

To: Name, Title, City
Cc: Name, Title, City
From: Felicia Littky, Annual Awards Coordinator, ICMA
Date: June X, 2010
Re: 2010 ICMA Award Category

It gives me great pleasure to inform you that ICMA's Awards Evaluation Panel has selected {Program} as a recipient of the organization's {Strategic Leadership & Governance Program Excellence Award}. The nomination was submitted by {Dottie Perham-Whittier}. Congratulations on your community's outstanding achievement!

{ICMA's Strategic Leadership & Governance Awards recognize the innovative local government programs or processes that have significantly affected a local government organization's culture or strategic direction}.

ICMA will recognize your program through several activities that will take place primarily in conjunction with our 96th Annual Conference in San Jose, California, October 17-20:

- Announcement of recipients in the ICMA Newsletter and on icma.org
- Invitation of nominated member recipients to a Leadership Dinner held on the Saturday night preceding the Conference (invitation will arrive later this summer via e-mail)
- Conference badge ribbon to designate award recipients
- On-stage recognition at the Conference (Sunday and Wednesday)
- Poster gallery in the Conference exhibit hall featuring program excellence award recipients
- Invitation to Monday afternoon Celebration of Service Reception
- Commemorative plaques for each nominated member that receives an award, as well as (for program excellence recipients only) a plaque for the local government (these will be shipped following the conference)
- Publication of commemorative awards booklet in a fall issue of *Public Management (PM)* magazine
- Listing of awards received in Who's Who online member profiles.

The calendar box below provides a summary of upcoming deadlines and events. Each of the elements listed is discussed in detail throughout the remainder of this letter. Please review this information, mark the dates on your calendar, and plan to meet each deadline in a timely fashion. All information contained in this memo may also be found on the ICMA website at icma.org/awards.

2010 ICMA Award Recipients Schedule of Requested Materials and Conference Activities

Due Date	Materials Requested/Activity
Monday July 19	Deadline to send color electronic or hard-copy photos (one head shot and, if a Program Excellence Award recipient, at least one "action" photo) to Felicia Littky at ICMA. (See <i>Appendix C.</i>)
Monday August 9	Deadline for returning fax-back form indicating: <ul style="list-style-type: none"> • Availability for recognition during conference Opening and/or Closing sessions. (See <i>Appendix B</i>)
Monday September 27	Deadline for Program Excellence Awards recipients to submit Exhibit Hall display poster.
October 16	Leadership Dinner (You will receive an invitation via e-mail later this summer)
October 17,20	Recognition of awards recipients during Annual Conference Opening and Closing sessions

2010 San Jose Annual Conference Recognitions

- 1. Opening/Closing Session Recognition-** ICMA will recognize you and your colleagues during the **Opening Session on Sunday afternoon (please arrive at 2:30pm)** and the **Closing Session on Wednesday morning (please arrive at 10:00am)**. Locations will be listed in your final conference program.

During each session, staff will reserve a front row of chairs for the group. An ICMA staff member will be on hand to check you in and give you last-minute instructions. Please sit in your assigned seat until after the recognition ceremony.

→ **ACTION NEEDED:** Return the two-page fax-back sheet enclosed as *Appendix B* **no later than Monday, August 9**, to let us know whether you are able to be recognized during the Sunday conference opening session, the Wednesday closing session or both sessions. If you are not attending the conference, you may ask a representative from your community to receive the recognition in your place.

You will receive an invitation with your conference registration to an awards reception to be held on Monday, October 18th at 5:00pm. Location of the reception will be noted on the invitation.

- 3. Call for Photos for Commemorative Awards Booklet-**Each year ICMA publishes a commemorative booklet that is developed from the material you or your nominator submitted with your nomination. This year's commemorative booklet will be published in a fall issue of *Public Management (PM)*. Past years' program booklets are available online for your review at icma.org/awards.

As you review the sample booklets, you will notice that each program or professional is featured through a photograph and a description. Most Program Excellence Award

descriptions also include what we call an "action" photo, which highlights some aspect of the program that is being recognized. See *Appendix C* for guidelines on submitting your photo(s).

