



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

2024 President's Report

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The San Francisco Region Management Association continued to work hard to support regional management throughout the year. We held effective and constructive monthly meetings with Regional Executives and hosted annual and area meetings to connect with area management. We continued to provide developmental opportunities and programs to our membership. We also launched the new SFRMA SharePoint Site that offers a library of training resources and membership services.

Annual Meeting

In May 2023, we held our Annual Meeting in Chandler, Arizona. This year's theme was 360 Degree Leadership – The Power of Perspective. The focus was on utilizing the tools and knowledge gained during and emerging from the pandemic to navigate moving forward.

The annual meeting was a success with many new members of management in attendance. The meeting was both informative and motivational as we heard information about workloads, staffing, training, and updates from Yolanda Whitaker, Deputy Regional Commissioner; Rita Ciadella, Area Director Southwest. We held a great interactive discussion defining SFRMA's relationship with NCSSMA and the impact we have on the hill as facilitated by Greg Brusik, NCSSMA Vice President and Rachel Emmons, Greystone Group. Dr. Maria Church, best-selling author, lead a dynamic interactive training on leadership, communication, and connection.

Regional Incentives

The SFRMA Mentor Program is one of our most successful endeavors. In January 2024, we held the graduation of our 2023 SFRMA Mentor Program Class. The class consisted of 6 GS-12 mentees and 6 GS-13/GS-14 mentors. In February 2024, we launched the 2024 SFRMA Mentor Program Class. The new class consists of 5 GS-12 mentees and 5 GS-13/GS-14 mentors.

This year we saw our largest member participation on the NCSSMA Committees with 46 active SFRMA committee members. Our regional management perspectives and concerns are represented and shared by these active committee members.

Throughout the Year

SFRMA remains focused on connecting, communicating, and collaborating with regional management. Below are some of the actions we have taken that showcase our commitment.

This year we offered our membership new resources and services as we launched our new SFRMA SharePoint Site. On our new site, we spotlight and share training materials to promote the effectiveness and success of regional management. SFRMA also worked with each Regional Management Association and NCSSMA assisting them in creating and launching their own SharePoint sites.

SFRMA continued to communicate with our members by hosting the Annual Meeting, area meetings, and holding both ORC and EC meetings. We recognize the value of the perspective of our members and work hard to create channels to allow members to attend in person events – where collaboration and information sharing occurs organically.

The Area Vice Presidents (AVPs) continued to connect with members to offer support, resources, and share best practices. AVP's canvassed their area membership for topics and questions for Region IX All Managers Calls, ORC discussions, bylaw changes, and resolutions. Throughout the year, AVP's scheduled and held area meetings to engage management, address concerns, and share information.

The SFRMA Executive Council (EC) remained united and strong this year with two transitions as we welcomed Idin Pournassrollahi as the new South Coast AVP and Milton Ayala as the appointed Northern AVP.

In May, SFRMA EC met with ORC during the Annual Meeting in Glendale, Arizona, where we shared concerns from our membership and discussed ongoing challenges experienced throughout the region. For the second consecutive year, I continued the monthly meetings with Debby Ellis, Regional Commissioner, to share concerns and questions raised by management. The productive working relationship between SFRMA and ORC allows for continued support of our regional managers with the ability to share their valuable feedback and perspectives.

SFRMA remains committed to supporting regional management and continuing to work together to make the difference. I want to thank the Executive Council, Regional Executives, and SFRMA membership for your support and dedication to serving the public and supporting each other. I recognize and acknowledge your level of commitment to public service and personally know the depths of your contributions. Thank you for all you give and the differences you make every day.

David Itzaina
SFRMA President