

WCMA

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WCMA NEWSLETTER

SUMMER 2003

2003 ICMA Conference

ICMA members should have received information for the Charlotte conference by now. Conference information is also available at www.icma.org. Lisa Kotter is on the Conference Planning Committee and has located a "Packer Bar" to meet at and cheer on the Pack. She has also made arrangements for a state dinner on Tuesday night at the Pine Room, near the conference hotels. Call Lisa at 715-823-7600 with any questions about the conference. w

2011 ICMA Conference

Ed Henschel and Stephen Peeler from the Greater Milwaukee Convention and Visitors Bureau spent a day and a half showing off Milwaukee to ICMA representatives investigating sites for the 2011 ICMA Conference. Also involved with this "show and tell" were WCMA members Clint Gridley, Scott Gosse, Dennis Jordan, Lisa Kotter, Karen Matze and Rick Hermus. Thanks to all for their assistance. Ross Hoff reported at the WCMA Summer Conference that the Conference Committee recommended Milwaukee to the ICMA Executive Board as the site for this conference. The ICMA Executive Board met July 24-27 in Halifax to make a final decision on whether to hold the conference in Milwaukee or Kansas City.

The ICMA Executive Board debated the fact that Milwaukee was not a City Manager (CM) city. However incoming ICMA President David Krings (who is from Wisconsin) noted that most of the surrounding suburbs are CM communities. The ICMA Finance Committee (which is chaired by a Missouri member) recommended Kansas City. In the final analysis, the Executive Board supported the staff recommendation and selected Milwaukee to host the 2011 ICMA conference. Many thanks to Stephen Peeler of the GMCVB and the various WCMA members who participated in the process to help achieve this honor. This will be the first time this conference will be held in Milwaukee! w

ICMA's Bob O'Neill in Town

ICMA's new executive director, Bob O'Neill was in town in July for the NACo Conference. Since he was unable to attend a WCMA conference this year, Ed Henschel, Barb Blumenfield and David Waffle meet with Bob to get to know the new "Exec." They met with him on a Sunday afternoon and discussed various issues of interest to both ICMA and WCMA while the Great Circus Parade passed by. Mr. O'Neill seemed very impressed with Milwaukee as a city for a conference. He also pledged to be responsive to association members. w

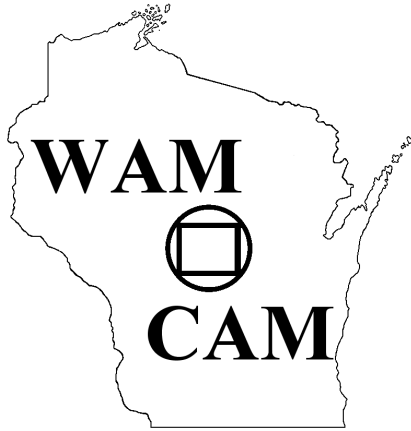
2004 WCMA Conference Dates

Mark your calendar now and plan to attend the 2004 WCMA conferences. The Winter Conference will be held March 3-5 at the Ramada Plaza Hotel in Fond du Lac. The Region 3 managers and administrators have already begun planning the program. The Summer Conference will be June 16-18 at the Kalahari in Wisconsin Dells. Keep current with your professional development by planning to attend both conferences! w

Blumenfield For Vice President!

Barb Blumenfield, Administrative Services Director for the Village of Menomonee Falls, is running for the assistant's position on the ICMA Executive Committee. Since Paul Ziehler lost his controversial bid to be an ICMA VP last year, Dr. Barb has decided run for the assistant's position. Barb will be interviewed at the Charlotte Conference to seek the Nominating Committee's endorsement. The election will be held in late January.

In a related matter, the 7 Midwest states have agreed to a new rotation agreement that would allow Wisconsin to have a manager or administrator run for the ICMA Executive Board in 2005. w



Wisconsin Association of Municipal and County Assistant Managers

WAMCAM works! Congratulations to former assistants Rebecca Finn, Todd Schmidt, Larry Bierke, Linda Kutchenriter, Jeff Landin and Pete Coffaro, who have recently advanced into management positions.

Good things are happening with WAMCAM. Now, when assistants sign up as a WAMCAM member, they also become a member of WCMA. The managers are very supportive of WAMCAM and its mission. They appreciate the professional development encouraged by WAMCAM and realize that WAMCAM provides for the future of Wisconsin's communities.

A joint WCMA / WAMCAM conference was held July 12-13 in Egg Harbor. It was a great networking opportunity and it was refreshing to see assistants and managers engaged in professional development together. WAMCAM members should make an effort to attend the next conference, in Fond du Lac, next March. It's an opportunity you won't want to miss!

