



February 1998

President's Message

Zenda James, Director of Finance, Alameda

In February 1997, we had another record-breaking attendance of 473 people at our annual seminar in Pleasanton. This successful annual seminar was followed by board meetings, strategic planning meetings, legislative conferences, training programs and the start of the much-awaited CFO training program on Developing Financial Leadership Capacities for the 21st Century.

Our organizational goals for 1997 centered on:

- a) Career Development;
- b) Membership expansion and involvement;
- c) Exploring ways technology can be used for involving CSMFO members and sharing information efficiently.

These goals were designed to support CSMFO's mission of enhancing the knowledge and skills of its members so that we can be the "change-ready" professionals we need to be: ready and willing to provide the enlightened leadership for the 21st century. Most of you will agree that finance professionals now take on a larger

and more strategic leadership role in the city financial policy arena and therefore, education is a way for us to develop the required knowledge and skills.

Some of the specific examples of what we accomplished in 1997 include the following items:

In concert with USC, we delivered the first two modules of the CFO training program. There were 40+ finance professionals at each session.

**See you at the
Annual
Seminar!**

Bob Leland, from the City of Fairfield, has graciously agreed to be the CSMFO liaison with USC for this program.

The third module is planned for April 1998. Negotiation with USC and CSMFO is currently underway for the continuation of the CFO training program beyond April, 1998.

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Be heard!

*Mini-News is
always seeking
input from all
CSMFO
members on
topics in any
department
section.*

*It's your
newsletter!*

California Society of Municipal Finance Officers

www.csmfo.org

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GFOA to Invade San Francisco

Amy Chan, Assistant City Manager, City of Sunnyvale

Get ready, California - the annual Government Finance Officers Association conference is coming our way! The conference, which is the primary professional and educational gathering of government finance officers from throughout North America, will be in San Francisco from June 28 - July 1, 1998.

This is the first GFOA conference in California in over a decade and the first in San Francisco in more than 20 years. Because San Francisco is such a desired travel spot, and since the conference is after schools are out, GFOA is expecting the biggest crowd ever - over 8,000 delegates, family members and associates.

A group of local volunteers has organized a Host Committee to provide a variety of educational and recreational activities for conference participants. Ed Harrington, Controller for the City and County of San Francisco, is chair of the Host Committee. There are sub-committees working on issues such as Event Planning, Promotions, Fundraising, and Volunteers.

The Host Committee is separate from GFOA and is responsible for the Tuesday night event. To make the event a success, we need the financial help of our corporate friends. If your firm is interested in learning more about sponsorship opportunities,

please contact Amy Chan at 408-730-7482.

The Volunteer Sub-committee is looking for more than 200 volunteers to assist delegates and guests in San Francisco from June 26 through July 1. The areas that are available for the volunteers to work in are: the golf and tennis tournaments, the 5K run, answering questions at the hotels, selling tee shirts and other items at the Host Committee booth, staffing the Host Committee's room at the convention center, giving directions at the Tuesday night event, and assisting with international delegates. The amount of time required from each volunteer should be about 4 hours. Each volunteer will be given a shirt and free admittance to the Tuesday evening event. If you're interested in serving as a volunteer, please contact Linda Torres at 415-554-GFOA.

Help us make California even more golden for our colleagues from throughout North America!

Upcoming Events

CSMFO Annual Seminar

February 22-24, 1998
Hyatt Newporter, Newport Beach

CMTA Annual Seminar

April 20-24, 1998
DoubleTree Inn, Sacramento

GFOA Annual Conference

June 28 - July 1, 1998
San Francisco

Frances Medema Takes On CSMFO Secretary Position

I would like to take a moment to introduce myself. My name is Frances Medema, and I am the new CSMFO Secretary/League Liaison. Prior to joining the League, I spent fourteen years with a nonprofit community service organization. My career started in accounting and financial management in both the private and nonprofit sectors. As financial manager, I gained experience in both accounting and budgeting. After several years as controller, I changed career directions to take

advantage of my marketing degree. In my new role, I facilitated volunteer and staff leadership through the strategic planning process. To help shape the future direction of the organization, I analyzed market research and program models from other communities, analyzed customer requirements and introduced total quality management principles. Throughout my nonprofit career, I enjoyed working with community leaders on boards, committees and special task forces to address local

issues. A highlight of my career was working with affiliated organizations throughout California to initiate greater collaboration, expand program services and increase efficiencies. I understand the dedication to community service you all share as fiscal officers in your local cities, and look forward to working with you. Please contact me anytime at (916)658-8218 or e-mail me at medemaf@cacities.org. Incidentally, Alex is here in another department and has been a great help in the transition. I hope to meet you all in Newport Beach.

