps to Ethical Engineering Decisions."







This is our 3<sup>rd</sup> year pairing mentors and proteges as part of the Emerging Professionals Program. To date, we have matched 30 participants. This year we added two training sessions as part of the monthly meetings for the teams.

- February 4 – Mentoring Kickoff
  - ◆ Participants took part in a speed networking event (pictured)
  - ◆ Matched 6 teams
- March 3 – “Getting the Most Out of Mentoring” facilitated by Cyndi Gundy
- June 16 – “Talking to Leadership”
  - ◆ Protégés are given a series of questions to ask at least one member of their firm’s senior leadership team
  - ◆ Participants benefit from networking with their own management and then discuss the results with the other protégé/mentor teams



<p><b>Benefits of Having a Mentor</b></p> <ul style="list-style-type: none"> <li>• Build self confidence</li> <li>• Gain valuable insight from someone who has been in your position</li> <li>• Learn the <i>unwritten</i> rules of business &amp; the industry</li> <li>• Good practice for                             <ul style="list-style-type: none"> <li>– Speaking up</li> <li>– Taking initiative</li> <li>– Accepting feedback</li> </ul> </li> </ul> <p><b>MENTOR</b></p>	<p><b>Benefits of Being a Mentor</b></p> <ul style="list-style-type: none"> <li>• Personally rewarding</li> <li>• Strengthens interpersonal relationship skills                             <ul style="list-style-type: none"> <li>– Builds a lasting relationship</li> </ul> </li> <li>• Good training for “active” listening</li> <li>• A great way to give back</li> <li>• Can learn from another’s experiences</li> <li>• Reenergize your career</li> </ul> <p><b>Mentoring</b> Makes a Difference</p>	<p><b>Mentoring is not....</b></p> <ul style="list-style-type: none"> <li>• A recruiting tool</li> <li>• A one way street</li> <li>• Coaching or training</li> <li>• Passive</li> </ul> <p><b>Mentoring is....</b></p> <ul style="list-style-type: none"> <li>• Goal setting</li> <li>• Consistent communication</li> <li>• Relationship focused</li> <li>• Protégé driven</li> </ul> <p><b>Mentoring</b> Makes a Difference</p>
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“  
*Tell me and I forget,  
 teach me and I may remember,  
 involve me and I learn.*  
 ”  
 - Benjamin Franklin

Below are a list of questions to supply the business leader you choose once they agree to meet with you:

- 1) What traits do you admire the most in entry level professionals?
- 2) What trait did you have that helped you excel?
- 3) What do you wish someone told you when you were first starting out?
- 4) If you had to start over, what would you have done differently?
- 5) What’s the one thing you do every day that helps you to stay organized?
- 6) What has been your biggest challenge?
- 7) What is one thing you still struggle with?
- 8) What do you enjoy the most about your work?
- 9) How do you define success?

WTS Central Florida Chapter  
**EMERGING PROFESSIONALS**  
 Program

- MLK Day of Service: WTS members participated in two events to honor Dr. Martin Luther King, Jr. on January 20th.
  - ◆ One event was the Seedlings for Civil Rights that was presented by the City of Orlando Green-Up Orlando and Keep Orlando Beautiful. The event was to green up Rock Lake Elementary School by planting trees at the school, neighborhood center, and along Tampa Avenue.
  - ◆ The second event was the City of Orlando Mayor's Martin Luther King, Jr. Commission Great Day of Service that started with a welcome at the Callahan Neighborhood Center and had teams for cleanup along transportation corridors. WTS members were on the teams for the Law School and along the railroad. What started as a chilly morning warmed to a beautiful warm midday at the Callahan Neighborhood Center for a community lunch.
- FDOT Construction Career Days with FDOT on January 28-29th.
- Second Harvest Food Bank Virtual Fundraiser - with the community support, we exceeded our goal and collected more than \$2,400 for Second Harvest Food Bank. That means more than \$4,400 with the \$2,020 match from WTSCFL!



