



# TAX *Talk*

— WITH ANNE M. GANNON —  
CONSTITUTIONAL TAX COLLECTOR  
*Serving Palm Beach County*

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## DEAR FRIENDS:

Our office was recently advised by the Florida Highway Patrol (FHP) that they are warning drivers who have illegal Florida license plates, which have been altered or customized, such as air brushing or vinyl wrapping. In fact, since 2020 citations for unlawful altered Florida license plates have increased nearly 100%. FHP is being proactive in raising awareness of this and if you are caught with one of these customized or altered plates, you can receive a moving violation citation, which includes a fine of \$60 (plus fees) and three points on your license! If you have one of these altered Florida license plates and it cannot be returned to its original condition, I strongly encourage you to make a reservation to visit one of our service centers to get a replacement license plate by visiting [www.pbctax.com/reservations](http://www.pbctax.com/reservations).



Anne M. Gannon  
Constitutional Tax Collector, Serving Palm Beach County

## CUSTOMER SERVICE APPRECIATION WEEK – GOING ABOVE AND BEYOND!

At our office, we make customer service our #1 priority! In honor of Customer Service Appreciation Week, October 7 – 11, I asked a few of our Service Center Managers to share their thoughts on exceptional customer service and here is what they had to say:

*“Exceptional client service enhances our agency’s reputation. Quality customer service is the distinguishing factor that sets us apart from other agencies. We prioritize the client’s needs by being effective, and empathetic.” – Brian Applebaum, South County Service Center Manager*

*“Customer service directly impacts public trust and satisfaction. When residents interact with us, they often do so during critical moments in their lives, original identification issuance, driver license testing, vehicle ownership, or establishing a new business. Our focus on exceptional customer service ensures that these interactions are efficient, and respectful, which can significantly enhance the public’s perception of the government.” – Matthew Johnson, Westlake Service Center Manager*

*“The goal of our customer service is to build trust with our clients through communication and knowledge of our services. We strive every day to do this by incorporating the LEAP principles (Listening, Empathizing, Apologizing, Problem Solving) with all our interactions allowing us to provide exceptional service.” – Michelle Arias, Central Service Center Manager*

## FACES OF THE TCO – JAMES MCCONNELL

**Title:** Chief Operations Officer

**Hometown:** Wildwood, NJ

**Favorite Activity:** Attending various cultural events in Palm Beach County and beyond

**Favorite Food:** Veal chop

There are more than 330 TCO employees, and I thought you might be interested in getting to know some of them. We will start with someone who is behind the scenes, but very much a part of your experience as a client.

Jim McConnell, our Chief Operations Officer, is a member of our Senior Leadership Team, and he oversees the operation of our six service centers throughout the county. Jim is responsible for approximately 200 employees who provide service to our clients, so I asked Jim how he helps ensure that our clients receive exceptional customer service during each visit.

Jim says, "I've given my managers the ability to make decisions on their own. We talk about customer service in most of our meetings. The managers jokingly ask one another, WWJD: What Would Jim Do? And the answer is: **serve the client.**"

He adds that an important component to success- both for his team and for the customer experience - is recognition. "When clients leave a positive review for an employee, that feedback is passed along."

"As a leader, I think it is my responsibility to recognize my team for the good that they do, knowing that leads to better customer service," says Jim.

And what about when things are not going perfectly? Jim notes that, "We have a great team environment for discussing challenges."

A common concern voiced by clients is the long lead time for making a reservation at one of our service centers. "We're researching a whole new reservation system," Jim says. "The goal is to enable us to take more clients by decreasing the lead time."

Stay tuned to future editions of Tax Talk to read about improvements we are making in our service centers and across the agency. And keep an eye out for opportunities to learn more about our team and how we are serving you in upcoming "Faces of the TCO" profiles!



Jim with his shih-tzu, Charlie

 **OCTOBER**

IMPORTANT DATES & HOLIDAYS

1	Tourist Development Tax Due
14	Columbus Day - Tax Collector Offices Closed

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