Mark your calendar now for the WAMCAM meeting to be held on Thursday, October 2, at the Milwaukee office of Virchow, Krause & Co., 115 South 84th Street. The meeting will start at noon, and will include lunch. The topic for the meeting will be utilizing consultants. Several types of consultants will explain their areas of expertise and will participate in a panel discussion to answer questions from the group. For more information, contact Rebecca Finn at 262-782-6700. wv

From WCMA President Karen Matze

Dear Fellow WCMA Members,

Thank you so much for supporting my election as your President at this past summer's conference. I hope to be able to serve you well over the course of the next year. If you have issues regarding the WCMA or would like to see new programs implemented or just have a suggestion in general, I would be glad to listen to your comments and pass them along to the Executive Board. The Executive Board will be meeting in the middle of August to take action on some outstanding issues and to set goals for the upcoming year.

As mentioned in the article on the cover of this newsletter, Milwaukee has been selected by the ICMA Board as the site for the 2011 conference. That means we have a lot of work to do to get ready (no, it is not too early to start!). Anyone who is interested in working with the planning phase of this project, please let me know. At least initially we have to develop a financial plan, goals and a task implementation plan for the years 2004 through 2011 to make the event successful. This will be an exciting time for the WCMA as an organization as we move forward.

We all have challenging times facing us ahead. As of the writing of this article, the uncertainty of the state budget still looms before us. Managing in times of uncertainty can truly be trying not only on local finances, but on the spirit as well. If you are sick of uncertainty and change, it's OK - as long as you understand the words of Giuseppe Tomasi di Lampedusa, "If we want everything to remain as it is, it will be necessary for everything to change." wv

Help us keep our records updated!



Send address, phone number, and e-mail address changes and changes in employment to the WCMA Secretariat. Send a fax to Ed Henschel at 414-777-5555 or send an e-mail to ehenschel@virchowkrause.com.

Thanks!

Governor's Veto of State Budget

Governor Doyle vetoed the tax freeze provision from the Republican version of the state budget. In doing so, the battle lines have been drawn for the next election. While local government does not favor the loss of shared revenues, a tax freeze is much worse in that it removes local decisions from the hands of local government. The letter below was sent to Governor Doyle in July on behalf of the Association. w

Easy Environmental Permit Selection

The new Wisconsin Department of Natural Resources Permit Primer web site helps businesses identify the permits they need to comply with environmental requirements. This interactive question-and-answer system leads directly to pollution prevention tips, DNR contacts and permit applications. You can find the site at www.dnr.state.wi.us/permitprimer/. w

Dear Governor Doyle,

On March 6, 2003 you were gracious enough to appear before the Winter Conference of the Wisconsin City/County Management Association to discuss your views on the State Budget. During that presentation you indicated that you would oppose a freeze on local levy limits indicating local taxes should remain a matter of local control. As an Association of local government officials, we agree it is necessary to maintain local control over local services. The members of our Association pledged to do what it could to control increasing property taxes.

The press and several taxpayers groups have been utilizing the Legislative Fiscal Bureau's analysis that suggests property taxes would increase nearly 9.5% without a property tax freeze. The assumption was a dollar for dollar increase to replace any loss in Shared Revenue. This was a faulty assumption which created an unnecessary controversy. This one size-fits-all approach ignores commitments in pre-existing labor contracts, uncontrolled increases in health insurance premiums, differences in service levels and pressures on high growth vs. no growth communities.

Local officials are the ones closest to the citizens and historically have been very sensitive to cost issues and as a whole very prudent in expenditures. Other states that have imposed top down controls on local spending have experienced a reduced quality of life, poor educational systems and diminished economic development. That is not a standard Wisconsin should embrace.

The Wisconsin City/County Management Association lauds your veto of levy limits from the State Budget. While loss of Shared Revenues will mean making some painful decisions, just as you did at the State level, the professional municipal managers and administrators of this State will work hard to balance the demand for services with the need to control property taxes.

Thank you for having the courage to make the right choice with your veto pen.

Sincerely,

Edmund M. Henschel
WCMA Executive Director

Members Comings And Goings

Larry Arft has been appointed City Manager of **Beloit**, coming from Morton Grove, Illinois.

Tim Busse has been appointed Village Administrator of **Merrimac**.

Cheryl Carson has been appointed Village Administrator of **Siren**.

Peter Coffaro has left Wauwatosa to take a position with the **Milwaukee Metropolitan Sewerage District**.

