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Brenda Garton

Happy Anniversary ICMA! 100 years. WOOHOO! Break out the confetti and blow out the candles!

I love being a Virginian. (Sorry to those of you who are not!) What's that anonymous quote about Virginians? "To be a Virginian either by birth, marriage, adoption, or even on one's Mother's side, is an introduction to any state in the Union, a passport to any foreign country, and a benediction from above."

How many states can claim to be home to eight Presidents? Only Virginia. And, one of those eight Presidents -- Thomas Jefferson -- is the Father of the Declaration of Independence. How cool is THAT?

How can you not be inspired by these famous lines from the Declaration of Independence?

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.--That to secure these rights, Governments are instituted among Men, deriving their just powers from the

consent of the governed..."

Virginia also claims another President -- James Madison, the Father of the United States Constitution and the author of the U. S. Bill of Rights -- as a native son. More awesomeness! We all wish to be so eloquent as these words from the Constitution:

"We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defence, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America."

And, more relevant to our profession, how many states can claim to have been the birthplace of local government management? Though given this rich history of the Commonwealth of Virginia it really should come as no great surprise, it has always fascinated me that our fair Commonwealth was also the origin of the Council/Manager form of government.

From the City of Staunton's website: "The City Council elected Charles E. Ashburner of Richmond as Staunton's first City Manager on April 2, 1908." According to the ICMA website, in 1908 "Staunton, Virginia, institutes the first position of 'general manager,' which legally defines by ordinance the broad authority and responsibility associated with today's professional local government administrator. The city selects Charles Ashburner, an engineer, as its first manager." (Note: Mr. Ashburner may have turned over in his grave when he heard that his successor some hundred plus years later, sang his greetings to his colleagues at a VLGMA Conference to the tune of Paul Simon's "50 Ways to Leave Your Lover". Just sayin', Steve.)

Now, in 2014, the International City/County Management Association - ICMA - celebrates its 100th Anniversary! I sincerely hope that all of you are registered to attend the ICMA Conference in Charlotte, September 14-17. While you are learning new things, achieving training goals, and in general, exploring ways to be a better manager and to improve your community, you can help celebrate the 100th Anniversary of ICMA - this organization that is so important to our profession. Check out the timeline and the ICMA summary of the history of the organization on the ICMA website:

<http://icma.org/en/icma/about/anniversary/home>

Not to detract from ICMA's anniversary celebration, as an organization dedicated to local government management, the Virginia Local Government Management Association claims as its vision: "Supporting local government managers building great communities through inclusion, innovation and leadership." Our organization's stated primary goal is "to strengthen the quality of local government through professional management. The association seeks to promote professional management in a variety of ways including training, networking, and resource sharing."

And, let's not forget that our own Bonnie Svrcek, Deputy City Manager in Lynchburg, Virginia, was elected President of ICMA in October of 2013, serving as only the second woman and the first female non-CAO President of ICMA in its 100-year history! Along with Bonnie who serves on the 2013-2014 Executive Board as Immediate Past President, Ken Chandler is completing his three-year term on the ICMA Board in Charlotte. And, Ed Daley served as ICMA President in 2007. Go VLGMA Virginians!

It is appropriate, therefore, for us Virginians, "by birth, marriage, adoption, or even on one's mother's side", to take particular joy in the celebration of ICMA's 100 year anniversary. Virginians were and continue to be major players on the national, state, and local scene of our form of government, based on our overriding belief in the fundamental rights of the individual, our system of justice, our belief in equality, and our overall dedication to the common good.

So, HAPPY ANNIVERSARY ICMA. And, WOOHOO VLGMA and Virginia!

I would like to take a moment to recognize our new VLGMA members: Julia Drake, Manassas Park Business Manager; Lynette Lowe, Southampton Deputy County Administrator; Pon Yusuf, Culpeper Treasurer/Director of Finance; Retta Jackson, Hillsville Town Manager; Timothy Wilson, South Boston Town Manager; Frank Harksen, Jr., Hanover Deputy County Administrator; David Rohrer, Fairfax Deputy County Executive and Dean Rodgers, Amherst County Administrator.