UC Riverside Extension News

The Budgetary Process in Governmental and Nonprofit Organizations, April 8-June 24, 1998, is being offered at Riverside, California, Wednesdays, 6:30 - 9:30 pm. Fee: \$285. Overview of the financial planning process with emphasis on budgeting techniques, financial sources, chronologies, roles and politics. Prerequisite: Completion of basic course in accounting or have the consent of the course instructor if equivalent background can be substantiated. For information contact UCR Extension at (909) 787-4111 or check out our web site: www.unex.ucr.edu.

CSMFO Mini-News

1400 K Street, Suite 400
Sacramento, CA 95814
(916) 658-8210
Fax: (916) 658-8240
www.csmfo.org

Annual Conference Resource Library Looking To Include Your Contribution

Norm Lefmann, Administrative Officer, City of Burbank Resource Library Coordinator, 1998 Annual Conference

Do you have any relevant materials for inclusion in this year's Newport Beach Conference Resource Library? We are requesting any and all contributions for policy papers, legislative issues, financial guidelines, Internet Resources, etc., to be included in the library.

The library was a tremendous success last year, so please help by providing your valuable resources. Just provide the materials in advance of the conference by forwarding them to Norm Lefmann, City of Burbank, 200 North Third Avenue, Burbank, CA 91502. We'll take it from there, making sure that they're available for attendees. If you have any questions, please call Norm Lefmann at (818) 238-3221.

President's Message, continued

The Career Development Committee delivered a new program on "Communicating with Confidence" and have held several bridge calls to share current and emerging issues.

A task force, chaired by Stan Lindsay, from the City of Santa Rosa, formulated our response to the GASB proposed reporting model. A pre-hearing meeting was held with the GASB in San Francisco and our views on the exposure draft were presented at the hearing by Bill Statler from the City of San Luis Obispo.

CSMFO now has a way for sharing information on-line via the "CSMFO-members list" in addition to the creation of the organization's web page.

We created an alliance with the Municipal Management Assistants of Southern California to make their members aware of CSMFO services and programs.

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Chapter Corner: San Diego Chapter

Marylou Matienzo, Director of Finance, National City
Chair, San Diego Chapter

National City is the center of an international business region of five million people that stretches along the Pacific coastline from Orange County and across the international border to Ensenada, Mexico. It has proved consistently over the years that it is a great place to do business. Where else in San Diego County is the sales tax per capita the greatest by a wide margin and does the daytime population more than double? With its proven ability to attract, National City, located on San Diego Bay, has been left behind in the recreational/visitor market.

When one envisions San Diego Bay, one thinks of parks, boats, hotels, and pleasant views. Coronado, Imperial Beach, Chula Vista, San Diego and National City are members of the Unified Port District. Except for National City, all of the other cities have waterfronts enhanced by the Port District. National City's bayfront is lined with industrial land where commercial maritime projects have been built. Trade with the Pacific Rim is in the process of making the port a major international shipping center with the just-completed, multi-million dollar "Sea Train." The 24th Street marine terminal sits on the edge of National City's industrial parks. With enhanced rail access, over 120,000 vehicles are processed on an annual basis for import and export. In addition, a number of other goods such as lumber are shipped through this facility.

National City residents are too well aware of their city's role in the region. They have accepted indus-

trial use on the waterfront but they want a place to play on the bay. Seeing the need, the Unified Port District has come to terms with the city. Now, after many years, a 225 slip marina has been approved for construction along the Sweetwater Channel in the Port's tidelands area. Along with the marina, planning is underway to have complimentary visitor activity uses, a new road connecting the marina to 24th Street and redevelopment of the 24th Street Gateway at I-5. These improvements will be joined with the completion in 1998 of the last link in the Regional Bike Route around the bay.

The Port District and the City, through the Community Development Commission, have combined forces to make the plans a reality. A \$12 million budget made up of Port District and City Redevelopment funds has been approved. These funds are in addition to those budgeted for the construction of the marina. Tourist-oriented facilities, landscaped areas, parks, a public art project, and restoration of environmentally sensitive lands adjacent to Paradise Marsh will replace the metal recycling yard, two abandoned rendering plans and the otherwise unsightly development.