**THANK YOU!**



*"Second Harvest can turn every dollar donated in to \$9 worth of food to help our neighbors in need. Another way to look at this is that Second Harvest can turn every dollar donated in to 4 meals."*

Link to Source:  
[Second Harvest FAQ](#)



- Summer virtual socials with games were a hit!!
  - ◆ April 30 Trivia and Favorite Beverage
  - ◆ May 28 Lets Make a Deal
  - ◆ June 25 Movie Trivia



- Holiday Cocktails and Conversations with ASHE! Our annual holiday social went virtual this year with a fun line up thanks to

WTSCFL Community Relations Chair Laine Powell ([Ace Applications](#)) and ASHE Programs Chair Laura Campos ([HNTB](#)). The pre-planning included gift bags with two beverage samples, a couple salty snacks, and cookies with the organizations' logos. Everything was delicious!

After the scavenger hunt, the conversations started with randomly separated into breakout groups. We met new people and learned something new about those we already knew! Did you know Barbi Stiles and Jessica Dean were both on the local Bozo the Clown shown as Girl Scouts? Cocktail ingredients were emailed in advance for participants to create their own at home along with the demonstration by Naamour Bartending. But the gift bag to the rescue for anyone unable to get the ingredients beforehand!

“ If you don't get out there and define yourself, you'll be quickly and inaccurately defined by others. ”

- Michelle Obama, author *Becoming*



WTSCFL is committed to supporting the careers of our industry's future leaders. Our chapter is pleased to support local students through our [Scholarship Program](#). Scholarships are awarded to women pursuing careers in transportation through undergraduate and graduate academic programs. These scholarships are competitive and based on the applicant's specific transportation goals, academic record, and transportation-related activities or job skills.

In Fall 1996, WTS Central Florida Chapter established a scholarship named in honor of City of Orlando District 4 Commissioner Frankee Hellinger for her achievements and her role as a woman in transportation. She served as a commissioner from 1988-1996 and transit agency (LYNX) treasurer. She presented as mayor pro tem in 1994 to the US House of Representatives Appropriations Subcommittee for changes to the federal grant received for the Orlando Streetcar (OSCAR) project.<sup>1</sup> OSCAR was originally planned as a rail trolley; the change was to a lower cost bus circulator we know today as the LYMMO Orange line.. She also was deeply committed to the community and a playground was named in her honor more than 20 years ago. Frankee Hellinger passed away May 9, 2020.

<sup>1</sup> [Hearings before a Subcommittee of the Committee on Appropriations House of Representatives 103rd Congress, 2nd Session p. 1196-1209, April 27, 1994.](#)



WTS CENTRAL FLORIDA CHAPTER  
**2020 FRANKEE HELLINGER SCHOLARSHIP**  
*Virtual Ceremony*  
**SEPTEMBER 24, 2020**  
**5:30 PM EST**

Featuring Special Guest  
**Racquel Asa**  
Chief Marketing Officer  
*beep*

Streaming LIVE  
**YouTube**  
@wtscentralfloridachapter

In 2018 we increased our total scholarship dollar amount to \$10,000, which includes two graduate and two undergraduate awards. Since the pandemic prevented an in-person banquet, Scholarship Committee Co-chairs Francina Gil (Conzor) and Sherry Ann Tulloch (M&O Marketing Consultants) led the preparation of a scholarship ceremony video with WTSCFL 2019 Citizen Advocate Award winner Racquel Asa (Beep) as the keynote speaker. In addition to presenting the four scholarship, the video included a tribute to Frankee Hellinger.

**Scholarship Video Release Party**

On September 24, WTSCFL simultaneously livestreamed the virtual ceremony on Facebook and YouTube. The recorded event was provided after on social media and is available on our YouTube Channel ([https://youtu.be/q\\_V07IFzVxA](https://youtu.be/q_V07IFzVxA)).

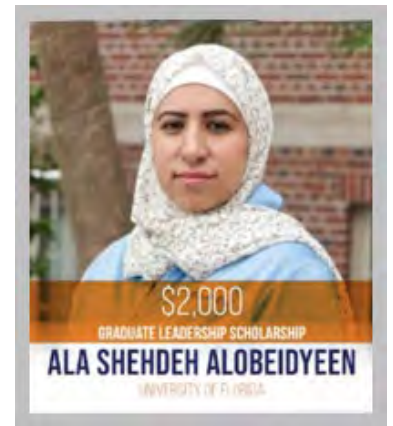
### Scholarship Recipients

The four scholarship recipients are shown below with a link to the video excerpt for their award at the YouTube link provided. Each scholarship recipient video taped the acceptance speech they normally would have delivered at the banquet.



