

# The Administrator

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## Support the Life, Well Run campaign

Back in December, *The Administrator* noted that the International City & County Management Association (ICMA) had launched the Life, Well Run campaign. The campaign is an integrated effort to:

- define the role of professional local government managers;
- raise awareness about how professional managers improve the quality of life in our communities; and
- attract talented young people to careers in professional local government management.

While most people are living their lives, professional local government managers run the communities where we live our lives. Civic engagement. Quality housing. Vibrant neighborhoods. Solid infrastructure. All these factors make cities, towns and counties great places for us to live and business to thrive.

Now that the program has been launched, it is important for those ICMA members who feel so compelled to give to the campaign. So far, a number of North Carolina local government managers have pledged to the Life, Well Run campaign.

The campaign relates closely to the Fund for Professional Management. For 25 years, ICMA has defended professional local government management by contributing \$425,000 from its Fund for Professional Management in support of campaigns to adopt or retain the council-manager form in 25 states. This is made possible through the generous contributions to the Fund made by ICMA members and affiliate associations. While essential, this work focuses on responding defensively to challenges as they arise. Recognizing the importance of Vince Lombardi's advice that "the best defense is a

good offense," ICMA is developing an offensive strategy to compliment the Fund's approach.

That strategy, the "Life, Well Run" Value of the Profession Campaign, is a coordinated, national effort to educate citizens, thought leaders and elected officials about the role and value of professional local government management beyond the context of form-of-government challenges. The goal is to raise the profile of the profession, increase the number of professionally managed communities, and attract talented young people to our field. One can learn more at [icma.org/lifewellrun](http://icma.org/lifewellrun).

The estimated cost of the campaign is \$5 million, and ICMA anticipates raising \$4 million from private sector donors and \$1 million from our local government community. If every ICMA

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## Davis leaving Durham County for NCCU

Wendell M. Davis, deputy county manager of Durham County since 1999, has been named vice chancellor for administration and finance at North Carolina Central University — the university's chief financial officer. He will start June 1.

As Durham County's second-ranking administrator, Davis has overseen daily operations in the areas of general administration, planning and development, public safety and human services. In that capacity, he has managed about 1,300 employees and an annual operating budget of about \$300 million. Since 2005, he also has been an adjunct professor of public



administration at NCCU. A native of Halifax County, Davis graduated from NCCU in 1987 with two degrees, Bachelor of Science with a major in geography and Bachelor of Arts with a major in sociology. He subsequently earned a master's in urban planning from the University of Illinois and an M.B.A. from Southeastern University of Washington, D.C. He is also a graduate of the

administration at NCCU.

A native of Halifax County, Davis graduated from NCCU in 1987 with two degrees, Bachelor of Science with a major in geography and

county administration course at the UNC Institute of Government and of the Public Executive Leadership Academy (PELA) at the UNC School of Government.

"We're delighted that Wendell Davis has accepted our invitation to join the NCCU leadership team," NCCU Chancellor Charlie Nelms said. "His experience, passion and commitment will contribute immensely to our efforts to make this university great."

Before taking the Durham County job 12 years ago, Davis was deputy county manager

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## Truly local BBQ team charges out of the gate

**F**ast Eddie's Fine Swine, a competition cook team, posted a strong showing in its first barbeque competition of 2011. The team competed in Bands, Brews & BBQ, a benefit cookoff for Friends of Caroline Hospice, on February 25th and 26th in Beaufort, S.C.



Hembree

Fast Eddie's Fine Swine placed third overall with a second place finish in pork butts and a 10th place finish in

pork ribs. The team finished only sixth-tenths of a point out of first place overall. Bands, Brews & BBQ is a South Carolina Barbeque Association event and was the first stop on the 2011 South Carolina Master Barbeque Award Cup Competition Series. Fast Eddie's Fine Swine's next competition was scheduled for the Bordertown BBQ Cookoff on March 25th and 26th in Clover, S.C.



Smith

Fast Eddie's Fine Swine is led by Pitmasters Justin Hembree and Eddie Smith. Hembree resides in Hendersonville and is the town manager for the town of Tryon.

Smith resides in Kannapolis and is the deputy city manager for the city of Kannapolis.

Visit [www.fasteddiesfineswine.com](http://www.fasteddiesfineswine.com) for more information about the team.

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of Bertie County in northeastern North Carolina. Before that, he held a wide range of administrative positions in the governments of Prince William and Arlington counties in Virginia and in Baltimore County, Maryland.

Long active in the community, he is a member of the boards of directors of the N.C. Museum of Life and Science, St. Joseph Historic Foundation and the North Carolina Association of Community Development Corporations' Advisory Council, and is a past board member of the Central Carolina Red

Cross, and the Durham Partnership for Children. For two years, he chaired the annual Walk to Cure Diabetes campaign, raising more than \$40,000 for diabetes research and earning Durham County both Platinum and Golden Level achievement awards from the Juvenile Diabetes Research Foundation. He is the founder of the St. Joseph Historic Foundation Celebrity Golf Tournament, raising approximately \$50,000 for the cultural arts, and founder of the Sigma Pi Phi Alpha Tau Boulé Scholarship fund, which donates \$10,000 annually to col-

lege scholarships for at-risk boys in the Durham community.

"In successful organizations, financial and business systems operate at optimum levels with the end users in mind," Davis said. "We are living in an era of considerable economic constraints as we engage the challenge of educating the next generation of business, industry and political leaders. I'm hopeful that my work will add value to the NCCU family in meeting these challenges. Having a hand in educating the next generation of Eagles is humbling."

## Life, Well Run, continued from page 1

member pledged at least \$100 to the campaign for each of the next five years, it would be just shy of the \$1 million goal.

As of April 1, 2011, state associations and individuals have contributed or pledged a total of \$279,772 for the Life, Well Run campaign, of which \$171,960 is in hand.

If one is interested in pledging, you can do so by going to ICMA's website.s

In addition, ICMA has launched a video campaign to promote Life, Well Run. This video promotes the importance of professional local government management. It debuted at the

ICMA annual conference in San Jose and is available online at <http://icma.org/LifeWellRun>.

This dynamic fundraising tool — which includes third-party testimonials in support of professional management from three elected officials — will serve as an introduction for ICMA's executive director and others as they conduct personal fundraising outreach efforts to raise funds in support of the campaign.

Segments of the interviews conducted for the video also will be also used across a number of other media to promote the value of pro-

fessional management.

In the end, it is the desire of ICMA that Life, Well Run will reach a national audience with a proactive message about the role and value of professional local government management. The result of which will be the start the conversation for many managers and help them educate citizens, elected officials, the media, and thought leaders about what it is that they do and why it is important.