"Advancing Your Career in Tough Times"

Cal-ICMA Coaching Program

3:00 - 4:00 p.m. PT, Thursday, May 28, 2009

DIAL 646-519-5883 [callers' PIN 7592#] or new live audio via the web [powered by Granicus] at www.cal-icma.org/coaching "Live Audio and Archives."
[Target audience: aspiring, mid-level, and senior managers]

Panelists:

* Laura Biery, Administrative Analyst, Santa Clarita [and President of MMASC]
* Nadine Levin, Assistant City Manager, Mountain View
* Shawnna Maltbie, HR Director, Daly City
* Matt Mullan, Town Manager, Windsor

Panel Discussion Questions:

1. How are the tight economic times affecting opportunities for advancement in local government?
2. What are strategies to keep momentum in your career?
3. What are the advantages of leaving your organization or sector? Disadvantages?
4. When is it right to make a move?

We encourage callers to ask questions during the panel discussions. If you prefer, you may submit questions anonymously via email to cal-icma@donmaruska.com either in advance or during the panel discussion. As moderator for the sessions, Don Maruska will pose the emailed questions.

Post-Call Group Discussions

Many agencies are organizing groups to listen to the calls (live or recorded) and discuss the topics among themselves after the calls. Some are summarizing their discussions and distributing them to managers throughout their organizations. Use the Cal-ICMA Coaching Program as an effective way to enhance professional development in your agency. Here are some discussion starters for this session.

Follow Up Topics:

1. How are the tight economic times affecting opportunities for advancement in our organization?
2. How do we coach or help people in our organization to advance under these circumstances?
3. What are some ideas that we’d like to pursue further?
Panel Call Etiquette

* Please put your phone on mute, except when you are asking a question or making a statement.
* Do not put the call on hold, especially if you have music or a message that plays and will disrupt other callers.
* Kindly disable call waiting or other phone features that will interrupt your participation in (and others listening to) the call.

There is no charge to participate in the telephone panel discussion, but callers will bear the costs charged by their carriers to reach the conference number. Alternatively, you can listen via live audio on the web [powered by Granicus] at www.cal-icma.org/coaching "Live Audio and Archives."

The Cal-ICMA Coaching Program receives funding through the generosity of: ICMA, California City Management Foundation, Municipal Management Association of Northern California, Municipal Management Association of Southern California, the County Administrative Officers Association of California, California Communities Joint Powers Authority, California Redevelopment Association, Bob Murray & Associates, CPS Human Resource Services, Granicus, Pacific Gas and Electric Company, Piper Jaffray, the Public Agency Retirement Services, and Keenan & Associates.

MORE RESOURCES--See the "Coaching Corner" at www.cal-icma.org/coaching for valuable resources to boost your career. These include listings of future Telephone Panels, recordings of past sessions (including a free subscription to podcasts), the expanded "Dear eCoach" offering (that invites you to ask questions anonymously--check out some of the hot topics), expanded One-to-One Coaching opportunities, and complimentary, confidential management style profile reports to be more effective and fulfilled in your work.

SIGN UP FOR FREE NEWSLETTER--Subscribe to the Cal-ICMA Coaching Program email list to receive updates on events and the availability of recorded sessions. Go to www.cal-icma.org/coachingList.

Enjoy the resources and support to thrive in local government.

Don Maruska, Master Certified Coach
Director, Cal-ICMA Coaching Program
See "Coaching Corner" at http://www.cal-icma.org/coaching

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SHORT BIO FOR NADINE LEVIN

I have been in public sector leadership/management positions for over 25 years. During this time I have worked in 3 states and 6 cities. Taking a break from the public sector I worked as the leader of the public sector consulting practice in Northern California for Ernst&Young.

Developing the “pipeline” of current and future employees is something that is important to me in the work I do. I would love to see current and future employees find a career in the public sector. In support of that interest I am an adjunct faculty member in the BPA and MPA degree programs at the University of San Francisco and serve on the Next Generation Committee of Cal ICMA.

The City of Mountain View has been my employment home for 19 years and I am an ICMA certified manager.
Biography

Matt Mullan
Town Manager
Town of Windsor

Born and raised in San Francisco

Graduated from University of San Francisco with a BA degree in Government

Has worked in water, wastewater and city management since 1977. Began career as an Management Analyst for City of Daly City in 1977.