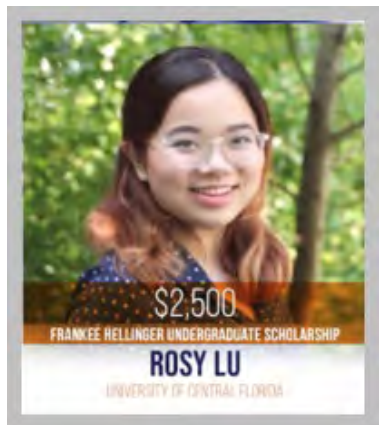
**Undergraduate Leadership Scholarship**  
**Sophia Elise Corugedo**  
Major: B.S., Sustainability and the Built Environment

[Sophia Elise Corugedo | University of Florida - YouTube](#)



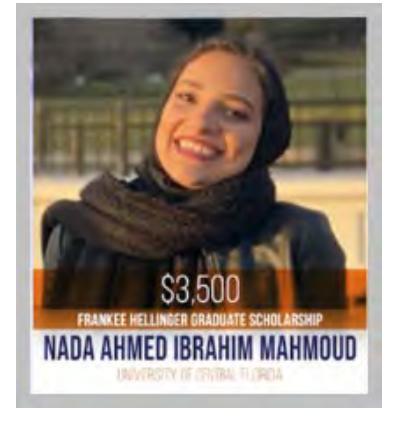
**Graduate Leadership Scholarship**  
**Ala Shehdeh Alobeidyeen**  
Major: Ph.D., Transportation Engineering

[Ala Shehdeh Alobeidyeen | University of Florida - YouTube](#)



**Undergraduate Scholarship**  
**Rosy Lu**  
Major: B.S., Civil Engineering

[Rosy Lu | University of Central Florida - YouTube](#)



**Graduate Scholarship**  
**Nada Mahmoud**  
Major: Ph.D., Civil Engineering

[Nada Ahmed Ibrahim Mahmoud | University of Central Florida - YouTube](#)



*We have the opportunity to create the future and decide what that's like.*



- Mae Jemison, engineer, physician, former NASA astronaut (first black woman to travel into space)

Each year, WTSCFL celebrates the contributions of fantastic women and men in the transportation. In 2020 the following chapter awards received nominations:

- Citizen Transportation Advocate of the Year salutes a private citizen who is an outspoken supporter of local transportation advancement and enhancement and exemplifies the community goals.
- The Innovative Transportation Solutions award is for a pioneering project led by a woman.
- The Rosa Parks Diversity Leadership Award recognizes either an organization or individual for extraordinary efforts or initiatives in facilitating professional opportunities for women and minorities.
- The Honorable Ray LaHood award, named in honor of the former US Secretary of Transportation, recognizes a man who is an outstanding transportation leader and role model; directly contributes toward advancement of women and minorities; and has advanced the reputation and credibility of women in transportation.
- The WTS Central Florida Member of the Year award recognizes a WTS member who has made extraordinary contributions to the success of the organization.
- The Harold W. Barley Regional Partnership Award honors an individual or organization that demonstrates a commitment to the advancement of the regional transportation vision in Central Florida.
- Woman of the Year is presented to a woman who is an outstanding role model and has contributed to the advancement of women and minorities in transportation.



**CHAPTER HISTORY**

**WTS International Awards**

- ❖ **2009 Member of the Year:** Barbi Stiles for returning to lead banquet committee after serving two terms as an international director
- ❖ **2019 Innovative Transportation Solution Project:** Carol Barker for the planning the connected and autonomous testing facility for the Florida's Turnpike Enterprise



**CELEBRATING EXCELLENCE!**

**#1**

# RECOGNITIONS

## 2020 INDUSTRY AWARDS

Due to social distancing, instead of a banquet, we had a social media campaign to applaud our chapter recipients shown below. Check out the interviews with each recipient on our YouTube channel:

[2020 WTSCFL Award Recipients - YouTube](#)

