



# az management

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February 2004

## ACMA Members Learn About the DeBolske Theory of Government at the Mid-Winter Conference

*Sylvia Silva, Management Assistant, Queen Creek*

Approximately 180 people attended the mid-winter conference held February 4-6 at the Hilton Sedona Resort and Spa. The conference provided participants with an opportunity to network, laugh, visit with friends old and new, and learn with the best in the profession.

Thursday morning, Tucson's own Jim Keene, a.k.a. Regis Philbin, kept the audience laughing as he hosted "Who Wants to Be an Ethical Millionaire?" While there were only four contestants, the audience was used as a lifeline on more than one occasion. Terry Ellis, Ron Jacobson, and Steve Peru rounded out the morning by sharing their strategies for remaining personally and professionally neutral in an election year.

Not only did the membership learn from David Goodenough about the importance of hiring the right person for the job, we also learned how to develop a vision and a plan for matching candidates to the desired knowledge and skills. Friday morning, two of Arizona's credentialed managers, Tim Pickering and Paul Wenbert, discussed the application process and the benefits of participating in the ICMA Voluntary Credentialing Program. Building on a session initially developed for the 2003 League of AZ Cities and

Towns Conference, Terry Ellis, Lloyd Harrell, and Cynthia Seelhammer encouraged frank and open discussion on improving the evaluation process for both managers and elected officials.

On Thursday night, during the Recognition Banquet, George Flores, Chair of the ACMA History and Traditions Committee, unveiled the ambitious oral history project ACMA initiated in 2003. This project will document the professional, and inevitably the personal history, of each of our life members. The audience had the opportunity to view excerpts from the first two interviews conducted with Jack DeBolske and Mark Keane. Jack sharing the DeBolske Theory of Government was one of the highlights of the conference.

Planning will soon begin for the 2004 Summer Conference July 28-30 at Loews Ventana Canyon Resort in Tucson. If you are interested in serving on the conference planning committee, please contact Wendy Kaserma at (602) 258-5786 or [wkaserma@mg.state.az.us](mailto:wkaserma@mg.state.az.us) for meeting information.

## ACMA Life Members Offer Tributes to Members Who Passed Away in 2003

During the Recognition Banquet at the mid-winter conference, ACMA Life Members Kent Cooper and Lloyd Harrell spoke about the two ACMA members who passed away in 2003. Several ACMA members found the comments so moving, they asked ACMA

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## Save the Date

**March 12**

Deadline to Apply for ICMA Annual Awards

**March 19**

League of Arizona Cities and Towns Workshop  
"Mastering Grant Seeking and Grant Writing Skills"  
League of Arizona Cities and Towns, Phoenix

**March 24**

Speaker Series Luncheon  
"How, When, and Why to Hold a Press Conference"  
League of Arizona Cities and Towns, Phoenix

**April 1-3**

ICMA Hispanic Network Conference  
Oxnard, California

**April 14**

Speaker Series Luncheon  
"Understanding the Impact of Guest Worker Legislation"  
University of Arizona, Tucson

**July 28-30**

ACMA Summer Conference  
Loews Ventana Canyon Resort

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*City of Bisbee*

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staff to print them in the newsletter for the benefit of those unable to attend the conference.

Lloyd said he was honored to pay tribute to Larry Asaro, former City Manager of Prescott, who passed away in February 2003. In his opening remarks, he commented that there are individuals who spend the vast majority of their careers in one state and those we don't know nearly as well because they have chosen a career path which has taken them to many places. The contributions of these managers are no less than those of our more familiar colleagues, Larry Asaro is one of these unknown heroes.

Sadly, Lloyd did not have the opportunity to get know Larry until he became the Interim Manager of Prescott soon after Larry's death. On one of his first days on the job, he was told Larry was a "man who could move mountains", referring to his efforts to prepare a site for Prescott's new mall. Lloyd questioned his own ability to follow in the footsteps of a man with these capabilities.

Throughout his 30 year career in public service, Larry worked for a host of cities in the Midwest and served with distinction as either city or county manager for 6 jurisdictions before becoming the Prescott Manager in October of 1999.

In closing, Lloyd said even more than this service, as honorable and important as it is, our true legacy is the effect we have on the people we touch as we do our job and live our life. In Larry's case, I heard universal praise.

Kent Cooper, Retired Town Manager, Gilbert spoke about his good friend Paul Nordin, former Town Manager of Fountain Hills who passed away on May 12, 2003. Paul's death marked the end of 24 years of full time public service. After graduating from BYU in 1978, he worked in Utah and Kansas for six years. In 1984 he became Manager of Benson where he served until 1990 when he was named Town Manager of Fountain Hills.

