



The **MANAGER**

FLORIDA CITY AND COUNTY MANAGEMENT ASSOCIATION
Post Office Box 1757 – Tallahassee, Florida 32302 – (850) 222-9684
Home Page: <http://www.fccma.org>

October 2011

Vol. 33, No. 10

In This Issue

October Member Profile
Congratulations to the 2011 ICMA Annual Award Recipients
New Research and Resources Library Designed for Florida Municipalities
FCCMA Fall Symposia
FCCMA 2011-2012 District Trainings
2011 FCCMA Webinars
Benchmarking: Utilizing Agency Data for Positive Change
FCCMA Scholarships
FCCMA Winter Institute

***Register today for the FCCMA Symposia held in
Gainesville (October 28) and Fort Lauderdale (November 4)***

Observations and Musings after ICMA

By Lynn Tipton, FCCMA Executive Director

The cool air in Milwaukee was very refreshing...it will be awhile until we feel that coolness up here in the Panhandle! (Yes, I know I'm supposed to call it Florida's northwest now.) I heard an interesting discussion at the Carlton Fields Colloquium at ICMA that I thought might be worthy of sharing. Dr. George Frederickson from the University of Kansas, considered by many to be the "dean" of public administration professors in the U.S., is an alumni of Southern California like me; and for reasons beyond a shared school, I have always held him in high esteem. He was one of the panelists at the session to talk about the future of the council-manager form – but his talk was really more focused on the future of local governments. As you might expect, he said the issue of regionalism will continue to dominate many local discussions, but not of regionalizing the governing bodies, but of service delivery. He doesn't see an increase in mergers and/or consolidations of local governments because it won't be politically wise to do so, but will be wise for service sharing. He did caution that the rise in the creation of special districts should be troubling to both cities and counties – those districts are invisible to the public, confusing to that same public – and diffuse the powers of general purpose governments.

He spoke of the “graying line” between the governments and that boundaries “lose their salience” when too many district governments exist.

His comments on sustainability were ones that echoed our own efforts (workshop discussions and newsletter articles) here in Florida: sustainability is more than “green.” He likened it to applying the Athenian Oath to everything local governments do – it is fostering excellence in every facet of city and county work. He talked about increasing the amount of partners that we work with: private sector, non-profit and quasi-governmental; and that cities and counties cannot work alone and must increase their partners and partnerships to survive. He used the phrase, “the power of weak ties” to talk about the often informal relationships within communities that turn into partnerships; and it made me hopeful for economic development and citizen engagement. I think it is a good comparison to use – those loosely woven ties among various community groups do intertwine...and that makes for a fabric that can increase in its ability to support the community. He closed with a discussion of the last decade being a “lost decade” for local government due to lack of infrastructure investment, a collapsing economy and pension debt; and he spoke of this decade being one of “reckoning” – it will all come due. He challenged the audience to speak “truth to power,” to focus on metropolitan problem-solving so that multiple governments share with the scope and outcome, and to help these lost citizens connect to the community. Profound words for someone with more than 50 years in public administration – and so eloquently spoken.

The next day I listened to a young keynote speaker, Rebecca Ryan, who says the Generation X and Millennials see no “digital divide” because they won’t be separated from their devices – it is the older generations that need to be constantly connected to keep up with *them*. They seek a life-work balance, not a work-life balance. She challenged my comfort zone, as they say, many times – I found her predictions about the workplace to be a little scary! She did engage me with her talk about “the next citizen” – this person wants a feedback loop in their governmental interactions – and we had better find a way to do it...no more one-way communication from government to the public. I don’t know how that gets accomplished, but it is a true challenge for all of us!

October Member Profile

By Michael Pleus, City Manager, City of DeLand

Jamie Croteau, City Manager, Orange City, FL

- **FCCMA member since: 2006**
- **ICMA member since: 2006**

• Please describe your areas of formal/advanced education:

I have a Bachelor of Science Degree in Economics from Florida State University and a MBA from the University of Central Florida.

• What got you interested in public service?

