

# WCMA

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## WCMA NEWSLETTER

## AUTUMN 2003

### 2003 ICMA Conference in Charlotte

by Rick Hermus, Kimberly Village Administrator

The ICMA conference in Charlotte was a very well-organized event. The excellent keynote speakers provided the motivation we were looking for, professional advice and direction for the stressful life we lead, and some pleasant humor to remind us that we are not brain surgeons (get over it!) The concurrent sessions were well-planned and appropriate. It seems ICMA is doing a much better job selecting topics of interest to both large and small communities.

The host committee did a great job arranging for registration, and supplying a meeting place for delegates to congregate both before and after sessions. Every morning, delegates were provided with fruit, coffee, rolls and bottled water. The afternoon was stoked with fruit and a snack. Friendly hosts were also present, and ready and willing to help delegates with questions. I was able to meet up with a few old friends mingling around the water fountain!

One down side was that the conference hall logistics were a little cumbersome. The exhibit hall was inconveniently located relative to the breakout rooms. Otherwise, the conference accommodations were agreeable and well done.

Charlotte's weather was very pleasant. The Monday night trip to the raceway was rained on, but delegates were able to locate an Irish Pub to while away the hours. Most things were within walking distance, and very safe and comfortable.

It was fun to gather and enjoy some good ol' Wisconsin cheer with the group on Sunday, even though the Packers embarrassed us against Arizona. Lisa Kotter did a very nice job of locating a restaurant with outdoor seating for Tuesday night's Wisconsin Dinner. Excellent surroundings and camaraderie made for a very enjoyable night of food and conversation. w

### Andrea Steen Crawford

It is with great sadness that we report the death of Andrea Steen Crawford. Andrea died September 25<sup>th</sup> at the age of 40 after a two year battle with cancer. Andrea was the Village Manager of Elm Grove, Village Administrator of Maple Bluff and Assistant Finance Director for Wilmette, Illinois. She was a former president of WCMA and a highly respected member of the association. Andrea had three children, and an education trust has been set up for the children. In October, the WCMA Executive Board approved a donation of \$1,000 to the trust on behalf of the association. If you are interested in contributing to the trust, you may do so by sending a check to:



ASC Trust  
C/O M&I Bank  
900 Elm Grove Road  
Elm Grove, WI 53122

Andrea's broad smile and insightful comments will be missed by all. w

### WCMA Winter Conference

WCMA has a tradition of conducting at least two professional educational conferences each year. The 2004 Winter Conference will be held at the Ramada Plaza Hotel in Fond du Lac, March 3-5, 2004. Mark your calendar now and plan to use this opportunity to achieve your professional development goals (ICMA recommends 40 hours of professional training per year). The program and registration materials will be sent to the membership in January. If you attended last year's Winter Conference in Middleton, you will recall that Governor Doyle made a presentation. He has again been invited to attend. w

## WAMCAM Update

WAMCAM will be holding elections in December to consider whether to combine the position of secretary/treasurer and whether to add two Director-at-Large positions, who would serve as chairs of various committees. WAMCAM has several interesting educational sessions planned including Clerk/Treasurer 101 on November 20 in Whitefish Bay, and TIF 101: The Practice of Tax Incremental Financing on January 28 in Janesville. All WCMA members are welcome to join us, as it is very rewarding when managers share their experience with assistants. Those interested in attending these sessions, should contact Rebecca Finn, Elm Grove Zoning and Planning Director, 262-782-6700, or send her an e-mail message at rfinn@elmgrovewi.org. v

## Comings And Goings

Lon Bushey has been appointed to the new position of City Administrator/Utility Manager in **Eagle River**, coming from Oconto Falls.

Stephen Compton has been appointed Village Administrator of **Sturtevant**, coming from California.

Steven Corbeille has been promoted to County Administrator for **Marinette County**.

Roger Herried has been appointed Village Administrator of **Necedah**.

Bob Kufrin has been appointed Village Administrator for **Sister Bay**.

Stephen McNeil has been appointed Village Administrator of **Winneconne**.

Todd Michaels, Clerk-Treasurer of **Greendale**, has joined as a WAMCAM member.

JoAnn Miller has been appointed Village Administrator of **DeForest**, coming from Jefferson, Iowa.

Steven O'Malley has been appointed Administrative Coordinator for **La Crosse County**, coming from Burnsville, Minnesota.

Congratulations to all who have recently been appointed to new positions. Contact the Executive Director or other WCMA members if you need ideas on how to handle problems or how to implement new policies.