**#1** Thanks for inspiring us!



**Kathrin Tellez, AICP, PTP**  
FEHR & PEERS  
2020 MEMBER OF THE YEAR



**Barbara Stiles, FSMPS, CPSM**  
WGI  
2020 WOMAN OF THE YEAR

**WTS** Advancing women  
Advancing transportation  
Central Florida



**Dr. Laine Powell**  
TECH SASSY GIRLZ  
2020 ROSA PARKS DIVERSITY LEADERSHIP AWARD



**Virginia Whittington**  
METROPLAN ORLANDO  
2020 HAROLD W. BARLEY REGIONAL PARTNER AWARD

**WTS** Advancing women  
Advancing transportation  
Central Florida

**WTS** Advancing women  
Advancing transportation  
Central Florida

*Congratulations*



**Ozzy Bravo, P.E.**  
TERRACON  
2020 HONORABLE RAY LAHOOD AWARD



**Orlando Transportation 2030 Report**  
ALLIANCE FOR REGIONAL TRANSPORTATION  
2020 INNOVATIVE TRANSPORTATION SOLUTIONS AWARD



**David Moran**  
CENTRAL FLORIDIANS FOR PUBLIC TRANSIT  
2020 CITIZEN TRANSPORTATION ADVOCATE OF THE YEAR

**WTS** Advancing women  
Advancing transportation  
Central Florida

**WTS** Advancing women  
Advancing transportation  
Central Florida



**Happy Anniversary WTSCFL!**

With 25 years under our belt, we needed to reminisce and celebrate, which happened on a ZOOM call on August 13<sup>th</sup> – wow – what a blast! Our Chapter has accomplished a lot since August 11, 1995, and we wanted to share our journey with our membership. Just to spur some excitement and our way of thanking our membership and all those who have come before us we arranged for socially distant gift bag.

Our virtual gala started with a welcome from WTS International Foundation Board Chair Jannet Walker-Ford ---a fellow Floridian!



The celebration was a timeline through presidents with many in-person to share stories and recorded or text for those unavailable! Laura Kelley, Executive Director of the Central Florida Expressway Authority delivered the keynote address. She shared that timeline over the last 25 years during which Central Florida has enjoyed strong leadership from the "old girls network" including Glenda Hood and Linda Chapin.



*Materials provided to members for celebrating our silver anniversary social-distance style!*

*Let's Celebrate!*  
WTS CENTRAL FLORIDA CHAPTER  
**25<sup>TH</sup> ANNIVERSARY**  
*Virtual Party*

*Featuring Special Guest*  
**AUGUST 13, 2020**  
**5:30- 6:30 PM**

WTS Central Florida is turning 25! Let's reminisce, look toward the future, and celebrate dynamic women in transportation.

**LAURA KELLEY**  
Executive Director  
Central Florida Expressway Authority



**CELEBRATE!**

# 25<sup>TH</sup> ANNIVERSARY PARTY

Additional women instrumental in improving our mobility are long-time GOAA Senior Director for Public Affairs Carolyn Fennell, FDOT District 5 Secretary Noranne Downs, Osceola County Transit and Transportation Executive Director and former SunRail Program Manager Tawny Olore, and Florida's Turnpike Enterprise Executive Director Nicola Liquori. All of these leaders, including Laura Kelley, have been speakers/panelists for WTSCFL!

We are indebted to educators who are forming the future leaders for transportation such as Dr. Lily Elefteriadou who is the Director of the University of Florida Transportation Institute and WTSCFL member!

We used the supplies in our gift bags for an anniversary toast (pictured in the Zoom gallery view upper right). Overall - a magical night!

Hats off to the continued support on all levels for advancing women and advancing transportation.



## CHAPTER HISTORY



FIRST EVENT, SPEAKERS & BOARD MEMBERS



FIRST WOMAN OF THE YEAR WINNER



FIRST EMPLOYER OF THE YEAR WINNER



FIRST MEMBER OF THE YEAR WINNER

### Goals for 2021!

- **Expand virtual footprint in social media, streaming, and original content**
- **Continue book club with discussions for career development and diversity**
- **Use resources to create Transportation YOU video**
- **Focus on virtual and outdoor activities for early part of the new year**
- **Hope for in-person banquet**
- **Maintain gold circle of excellence with WTS International**
- **Champion accomplishments of women in transportation**



*REPRESENTATION MATTERS!*



*Whatever community organization, whether it's a women's organization, or fighting for racial justice, you will get satisfaction out of doing something to give back to the community that you never get in any other way.*



- Ruth Bader Ginsberg



# ROLLING 2020 SPONSORS INTO 2021!

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## GOLD ANNUAL SPONSORS



## SILVER ANNUAL SPONSORS



## BRONZE ANNUAL SPONSORS





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[www.wtsinternational.org/chapters/central-florida](http://www.wtsinternational.org/chapters/central-florida)