Toby Cotter has been appointed Town Administrator of **Richfield**, coming from Bullhead City, Arizona.

Michelle Cyrulik has been appointed Criminal Justice Collaborating Council Coordinator for **Waukesha County**.

Richard Czopp has left the Town of Bristol to be appointed Town Administrator of **Brookfield**.

Rebecca Finn has been promoted to the position of Village Zoning & Planning Administrator for **Elm Grove**.

Duane Gau has left DeForest to take a position with **Graef, Anhalt, Schloemer and Associates**.

Stacy Grunwald, Clerk-Treasurer of **Cleveland**, has joined as a WAMCAM member.

Tammy LaBorde has left South Milwaukee to take a position with **Michael Best & Friedrich**.

Jeff Landin has left Waukesha County and has been appointed Director of Administration for **Brown County**.

Steve Nenonen has announced that he will retire from his position as the **Fond du Lac** City Manager on February 1, 2004.

Nicholas Onyszczak has been appointed City Administrator of **New Lisbon**.

Andy Pederson has left Whitewater to become Assistant Village Manager of **Brown Deer**.

Lon Pluckham has been appointed **Platteville** City Manager, coming from West Liberty, Iowa.

Scott Rasmussen has been appointed City Administrator of **Altoona**.

Jeffrey Roemer of **R.W. Management** has joined WCMA as a cooperating member.

Dave Schornack has left **Jefferson** to take a position as City Administrator of Newton, Iowa.

Jeremy Smith, has been appointed Assistant Village Administrator in **Sussex** and has joined as a WAMCAM member.

Jane Wood has retired after serving as City Manager of **Beloit**.

Rebecca Yohn has been appointed Community Information Specialist for **Janesville** and has joined as a WAMCAM member.

Congratulations and good luck to all who have recently been appointed to new positions. Remember, WCMA is a resource for you. 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. w

Position Announcements

Racine (pop. 81,440)

Administrator. Successful and responsible municipal management experience as a City Administrator / Assistant Administrator required. Strong administrative leadership, open and positive communication, team management, financial management / budget / capital project coordination, and labor relations / collective bargaining skills and experience in a diverse city required. Salary \$100,000-\$120,000. Starting salary dependent upon qualifications and experience. Residency required subsequent to appointment. BA in public administration or related field required; MPA desirable. Apply promptly with complete resume to: The PAR Group, 100 N. Waukegan Road, Suite 211, Lake Bluff, Illinois 60044. TEL: 847/234-0005; FAX 847/234-8309; email: resume@pargroupltd.com.

South Milwaukee (pop. 21,256)

Administration Director. Require bachelor's degree in public administration, business administration / related field (master's preferred) and at least five years related experience or training. Salary \$45,000-\$60,000 DOQ plus excellent benefits. Residency required within one year of appointment. Complete job description available at the address below or request via the email address listed. Resumes must be received by August 31, 2003. Interested candidates should send resumes to: City of South Milwaukee, 2424 15th Avenue, South Milwaukee, WI 53172 or email to vandercar@ci.south-milwaukee.wi.us. w

WCMA Summer Conference at Landmark Resort in Egg Harbor

In June, the membership of WCMA and WAMCAM met for the annual conference at the Landmark Resort in Egg Harbor. The event was well attended, with 87 members, 22 guests, and 19 individuals from the 12 sponsors.

Workshop leader Len Wood gave the group useful information about budgeting and public finance. Those in attendance learned many skills which can be applied in their communities. Workshop participants also received a complimentary copy of Len Wood's book Dollars & Sense: 225 financial tips for guarding the public checkbook.

The evening guest speaker, former president of the Wisconsin Pyrotechnic Arts Guild Gerald Worrick, taught everyone a lot about fireworks. He also gave the group an impressive show out in the parking lot after dinner!



WCMA members participate in a discussion group as part of the educational session "Guarding the Public Checkbook," presented by Len Wood, a former California city manager.

Wisconsin's ICMA liaison, Ross Hoff provided an update on events and issues from the national perspective. He also presented recognition pins to 13 of the 22 individuals from Wisconsin who have achieved Credentialed Manager status. Those in attendance who received pins were Paul Ziehler, Kim Wilde, Dave Waffle, Russell Van Gompel, Wally Thiel, Steve Sheiffer, Susan Robertson, Jim Payne, Tom McCarty, Karen Matze, Pat DeGrave, Matt Carlson and Barb Blumenfeld. There are several other WCMA members who have achieved Credentialed Manager status, but who were not present at the conference when the

pins were distributed. They are Larry Arft, Patrick Cannon, Clint Gridley, Darrell Hofland, Oliver Merriam, Robert Museus, Mark Rohloff, David Schornack, Steven Wilke and Ken Witt.



