



MLGMA

<http://www.mlgma.org>

**Michigan
Local Government
Management Association**
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May 2010

President's Update

Alan G. Vanderberg, Administrator, Ottawa County

Dear Colleagues,

I'm writing this three months to the day since assuming the role of MLGMA President and am simply amazed that a quarter of the year has passed. First, I'd like to congratulate and thank Clay Pearson, Novi City Manager and the 2010 Winter Institute for an outstanding program. Clay and the committee challenged some long standing thinking and practices at the Winter Institute and breathed fresh air into the event. Congratulations also go to Clay for being named by the MLGMA Board to fill the uncompleted MLGMA Board term of former Novi Assistant City Manager Pam Antil, who recently left our fair state for Palo Alto, CA.

The Board has been busy with a number of issues this year. ICMA is asking all state associations to ink an affiliation agreement with ICMA and we have reviewed several iterations. The purpose of the agreement from the ICMA viewpoint is to standardize their relations with all state associations and to bring some state association activity and standards up to par. The MLGMA is already one of the lead associations in the nation so there is little benefit from the agreement that we don't already receive other than being a good partner with ICMA. The Board adopted a resolution urging the State to adopt the findings of the Legislative Committee on Statutory Mandates and sent the resolution to Governor Granholm, Senate Majority Leader Bishop and Speaker Dillon. The Board has discussed whether to take a position on a possible Michigan Constitutional Convention and Ann Arbor City Administrator Roger Fraser and the Ad-Hoc Committee continue to discuss structural and revenue issues associated with local government.

Committees have been busy so far this year. The Ethics Committee is reviewing a number of cases and is also considering developing standard responses for different types of situations with the realization that each situation needs to be reviewed on its own merits. The Managers in Transition Committee is taking a look at how that effort might become more diagnostic instead of reactive. The Professional Development Committee did not receive applications for the various professional development activities that are available and will be looking to reinvest the money in other areas to benefit members this year and will also survey the membership to help direct future emphasis.

I represented the association at the ICMA Midwest Regional Summit in early April in Oakbrook, IL. This day and a half mini-conference is a pretty good value as you only spend one night away and meals are provided. ICMA President Bob O'Neill, Executive Director of ICMA, and ICMA Regional Vice-President Cheryl Hilvert, City Manager of Montgomery, OH, presented a seminar entitled "The Medici Effect" based on the book by Frans Johansson. The seminar covered topics including the following: how to encourage innovation in an era of resource constraints; innovation requires risk and how do managers manage risk in the fish bowl; how to organize across disciplines for better outcomes; and innovation related to the ability to reverse common assumptions to produce better outcomes. Regan Gerlt, Executive Director of the Alliance For Innovation, presented a session entitled "Resilient Responses To The Fiscal Crisis" and covered many creative approaches being taken by cities and counties around the nation to deal with the problems of evaporating revenues that most all are facing. Washtenaw County, MI was one of the featured local governments for the collaborative approach that it has taken with labor unions, departments, labor-management teams and community agencies to deal with a \$30 million crisis.

ICMA President Darnell Early (Saginaw City Manager) led a discussion on governance between ICMA and the state organizations. The main topic was selection of Midwest Vice-Presidents. The states believe that they should have the final say through regional agreements on naming the regional VP's. ICMA has its own nomination committee that can and has overruled the nominations of the Midwest VP Screening Committee and the terms of the Midwest VP Rotation Agreement. After the educational portion of the conference was over the Midwest State Presidents met and discussed the proposed ICMA Affiliation Agreements and where each state stood with their agreement. The Midwest VP Screening Committee met and we interviewed three candidates for VP on the ICMA Board, one from Ohio, one from Illinois and Ted Staton from Michigan. Ted did an excellent job in his interview and should stand a strong chance of nomination by the ICMA Nominating Committee.

(President's Message continued)

For three years now, the MLGMA President has been asked to participate on the Central Michigan University MPA Program Director Larry Sych and a selection committee to name the Edward H. Potthoff Scholarship Award recipient. The scholarship is named for former Cadillac City Manager Edward Potthoff. We reviewed the credentials of three outstanding students who are considering local government management as their career path and selected Elliot Nelson for the award.

Ed Koryzno, Ted Staton and I recently attended a NextGen meeting in East Lansing to discuss the value of ICMA Credentialing and other professional development topics. I'm very impressed with our young managers and the progressive approach they have taken to career development and growth in the profession.