My first job in local government was with Orange County. Before that I never realized how diverse and gratifying working for government could be. Once you realize that you can have a positive impact on your community, you’re hooked.

• Current Occupation:

City Manager of Orange City

• Brief Job description:

I don't know if you can briefly describe this job! One of the things that I like about the job is that it is different every day.

• Describe your typical day:

Is there such a thing?

• Favorite part of the job:

I like the variety and the challenges that the job brings but interacting with employees and citizens is my favorite part of every day. It is how you find out how things are going and what's working and what's not. It is those interactions that give you the information you need to make your community a better place.

• Least favorite parts of the job:

Two things: There just never seems to be enough time to get everything done...and late night meetings. I am just not that awake after 10 o'clock.

• Hobbies and interests:

My hobbies are reading, biking, and kayaking - although, I am not doing as much of any of them as I would like.

• If you could give one piece of advice to young people interested in a career in public service, what would it be?

To make sure they are interested in the career for the right reasons. I think you need to have the desire to want to make a difference and to want to solve problems for people; I think for all of us there is a little bit of wanting to make the world a better place but you also have to have patience – a lot of patience. Also, I am not sure everyone is aware of how consuming the job can be and how you really have to work at balancing your personal and professional life. It is difficult sometimes.

• Who were your mentors and how have you disseminated this information down to other young public administrators?

I have been lucky to work with and for a lot of really great people, Gary Kaiser, Cindy Hall and Cindy Coto at Seminole County, Sharon Donoghue at Orange County and Rob Frank at the City of Ocoee. They all taught me some aspect of working for government. From them I learned about budgeting and finance, how important it is to always be prepared, our accountability to the public, and how important it is to publicly support your staff. Rob Frank really taught me not to worry about the small stuff and that by doing the right thing, things almost always work out. Rob never gets ruffled, he is one of the calmest people you will ever meet. It is hard, but you do try to pass on all the things you have learned by working with others.

• Have you always been in the public sector or have you had experience in the private sector?

Actually, I worked in the private sector after college. My very first public sector job was with Orange County in 1995. It was such a different environment than what I was used to. I don't think you really understand how different working in the public sector is until you have done it. I remember when they told me my personnel file was public record and that anyone could view it if requested. I was shocked. They also drove home that fact we were there to serve our citizens. It was different, but public service is addictive.

• **What career would you pick if you were to pick another?**

Currently I can't see myself doing anything else.

Congratulations to the 2011 ICMA Annual Award Recipients

The following governments and individuals were recognized by ICMA for their achievements:

Community Health and Safety Program Award for populations of 50,000 and greater: **Lee County**

Strategic Leadership and Governance Award for populations of 50,000 and greater: **St. Lucie County**

2011 Service Award Recipients

40 Years

William P. Mitchell

Rex A. Taylor

35 Years

Robert R. Baldwin

Robert A. Barcinski

Russell D. Blackburn

Christopher W. Chinault

Anita R. Favors Thompson

George D. Forbes

George L. Hanbury II

Jim Hanson

James L. Ley

Anne S. Lyons

J. Randy McKnight

Eugene A. Schiller

Stephen E. Sorrell

Joseph W. Yarbrough

30 Years

Jerry A. Bentrrott

Cynthia A. Coto

Joseph J. DeLegge

Mark A. Kutney

Martha L. Perego

Steven Wylie

Judith Ann Zimomra

25 Years

Michael T. Booker

Michael J. Czymbor

Peter B. Elwell

Maureen A. Freaney

Susan Hann

Paul McKitrick

Faith G. Miller

John R. Schneiger

V. Eugene Williford III

Michael J. Woika

ICMA Center for Performance Measurement Certificate Program

Alachua County and **Miami-Dade County** were awarded the Certificate of Excellence.

Doral was awarded the Certificate of Distinction.

FCCMA Fall Symposiums

The Professional Development/Training Committee, chaired by Horace McHugh, Assistant City Manager in Oakland Park and Sarah Hannah-Spurlock, Assistant City Manager in Sunrise, decided to have two fall symposiums to better serve the FCCMA membership. The Committee worked hard to design two events with similar agendas — one in the north-central region, Gainesville, and one in the south, Fort Lauderdale. The theme is Change Management...Adjusting to Public Expectations.