-Brenda

[Contact Brenda Garton](#)

Tedd's Take



Tedd Povav

It Drives Me Nuts!

Here are two things that drive me nuts: 1) overuse of the term "a little bit", and 2) misuse of the term "next".

Let's take these one at the time.

Is it just me, or does it bother others that too many descriptive sentences include the phrase "a little bit." For example, a professional football team that practices in Richmond has a pathetic 3 - 13 record. The coach is asked what improvements need to be made. The answer is, "We need to get a little bit better in virtually all aspects of the game." Wrong!!! The team needs to get MUCH/TONS/LOADS better in all aspects

A DAO in the Life

I am reminded by the activities of this past week that summer is almost over and before you know it, fall will be upon us. Following too short of an August recess, draft Board reports for the first meeting in September are now being circulated for review.

On a personal note, my husband and I successfully moved our daughter back to campus (Go Dukes!) last week to begin her third year. This brings me to my topic of choice for this month's article, which is the concept of an Elevator Speech and why this is an important skill to master in our careers as local government officials. I know



Susan Roltsch

of the game. A government official is describing a major financial deficit and says, "We'll all need to pay a little bit more." No, folks, a little bit is not going to do it! Big hole means big fix.

Next, it's about "next!" I watch my share of news programs and sportscenters. I don't like to be lied to by TV hosts saying "when we come back" or more commonly, "next," and then you have to wait forever for that particular segment or story. "Next" means next! Not five stories from now, not 30 minutes later - it is supposed to be NEXT!!!!

OK! I admit these are petty issues in the overall scheme of things. But who says something has to be important to really bug you! It's a little bit frustrating.

[Contact Tedd Povar](#)

Certificate News

The fall Certificate classes have begun in earnest with another large class.

The fall is always an exciting time because it often allows brand new students in the program to interact directly with students finishing the program. Such crossover helps to ensure that relationships are formed across the years in the program. Just like a senior who befriends a freshman and helps him get on his feet, our finishing students give the newcomers valuable insight into the program.

Of course, relationships among students who have gone through the program together are just as important. In that regard, this semester will see a rare occurrence in the program. Three students from the same department in the same county will finish the program together. Jason Ferguson, Andrew Moore, and Zach Beckner all work for



that was quite a jump, so let me explain.

While shopping with my daughter for a few last-minute college items, she talked about a class she took last spring, and how she had to prepare and present an Elevator Speech to the class. I immediately thought of my own experiences over the course of my career, especially those painful moments where I felt in hindsight that I had missed an opportunity to make an important point, or diluted an important point by saying too much. I told my daughter what a critical skill this is to master, and that I wish someone had explained it to me very early in my career.

Besides making me feel really good about investing in my daughter's college education, the discussion with my daughter also made me think how important it is to have an Elevator Speech ready to go. Like me, I'm sure you often walk into meetings or events where you are called upon to weigh in on a particular subject or make comments fitting the occasion. While the content of an Elevator Speech depends highly on the subject and audience, neither of which you can completely predict, the thought process beforehand is pretty much the same: "If I get an opportunity to speak, what is my objective and what are the few most important points that I need to make to further this objective?"

This has particular application in our roles as advocates of the communities we serve. Although it may not be part of our official job title, we are all economic developers and need to have an Elevator Speech ready to go on why a business should locate in our community. There are lots of other examples. What do you say when you have a 60-second opportunity to talk to a state legislator about the importance

the Botetourt County Department of Fire and EMS. Ferguson is a Division Chief; Moore is a Battalion Chief; and, Beckner is a Support Specialist. The three have gone through the program together, received recent promotions, and applied their Certificate knowledge to better their department and county. The deepened relationship forged by their work in the Certificate program has created friendships and a collective body of knowledge that is rightly enviable in local government. This is evidence that, as more Certificate alumni are infused into local government in Virginia, the shared experiences and relationships of those students will come together to form a benefit that is far greater than the sum of its parts.