Several West Michigan cities that have struggled mightily with the economic downturn and significant cuts in municipal services include Grand Rapids, Wyoming and Kentwood. All three had successful revenue enhancement proposals approved by voters on May 5 – Congratulations!

Mark your calendars for the Summer Workshop beginning Tuesday, July 27, 2010 at Crystal Mountain. It will be upon us before we know it!

Best Regards,
Al Vanderberg

ICMA Annual Conference 2010: San Jose

By Christine Burns, Cedar Springs

"We're at a crossroads of something huge—a shift to an entirely new economy. As a result, the information sharing and learning that will be experienced in San José at the ICMA Annual Conference is more important now than at any other time in our past.

What we learn this year will have an impact on cities and counties for many years to come."

Pamela W. Antil, Assistant City Manager, Palo Alto, California

Participants in past ICMA conferences have said that they've saved their communities thousands of dollars from just one idea that they picked up during an educational session or other conference program.

"Attending the ICMA Annual Conference is an excellent chance to learn how managers in other states and countries are addressing challenges. The information obtained through the various educational sessions, networking [opportunities], and community tours will provide me with resources, tools, and information I can use to turn a local obstacle into an opportunity. I am excited about attending this year's conference and bringing those tools back to my community."

Opal Mauldin-Robertson, Assistant City Manager, Lancaster, Texas

New in 2010:

In keeping with ICMA's commitment to environmental sustainability, the preliminary program and preregistration materials will NOT be mailed, but will be provided in an abridged format in the July issue of PM magazine. Complete details will be available on the conference website (icma.org/conference2010), where online registration and the online conference housing bureau open on Monday, June 28.

2010 EDUCATIONAL PROGRAM

Four outstanding keynote sessions:

- **SUNDAY:** Jane McGonigal, Director of Game Research and Development at the Institute for the Future in Palo Alto, California, will discuss games that are harnessing the power of collective intelligence to build communities and solve real-world problems.
- **MONDAY:** Diane Swonk, Chief Economist for Mesirow Financial and one of the top economic forecasters in the U.S., will use her expertise to forecast the latest economic outlook with a particular focus on implications for local governments.
- **TUESDAY:** Carl Guardino, CEO of the Silicon Valley Leadership Group, will lead a panel of Silicon Valley CEOs in a discussion of technological innovations on the horizon that will have an impact on local government.
- **WEDNESDAY:** Tim Brown, CEO of design firm IDEO (EYE-dee-oh), considered to be one of the world's most innovative companies, will discuss how to use design techniques and strategies to match people's needs with what is technically feasible and strategically viable for an organization.

Please E-mail
Articles of Interest
for the
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(ICMA Conference Information continued)

Nearly **50 concurrent educational sessions** in 6 theme tracks and 3 career tracks developed by the 2010 Conference Planning Committee:

- Service Delivery through Creative Partnerships
- Technology in Local Government
- Rising Above the Economy
- Citizen Engagement and Citizen Expectations
- Sustainability: Moving from Theory to Practice
- Training and Supporting An Evolving Workforce
- ICMA Credentialed Managers
- Small community managers
- Assistant managers
- ICMA University forums and workshops, special sessions, and events
- Educational exhibits and solutions track sessions
- Round table discussions
- Field demonstrations highlighting the best of San José area

SOCIAL PROGRAM

The Conference Host Committee is planning a variety of social events that make the most of the San José's area including:

- Saturday: Reception at the Tech Museum of Innovation, which captures the entrepreneurial spirit of Silicon Valley
- Tuesday: Public Art tour and Santa Clara Valley wine tasting at San José's stunning city hall rotunda

LOCATION AND HOTELS:

- Mineta San José International Airport (SJC) is just three miles from downtown.
- Six conference hotels are within walking distance of the San José McEnery Convention Center, where most conference sessions and events will take place. Two others are near the airport and with easy access to the convention center via the city's light rail system.
- Consider sharing a hotel room to stretch your dollars. Use the conference discussion forum at <http://forums.icma.org> to connect with other attendees who are interested in sharing expenses.
- San José is centrally located to many other attractions in Northern California including San Francisco, Monterey Peninsula, Carmel, and Santa Cruz.