The first symposium will be held at the University of Florida in Gainesville on October 28 from 8:15 a.m. to 4:00 p.m. Sessions include Speed Networking; Benefit and Compensation Issues; “Building a Future after the Great Recession;” Budgets, Services, and Public Perceptions; and Preparing the Next Generation of Florida Managers.

The second symposium will be held November 4, 2011 from 8:00 a.m. to 4:30 p.m. at Nova Southeastern University. Sessions include Speed Networking; Employee Benefits – Options for Compensation with Pension Reform & Health Costs; The Economic Outlook; Life Beyond the City Manager’s Position; Roundtable Discussions including Ethics, Employee Motivation, Leadership, Strategic Planning/Visioning and Personal Financial Planning; and Community Engagement & Advocacy – Delivering the Message and Getting Feedback from the Community.

The registration forms were mailed at the beginning of September. The cost for each Symposium is \$50 for city/county staff and \$25 for students. Lunch is included.

Both Symposiums are now open for registration. Go to www.fccma.org and click on the tab on the right side of the home page, FCCMA Events and you will be able to register online and see the brochure.

For further information, contact either Lynn Lovallo at llovallo@flicities.com or Carol Russell at crussell@flicities.com.

FCCMA 2011-2012 District Trainings

All the district training sessions have been scheduled for this year. Florida Legislative’s Process: Working Together for the Betterment of Local Government in 2012 has been scheduled for District II (December 2, 2011) and District I (January 6, 2012). District VII (December 2, 2011) and District IV (February 24, 2012) will hold their training sessions on Career Transition and Resources for City and County Managers. District VII (March 9, 2012) and District V will hold their training sessions on Leadership in Local Government. District VI will feature Cities and Counties Working Together to Provide Services on March 3, 2012 and District III will feature Bridging the Gap Between Council/Manager Relations on March 23, 2012. The complete FCCMA training calendar has been posted at www.fccma.org with time, date, topic and location.

Registration forms will be posted online as soon as they are available. For any questions, contact Carol Russell at (850) 222-9684 or crussell@flicities.com.

2011 FCCMA Webinars

The Professional Training and Development Committee has set the webinar dates through the end of the program year. **All webinars are free.**

November 10, 2011—Local Environmental Issues, Notably Nutrient Requirements and Legal Options for Florida’s Local Governments. The presenter will be Attorney James Charles.

January 20, 2012—Legislative Issues Facing Local Governments in the Legislature.

March 23, 2012—Budgeting Pension Changes for Local Governments: Basics and Alternatives.

May 18, 2012—Pension Changes for Local Government.

More information will be available in upcoming newsletters.

To access the webinar, go to <http://florida.acrobat.com/coaching>. Select the radio button next to the “Enter as a Guest.” Dial-in: 1-877-685-5350 and the passcode is 461944.

Here are links to the recordings of the most recent FCCMA Coaching Webinars.

Navigating and Utilizing the Knowledge Network

Presenter: Tracy Miller, the Alliance for Innovation

<http://florida.adobeconnect.com/p2i2oesbf5d/>

Smart Cities Can Save Big with Innovative Technologies: A Profile of Cloud Computing and the City of Orlando

Presenter: Conrad Cross, Cross Consulting Consortium

<http://florida.adobeconnect.com/p645y797sn6/>

Airport Compatible Land Use

Presenters: Artie White and Jon Sewell, Kimley-Horne and Associates

<http://florida.adobeconnect.com/p7ii0330d1f/>

Benchmarking: Utilizing Agency Data for Positive Change

The Florida Benchmarking Consortium’s Annual Fall Conference will be held Friday, October 21, 2011 at Indian Riverside Park located in Martin County. The theme for this year’s conference is “Benchmarking: Utilizing Agency Data for Positive Change.”

