

The Administrator

A PUBLICATION OF THE NORTH CAROLINA CITY AND COUNTY MANAGEMENT ASSOCIATION

MAY 2009, ISSUE 5

Last chance to register for summer seminar in New Bern/Craven County

The deadline to book your hotel room at the Sheraton Hotel in New Bern for the N.C. City/County Management Association's 2009 summer seminar is Saturday, May 30.

In addition, June 5 is the deadline to register for the seminar itself.

The seminar itself will take place June 25-27 at the New Bern Riverfront Convention Center.

Don't miss out on this opportunity to explore the federal recovery programs and how they relate to local governments in North Carolina (and, more importantly, how to get some of the money that's remaining for your governmental entity).

June 5 is also the deadline for registering for the annual golf tournament. This year's event will take place at River Bend Country Club on Thursday, June 25, beginning at 1 p.m.

To maximize the agenda of the summer

seminar to allow adequate time for educational and professional development, the association is offering the golf tournament as a Pre-Seminar event for this year.

As mentioned in last month's *Administrator*, this year's seminar will feature a host of sessions and speakers who will address the federal recovery. State economist Karl Smith will address the entire body on Friday, June 26, during the opening breakfast.

The opening general session is entitled, "Navigating the Federal Stimulus Package." The following concurrent sessions are all focused on aspects of the recovery: human services; economic/community development; and physical infrastructure. State Treasurer Janet Cowell (invited) is slated to address the



seminar as the Friday lunch speaker.

And though not necessarily stimulus-centered, the Friday ICMA University workshops ("Capital Financing for Smaller Communities" and "The Manager's Role in Moving Communities from Good to Great") are both vitally important in a down economy.

SEI scholarship awarded to West Jefferson's McGinnis

West Jefferson Town Manager Greg McGinnis has been awarded a \$2,500 scholarship from the N.C. City and County Management Association (NCCCMA) to go toward the Senior Executive Institute (SEI) at the University of Virginia.

The NCCCMA membership had set aside enough funds for three such scholarships. The remaining amount will go toward scholarships to the Public Executive Leadership Academy at the UNC-Chapel Hill School of Government.

The Senior Executive Institute will be conducted from July 19-31, 2009, in Charlottesville.

The curriculum focus is on democratic values within the public organization, focusing on the essence of public service, high performance government, the role of power, creativity, dialogue on leadership, innovation and more.

"It is a real honor to be selected to attend the SEI and I am especially grateful to the NCCCMA for the scholarship funds," said McGinnis. "As everyone well knows, in these

tough economic times every dollar matters. The scholarship funds are greatly appreciated and make the decision of my Board to allow me to attend much more palatable.

"I look forward to learning from my colleagues in the field of city management, and the staff of the SEI, and to gaining some fresh insights into the profession. I hope that this time away gives me a renewed perspective on my role as manager, and rejuvenates my commitment to local government management."

Social media in public life

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Senario: Blogs are a part of the social fabric of this community so it wasn't unusual when a new one entered the blogosphere. This blogger, going only by the signature City Scoop, professed to have the definitive, inside scoop on city hall politics and activities.

Scoop's musings didn't generate much interest until several postings turned out to be accurate and were reported in the blog well ahead of the mainstream media. In fact, one item hit the blog the day before it was reported at a city council meeting. None of the information reported in the blog was confidential, and it all eventually entered the public domain.

After several weeks, the buzz in the blogosphere and on the street was that Scoop really did have a seat inside city hall. A persistent fellow blogger speculated that, given the topics addressed and the nature of the information revealed, the blogger had to be the city manager!

If all of the information reported in the blog was eventually released to the public and none of it was protected by confidentiality laws, was it



ethical for the manager or a senior staff member to blog anonymously about local government matters?

Advice: A blog can be an effective tool in a manager's arsenal for keeping the public engaged in local government matters. The ICMA Code of Ethics emphasizes the importance of keeping the community informed on local government affairs and encouraging communication between residents and all local government officials and staff.

But equally important is communicating in a transparent manner. Even if the information is a matter of public record, the credibility of both the manager and the organization is harmed when information is presented in less than a clear, purposeful, and transparent manner. The practice of anonymous blogging raises important questions in readers' minds about what would motivate a professional to disguise his or her identity when writing about the organization.

It's My Space!

Scenario: A former employee filed a lawsuit against the county alleging in part that the

county manager created a hostile work environment and discriminated against female employees. As evidence of her claim, she submitted photos and materials posted on the county manager's personal social networking page.

The photos showed the manager drinking at tailgate parties, socializing at various local bars, and partying with some female county employees after an all-staff picnic. Although the manager was not depicted in these photos in the best light, the photos were pretty mild.

Of greater concern were several sexist statements attributed to the county manager on his page and the responses posted by others on his message board. All of the facts presented in the case eventually exonerated the county manager.

He had the opportunity to tell both the court and the public that the sexist comments he posted were just a running joke that he had with his wife and were not intended for public consumption. He was truly mortified by the whole situation and publicly apologized for embarrassing the county.

Advice: Today's commonsense understanding is that you should have no expectation of privacy when you post anything on the Internet. Employers in both the private and public sector have limited tolerance for employees who

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Calendar of Events

NCCMA 2009

Summer Conference

June 25-27, 2009

New Bern/Craven County

Public Executive Leadership Academy

July 5-10; August 2-7

Rizzo Conference Center

Chapel Hill

www.pela.unc.edu

ICMA Annual Conference

September 13-16, 2009

Montreal, Quebec, Canada

For information, go to

www.icma.org

The Administrator is a monthly newsletter of the North Carolina City and County Management Association, a professional association for city and county managers and assistant managers from counties and municipalities throughout the state of North Carolina.