Kent said that being a city manager was all Paul ever wanted to be professionally. He

truly loved his work and was a strong advocate for the profession. He was humble about his successes because he believed there was always room for improvement. He never hesitated to ask his peers for advice on his perpetual quest to be a better manager. He always maintained a positive attitude and a smile on his face.

He was an avid reader and loved to discuss management theory. He also had a passion for history, especially the Civil War. Paul was a strong family man. He never compromised his core values of honesty, integrity, teaching by example, devotion to family and community and his trust in God. During the last year of his life, Kent had the opportunity to visit Paul weekly. Both men were greatly touched by how many people in ACMA called him, wrote letters, e-mails and visited him. Paul deeply appreciated that support.

The last time Kent visited Paul, he knew the end was near. He asked him if he was at peace. He said, "Yes, I suppose I am. I can't help but wonder how I got sick, and why this had to happen to me, but I accept it." Paul's unwavering conviction about life in the hereafter gave him the strength to face his passing with dignity and grace. The pillars of Paul's life were his personal integrity, family, church, and commitment to excellence as a leader. May he always be remembered as a fitting role model for any young professional.

## Frank Fairbanks Honored with 2004 DeBolske Award

Frank Fairbanks, City Manager, Phoenix, was honored with the John J. DeBolske Professional Excellence Award at the 2004 mid-winter conference. The DeBolske Award recognizes the highest level of excellence among Arizona local government professionals who have made significant and lasting contributions to their communities, the profession of local government management, and ACMA.

Frank has worked for the City of Phoenix for 32 years. He joined Phoenix in 1972 and

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has served as a management assistant, executive assistant to the city manager, and assistant city manager. He was promoted to City Manager in 1990 and has served in that capacity ever since.

His accomplishments include fostering harmony and accord during some of Phoenix's worst financial times, bringing continuous improvements to the organization by promoting innovation, and creating a risk-taking environment that measures results. During Frank's tenure, Phoenix has garnered major awards for management efficiency and it's seamless approach to delivering good city services to citizens. Frank's simple philosophy is, "No matter how good we are, we can get better." That attitude was instrumental when Phoenix was named the "Best Managed City in the Nation" in 1995 by Financial World magazine and was cited in 1993 as the "Best Run City in the World" by the Bertelsmann Foundation of Germany.

Frank holds ongoing education as a necessity to providing excellent services and continues to nurture a highly regarded, nationally competitive management internship program that has been in existence since 1950. He also takes time to develop future local government managers through teaching at ASU.

## March Speaker Series: How, When and Why to Hold a Press Conference

Do you know how, when and why you should hold a press conference? Do you know how to attract the press? Are you sure? The absolutely worst thing that a media relations representative can do is broadcast that the sky is falling when there is no real news. You'll discover that when you do have a big announcement or story to tell, no one will believe you!

Join Julie Frisoni, Communications Director for the City of Glendale and Julie Watters, Glendale's Marketing and Communications

Manager for Public Safety, to learn the secret to planning and executing a press conference that's truly newsworthy at the next Speaker Series luncheon on Wednesday, March 24. Registration information is posted on the ACMA web site, [www.azmanagement.org](http://www.azmanagement.org). If you have any questions, contact Wendy Kaserman (602) 258-5786 or [wkaserma@mg.state.az.us](mailto:wkaserma@mg.state.az.us).

## ACMA Ethics Column- Ask the Expert

### *The Free Airplane Trip*

**Scenario:** The county administrator was invited by her state government's economic development organization to fly to another state and help recruit a business for relocation to her county. The business has offered to fly the state officials and the county administrator to the other state in its corporate jet.

The county administrator asked the state ethics commission if it would be permissible to fly in the corporate jet, and the commission said it was. She also checked with the members of the county council and with the county attorney to see if they thought it was appropriate, and all of them approved of it. Are there other ethical questions she should address?

**Response:** Perhaps the most important question that the member should ask herself is "How would the average citizen in my community view this?" Would the average citizen see the county administrator "in the pocket" of the corporation? Or would the citizen see this as a straightforward economic development initiative for the community?

In this case, the administrator concluded that this was a straightforward economic development initiative and that the sole purpose of the trip was to help recruit this business to her community. She would not receive any gifts or other favors from the business and was confident that her flight would not raise any ethical questions.