One of the new features for visitors is the restoration of the Historic Transcontinental Depot contiguous to the redevelopment area. A 1.2 million grant was received to purchase and restore the Depot that was built in 1882. The site is of statewide historical significance. With restoration complete, the Depot and grounds

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Year 2000 Resources Available

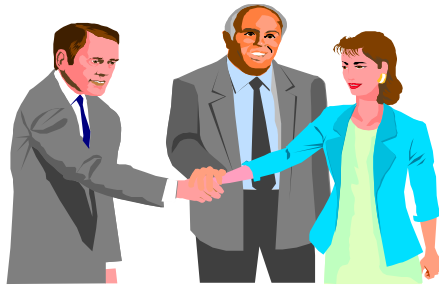
With the help of the City of Riverside, the CSMFO Internet web site (www.csmfo.org) now features a Year 2000 Technology Resource Center. Resources include a comprehensive Year 2000 assessment report, two council reports and sample slide presentations. Please click on the "resources" button bar at the bottom of the CSMFO web page to access the information.

The Year 2000 materials are also available for checkout from the League of California Cities lending library. To request a copy, please fax your request to (916) 658-8240, attention Year 2000 Resources.

If your city has any Year 2000 reports and/or material that might be helpful to others and added to the web site, please contact CSMFO Secretary Frances Medema at (916) 658-8210, or via e-mail at medemaf@cacities.org.

Annual Seminar Surveys Tallied

Thanks to all of you who returned the survey on the three-day preferences for the annual meeting. The results have been tallied and will be discussed at the next Board meeting preceding the Annual Seminar. The Board of Directors then will report to the membership the site selection and format for the year 2000 during the seminar.



Welcome New CSMFO Members

Tom Kever

Accounting Officer, Salinas

Miguel Gutierrez

Supervising Accountant, Salinas

Terrence Beaman

Finance Assistant, Los Alamitos

Arvinda Krishnan

Accounting Supervisor, Fairfield

Karen Maggio

Principal Accountant, Culver City

Cynthia Hart

Principal Accountant, Culver City

Mina Marie Ladlad

Accountant II, Culver City

Gavin Cohen

Asst. Finance Manager, Glendora

Lori Rose

Accountant, San Ramon

James Randall

Administrative Services Director
San Ramon

Michael P. Grandy

Controller, El Toro Water District

Michael Chung

Director of Finance & Accounting,
Chino Basin Water District

Mike Rentner

Chief Operating Officer,
NBS/Government Finance Group

Ron Kral

Principal Accountant,
Price Waterhouse

Donna Kreter

Assistant Finance Director,
Daly City

Leo Acenas

Auditor/Accountant,
State Controller's Office

Paula M. Cornyn

Controller, Petaluma

Erlinda Reveche

Accountant II,
Long Beach Dept. of Health

John C. Walk

Management Services/
Finance Director, Lompoc

Movin' On

Hector Lwin, Fremont, has joined the retired ranks of CSMFO. Congratulations on your retirement!

Letter to the Editor

The following is a personal observation from Leigh P. Keicher, Director of Finance, West Sacramento. A personal observation does not necessarily represent the opinion of the California Society of Municipal Finance Officers or the League of California Cities.

Wheel Spinning?

As Chief Financial Officers, we bring a unique cost-benefit perspective to the highest levels of discussion/decision making in our respective cities. Yet, when it comes to our participation in CSMFO, I wonder if we are less focused in this regard.

Specifically, why do we devote so much of our human resources on duplicating merit programs for the CAFR and budget? It seems to me the GFOA programs are exceptionally well done. What additional value do CSMFO programs provide? Any personal benefit/satisfaction can be had in the national program. They are always seeking more reviewers.

There must be other worthwhile causes begging for our special attention. For example, much has been written the last few years about the need for developing cost of service standards to improve local decision making. CSMFO could pioneer a merit program to foster quality cost-of-service reporting. Or, we could develop a merit program to improve quality and consistency in the State Controller's Annual Report which is a primary data source for the legislature. These would, at least, be novel and may even further the cause of good government.

Cordially,

/s/

Leigh P. Keicher
Director of Finance
City of West Sacramento

Chapter Corner: San Diego Chapter

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will become a museum. Railroad equipment from one hundred years ago will be displayed on the grounds. In the future, an excursion/dinner train will be operated out of the facility. The Depot, coupled with restaurants, parks, hotels, shops and boats, will become a unique gathering place for residents and visitors alike.

Presently, real estate appraisals are being prepared, environmental studies underway, and contracts let for improvements. The intent of the development is first and foremost to provide residents with a relationship to the bay. Another benefit will be the added income to the city from sales and transient occupancy taxes. Even more important, the development will provide a "softer" image of the city by welcoming the visitor, the boater, as well as the commercial shipper. Finally, National City will have a place to play on the bay for both residents and visitors.

