Pinellas County, on Florida’s West Coast, is a 280-square mile peninsula bordered by the Gulf of Mexico and Tampa Bay. The name Pinellas is derived from the Spanish words Punta Pinal meaning “point of pines”, an accurate description for the area when it was discovered by Panfilo de Narvaez in 1528; 36 years after Columbus arrived in the Caribbean and 37 years before the founding of St. Augustine.

Pinellas, originally a part of Hillsborough County, became a separate county in 1912. When first formed, its population was 13,193. Today, Pinellas County’s estimated year-round population is over one million. The Pinellas County Health Department was established in 1936 and was the seventh county health department to open its doors in the Florida. Today, the health department’s vital statistics office has 11 employees. They include Local Registrar, Dr. Claude Dharamraj (not pictured); Chief Deputy Registrar, Barbara Sarver; Deputy Registrars: Tracy Kohmann, Bridget McCord, Annette Harper, Shearon Bass-Miller, Wendy Houghton, Melanie Quaid, Joanne Hunter, Jennifer West, Betsey Barry, and Ivette Martinez. With more than 132 years of combined years, in 2010, the staff issued 33,658 birth certifications and 87,495 certified death certificates, in which they served 48 funeral homes. “The transition to the Electronic Birth Registration System (EBRS) went very smoothly and I think the hospitals have been pleased with how it’s working”, states CDR, Barbara Sarver. Keep up the great work, Pinellas County!

Did you know there is a section dedicated to the Electronic Death Registration System on the Vital Statistics webpage? http://www.floridavitalstatisticsonline.com

There you can learn about:
- Getting started with EDRS
- Gaining access to EDRS
- FAQ
- References and resources
- District implementation
- How to contact us

It also has several good informational brochures.
- Electronic Death Registration System
- Cause of Death Tutorial for Physicians
- What the Physician Should Know Before Signing the Death Certificate

Florida’s Top 20 First Names for 2010

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>2. Jacob</td>
<td>12. Aiden</td>
</tr>
<tr>
<td>5. Alexander</td>
<td>15. Noah</td>
</tr>
<tr>
<td>7. Joshua</td>
<td>17. Logan</td>
</tr>
<tr>
<td>10. Christopher</td>
<td>20. William</td>
</tr>
<tr>
<td>1. Isabella</td>
<td>11. Gabriella</td>
</tr>
<tr>
<td>2. Sophia</td>
<td>12. Victoria</td>
</tr>
<tr>
<td>3. Olivia</td>
<td>13. Elizabeth</td>
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<tr>
<td>4. Emma</td>
<td>14. Samantha</td>
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<tr>
<td>5. Emily</td>
<td>15. Sofia</td>
</tr>
<tr>
<td>6. Mia</td>
<td>16. Alyssa</td>
</tr>
<tr>
<td>7. Ava</td>
<td>17. Brianna</td>
</tr>
<tr>
<td>8. Madison</td>
<td>18. Addison</td>
</tr>
<tr>
<td>10. Chloe</td>
<td>20. Alexis</td>
</tr>
</tbody>
</table>
### Changes in Latitude

After 35 years of service, Jim Ballard, Operations Manager of Records Registration & Quality Assurance Section, retired in late January. The state office staff as well as our county registrars and hospitals will certainly miss Jim and all he brought to the position. “I have had the opportunity to work with Jim for close to 7 years, I will miss his wit and our frequent conversations on politics and current events”, expresses Kevin Wright, Operations Manager, Vital Records Section. We wish him well.

As always, someone’s leaving brings a new face into the picture. Sharon Dover has been promoted into Jim Ballard’s position. She brings over 23 years experience in all areas of the Records Registration/QA Section. She possesses an extensive knowledge of the vital statistics system, having been involved from the beginning with the development of EBRs & EDRS.

After 9 years as a Quality Assurance Field Representative/Compliance Officer, and 13 years of service with the Board of Nursing, Mike Grant, retired in late December. The state office staff as well as our county registrars will certainly miss Mike and all he brought to the position. “Mike’s sense of humor is legendary; his wisdom and objectivity has affected all who know him. His position may be filled, but he will never be replaced”, describes Sharon Dover, Operations Manager. We wish him well.

Stepping in as the new QA Field Representative is Sherry Cook. She comes to us from the private sector with extensive training background, in both business enterprises and as an educational instructor. Earlier in her career, she worked for the Department of Transportation. We know all of you well.