WCMA members Russell Van Gompel and Dennis Jordan have a discussion with Wisconsin's ICMA Liaison Ross Hoff.

New WCMA Regional Coordinators

Also at the conference, incoming WCMA President Karen Matze announced two changes in regional coordinators.

Dave Schornack has served as the Region 8 (Lake Country) coordinator for several years and WCMA thanks him for performing this role. With his departure from Jefferson to assume the City Administrator position in Newton, Iowa, this position became vacant. WCMA president Karen Matze appointed Todd Schmidt, Milton City Administrator, to fill this vacancy. Todd has scheduled a Region 8 meeting in Janesville at noon on August 26th. Todd can be reached at 608-868-6900.

Mike Davis has been the Region 5 (Great(er) Dane) coordinator for a number of years. Since taking on a role on the WCMA Executive Board earlier this year, he asked to be relieved of his coordinator responsibilities. Dave Berner, Monona City Administrator, has been appointed to replace him. Dave can be reached at 608-222-2525. w

WCMA Secretariat Update

At the June conference, WCMA Executive Secretary Ed Henschel presented an annual report of the WCMA Secretariat. In the last year, the Secretariat produced publications including four newsletters, the annual membership roster and the annual salary survey. In the last year, the Executive Secretary acted upon the membership's desire to bring in extra revenue by initiating the sale of advertising in WCMA publications and encouraging companies to sponsor WCMA conferences. This resulted in \$2,200 in advertising revenues and \$7,250 in conference sponsorships.

The two annual conferences were well-attended, with the Winter Conference having a record 150 attendees. The 2011 ICMA conference was awarded to Milwaukee through the efforts of the WCMA Executive Secretary, the Greater Milwaukee Convention and Visitors Bureau, and several WCMA members.

Additionally, the Executive Secretary attended several WCMA Executive Board meetings and regional meetings. Welcome letters were sent to members who changed jobs and to other newly appointed administrators. The WCMA Secretariat serves as a central clearinghouse for information for members, from legislative issues to member inquiries on pressing local issues.

During the last year, the Executive Secretary served as a guest speaker at Public Administration classes at the University of Wisconsin – Milwaukee. Overall, the Secretariat staff provided over 1,150 hours of service to the association.

Remember, the WCMA Secretariat is here to serve the needs of the membership. If you have ideas on how the membership can be better served, please contact Ed Henschel by phone at 414-777-5382, or, if you prefer, send him an email at ehenschel@virchowkrause.com. w



WCMA Constitution Amended

A committee chaired by Barb Blumenfield and Wally Thiel has reviewed and revised the WCMA Constitution and By-Laws.

The changes were approved by the membership at the June 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 will be included in the Annual Member Salary Survey, which will be mailed in October. 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, and 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 will be sent via email to all WCMA members for reference. Please be sure that WCMA has your current e-mail address, so this and other information can be sent to you. Send your e-mail address to ehenschel@virchowkrause.com. w

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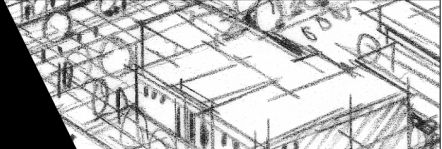
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WCMA Salary Survey

Included with this newsletter is the annual manager / administrator salary survey. Each year we have been changing the survey and adding new information requested by members. Please fill out the survey and return it to WCMA as soon as possible. It takes a great deal of effort to conduct this survey, but the information is very important to the members. **Please be sure to return the survey by September 1, 2003.** If the survey is not returned to WCMA, we will be contacting you to fill it out and return it. Remember, the survey is only as good as the information in it. Thanks in advance for your cooperation. w



WCMA Benchmarking Committee

For several years the Association has been discussing creating a set of benchmarks against which to measure what WCMA member communities are doing well and what areas they could improve on. The Committee members include: Clint Gridley, Greg Seefeldt, Del Beaver, Darrell Hofland, Craig Maher and Chris Swartz. The committee hopes to develop a report by next January which will identify core benchmarks with terminology and methodology. The report will be presented at the March Conference with a training session on performance measurement and benchmarking. Forms will be provided for members to fill out and submit to WCMA to develop a benchmark data base. If the information is received in a timely manner, a best practices session will be held at the June Conference for members to begin to use the collected data. w

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