There will be a Pre-Conference Workshop on Thursday, October 20, 2011 “Telling Your Story using FBC Data.” This is an introductory half-day workshop designed to teach participants how to use FBC data to compare their service delivery performance using benchmarking and other techniques. Participants will work with actual FBC data drawn from three service areas: human resources, code enforcement and parks and recreation. This session is limited to 25 participants.

Registration rates, conference program and hotel information is available online at the FBC website: www.fbenchmark.org.

FCCMA 2012 Winter Institute

The FCCMA 2012 Winter Institute will be February 2-3, 2012 at the Lake Mary Westin Hotel. The theme will be “Connecting with Our Communities.” Registration information will be available later this month.

A primary undertaking for today’s local government leader is to play a role in facilitating community building. Being part of a community provides a sense of identity, belonging and pride for sharing in something important and bigger than oneself. As community builders, fostering these connections for our citizens is the right thing to do because it promotes democracy and expands support for achieving goals that government cannot achieve on its own.

At the 18th Annual FCCMA 2012 Winter Institute, participants will explore how to build rich connections in the communities we serve. Attendees will be provoked in an interactive conversation facilitated by Dr. John Nalbandian, well-known author and Professor at Kansas University. The institute will follow a similar format to last year which will include panel presentations as well as small and large group discussion and report out.

Topics to be covered:

- Successful Storytelling- The Relevancy of Local Government in the Lives of its Stakeholders
 - Andy Fletcher, Vice President of Public Relations, University of Florida

Being an effective storyteller is something that eludes many in local government. Good stories take time and patience to develop; but more importantly, they are relatable to the audience. This segment will look at how local government can connect to the public through the art of storytelling.

- Effective Neighborhood Communications—Neighborliness and the Trust it Takes
 - Lee Feldman, City Manager, Fort Lauderdale, FL

Communicate! Communicate! Communicate! As local government leaders we hear this admonition time and again. Our challenge is to create a two-way dialogue with our residents and their neighborhoods. Join Lee Feldman, City Manager of Fort Lauderdale in exploring methods to reach one or a thousand residents. Winter Institute participants will collectively craft strategies to get individual neighbors off the couch and engaged in the public discussion of how neighbors can improve their lives and the quality of life for their community.

- Emerging Technology and Communication Practices
 - Bill Greeves, Director of IT and Communications, Roanoke County, VA; and Tracy Miller, Florida Regional Director and IT Director, Alliance for Innovation

Communicating effectively in a world that is connected in new and dramatic ways provides both opportunity and challenge to local governments. Techniques like the public hearing and citizen newsletter are techniques that serve a purpose, but do they truly establish a

conversation among community stakeholders? Today's times call for meaningful interchanges that can help inform while creating a guide to future actions. This segment will focus on the emerging practices to use communications and technology to reach community stakeholders.

- **Employees as Ambassadors**

Ever wish that your employees would provide services in a manner which wows the customer and generates positive letters to the editor only to wake up and have to answer another complaint from a citizen expressing dissatisfaction with their interaction with the City or County?

FCCMA Scholarships

Once again FCCMA is offering two types of scholarships. The B. Harold Farmer Scholarship is a \$2,500 scholarship given to a student enrolled during the summer or fall of 2012 and pursuing a public administration or related degree at a Florida-based university. It is also an all-expense paid trip to the conference and a complimentary FCCMA membership for one year. All applications must be received by 5:00 p.m. on February 10, 2012.

This year there will be two Emerging Leaders Scholarships with complimentary registration to the conference, up to \$1,000 reimbursement for travel expenses and a complimentary FCCMA membership for one year. All applications must be received by 5:00 p.m. on February 17, 2012.

The scholarship applications are posted at www.fccma.org. If you have any questions, feel free to contact Carol Russell at (850) 222-9684 or crussell@flcities.com.

FCCMA Members-in-Transition

The following FCCMA members are currently in transition. Please take a minute to show your support by either emailing or phoning the MITs in your district. A phone call or an email can go a long way to help someone who is temporarily out of work.