### Meet Your Chief Deputy Registrar Advisory Committee (CDRAC)

Luz Perez, Hillsborough County – Committee Chair
Willie Dean Mayo, Columbia County, North/Northwest Florida
Janie Carpenter, Escambia County, North/Northwest Florida
Alexa Hudson, Brevard County, Central Florida
Pat Kennedy, Flagler County, Central Florida
Gloria Northeast-Robinson, Osceola County, Central Florida
Chris Mashintonio, Charlotte County, Southwest Florida
Lyana Icaza, Miami-Dade County, Southeast Florida

You can now find Florida Department of Health Bureau of Vital Statistics spicker and easier at http://www.floridavitalstatisticsonline.com

### BITS 'N PIECES

**EBR Birth Registrars –**

When a child doesn’t have a first name - don’t list the name as “Baby”, “Infant”, or put any other character in the first name field. If you leave the first name field blank, there is an edit that pops up. To bypass the edit, “override” (and skip for now), and it will allow you to go forward. The light aqua color is a soft edit, and will not hamper the registration of the record; however, if you mistakenly skip for now - that is a hard edit and will highlight in the dark teal color. Anything in the dark teal highlight MUST be resolved before the record can be registered.

If you get in the skip for now status in the child’s first name field, you can easily resolve by placing a letter (any letter) in the first name field then removing it. When you remove the erroneous letter (leaving the field blank again) it will pop the edit back up - and then you can properly “override” that field.

### Welcome Aboard

The following appointments have been made to the position of registrar in the county health department.

**Local Registrar**

Marsha Player…………....................…Gulf County

### What’s Your Service Mentality I.Q.?

The following is an article by Nancy Friedman of the Telephone Doctor.

Most of us in the customer service arena are very good. And the reason is simple...we always carry a certain amount of a service mentality with us to do the job well. People often ask me: “Nancy, what is the KEY to good customer service?” My answer is simple. There is no one key. There are many keys...and they all need to be on your customer service key ring. So, come along with us and learn the 7 service methodologies that will raise the bar for you and your company. See how many of these attributes you own.

### Empathy

Some call it sympathy. Whichever you call it, it needs to be there. When someone has a problem, we need to empathize with them and show we understand the frustration they’re going through. What we don’t want to do, however, is tell a customer, “I know exactly how you feel.” Because you aren’t able to know exactly how anyone else feels. But you can empathize, and that’s why empathy is KEY for a service mentality. Here’s a better way to explain it.

I had my wallet stolen a while back, at Disneyland no less. Everything was in it…all of it GONE. Over the years, I have learned to be a “good” customer, so I called the first credit card company and told them of my plight. I said, “Hi, my name is Nancy Friedman and I’m at Disneyland and my wallet was stolen. Everything’s gone.” And I told her what was in the wallet. She said without skipping a beat, “NAME” I said, “It’s still Nancy Friedman.” There was her empathy, her sympathy! It wasn’t there! All I needed to hear was a simple, “Gee, that’s got to be so frustrating. Let me get the ball rolling to help you.”

### Responsibility

This is one of the most important keys to a great service mentality. Be responsible for your job, your position and the company. Being responsible means it is your job. If you have answered the call on behalf of your company, you have indeed accepted 100% responsibility for the call. “I wasn’t there,” “I don’t know anything about that,” “It’s not my department,” or all those other lines are not in the responsibility key of customer service. Take responsibility for the call. You answered it. It’s yours! This is important in a face-to-face situation as well. It’s the old “don’t point...go show.”

### Ownership

A cousin of responsibility. So many times we hear and see people in the customer service arena who don’t want to take ownership of the problem. When you own the problem, you’ll handle it far better than if you don’t want anything to do with it. And don’t forget...never take those barbs from the customer personally. They’re not attacking YOU. They’re attacking the problem. You’re just the lightning rod, not the target. So own the customer you’re working with - on the phone or in person!!! Take Ownership! Be proud!

### Balance

This is the line between “the customer is always right” and knowing what to do about the problem. At Telephone Doctor, we don’t believe the customer necessarily is always right. We do, however, know customers always think they’re right. And that is the perception we need to deal with at the time.

“Motivation is everything. You can do the work of two people, but you can’t be two people. Instead, you have to inspire the next guy down the line to inspire his people.”

– Lee Iacocca