Meetings

Central Valley Chapter

Date: Thurs., March 19

Time: 12:00 noon

Place: City of Galt

RSVP: Tina McVay (209) 745-2961

President's Message, continued

The CSMFO by-laws were amended at the February 1997 seminar to increase the number of active members a city may enroll from 2 to 4, thereby allowing more people to vote on CSMFO matters as well as increasing our talent pool for committees and chapter chairs.

As you can see by looking at what CSMFO has achieved this past year, you have to realize that accomplishment of our goals are only possible as a result of the commitment, dedication and hard work of committee members and the various individuals who work behind the scenes. Values drive the organization. People and personalities change, but values transcend changes in leadership, for values are what bind our organization together.

At this time, I would like to thank each member of the board, the

standing committees, Chapter Chairs, CSMFO staff and each and every CSMFO member. The CSMFO Board who has served you are talented leaders who are committed to excellence. It has been a pleasure to serve with them.

I also want to thank you, the members, for electing me to serve as your president in 1997. It has been an excellent opportunity to learn and grow personally and as a finance professional. I will always be grateful of the opportunity.

I would like to extend my best wishes to Howard Longballa, your next CSMFO President. I pledge my complete support and ask that you do so also. I am very happy knowing that I leave the office in extremely competent hands and I enthusiastically look forward to serving another year on the board as past president.

Join the CSMFO e-mail group list!

Share information, post inquiries and communicate quickly with CSMFO. It's free, and it's easy - so get started today!

How do I subscribe?

Subscribing is easy. Simply send an e-mail message to <majordomo@webcoach.com> (minus the brackets) and type the words "subscribe csmfo-members-list" (minus the quotation marks) in the body of your

message. No information is needed on the subject line of the e-mail. A password and directions on how to complete your subscription to this list will be e-mailed back to you. Follow the directions provided and you are ready to go. You should be able to complete the entire process in a few minutes.

If you have questions, contact Frances Medema, CSMFO Secretary, at (916) 658-8210, or by e-mail at Medemaf@cacities.org.

Up the Ladder

FINANCE MANAGER - City of Coronado. Salary up to \$71,000 (pending Council approval). The ideal candidate should possess professional experience at a supervisory-level performing responsible municipal financial operations involving investments, fund accounting, reporting and internal controls. Successful candidates will possess a BA in accounting, finance, or public/business administration. Application must be made on city application forms which may be obtained from the Administrative Services Department at Coronado City Hall, located at 1825 Strand Way, Coronado, CA 92118. Phone (619) 522-7302. Completed application form, resume and supplemental questionnaire must be received in the Administrative Services Department by 5:00 pm on Friday, March 13, 1998. Postmarks or faxes will not be accepted. EOE/AA/ADA Employer.

ACCOUNTANT II - City of Rocklin. \$2,973 - \$3,614/mo (exc. benefits). Performs responsible professional accounting, admin. & tech support relative to the planning, organizing & coordination of assigned activities in the Finance Div. & to provide tech. assistance to the Finance Mgr. Min. qualif.: 3 yrs. of progressively responsible professional public accounting exp; BA degree from an accredited college/univ. w/ major coursework in accounting or closely related field. Call Jobline at (916) 632-5500 for req'd. city app. or apply in person: Personnel Ofc., 3970 Rocklin Rd., P. O. Box 1380, Rocklin, CA 95677. Open until filled. Faxes not accepted as proof of submission. EOE.

ACCOUNTANT - City of Napa, CA. \$3,664 - \$4,427 per month. The City of Napa seeks an accounting professional to perform a wide variety of accounting work in the Finance Department. The successful candidate will have a minimum of one year of professional accounting work experience including governmental, cost accounting and assisting with cash investments and a college degree in accounting. Apply by February 17, 1998. For application and job brochure call (707) 257-9542 (Job Recorder) or write to the City of Napa Personnel Department, P. O. Box 660, Napa, CA 94559. EOE.