For comments or suggestions, please contact Matt Lail, editor, at (919) 715-3929, fax to (919) 733-9519, or mlail@ncclm.org.

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Preliminary list of ICMA Service Award winners announced; feedback needed

The International City/County Management Association (ICMA) has released its preliminary list of ICMA Service Award winners. These members will be honored at the upcoming annual conference for service for 10, 20 or 30 years. (After 20 years, awards are given in five-year increments.)

Those members receiving awards for 30 years or more of service will be recognized individually during a special ceremony at the close of the annual conference, which will be held September 13-16 in Montreal. North Carolina can boast a host of 30-plus-year award winners. The state can even boast some with 40 or more years, including Pete Connet, Thomas W. Horne, James E. Martin and Charles Pittman.

Award winners must be Full (Corporate) Members of ICMA and have been a member for five years.

The list can be found at www.icma.org. It is important that members review the list and submit changes by June 2. If you believe your name should be included and is not (or vice versa), or if you have questions, contact ICMA at awards@icma.org.

Below is an alphabetical list of North Carolina city and county managers and assistants identified by *The Administrator* as being listed for ICMA Service Awards. Our apologies if we left someone off. Again, please review the information at ICMA.org by June 2 and let them know of any changes.

Name (Years of Local Government Service)

W. Lane Bailey (20)
Ann G. Bailie (10)
Laurence C. Bergman (10)
Randall L. Billings (35)
Lorenzo Carmon (25)
John W. Cater (20)

Selena D. Coffey (10)
John W. Condrey (25)
Peter T. Connet (40)
Wendell Davis (20)
Carl Dean (30)
Debora Peele Diaz (25)
Edward L. Faison (20)
Gwendolyn P. Harvey (20)
Bruce A. Heflin II (25)
Phillip Hal Hegwer (10)
David W. Hewett (10)
Scott E. Hildebran (20)
James H. Hipp (35)
Thomas W. Horne (40)
Joseph R. Huffman (20)
Steven C. Husemann (35)
Gary W. Jackson (30)
Mitchell E. Johnson (25)
Tony L. King (20)
Kenneth F. Larking (10)
Gregory J. Martin (10)
James E. Martin (40)
Randy E. McCaslin (30)
Wayne Moore (35)
Robert W. Morgan (35)

Jeffrey V. Morse (35)
Joyce L. Munro (10)
John N. Ogburn III (20)
Harold T. Owen (35)
Derwick L. Paige (25)
Charles W. Pittman III (40)
Chris Rollins (20)
Matthew A. Roylance (10)
Lisa B. Schumacher (30)
Richard B. Self (30)
Eddie Smith (10)
Steven E. Stewart (35)
John W. Stockton (35)
Patrick A. Thomas (20)
Theodore L. Voorhees (20)
F. Hardin Watkins (20)
Kenneth L. Westmoreland (35)
Andrew W. Wilkison (25)
Robert Lee Wilson (35)
Kenneth N. Windley Jr. (35)
Jerry R. Yarborough (35)

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embarrass their organizations by posting inappropriate material on their social networks.

The vetting process to determine whether a candidate for a position is suitable now often includes a review of the content on their social network, blogs, or Web sites. Before posting content to a social network or allowing friends in to contribute, think about whether it reflects well on you as a professional and enhances your public role.

One old-fashioned test works for new technology, too: Would you be okay with putting a

specific photo or comment on the front page of the newspaper for the world to see? The high standard set by the ICMA Code of Ethics requires members to conduct themselves so as to maintain public confidence in their profession, their local government, and in their performance of the public trust.

—Martha Perego, ICMA-CM
ICMA Ethics Director
Washington, D.C.
mperego@icma.org

2009 N.C. City & County Management Association Summer Seminar Preliminary Agenda

‘Navigating the Federal Stimulus Package’

June 25-27, 2009

New Bern Riverfront Conference Center

THURSDAY, JUNE 25

9:30 – 11:30 a.m. Executive Committee Meeting and Luncheon

11:00 a.m. – 3:00 p.m. Registration and Vendor Exhibits Move In

1:00 p.m. Pre Conference Golf Tournament (Transportation by bus – buses depart at 11:45 a.m.)

FRIDAY, JUNE 26

7:00 a.m. Registration and Exhibitors Open

7:30 – 9:00 a.m. Full Buffet Breakfast & General Session Speaker: Economist Overview: State Economist, Karl Smith

9:00 – 9:15 Break

9:15 – 10:15 a.m. General Session: Navigating The Federal Stimulus Package

10:15 a.m. – 10:30 a.m. Break

10:30 a.m. – 11:45 a.m. Concurrent Sessions on the Federal Stimulus Package

- Human Services
- Economic/Community Development
- Physical Infrastructure

12:00 p.m. – 1:30 p.m. Lunch with speaker – Janet Cowell, State Treasurer or staff member

1:45 p.m. – 5:00 pm. ICMA University

Workshops:

- Capital Financing for Smaller Communities
- The Manager’s Role in Moving Communities from Good to Great

6:00 p.m. – 7:00 p.m. Reception and Entertainment (New Bern Convention Center)

Friday Evening Dinner on your own
Tickets provided to Christoph’s Bar (located in the Sheraton New Bern)

SATURDAY, JUNE 27

7:00 a.m. – 12:00 noon Registration Open

7:30 – 9:15 a.m. Full Breakfast and Business Meeting

9:15 – 9:30 a.m. Break

9:30 – 10:30 a.m. NCACC Update, David Thompson & NCLM Update, Ellis Hankins

10:30 – 11:00 a.m. Break

11:00 – 12:00 noon General Session: Jim Keene, City Manager, Palo Alto, Calif.

12:00 noon Door Prize Drawing

Departure