*We apologize for any omissions. Please be sure to let us know of changes in employment, so we can update our records. v*

## From WCMA President Karen Matze

Dear Fellow WCMA Members,

The topic of conversation right now is budgets and how to make the most out of very little. The loss of shared revenue has affected every community differently. Yet the one message that I have been hearing is that all communities are really trying to reduce or stabilize their tax rates. Good luck to all of you who are still working on your budgets and congratulations to those who have worked so hard to finish them.

As you may have already heard, WCMA and the Milwaukee Convention and Visitors Bureau have been successful in their attempt to land the 2011 ICMA Conference for Milwaukee. Additionally, we have had correspondence from our counterpart association in Minnesota, in essence absolving us from our pledge to contribute to their 2005 conference. That leaves WCMA with seed money of \$7,460 at the 2003 year end (remember, we are changing the WCMA fiscal year to the calendar year). Wisconsin managers from the western part of the state are still invited to help Minnesota with their conference to the extent that they wish. We have a lot of work to do, but plenty of time to get it done. I am recruiting volunteers for the 2011 Conference Committee. The initial task will be for the committee to define where we are and what needs to be done in order to report back to the whole group. We will receive quite a bit of help on this project from the Milwaukee Convention and Visitors Bureau. As the conference planning efforts move forward, additional subcommittees may be necessary. Anyone wishing to serve on the conference planning committee should contact me at kmatze@nfdl.org prior to the March Professional Seminar. The first meeting of that group will likely be held either on Wednesday or on Friday following the business meeting.

Congratulations go out to Barbara Blumenfield, who has been nominated by the ICMA Nominating Committee to stand for election in early 2004 for a position on the ICMA Executive Board beginning September 2004. Thanks to all of you who wrote letters and made phone calls on Barb's behalf. Now, don't forget to vote next year when you receive your ballots!

Have a great fall season and stay warm. v

## Position Announcements

### **Paddock Lake** (pop. 3,200)

Village Administrator. Newly created position. \$50K to \$65K plus benefits, DOQ. 7 member Village Board. \$1.6M budget; 9 FTEs. Bachelor's degree, prefer master's in public admin./ related and three years municipal administration experience. Desire public works/ engineering experience/knowledge, TIF, finance, budgeting, economic development, housing, union negotiations, park planning & dev., grant writing; strong interpersonal and consensus building skills and commitment to citizen service. Send resume/salary history/references to Public Administration Associates, P. O. Box 282, Oshkosh, WI 54903; phone 920-235-0279; e-mail paassoc@northnet.net; by November 10. Applicant names subject to public release unless confidentiality requested. Confidentiality not guaranteed for finalists.

### **Barron County** (pop. 45,633)

Executive Director, Economic Development. Barron County Economic Development Corporation (EDC) is re-opening recruitment with revised salary range and job description. Position responsible for econ. dev. activities throughout county including business retention, expansion, promotion and recruitment, revolving loan fund administration, business recognition and county promotion. B.A. in economic dev., business, finance, marketing, public admin. or closely related field preferred. Econ. dev. experience a must with 3-5 years in economic or community development preferred. Salary \$55-\$70K neg. and generous county benefit package with health insurance/retirement. Send resume & cover letter by November 20. Barron County Administrator, 330 E. LaSalle, Barron, WI 54812. Call 715-537-6840 for more information.

### **Jefferson** (pop. 7,350)

Administrator. Require strong background in municipal finance, budgeting, personnel management and intergovernmental relations. Report to 8-member Council with \$4.7 M general fund budget and 53 FTEs. Require Bachelor's degree, Master's preferred, at least 3 years of increasingly responsible municipal experience preferred. Send resume and references by Jan. 31, 2004, to Mayor Arnold Brawders, City of Jefferson, 317 South Main Street, Jefferson, WI 53549. Applicant names subject to public release unless confidentiality requested. Confidentiality not guaranteed for finalists.

### **Mt. Pleasant** (pop. 23,629)

Assistant to Village Administrator/Accountant. Minimum 4-year degree in accounting, finance, public admin. or related field; prefer MPA or related master's. Must have 3 years government exp. in the following areas: payroll/benefit/accounting, budget analysis, reconciliation, fund accounting, risk management, grant writing, human resources, familiar with Word, Excel software. Mid-\$30,000 to start. Must be team orientated, self-starter, with excellent analytical, oral and written communication skills. Position is integral part of management staff involved in all phases of the operation. Applications accepted until position is filled. Send resume to: Administrator, Village of Mount Pleasant, 6126 Durand Avenue, Racine, WI 53406

