



**FOR IMMEDIATE RELEASE**

## **Educational Dynamix Founder Dr. Clemmie Whatley Joins Florida Sterling Council Panel of Judges**

**ATLANTA, GA – April 8, 2008** – Educational Dynamics, an educational services firm that focuses on the learning and development of educators and children through innovative and engaging programs and services, announced today that Dr. Clemmie Whatley has been invited by the Florida Sterling Council to judge applicants for the Governor’s Sterling Award. The Governor’s Sterling Award is the highest award for role models for organizational excellence in Florida.

The Florida Sterling Council promotes organizational excellence via a self-assessment process for public and private businesses as well as educational organizations and state agencies in Florida. The assessments focus on the different facets of customer service and continuous improvement specified in the nationally known National Malcolm Baldrige Criteria for Performance Excellence.

While most states offer a similar award based on this world-class management system, Florida Sterling Council differs is in their efforts to extend the value of the awards process beyond the ceremony.

“Our Award recipients are required to share their work by serving as a mentor or perhaps being invited to present at our annual conference,” explained John Pieno, Chairman of the Board of the Florida Sterling Council. “We call it stealing shamelessly and it works beautifully.”

The Sterling Panel of Judges selects the organizations that have successfully implemented the Sterling Criteria across the organization. These recipients are recognized at the annual Governor’s Sterling Award Banquet.

Candidates for the Sterling Panel of Judges are selected for their industry expertise and are nominated by examiners and other judges. Dr. Whatley has been selected to review applications from schools and school districts.

“We are very fortunate and proud to have Dr. Whatley join us,” continued Pieno. “We have excellent judges already and her expertise serves as a strong complement to their sphere.”

### **About Florida Sterling Council**

Established in 1992, the Florida Sterling Council is a public/private not-for-profit corporation supported by the Executive Office of the Governor. Sterling's Annual Conference is exclusively designed to teach participants how to elevate performance and increase productivity. More than 1,200 executives and professionals gather at this event for a one-stop source for education, information, and inspiration. The conference concludes with the recognition of best practices, the Team Showcase Champion, and presentation of the Governor's Sterling Awards. For more information on the Florida Sterling Council, contact Dione Geiger at (850) 922-5316. For other information, visit the Web site at [www.floridasterling.com](http://www.floridasterling.com).

### **About Educational Dynamix, Inc**

Educational Dynamix (EDDY), Inc. is an educational services firm that focuses on the learning and development of educators and children through innovative and engaging programs, products and services. EDDY was created to empower parents, educators and school systems with specific knowledge, skills and strategies to enhance the educational systems and allow every child an opportunity for a bright future. In 2006, EDDY introduced the products of Musical Mathematics to help informal educators, parents and children, community organizations and faith-based organizations address the void in learning for children. EDDY is a non-profit organization based in Atlanta, Georgia. For more information, visit [www.eddynamix.org](http://www.eddynamix.org).

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