You can also help if you have any job opportunities available in which one of our MITs may be qualified. With the current technology, the project could even be done from the MIT's home. FCCMA staff has many of their resumes. Please contact Carol Russell at crussell@flcities.com if you need a current resume for one of our MITs.

Also, please keep your FCCMA staff informed of any FCCMA members who may be eligible for MIT status. You can email Lynn Lovallo at llovallo@flcities.com or Carol Russell at crussell@flcities.com.

Barbara Barnes-Buchanan
District VI
Former Assistant City Manager of Bonita Springs
(239) 495-1926 (Home)
(239) 405-5280 (Cell)
b_barnesb@yahoo.com

Bruce Behrens
District VI
Former Manager of Avon Park
(407) 405-1973
Bruce.behrens@yahoo.com

Matthew D. Brock
District III
Former Manager of Polk City
(321) 507-5096
Matt-brock11@hotmail.com

Cory Carrier-Penton
District VIII
Former Manager of Polk City
corypenton@centurylink.net

Kenneth Fields
District VI
Former Manager of Islamorada
(954) 610-6672
krfields@bellsouth.net

Richard Giroux
Former Manager of Wauchula
(863) 773-4863
Giroux61@hotmail.com

Laura Hannah
District IV
Former Assistant Manager of Lake Worth
thedualgirl@gmail.com

Mark Kutney
District IV
Former Deputy Manager of Belle Glade
(561) 601-4632
Makutney_3254@mail.com

Frederick C. Nutt
District VII
Former Division Director of Hillsborough County
(813) 792-7811
Fred_libby@msn.com

Richard Reade
District IV
Former Manager of Port Richey

Markae Rupp
District VIII
Former Administrator of Arcadia
(321) 258-5783
recmngt@yahoo.com

Gary Shimun
District V
Former Manager of Davie

Donald Stilwell
District VI
Former Manager of Lee County
(239) 334-9301
DDStilwell@embarqmail.com

Dale Sugerman
District IV
Former Manager of Highland Beach
(561) 582-5355
dalesugerman@excite.com

Oel Wingo
District II
Former Manager of Holly Hill
(386) 299-8755
Owingo50@gmail.com

Gary Word
District V
Former Manager of Surfside
(786) 348-0678 (Home)
(305) 975-3582 (Cell)
Surfcity08@atlanticbb.net

New Members

The following membership applications have been received. If no current member comes forth with a reason why this applicant should not be approved as a member, they will be invoiced for dues. **James Gleason**, District VIII, City Manager, City of Mascotte, Full Member; **Andrew Johnson**, District II, Special Projects Coordinator, Flagler County, Affiliate Member; **Khalid N. Resheidat**, District II, Assistant City Manager, City of New Smyrna Beach, Full Member; and **Chad Shoultz**, District III, Deputy City Manager, City of Palm Bay, Full Member.

Positions

The Manager will no longer print the full ad. All ads are posted online at www.fccma.org under job postings. If you click on the job, it will take you to the full ad.

Assistant City Manager for Finance & Administrative Support — City of Coral Gables —
Deadline: Open until filled. To ensure consideration for this position, interested candidates should forward resume, cover letter and five references immediately, via e-mail, to HRD@coralgables.com or fax to 305-460-5518.

Building Service Coordinator — City of Coral Gables — The annual salary range is \$59,862.40- \$82,180.80. Salary is negotiable depending on qualifications. Benefits include: Medical, dental, and life insurance, retirement plan, leave allowances, and more. Open until filled. To ensure consideration for this position, interested candidates should forward resume, cover letter, current salary, and five references immediately, via email, to HRD@coralgables.com or fax to 305-460-5518. The City of Coral Gables is an Equal Opportunity Employer/Drug Free Workplace.

Finance Director — City of Coral Gables —To ensure consideration for this position, interested candidates should forward resume, cover letter, current salary, and five references immediately, via e-mail, to HRD@coralgables.com or fax to 305-460-5518.

Finance Director — Town of Dundee — Pay: DOQ w/ full benefit package. Apply to: For an application and/or more information, visit our website at www.townofdundee.com. Position open until filled. Submit application to Town of Dundee, Attn: Andy Stewart, P.O. Box 1000, Dundee, FL 33838 or fax to (863) 419-3312. EOE/DFW.