### **Beloit** (pop. 35,775)

#### Director of Finance and Administration.

Must be extremely knowledgeable in modern financial management issues and trends and demonstrate experience with team building techniques and consensus management. \$60 million city budget, 499 employees; reserves in general, sewer, water, and equipment replacement funds. Finance/ Admin. budget \$16 million, with 40 employees who administer accounting, purchasing, budget and CIP prep., assessment, city clerk, municipal court, HR, employee benefits, risk management, cash investments/debt mgmt., emer. gov., information systems, and city-wide strategic planning efforts. Bachelor's degree required; Master's preferred. Starting salary \$80,000+ DOQ. Residency required. Send resume and 5 references by 11/30 to Heidi Voorhees, The PAR Group, 100 N. Waukegan Road, Ste. 211, Lake Bluff, IL 60044. 847/234-0005. fax: 847/234-8309. E-mail: resume@pargroupltd.com.

### **Barron County** (pop. 45,633)

#### Human Resources Coordinator.

Coordinates all human resource and safety functions for the county including job descriptions, comparable pay, recruitment, assistance in labor negotiations, grievances and a county-wide safety program. 4-year degree in HR, public admin., labor relations or related and exp. in HR and safety. Exp. may be substituted for degree. \$16.57-\$20.52/hr and excellent county benefits. Resume and cover letter by November 20: Barron County Administrator, 330 E. LaSalle, Barron, WI 54812. w

### **WCMA Salary Survey**

The 2003 WCMA and WAMCAM salary survey has been completed and distributed to the membership. The number of responses has increased this year. We thank all of those who took the time to complete the survey. This has been a useful tool for many over the years to help elected officials identify the current market for managers and administrators (recognizing that everyone is worth well more than the market). The survey is available to non-WCMA administrators for \$50.00. If any non-members would like to purchase a copy, contact Ray Ellingen at 414-777-5314. Or better yet join WCMA and receive a copy for free as a member benefit. w

### **Local Government Management Fellowship (LGMF)**

ICMA, along with the National Association of Schools of Public Affairs and Administration, the National Forum for Black Public Administrators, and the Hispanic Network, is launching this new program. This career-development opportunity is designed to generate interest in local government careers among recent masters program graduates and community leaders.

Students enrolled in a NASPAA-member program who will complete an MPA, MPP, or related degree in 2003 or 2004 are eligible to apply to this program. Each fellow will be placed in a full-time local government management-track position shaped by direct mentorship under senior government leaders. Applications will be available to students in January 2004.

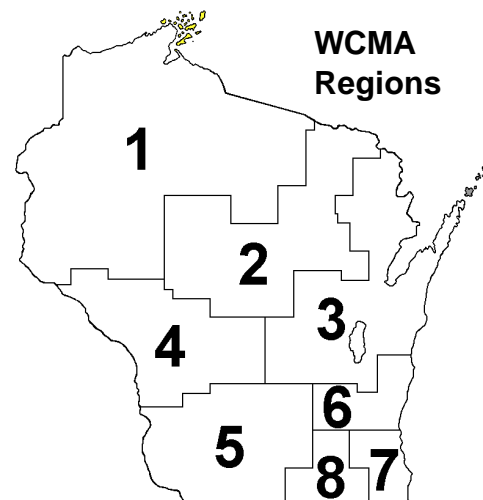
The program is also seeking local governments interested in participating in the LGMF program, for which 2004 will be its pilot year. Participating local governments will provide a 1-year paid position (with benefits and vacation), will demonstrate a commitment to professional mentoring of the fellow, will cover expenses to one national conference, and will arrange for challenging professional, project-based work and at least one rotational assignment.

If you are interested in this program, contact Rebecca Singer, [singer@naspaa.org](mailto:singer@naspaa.org). w

### **WCMA Regional Coordinators**

WCMA has divided the state into 8 regions, so that members can meet on a regional basis outside of state-wide meetings. If you don't know who your regional coordinator is, please see the list below. These individuals welcome new administrators who have been appointed to communities in their regions, organize regional meetings, and help plan state-wide meetings in their regions. Your regional coordinator can help you get more involved within your region, help you access the network of other administrators and managers in your region, and help you communicate with the state-wide organization. All of the coordinators' phone numbers and e-mail addresses are in the membership roster, which was given to members at the Winter Professional Seminar. If you need help with a number or email, please contact Ray Ellingen at 414-777-5314, or via e-mail at [rellingen@virchowkrause.com](mailto:rellingen@virchowkrause.com). w