2010 REGISTRATION FEES AND DISCOUNTS

- Registration rates have been held at 2008 and 2009 levels and include a \$35 Welcoming Reception ticket. Early-bird registration fees (by July30):
 - Members: \$600 online/\$625 paper
 - Nonmembers: \$1,000 online/\$1,025 paper
- For lowest rates, **register by July 30** and register online (\$25 discount to members).
- A payment plan is available to members who pay registration fees out of their own pockets.
- Complimentary registration for:
 - Student and Intern members
 - Honorary Members
 - Range Riders
- Registration discounts for:
 - Members in the West Coast region attending their first conference (\$200 discount)
 - Retired and Life Members (\$150 fee)
 - Partners (\$90 fee); this fee is restricted to individuals who are not ICMA members and not local government employees
 - Non-member managers referred by a member receive \$100 off the nonmember registration fee. If the non-ICMA member joins ICMA when they register, they'll get a \$100 discount PLUS half-price ICMA membership for one year.

(ICMA Conference Information continued)

- Early-career professionals, defined as Affiliate members with 3 years or fewer as a member (\$300 discount).
- ICMA offers complimentary conference registration to recipients of state association travel-and-housing scholarships for the conference. These comp registrations can be used by either a non-ICMA member or a member who could not otherwise afford to attend the conference.
- The Municipal Management Association of Northern California (MMANC) has scheduled its conference in San José on October 15-17, immediately prior to ICMA's conference. MMANC and ICMA are partnering to offer a substantial discount to non-CAO local government employees who attend both conferences. Any non-CAO local government employee, regardless of title, location, or membership status in either organization, will be able to register for both the MMANC and ICMA conferences for only \$800 (through July 30).

Membership Spotlight: Big John (of) Wayne (a.k.a. Zeck)

By Roger Fraser, Ann Arbor

As we talk of our profession, we typically acknowledge that manager tenure in one location averages around five years. If that's so, then we certainly ought to celebrate successful stints of long duration. One wonderful example is Big John of Wayne. He is big, he is John and Wayne may as well be his last name (although it is Zeck).

John has worked for the City of Wayne since 1979! As we toured around the six square mile city, John's emphasis on maintenance and infrastructure were demonstrated in wide, concrete streets in great condition, in well-maintained public buildings that belie their age and in the neat and tidy appearance of the community. John was hired in Wayne as the Community Development Director with the charge of addressing a crumbling infrastructure. He likes to point out the library, fire station, court building, health club and pool and a number of parks that he pushed to completion.

From 1983 to 1992, John served as Assistant City Manager and Community Development Director. In 1992 he succeeded Tom Dailey as City Manager. During that stretch, he continued to work on upgrading facilities, replacing infrastructure, improving quality of staff and service delivery. He is proud of their use of computers where appropriate and in finding ways to work smarter. It is clear that the City of Wayne has benefited from his caring leadership.

John's mettle as a manager has been strongly tested in the past year, however. The small City of Wayne has been defined by the existence of two large Ford manufacturing plants within its borders. The community dealt with the problems that come from the many negative effects of such facilities while also benefiting from healthy tax revenue. When Ford closed one of the two plants, the City of Wayne was faced this past year with a 25% reduction in tax revenue! Ouch!

This past summer Wayne's employee count was cut from 157 to 116, with more reductions likely. City Hall hours were cut to 10-4:30 and most City Hall staff went to part-time. John says his focus is to maintain critical essentials while making hard choices.

Certainly, Wayne is John Zeck's home. He has owned two homes there, raised his family there, become a fixture in the church there, and seems to know half the 19,000 population by first name. He loves the place, for sure. It is with a bit of sadness that he talks about the necessary staff and service cuts. But then, his inherent optimism takes over and he finds something more positive to focus on.



MLGMA Summer Conference 2010: Crystal Mountain

By Mitch Deisch, Manistee

The MLGMA Summer Conference is scheduled for July 27-30, 2010 at Crystal Mountain in Thompsonville, MI. This year's conference theme is "Survivor Michigan", extreme budgets, extreme politics, extreme ethics and extreme challenges. A variety of sessions will provide useful information that Managers in both large and small communities will find beneficial to ensure your community survives these challenging economic times.

As always the summer conference is being planned with families in mind. Crystal Mountain provides a great venue for families of all ages and interests.

The 2010 MLGMA Summer Conference Committee members are Ben Bifoss, Adam Umbrasas, Joe Duff, Jason Eppler, Kathie Grinzinger, Spencer Nebel, Jane Bruck and Mitch Deisch.

We look forward to seeing you and your families at Crystal Mountain at the end of July!