Economic Development Executive Director — Flagler County, Florida — Salary: \$73,466 - \$110,677. Applicants should send a résumé (including contact information for three references) and a letter responding to this job description to the Flagler County Economic Opportunity Council, c/o County Administration, Economic Development Executive Director Search, 1769 East Moody Blvd, Building 2, Bunnell, Florida 32110. Applications may also be submitted by e-mail to: jmayer@flaglercounty.org. Detailed information concerning the applicant's experience recruiting business and leading economic growth for a county or region should be attached to the application. EOE/Drug Free Workplace,

City Manager — City of Hollywood, FL — The City of Hollywood is offering a competitive salary commensurate with experience and a comprehensive benefits package. Relocation assistance will be available for any successful out of area candidate. Interested applicants should

forward a cover letter and resume to: resumes@affionpublic.com, Reference: Hollywood. Affion Public, 20 North 2nd Street, Suite 200, Harrisburg, PA 17101; 888.321.4922; Fax: 717-214-2205; www.affionpublic.com. **Deadline:** November 6, 2011. **Additional Information / Brochure:** <http://www.affionpublic.com/positions/city-manager-hollywood-fl>.

Assistant Public Works Director — Miami Beach, FL (90,000) — Salary: \$3,788.27 - \$6,118.42 bi-weekly (DOQ). For more information and to APPLY ONLINE, please visit our website: <http://web.miamibeachfl.gov/hr/jobs.aspx>.

Budget Officer — City of Miami Beach, FL — Salary Range: \$90,645.10 - \$146,396.90, plus benefits. **APPLY ONLINE AT:** <http://web.miamibeachfl.gov/hr/jobs.aspx>

Police Chief — City of Miami Beach, FL (90,000) — \$126,367.80 - \$204,095.06 (DOQ). **TO APPLY:** The City of Miami Beach accepts online applications only. To apply, please visit our website: <http://web.miamibeachfl.gov/hr/jobs.aspx>. **APPLICATIONS WILL BE ACCEPTED UNTIL NOVEMBER 23, 2011.**

Manager - Equity & Workforce Development — City of Tallahassee — To apply go to the address below to learn more about this position, or go to Talgov.com and click on job opportunities. <http://www.talgov.com/hr/openings.cfm>. Manager - Equity & Workforce development Profile. <http://www.talgov.com/hr/exe-prfls.cfm>.

City Manager — City of Wildwood (pop 6,926) — Salary Range \$80,000-\$90,000 DOQ. Applications are available on the City of Wildwood's website www.wildwood-fl.gov, go to **EMPLOYMENT OPPORTUNITIES**, click on **General Employee Application** or Applications can be picked up at City Hall, 100 N. Main Street, Wildwood, FL 34785 or requested via email dcox-wildwood@cfl.rr.com. If you do not have web access and need one mailed, please contact Deanna Cox in Human Resources @ (352) 330-1330 x105. EEO/AA/ V/H/M/F/ **Drug Free Workplace. APPLICATIONS MUST BE RETURNED TO CITY HALL - CLOSING DATE: November 18, 2011.**

Date to Remember:

October 28, 2011—FCCMA Symposium, Gainesville
November 4, 2011—FCCMA Symposium, Fort Lauderdale
December 2, 2011—FCCMA District II Training, Ormond Beach
December 2, 2011—FCCMA District VII Training, Tampa
January 6, 2012—FCCMA District I Training, Tallahassee
February 2-3, 2012—FCCMA Winter Institute, Lake Mary
February 24, 2012—FCCMA District IV Training, Palm Beach
March 3, 2012—FCCMA District VI Training, Punta Gorda
March 9, 2012—FCCMA District VII Training, Gainesville
March 16, 2012—FCCMA District V Training, Miami-Dade
March 23, 2012—FCCMA District III Training, Kissimmee
May 31 – June 2, 2012—FCCMA Annual Conference, Bonita Springs