Region 1 – Indianhead Tom McCarty County Administrator Eau Claire County	Region 5 – Great(er) Dane Dave Berner City Administrator City of Monona
Region 2 – Northeast Michael Brehm City Administrator City of Marshfield	Region 6 – Mid Moraine Chris Lear Village Administrator Village of Germantown
Region 3 – Fox Valley Mark Rohloff Town Administrator Town of Grand Chute	Region 7 – Southeast Barb Blumenfeld Dir. of Admin. Services Vill. of Menomonee Falls
Region 4 – Southwest John Rusch City Administrator City of Tomah	Region 8 – Lake Country Todd Schmidt City Administrator City of Milton



### **WCMA Constitution Amended**

A committee chaired by Barb Blumenfield and Wally Thiel reviewed and revised the WCMA Constitution and By-Laws. The changes were approved by the membership at the June 2003 business meeting. Among the changes are the following:

- Created membership requirements that are consistent with those of ICMA
- Changed the name of the Executive Committee to Executive Board, and that of the Secretariat to Executive Director
- Added a student membership category
- Added a WAMCAM member to the Executive Board as a voting member
- Adopted the ICMA code of ethics, so that it applies to all WCMA members

A copy of the revised Constitution and By-Laws was sent to you in October. If you did not receive yours call Ray Ellingen at 414-777-5314 or email him at [rellingen@virchowkrause.com](mailto:rellingen@virchowkrause.com). w

### **Code of Ethics**

ICMA adopted a Code of Ethics in 1924 and, over the years, has made several revisions. The most recent revision to the ethics guidelines were made last year. Ethics complaints about WCMA members have been few and far between, which speaks well about WCMA members. When ethics complaints were received, those involving an ICMA member were passed on to ICMA to investigate. With the adoption of the ICMA Code of Ethics as the code for WCMA members, the association will now be able to investigate ethics complaints against WCMA members who do not belong to ICMA. An Ethics Committee has been created, which consists of the following WCMA members: Barbara Blumenfield, Menomonee Falls, chair; Gary Boden, Whitewater; Tammy LaBorde, Michael Best & Friedrich; Tom Lebak, Little Chute; and Greg Seefeldt, Fox Lake. A copy of the ICMA Code of Ethics is enclosed with this newsletter. For more information about this and for guidelines about the Code of Ethics, visit ICMA's web site at [www.icma.org](http://www.icma.org). w

### **Credentialed Managers**

ICMA created a credentialed manager program through the ICMA University. This program was developed to assist managers/administrators to improve their management skills. Over 600 people have completed the program. Wisconsin managers and administrators who have either completed the program or are candidates are:

Larry N. Arft, City Manager, Beloit  
 Barbara Blumenfield, Dir. of Admin. Svcs,  
 Village of Menomonee Falls  
 Patrick A. Cannon, City Admin., Sun Prairie  
 Matthew D. Carlson, City Admin., Delafield  
 Patrick A. DeGrave, Village Admin., Slinger  
 Scott Gosse, Town Admin., Cedarburg (*Cand.*)  
 Clinton P. Gridley, City Admin., Cedarburg  
 Darrell Hofland, Village Admin., Grafton  
 Michael W. Huggins, Asst. City Mgr/Dir Comm.  
 Development, City of Eau Claire  
 Tammy A. LaBorde (*Candidate*)  
 Karen S. Matze, Vill. Admin., North Fond Du Lac  
 J. Thomas McCarty, Co. Admin., Eau Claire Co.  
 Oliver S. Merriam  
 Robert A. Museus, Town Admin., Town of Beloit  
 James C. Payne, City Administrator, Waukesha  
 Susan E. Robertson, Village Manager, Fox Point  
 Mark A. Rohloff, Town Admin., Grand Chute  
 Steven E. Sheiffer, City Manager, Janesville  
 David C. Tebo, Town Administrator, Greenville  
 Wallace C. Thiel, Village Administrator, Hartland  
 Russell Van Gompel, Village Mgr., Brown Deer  
 David R. Waffle, City Administrator, Reedsburg  
 Ronald K. Wilde, Village Admin., Waunakee  
 Steven D. Wilke, City Manager, Lake Mills  
 Kenneth L. Witt, City Administrator, Sparta  
 Paul M. Ziehler, City Admin. Officer, West Allis

For more information on the program, visit [icma.org](http://icma.org) or talk to one of these participants. w

### **2004 WCMA Dues**

Past dues statements were mailed in mid-December with payment due by the end of January. Some members requested they be mailed in January so they don't get mixed up with tax payments and so that the invoice is dated in the year it is due. So look for your dues statement in early January (with the January newsletter). The due date will still be the end of January. In this manner also, payments will be received in a manner consistent with the Association's change to a Jan. 1 fiscal year. w

## **Member Profile**

In each issue of this newsletter, we hope to profile one WCMA member selected at random. In this issue, we have profiled Tom McCarty, Eau Claire County Administrator and Region 1 Coordinator.