Served as the first Water Conservation Administrator for the San Francisco Water Department from 1987-89

Began career in Windsor in 1989 as Assistant General Manager of the Windsor Water District

In July, 1992 became Assistant Town Manager following the Town’s incorporation

Has served as Windsor Town Manager since July 2005

Married 33 years to Rosanne, with three grown children: Jessica is an attorney working for PG&E in San Francisco. Corinn after completing her master’s degree in Psychology at USF is working as a Clinical Specialist for UC Davis in Sacramento in preparation for a career as a Marriage and Family Therapist. Mike graduated from UC San Diego and is working as the Manager of Tutoring for The Princeton Review in Berkeley.
Shawnna Marques-Maltbie

Shawnna is a Public Administration graduate of USF with over 13 years of experience in the field of Human Resources. She currently serves as the Director of Human Resources for the City of Daly City, working closely with the City Manager in spearheading new initiatives including staff training and development programs, policy implementation, and marketing the public sector as a viable career choice to the next generation. Shawnna has also been a Recruiter, Employee Relations Analyst, and Human Resources Manager for the County of San Mateo. She is a member of MMANC (Municipal Management Association of Northern California), CalPELRA (Public Employee and Labor Relations Association), and NORCALHR.
Among the most rewarding aspects of a City Manager’s career is witnessing the professional growth and development of her workforce. I’ve been doubly fortunate in Daly City where I’ve now seen members of two classes of the Leadership Academy hone their management skills in meaningful ways, culminating in dynamic group presentations to the City Council. The most recent graduating class of the Leadership Academy tackled two very real and practical issues for this organization.

**Team Opportunity** (Dennis Bray and Jesse De La Cruz, Parks and Recreation, Joyce Gregorio, Police Department, Earl Wong and Keith Young, Economic and Community Development, and Andy Serrano, City Manager’s Office/Community Services Center) were tasked with developing strategies for providing training opportunities for the next generation of management employees. The group conceived an interdepartmental Management Talent Exchange Program. If an employee became well versed in the day-to-day operations of multiple departments, the group hypothesized, they would be better equipped to assume management positions within the organization in the future.

**Team Civic Engagement Officers** (Rey Asuncion, Police Department, Tim Birch, Library, Tess Lagandaon, Economic and Community Development, Tim Nevin, Water and Wastewater Resources, Leslie Peay Heckman and Angela Waters, Parks and Recreation) tackled one of the most challenging facets of local government – improving community information and participation.

Succession planning continues to be a high priority for cities across the country, including Daly City. The Leadership Academy is an important component of our internal efforts to prepare the next generation of public administrators and managers. I’m pleased that the third Leadership Academy is set to kick-off in June and will continue through January 2010.

The Leadership Academy offers a wealth of personal development opportunities, but it also provides an excellent vehicle for collaboration and problem solving. During these lean economic times, it is essential that we all continue to work together to develop operational efficiencies that could lead to cost savings or new revenue sources. While budget shortfalls have required us to tighten our belts, our core mission remains the same: We are here to serve the residents of Daly City. It is my goal to keep the organization fiscally sound and sustainable for today’s workforce, the community, and the next generation of municipal workers who will carry our mission and purpose forward for years to come.

Enjoy a safe and happy summer!

Sincerely,

Patricia E. Martel
City Manager
Application Process

Submit your responses to the following questions to Human Resources by Friday, May 1, 2009.

Responses may be emailed to bwoo@dalycity.org.

1. What is your title?
2. What is your definition of leadership?
3. What strengths would you bring to a leadership position?
4. How do you foster a sense of teamwork and cohesiveness among colleagues with whom you work alongside or supervise?
5. Give an example of a successful project you were a part of. What was your role? Why was the project successful?
6. What skills or abilities do you still need in order to compete for leadership positions?
7. Why are you interested in participating in this program?
Leadership Academy

Why did the City establish this Academy?

The City anticipates that many of our employees will be retiring during the next five or ten years. This will result in high turnover in critical leadership positions. There is an immediate need to develop and prepare employees for future opportunities with higher level and broader responsibilities.

The City Manager implemented a Workforce Management Program and Taskforce to address these conditions. A major component of the Workforce Management Program is to provide potential leaders with training and development, including the opportunity to participate in a Leadership Academy and to contribute to a City-wide project with other Academy participants.

What are the Academy’s expectations of the participants?

Academy participants are expected to attend all sessions of the Academy from June 2009 to January 2010. Participants will be expected to devote time outside of the formal classroom setting to complete assignments.

How are the participants selected?

The following criteria may be used during the selection process:
- Record of taking initiative for your ongoing development
- Experiencing supervising others
- Record of good performance appraisals
- Good attendance records

Applications will be reviewed by the Human Resources Director and City Manager. Applicants will be subject to an oral board interview.

Employees should submit their responses to the questions on the next page by May 1, 2009 to the Human Resources Department.
Laura Biery currently serves as an Administrative Analyst for the City of Santa Clarita's Economic Development Division. In this role, Ms. Biery oversees the Santa Clarita Enterprise Zone program providing tax incentives to businesses in Santa Clarita. In addition to her responsibilities with the City of Santa Clarita, Biery serves as the 2008-09 President for the Municipal Management Association of Southern California (MMASC). Biery has spent her career in municipal government working for both small and large public sector agencies including the City of Palmdale, San Diego LAFCO, the County of San Diego, and the City of Encinitas/San Dieguito Water District. Biery has a Masters in Public Administration from San Diego State University (SDSU) and a Bachelors in Political Science from the University of California at San Diego (UCSD).