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## New members

### ACTIVE

**James G. Jayne**, County Manager, Navajo County  
**Mark Pentz**, City Manager, Chandler

### ASSOCIATE

**Carol Curtis**, Director, Coconino Career Center, Coconino County  
**Mark Escobedo**, Management Assistant II, Phoenix  
**Gloria Santiago Espino**, Director, Community Housing & Revitalization, Glendale  
**Roxann M. Favors**, Management Intern, Phoenix  
**Carlos Roberto Medina**, Management Intern, Phoenix  
**Mark Morales**, Management Assistant, Tempe

### STUDENT

**Kadee Moulding Hughes**, MPA Student, University of Arizona

## Member Profile

**Jimmy Jayne**

**County Manager  
Navajo County**



*Where are you originally from?*  
Orange, CA

*Where did you earn your undergraduate degree?*

MPA-ASU & B.A. International Affairs-NAU

*What do you like most about your job?*  
I can effectuate change whereas in larger government you don't often get to see the fruits of your effects.

*What areas of local government interest you most?*

Finding creative solutions to the everyday problems of County Government.

*What other communities have you worked for?*

State of Arizona & U.S. Congress

*What is your favorite book?*

Dr. Suess "Hop on Pop."

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## 2004 Scholarships Awarded to ASU and U of A Graduate Students

Kim Clark, a Site Development Plans Examiner for City of Chandler, and part-time MPA student at Arizona State University, is the recipient of the 2004 Esser Scholarship. Prior to joining the City of Chandler in 2000, she held a variety of positions with the City of Mesa. Kim expects to earn her MPA in 2005.

Lana Yoshimura, a first year MPA student at the University of Arizona, is the recipient of the 2004 Andrews Scholarship and the third Andrews Intern. Lana recently moved to Arizona from Hawaii in order to start graduate school. In Hawaii, she worked for State Representative Scott Nishimoto and Honolulu City Council Member Duke Bainum. Lana will have the opportunity to meet with representatives from the cities of Avondale, Prescott, Sedona, and Williams and the towns of Fountain Hills and Queen Creek on March 5 to discuss her internship options. She expects to earn her MPA in 2005.

## ICMA Launches 2004 Annual Awards Program

For the past 36 years, ICMA's Annual Awards Program has honored cities, towns, counties, and other entities and their managers and administrators for their creative contributions to professional local govern-

ment management. The program also strives to increase public awareness of the value of professional local government management and the contribution it makes to the quality of life in our communities.

ICMA's Annual Awards are divided into two categories: the Professional Awards, which recognize individual achievement by chief administrative officers, assistant administrators, or others, and the Program Excellence Awards, which are presented to local governments and their chief administrators in recognition of their creative and successful programs.

For nomination information, please visit the ICMA website, [www.icma.org](http://www.icma.org). The deadline for submitting nominations is March 12, 2004.

## Members In-Transition

If you are an ACMA member in transition and would like your contact information featured in this section, please contact Wendy Kaserma at 602-258-5786 or [wkaserma@mg.state.az.us](mailto:wkaserma@mg.state.az.us). ACMA members are encouraged to contact these individuals to offer support and/or information about employment opportunities.

David Evertsen, former Town Manager of Gila Bend  
P.O. Box 311, Gila Bend, AZ 85337  
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Anthony Mortillaro, former Town Manager of Prescott Valley  
10614 Highpoint, Dewey, AZ 86327  
(928) 772-3634; [amortillaro@cableone.net](mailto:amortillaro@cableone.net)

Carl Tenney, former Town Manager of Chino Valley  
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## Member Profile

### Roxann M. Favors

Management Intern  
City of Phoenix



#### Where are you originally from?

I was born in St. Paul, Minnesota but raised in Sioux City, Iowa. I have lived in Washington D.C. for seven years and then Pittsburgh, Pennsylvania for the last six years.

#### Where did you earn your undergraduate degree?

I received my bachelor's and master's degree from the University of Pittsburgh.

#### What do you like most about your job?

I enjoy the interaction with the residents in addition public service is a lifetime learning experience, which I enjoy very much.

#### What areas of local government interest you most?

I am very interested in service delivery - transportation, energy, and public works. In addition, I am very interested in international relations and affairs, and community and economic development.

#### What other communities have you worked for?

I served on the State of Pennsylvania Task Force on Internship Development.

#### What is your favorite book?

I am an avid reader but find that it is the style and message of the individual author that attracts my favor. There are two authors that continue to inspire me - Mary Kay Ash and her autobiography, *Mary Kay*, and the *Og Mandino* series of inspirational books.



Congratulations to League Staff Member Dana Jarzynka and her husband Jeff on the birth of their first child!

John "Jack" Thomas Jarzynka was born  
February 3, 2004 at 5:52 pm  
Weight: 7 lbs 5 oz  
Length: 19 inches

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Your comments, suggestions and news contributions are welcome. Email your contributions to:

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