### **Personal History**

Born in Minneapolis, grew up in St. Paul and at age 10 moved to New Richmond, WI, and graduated from high school there.

### **Education**

Attended UW-Madison; received an undergraduate degree in Regional Planning and Geography from UW-Green Bay. Also received an MPA from UW-Oshkosh.

### **Why a Career in Municipal Management?**

I had started a career in local government land use planning and became interested in continuing my education in planning. Thinking the MPA route at Oshkosh would allow for emphasis in land use planning, I took up the challenge and somewhere along the way decided that the administration of public policy from a broad organizational perspective was as exciting and challenging as any other aspect of local government and became focused in this area, finished the MPA and applied for positions in the field.

### **Public Administration Employment History**

Sauk County, WI, Administrative Coordinator:  
1991-1997

Eau Claire County, WI, County Administrator:  
1997-Present

### **Other Jobs**

Window manufacturing assembly line work, sporting goods store ski technician, county code administrator.

### **Most Significant Accomplishment**

Some might argue that surviving more than two years in a new county management position is significant – I consider marrying my wife to be most significant.

### **The Most Famous Person I've Met**

Olympic Gold Medalist Phil Mahre. We met at a ski shop in the Twin Cities as part of a promotional effort by a ski manufacturer.

### **Family Details**

Married to wife Darla; daughter, Brenda, 11.

### **The Most Daring Thing I've Ever Done**

Jumping into the Alta Chutes at Jackson Hole ski area 20+ years ago really had the adrenalin pumping!

### **Hobbies and Other Interests**

Alpine ski instruction, road biking, mountain biking, reading, travel & small home improvement projects.

### **Who is Your Role Model and Why?**

There are really two: my mother, who, as a single mom, balanced a public sector management career with raising a family, is a leader and visionary, and believes strongly in community involvement and quality family time and approaches every issue with the highest integrity; and a former boss who was dedicated to honesty, ethics and professionalism in the public sector.

### **Most Embarrassing Moment**

Making a presentation at a conference, I realized after about 5 minutes that everyone in the room had a puzzled look on their face. I finally recognized that I was speaking about a different subject matter than was noted in the conference agenda, after one of the other panelists placed an agenda before me. Having no easy way out, I suggested I was in a parallel universe and sat down.

### **The Best Advice I Was Ever Given**

Hitchhiking from home to college, having recently made a decision to transfer colleges and degree focus, a young executive gave me a ride. Conversation drifted to my college plans, and I was second guessing my decision. The executive said, "Don't second guess yourself, you've made your decision and move on." That small piece of conversational advice many years ago has served me extremely well. w



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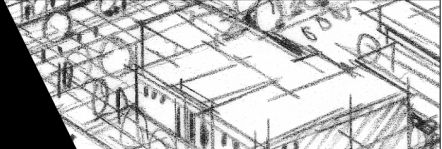
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### **MASPA Conference**

The Milwaukee Chapter of the American Society of Public Administration (MASPA) and the University of Wisconsin – Oshkosh will be conducting a one-day conference called "State & Local Responses to the Current Fiscal Crisis". The conference will be held on Friday March 19, 2004, at the Reeve Union on the UW – Oshkosh Campus. The presenters will be both academics and state and local practitioners.

You could be one of the presenters. Included on the registration form (available from Dr. Maher) is an invitation to submit your creative budget solutions and best practices. If you are interested in sharing your ideas and experiences with others, please send a one page summary of your ideas by November 30th to:

Dr. Craig Maher  
Master of Public Administration Program  
University of Wisconsin – Oshkosh  
800 Algoma Blvd.,  
Oshkosh, WI 54901

or send e-mail to: [maher@uwosh.edu](mailto:maher@uwosh.edu) wv

### **Salaries.com**

For many years, Carlson, Dettmann & Associates has conducted annual salary surveys for both the public and private sectors. This password-protected, web-based survey covers a wide range of positions. Normally, WCMA does not endorse private businesses. However, the Executive Board believes that this survey is a useful efficiency tool for those seeking comparative salary data. Furthermore, if there are more participants, the value of the survey is greater for everyone. Therefore, the Executive Board is encouraging members to consider participating in this survey. You can obtain costs and further information on this salary survey by contacting Carrie Richard at 608-662-8189, or by e-mail at [crichard@salaries.com](mailto:crichard@salaries.com). wv

### **WAME Award**

Congratulations to WCMA member Darrel Hofland and the Village of Grafton team that earned the Wisconsin Award for Municipal Excellence with Golden Cluster. For more information on the WAME, contact the League of Wisconsin Municipalities at 800-991-5502. wv

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