→ **ACTIONS NEEDED:**

- Professional Award recipients should send ICMA one color headshot of themselves. High-quality, high-resolution electronic images are preferred, however, we will gladly accept hard-copy images.
- Program Excellence Award recipients should coordinate to send ICMA (1) a color head shot of each member being recognized (See *Appendix A*) and (2) at least one color "action" photo that highlights some aspect of the program. High-quality, high-resolution electronic images are preferred, however, we will gladly accept hard-copy images. Photo guidelines are included as *Appendix C*.

Photos should be e-mailed or shipped to the attention of Felicia Littky (awards@icma.org), ICMA, 777 North Capitol Street, N.E., Suite 500, Washington, D.C., 20002-4201; and should arrive at ICMA no later than Monday, July 19.

THE FOLLOWING ITEM APPLIES TO PROGRAM EXCELLENCE AWARD RECIPIENTS ONLY

4. Exhibit Hall Poster Displays for Program Excellence Award Recipients-Each year, ICMA highlights its Program Excellence Award recipients with a poster display in the Annual Conference Exhibit Hall.

→ **ACTION NEEDED:** We ask that staff from the local governments that are receiving a Program Excellence Award prepare a 30"x 20" display/poster board that highlights the recognized program through the use of "action photos" and text. Black, 3/16" thick form board makes a nice background and is available at any art supply store. Photos of example display boards from previous conferences are available on the ICMA website at icma.org/awards. **Display boards should be received at ICMA no later than Monday, September 27. Send display boards to: Felicia Littky, ICMA Annual Awards Program, 777 North Capitol Street, N.E., Suite 500, Washington, D.C., 20002-4201.**

I look forward to working with you this summer and during the ICMA Annual Conference in San Jose, California! If you have any questions, contact me at 202/962-3656 or flittky@icma.org.

Attachments: Appendix A: List of awards recipients
Appendix B: Fax-Back Availability Form
Appendix C: Photo Guidelines

APPENDIX A:

List of 2010 Annual Awards Recipients: All recipients will be recognized during the Opening General Session (Sunday, October 17th-report time 2:30pm) and during the Closing General Session, Wednesday, October 20th-report time 10:00am)

- **James K. Spore**, city manager, Virginia Beach, VA (Award for Career Excellence in Honor of Mark E. Keane)
- **Eric A. Anderson**, city manager, Tacoma, WA (Award for Career Development in Memory of L. P. Cookingham)
- **Douglas J. Hewett**, assistant city manager, Fayetteville, NC (Assistant Excellence in Leadership Award in Memory of Buford M. Watson, Jr.)
- **Marvin K. Hoffman**, professor and director, MPA Program, Appalachian State University, NC (Academic Award in Memory of Stephen B. Sweeney)
- Community Health and Safety Program Excellence Award (populations 10,000 to 49,999): Cornelius Community Engagement—**Cornelius, OR**, and city manager **David R. Waffle**.
- Community Health and Safety Program Excellence Award (populations 50,000 and greater): Advanced Practice Paramedic Program—**Wake County, NC**, and county manager **David C. Cooke**.
- Community Partnership (populations under 10,000): South Recreation Project—**Central City, NE**, and city administrator **Christopher Anderson**.
- Community Partnership (populations 10,000 to 49,999): Emotionally Intelligent Signage—**Needham, MA**, town manager **Kate P. Fitzpatrick** and assistant town manager **Christopher T. Coleman**.
- Community Partnership (populations 50,000 and greater): Extraordinary Partnership Brings College Campus to Sugar Land—**Sugar Land, TX**, city manager **Allen Bogard**.
- Community Sustainability (populations under 10,000): Measuring Green—**Bayside, WI**, and village manager **Andrew K. Pederson**.
- Community Sustainability (populations 10,000 to 49,999): Operation No Vacancy—**Hickory, NC**, city manager **Mick Berry**, and assistant city manager **Andrea Surratt**.
- Community Sustainability (populations 50,000 and greater): City of the Sun—**Heerhugowaard, The Netherlands** and city manager **Joost G. Den Hertog**.
- Strategic Leadership and Governance (populations under 10,000): Mission Vision—**Mission, KS**, and city administrator **Michael J. Scanlon**.
- Strategic Leadership and Governance (populations 10,000 to 49,999): The Sound of the City-Decatur's Collaborative Budgeting Process—**Decatur, GA**, city manager **Peggy Merriss**, assistant city manager **Andrea Arnold**, and assistant to the city manager **Meredith Roark**.