If you or anyone you know is ready to be a part of Certificate family, it is never too early to start thinking about the next semester. Even though Bob Stripling is fairly busy teaching this semester, he is never unwilling to talk about the Certificate program (he can also be bribed with food). He can be reached at chars08@vt.edu or 540-448-1102.

Find the Certificate online:



VLGMA/SEI Reception at the ICMA Conference



For those attending the ICMA Conference in Charlotte

VLGMA/SEI Reception - Join your friends and colleagues for refreshments and hors d'oeuvres

WHEN: Monday, September 15th

of funding a particular transportation project? How about convincing a talented job applicant that he or she should work for your local government organization?

Like any good Elevator Speech, I am going to end before I say too much. I hope you have a great fall season and look forward to seeing you at future VLGMA events.

[Contact Susan Roltsch](#)

Innovation Edge



Not Your Average Police Chief

Recruitment Video

How embracing innovation and risk-taking paid off big for Hillsboro, Oregon by City of Hillsboro, OR

It started with an idea to do something different - something you wouldn't expect - in order to cut through the clutter, make an impact, and find the best fit for our community's needs. In August 2013, the City of Hillsboro, Oregon created a unique and funny six-minute recruitment video designed to attract the right candidates as part of a national search for a new police chief. Not your average government or law enforcement recruitment video, this project was inspired by input from elected officials, employees and from community members who articulated what values they wanted reflected in Hillsboro's next police chief. Through a combination of entertaining skits involving more than 20 Hillsboro police officers, along with two actors, we showcased Hillsboro, our Police Department's connection to our growing community, our dedication to top-quality, professional public safety work, and our approachability. The video reflected our commitment to making the Hillsboro Police Department

TIME: 5:30pm to 7:30pm

PLACE: BlackFinn Ameripub - 210 E Trade St, Charlotte, NC 28202
(2 short blocks from the Convention Center - across from the Omni Hotel)

SEI Reunion - Join your SEI friends and colleagues for breakfast and networking

WHEN: Tuesday, September 16

TIME: 9:30-11 a.m.

WHERE: Room 216AB, Charlotte Convention Center
VLGMA Members Receive ICMA Honors



Marcus Jones, city manager, Norfolk, VA, was awarded the Julian F. Hirst Award for Distinguished Service by the Hampton Roads chapter of the American Society of Public Administration. The award is given to a public administrator with a record of outstanding performance in public service, unusual leadership, creativity, integrity, and response to challenge. Marcus Jones has been an ICMA member since 2008.

[Contact Marcus Jones](#)

Jackson C. Tuttle II, city manager, Williamsburg, VA, and ICMA member since 1977, was the 2014 recipient of William & Mary's Prentis Award. The award is given each year to recognize individuals in the Williamsburg community for their strong civic involvement and support of the college.

"For more than two decades, Jack Tuttle has been a major force for both desirable continuity and essential change in Williamsburg and the Historic Triangle as a whole," W&M President

the best place to work by encouraging creative and visionary leadership and by maintaining a healthy sense of humor. [Read more](#) in the August Alliance Newsletter.

Questions? Comments? Please reach out to me saburnett@transformgov.org, or 800-777-2509 with any questions.

Visit the [Alliance for Innovation](#) for more information.

Mel's Poetry Corner

An Appetite for Words



Mel Gillies

I pull out my shopping bag of words and empty it to see what are the aromas of my vocabulary?

There are millions of words
that can decorate
the mind's menu to contemplate.
I can choose which ones to digest
and that share my thoughts the best.

I like to chew on the tough ones
and savor
all their distinctive flavors.
I mix the familiar with the
ones rarely used
and let my thoughts be
succinctly perfumed.