FINANCIAL MANAGEMENT ANALYST - City of Burbank. (Salary Range \$3,476 - \$4,223/month with generous benefit package and 2% at 55 retirement with PERS). Responsibilities for this position are comprised of: performing highly technical, administrative and/or financial management work, including budget development, financial analysis, and information systems analysis; conducting special studies, compiling statistical and financial data for special and regular reports. Minimum qualifications: Graduation from an accredited college and one year of administrative, budget, or personnel analysis experience. NOTE: Completion of requirements for a Master's Degree in public administration or work related field may be substituted for six months of the required experience. LICENSE: Valid California Class "C" Driver's License or equivalent is required at time of appointment. Desirable qualifications: Certified Public Accountant or Master's Degree and two years of responsible municipal finance or certified accounting experience is desired. Final filing date for applications and resumes to be submitted is March 6, 1998. Call COB Human Resources at (818) 238-5021 for application package.

CAFR REPORTING MANAGER - City & County of San Francisco, Office of the Controller. \$60,395 - \$73,419 annually. Open until filled. Seeking person to coordinate both the preparation of the Comprehensive Annual Financial Report (CAFR) and the annual financial audit. Responsibilities also include developing policies and procedures related to the implementation of accounting standards and assisting departments in the application of such standards. Experience must include having played a lead role in the preparation of a CAFR. Desirable experience includes the use of large financial systems and PC applications. Requires BA/BS + 5 yrs. exp. in government financial analysis and reporting (a Masters degree in a related field or a CPA license may be substituted for 1 yr. experience) or a CPA license + 4 yrs. public accounting experience including audits of governmental agencies. TO APPLY: Send S.F. City job application + resume to Job 1824 Reporting, Controller's Personnel Office, 875 Stevenson St., Rm. 210, San Francisco, CA 94103 (415-554-7500). Faxes accepted. To request an application, call (415) 554-JOBS or e-mail to: controller_personnel@ci.sf.ca.us. Resumes are not accepted in lieu of applications. EOE Employer.

Up The Ladder continued on next page

Up the Ladder, continued

ASSISTANT TREASURER (#98-009) - Bay Area Rapid Transit District (BART). Pay Rate: \$5456 - \$8456/mo. Location: Oakland (LMA). Under direction of the Controller-Treasurer, administers the Treasury Division which includes cash management, fare collections, cash handling, and the District's investment portfolio and bond sales; performs related work as assigned.

Education: Equivalent to graduation from a four-year college with major coursework in accounting, business administration, economics or a closely related field. An advanced degree in an appropriate field is desirable. Experience: Five (5) years of (full-time equivalent) verifiable accounting or financial management supervisory experience, preferably in a public agency setting.

Essential Job Functions: 1) Determines the amount and selects the purchase of securities for the District portfolio; 2) Oversees, directs and is accountable for the management of the District's cash handling and fare collection system; 3) Coordinates and prepares the documentation for short and long-term financial investments including preparation of documents for credit rating agencies; 4) Responds and makes presentations/analysis to Board of Directors, the general public and business and governmental agencies; 5) Directs and evaluates the performance of Treasury Department's personnel; 6) Administers and is responsible for the department budget; and 7) Performs other related duties as may be assigned.

Application Process: Obtain a BARTD application (Form #0022) from the BART Employment Window, located at the 12th Street, City Center BART Station (Main Level), Downtown Oakland, or mail to BART Employment Office, P. O. Box 12688, Oakland, CA 94604-2688. The Employment Window Office is staffed on Monday, Wednesday and Friday from 11:00 am through 2:00 pm. (excluding holidays).

MANAGEMENT ANALYST - City of Claremont, CA \$3,384-\$4,088/mo. plus excellent benefits and Pay for Performance Program of up to 5% of base pay annually. This is a management level position with assignments in the City Manager's office, Personnel Division, Financial Services Department, Human Services Department, and Community Services Department. Performs complex professional, technical, analytical and administrative duties, prepares reports and manuals; performs special projects; exercises direct or indirect supervision over administrative interns or clerical personnel; serves as a key member of the City Manager's Management Team; and attends City Council and/or Commission meetings. Management Analysts are responsible for projects in their operating department; for working on projects/task forces for the City Manager's office; may periodically rotate between departments; and are expected to be in Claremont 3-5 years. Qualifications: two years of responsible experience in administrative analysis, budget preparation/management, accounting or personnel, and a Bachelor's degree from an accredited college or university with a major in public admin., business admin., or a related field. Also required is a valid Class C Calif. driver's license and a good driving record. A City application form and responses to supplemental questions are required. Application packages must be submitted by: Friday, March 6, 1998, no later than 1:00 pm. Faxed, copied or postmark applications will not be accepted. For more information contact: City of Claremont, Personnel Office, P. O. Box 880, Claremont, CA 91711 (909) 399-5447. EOE/Drug Free Employer.

Members' Professional Services

