



California, Arizona, Nevada, Hawaii, American Samoa, Guam, and Saipan

2019 President's Report

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Bakersfield, CA

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Sierra West AVP

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LA Metro AVP

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Tucson, AZ

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ANTONIO TRUJILLO
Salinas TSC, CA

The San Francisco Region Management Association has been busy this last year. We have had constructive and effective meetings with Regional Executives and continued to provide new developmental and collaborative opportunities to our members.

Annual Meeting

This year was a little different for SFRMA because we held two meetings within the year. This was due to changing the dates of the meeting, based on feedback shared by our membership.

In August 2018, we held our annual meeting in Sacramento, CA. The theme was "Above and Beyond: Rising to the Challenge." On Friday, August 24, 2018, we sponsored management training entitled "Executive Development: CCAR Training." Joe Deaton and Michael Ferguson, managers in the Dallas Region, presented this training. This was the first time SFRMA had SSA managers from another Region provide training to our members. The training focused on behavior-based interviewing and the effective use of Challenge, Context, Action, and Result (CCAR) methods. Prior to this presentation at our meeting, the training had received rave reviews among Dallas management as well as NCSSMA Council and Agency Executives. We received a tremendous amount of positive feedback from the attendees.

The Annual Meeting took place the following day and members had the opportunity to meet with executives, which included Steve Breen, Regional Commissioner (RC), Debby Ellis, Deputy Regional Commissioner (DRC), Art Cardenas, ARC-PCO, and Judy Mottini, Northern Area Director. In addition, Chris Detzler, National Council of Social Security Management Associations (NCSSMA) President and Rachel Emmons, Washington Representative, Greystone Group attended. We invited Araceli Benner, Sacramento District Manager, to provide a welcome message for the attendees. We had a great turnout and received positive feedback from those in attendance.

During the meeting, Steve Breen, Debby Ellis, and Art Cardenas shared about our FY2018 accomplishments as well as the vision for our Region for the coming year. There was a Q&A session, which gave attendees an opportunity to hear directly from ORC on pertinent issues.

The Executive Council (EC) presented several awards. The 2018 Communications Citation was presented to Doug Stewart, Sierra West ADO Supervisor. The Certificate for Outstanding Service was a group award, presented to the Regional Communications Team (RCT) – Karla Montemayor, David Itzaina, Tigran Guyumshyan, Marci Ortiz, Anne Hang, Monica Silva, Edward Rivera, Veronica Ornelas, Brandy Calder, Sandra R. Perez, Jennifer Lisk, Justin Soper, Michael Knobel, Juan Garcia, Jose Gomez, Eleonora Garcia, Kareem Dphrepaulezz, Serena Ormsby, and Amanda Bommelyn.

The Innovative OS award was presented to Brandi Bradford, OS in Oceanside. We presented the Outstanding Life Achievement Award to Anne Hang, LA Metro AVP. The President's Citation was presented to David Itzaina, South Coast AVP.

In addition, each year SFRMA selects a student pursuing a degree in public service for the Frank Figueroa Scholarship. After many submissions and careful selection, the scholarship was awarded to Shemol Ahmed.

We held our 2019 annual meeting on May 17-18, 2019, in Las Vegas, NV. The theme for this meeting was "Lighting the Path to Success." The half day of training on Friday was presented by Dan Lier, best-selling author and internationally recognized leadership and motivational speaker. Dan's high impact message and charismatic delivery style provided attendees with inspiration along with proven strategies for success.

The Annual Meeting was held the next day. The keynote speakers were Steve Breen, Regional Commissioner and Debby Ellis, Deputy Regional Commissioner. In addition, attendees had the opportunity to hear directly from Peggy Murphy, NCSSMA President and Rachel Emmons, Washington Representative, Greystone Group. The presentations were informative and provided the attendees an opportunity to have discussions and ask questions. We also appreciate the welcome message from Ed Weir, District Manager in Las Vegas NV and Brandi Bradford, Inland ADO Supervisor.

The 2019 SFRMA awards were presented during the annual meeting. The 2019 Communications Citation was presented to Penelope Lucchini, Northern ADO Supervisor. The Certificate for Outstanding Service was presented to Miriam Marquez, SFRMA Treasurer. The Innovative OS award was presented to Justin Soper, Phoenix Downtown AZ and Rina Alvarez, Vallejo CA. The Outstanding Life Achievement Award was presented to Judy Mottini, Northern Area Director. The McClure Leadership Award was presented to Karla Montemayor, DM, East Hills Bakersfield CA.

In addition, each year SFRMA selects a student pursuing a degree in public service for the Frank Figueroa Scholarship. After many submissions and careful selection, the scholarship was awarded to Meghrik Shaverdian.

Regional Initiatives

Last year, SFRMA rolled out the Regional Communications Team (RCT). Karla Montemayor, SFRMA Past President, is the RCT Project Manager and leads the team of AVPs and regional members. This year, we provided the opportunity for our members to be sub-group leads, further expanding their responsibility, perspective, and experience. The RCT creates interesting and relevant articles for our newsletter, which is a great resource for management. Additionally, in December, one of the RCT members interviewed Debby Ellis, which was a fun

and informative article. We continue to receive great feedback from our membership regarding the various products produced by the RCT as well as interest in participating in the workgroup.

In March, we had our last call with the participants of the 2018 mentor program as well as kicked off our 2019 program. We had another successful year, providing mentorship opportunities for 10 mentees and mentors. The mentors are GS-13/GS-14s who work with the mentees on their career development, providing guidance and helping them reach milestones. SFRMA further enhances the mentorship program by funding the purchase of books or training courses to the mentees that will enhance their development.

Lastly, we continue to have great interest from our members to participate in the NCSSMA Committees. Participation on these committees allows our members to work alongside various components and management peers nationwide, while participating in conference calls and contributing ideas to new initiatives. The experience and perspective gained is invaluable.

Throughout the Year

We had a few transitions in our EC this year, which included Sandra R. Pérez as Executive Vice President, and David Itzaina who took on the new role of Secretary. In addition, we had several new Area Vice Presidents (AVPs) join the EC this year, which included Carlos Lliguin, Inland; Antonio Trujillo, TSC; Norberto Huerta Jr., LA Metro; Rina Alvarez, Bay; Claudia Aranda, South Coast; and Marci Marcin, Northern. We continue to see many of our EC members receive promotions, which is a testament to the impact involvement in SFRMA has in developing and preparing individuals for more responsibility within the agency.

The AVPs held multiple meetings throughout the Areas. Each one brought on new membership, opportunities to network, share concerns, and engage with colleagues and executives.

SFRMA maintains a positive and successful working relationship with our Regional Executives. In February, SFRMA met with ORC in the Regional Office, where we exchanged creative ideas and discussed ongoing challenges. As you know, these conversations are fruitful and provide additional support for our Regional managers. We thank each staff member and component who has shared insight and answers regarding the submitted topics.

In closing, I want to thank the Executive Council, Regional Executives, and SFRMA membership for your support this last year. Together, We Make a Difference!

Sarah Arnold
SFRMA President