Words like judgment tend to dominate
and the subtle taste
of forgiveness, subordinate.
Words like hate
poison the palate
while the words most savory
are in-spired by Truth's dictionary.

Words are food that fuel the mind
and suggest new cuisine to try.
No matter which ones
I choose to describe,
seasoned with Love, they satisfy.

Taylor Reveley said. "Along the way, he has been a steadfast friend of William & Mary, helping bring the college and the city together in pursuit of the common good. His steady hand and excellent judgment have served us all well."

[Contact Jack Tuttle](#)

2014 All-America Cities



2014 All-America Cities

The National Civic League recognizes ten communities each year for outstanding civic accomplishments. To win, each community must demonstrate innovation, inclusiveness, civic engagement, and cross sector collaboration by describing successful efforts to address pressing local challenges. More than 600 communities have won the award, some as many as five times. All-America Cities have shown the ability to innovate in such areas as job creation, neighborhood revitalization, crime reduction, new housing for low income people, improving education, and engaging youth.

The award program was founded in 1949 when a newspaper reporter approached the National Civic League (then known as the National Municipal League) with the idea of naming the 10 best governed cities each year. Instead, the league created a program that recognized cities for civic achievements. Today the award competition is open to neighborhoods, towns, cities, counties and metropolitan regions. In their applications, AAC finalists briefly tell their community stories, list two of their most pressing challenges and three

[Contact Mel Gillies](#)

Save the Date

Save the date for the VRA



Infrastructure

Financing Conference December 10-12, 2014 in Roanoke.

[Contact Jean Bass](#)

Free Conflict of Interests Webinar

Conflict of Interests Act
Free Webinar



Thursday, September 25,
2014, 10-11:30 a.m.

As an elected or appointed official, do you understand what qualifies as a gift? Do you know how to report it? Are you up to date on the State and Local Government Conflict of Interests Act (COIA) changes?

Join us for a FREE and informative webinar about COIA presented by a panel of state and local government attorneys, including Chief Deputy Attorney General, Cynthia Hudson.

Register at: bitly.com/COIA-Webinar-2014

Calendar

Upcoming Events

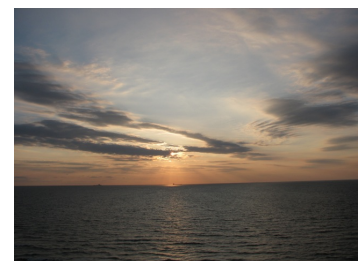
PDC Meeting - Oct. 6 in Roanoke as part of VML Conference

VLGMA Executive Committee - Oct. 6 in Roanoke as part of VML Conference

[More Dates](#)

Future Newsletter Articles

A goal of this e-newsletter is to keep you informed on activities relative to our profession. As



outstanding community projects.

Congratulations to 2014 award winners who have an ICMA member manager or assistant manager:

San Pablo, California: Matt Rodriguez, city manager

Brush! Colorado, Monty K. Torres, city administrator

Fort Lauderdale, Florida, Lee Feldman, city manager

Cedar Rapids, Iowa, Jeffrey A. Pomeranz, city manager

Independence, Oregon, David E. Clyne, city manager

Brownsville, Texas, Ruth Osuna, assistant city manager

Hampton, Virginia, Mary B. Bunting, city manager

Eau Claire, Wisconsin, Russell Van Gompel, city manager.

Read the 2014 All-America Cities summaries. Information on the 2015 All-America City Awards is available on the [National Civic League's website](#).

with any membership-based organization, contributions by members are welcome and encouraged. Topics can range from a recent achievement in your locality to an upcoming event with networking potential to human interest stories about current or retired members. To contribute simply send your brief e-newsletter content (~5 sentences or less) via email to [Molly Harlow](#).

Quick Links

[VLGMA Website](#)

[ICMA Website](#)

[Alliance for Innovation](#)

[Virginia Municipal League](#)

[VA Association of Counties](#)

[Weldon Cooper Center for Public Service](#)

[Website Contact](#)



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Try it FREE today.

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