- Strategic Leadership and Governance (populations 50,000 and greater):Talent Management—**Schaumburg, IL**, village manager **Kenneth J. Fritz**, and senior assistant to the village manager, **Paula Hewson**.

**APPENDIX B: ICMA Annual Award Recipient Fax-Back Availability Form
(Attention: Felicia Littky at ICMA)**

So that ICMA staff will know which award recipients will attend the recognition activities scheduled in conjunction with the San Jose Annual Conference, **please complete this two-page form and return it by email or fax to Felicia Littky, flittky@icma.org or 202/962-3500, by close of business on Monday, August 9.**

1. GENERAL INFORMATION

Name of Professional Award Recipient or CAO of Local Government Being Recognized

Name of Award for which Individual or Local Government is Being Recognized

2. RECOGNITION AT CONFERENCE ACTIVITIES

(Please check "YES" or "SORRY" below and, if appropriate, an alternative date/time option.)

Opening/Closing Session Recognition

- YES!** I will be available to be recognized during both the Sunday Opening *and* Wednesday morning closing address in conjunction with ICMA's San Jose Conference.
- SORRY.** I cannot be present for both of these sessions. I available to be recognized only during:
 - The Sunday **afternoon** Opening General Session on October 17; report time: 2:30pm
 - The Wednesday **morning** Closing Session on October 20; report time: 10:00am
- SORRY. I** personally am not available to be recognized during **either** of the sessions. The individual designated below will accept the award on behalf of me or my community:

Name of Designee & Title

Local Government/Organization

Phone Number

3. PLAQUE DISTRIBUTION

Plaques will be distributed following conference.

I would like to receive my plaque in the following manner:

- Presented to me by a fellow ICMA member during a regularly scheduled meeting of my council.**

My council regularly meets (day of week/time):

- Presented to me by a fellow ICMA member during a state association meeting.** (Note: depending on when your state association meets, this may be quite awhile after ICMA's conference.)
- Please mail my plaque directly to me.**

Photo Guidelines

Each description of a winning program features at least one color photograph of the Professional Award recipient or the chief administrative officer/manager of the local government to which a Program Excellence Award is being conferred. In addition, most Program Excellence Award descriptions also include action photo.

What is an “action” photo?

An action photo captures some aspect of the program that is being recognized. It gives context and puts a human face on the project.

Here are some ideas for photos to get you started:

- People using services (health care, wellness programs, classes)
- Kids playing baseball or soccer; parents coaching kids; a group of parents and kids on a baseball or soccer field.
- Before and after photos of a neighborhood.
- Researchers working in a lab.
- Teachers leading a class.
- Doctor examining a patient in a community clinic.
- Residents of affordable housing inside or outside their homes.
- Vendors and/or shoppers at a farmers market.
- Gardeners working in their community garden.
- Citizens recycling materials; someone showing someone else how to recycle; people setting up recycling bins.
- People inaugurating a new clinic, recycling center, or other center, with signage or other background that makes it clear where they are.
- People in a meeting, looking over plans, maps, flow charts, etc., or someone leading a meeting and making notes on a white board or flip chart.

When you send us your photos, please be sure to include information about the photo: where it was taken, who’s in it, etc. And make sure you have permission from everyone you photograph.

General Suggestions

If you’re using a digital camera, you don’t have to worry about wasting film. Have fun with it – try different angles, different framing, wide shots and close shots.

- Fill the frame with the image.
- Make whatever is most important central in the frame.
- Take both horizontal and vertical shots.
- Try using fill flash, even outdoors, to bring out detail.

Technical Specs

If you are using a digital camera, please send the raw file without any Photoshop retouching or any other type of alteration or conversion. Images should be in any of the following file formats:

- Jpg/Jpeg
- Tif/Tiff
- Png
- Pict
- Psd
- Eps

If you are using a 35mm film camera, please scan the images onto a hi-res CD. Prints should be scanned at a minimum of 300 dpi at no less than 900 pixels (approximately 3") wide.

Please, no cell phone photos. Images taken on a cell phone do not have high enough resolution to be usable for offset printing.